

ANALYSIS OF THE INFLUENCE OF BRAND IMAGE AND CUSTOMER REVIEWS ON PURCHASE DECISIONS MEDIATED BY CUSTOMER TRUST IN THE SHOPEE MARKETPLACE



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Abstract

The significance of managing brand image and customer reviews in shaping trust and purchasing behavior on the Shopee Marketplace platform is underscored by this research. The findings of the study validate that effective brand image management and favorable customer reviews have a substantial impact on customer trust toward a product or brand. This underscores the importance of establishing a robust brand image through appropriate marketing strategies and providing satisfactory responses to customer reviews. Customer trust is identified as a pivotal factor in influencing purchasing decisions, necessitating companies and sellers to prioritize the establishment and maintenance of trust through high-quality products, excellent customer service, and positive brand reputation management. In a fiercely competitive e-commerce landscape, proficient brand image management and positive customer reviews have emerged as crucial elements in attracting customer interest and influencing purchasing decisions. Consequently, a successful marketing strategy must encompass endeavors to cultivate and sustain customer trust by ensuring consistent experiences, product excellence, and responsiveness to customer reviews. Hence, this research highlights the imperative for companies and sellers on Shopee to effectively manage and address customer reviews to foster a positive brand image and enhance customer trust within the e-commerce realm.

Keywords: Brand Image, Customer Reviews, Purchase Decision, Customer Trust, Shopee Marketplace

INTRODUCTION

In today's digital era, e-commerce is a trend that is growing rapidly. Shopee is one of the most widely used e-commerce sites in Indonesia. According to research conducted by iPrice Group (2022), in 2021, Shopee was the most popular e-commerce platform in Indonesia with a market share of 47%. The famous marketplace or online sales platform in Indonesia is Shopee. Apart from Shopee, other marketplaces in Indonesia include Tokopedia, Bukalapak, Lazada, and others. Considering the large number of markets in Indonesia, the services offered there must be carefully thought out. Considering the large number of people who use the marketplace in Indonesia, there is increasing competition among business people there. As a result, to increase consumer purchasing power, every company that uses the marketplace as a place to buy and sell must learn how to attract new clients (Meriska & Sukaris, 2024).

Consumer purchasing decisions can be influenced by company image and user reviews, which are important elements in the competitive e-commerce market. People can learn a lot from customer reviews when deciding what to buy, and people are more likely to trust goods and companies that have a positive reputation (Malau et al, 2023). Furthermore, studies indicate that Shopee customer feedback greatly influences their buying choices. Over 80% of Indonesian consumers take user reviews into account when making purchasing decisions on Shopee.

According to Chalil (2020), brand is an important component that supports business. Many people think of a brand as something that combines elements such as names, words, signs, symbols, visuals, or even all of the above. The goal is to pitch products and services to buyers in a way that differentiates them from competitors. A brand serves multiple purposes and has multiple benefits, including product utility, choice, innovation, trustworthiness, emotional appeal, aesthetic appeal, novelty, social identity, and personal identification.

According to (Amanda and Aslami, 2021) in (Aryani et al., 2023), brand image is a series of aspects related to a brand that are stored in consumers' minds and memories. Manufacturers must be able to develop brands that have all the features and advantages that

consumers look for in a brand because brand image influences consumer purchasing decisions. A strong brand image can attract consumer interest and leave a good impression, thereby encouraging them to make a purchase.

Soltani (2016:204) posits that a brand image is shaped by information, consumer perceptions of tangible products, intangible attributes, and input from customers. On the other hand, Tjiptono (2015:49) defines brand image as the perceptions and beliefs that consumers have towards a specific brand, which are manifested in their associations and memories related to the brand.

A form of word-of-mouth marketing in online sales, online customer reviews (OCR) allow potential buyers to know what others think about a product after they have used it. This is according to Filieri & McLeay (2014). Consumers' ability to obtain relevant information plays a role in their decision-making process when product quality is difficult to ascertain or when the product's stated standards are unclear.

Previous studies have examined the influence of brand perception and online customer reviews on purchasing behavior within the Shopee marketplace. The research conducted by Dewi (2022) highlights the significant role played by brand image and consumer feedback in shaping consumers' purchasing decisions.

Extensive research has been carried out to examine the impact of brand image and customer reviews on buying behavior, yet few studies have explored the role of customer trust as a mediator. Therefore, this study aims to enhance the existing literature on consumer purchase decisions, particularly focusing on the youth demographic.

RESEARCH METHOD

Types of Research

The data for this research comes from questionnaires, and the research technique is quantitative. To test the assumptions that have been set, quantitative research uses numerical data (numbers) and statistical analysis (Sugiyono, 2022: 8). Data is usually attempted to be quantified in quantitative research, which often uses several statistical methods. The process

of simplification produces a form that is simpler to read, understand, and analyze, leading to a quantitative approach. The research employed a survey questionnaire as the method for data collection. This questionnaire was distributed to either confirm or refute the formulated hypothesis.

Population

The term "population" is defined by Sugiyono (2022: 80) as an aggregate of entities with certain characteristics that have been selected by researchers to draw conclusions. Shopee Marketplace users in Soloraya are the research target population.

Sample

Sugiyono (2022: 81) defines a sample as a portion of the population that accurately reflects its size and characteristics. When studying the entire population is impractical due to time, resources, or complexity, researchers can analyze a smaller subset instead.

Ferdinand (2014) suggests that the minimum sample size should be 25 times the number of independent variables. Given that this study has two independent variables, the minimum required number of respondents would be 50. On the other hand, Hair et al. (2010:637) argue that the Chi-Square SEM test requires a sample size of at least 100 and at most 200 samples for optimal sensitivity.

Sampling

The sampling technique employed is non-probability sampling. According to Sugiyono, non-probability sampling is a sampling method that does not ensure equal chances of selection for every element or member of the population (2022: 84). The research methodology utilized in this study is purposeful sampling. This method was selected due to specific criteria for participants, including utilizing the Shopee Marketplace app for shopping, being between 17-35 years old, and residing in the greater Solo region.

RESULTS AND DISCUSSION

The purpose of this study is to examine the relationship between emotional quotient (EQ) and employee performance at UPT PPOPM Bogor Regency. The research variables

include emotional quotient (EQ) as the independent variable, which consists of three test items: emotional stability, emotional strength, and emotional satisfaction. The dependent variable is the employee performance value, measured by the employee performance target (SKP) for civil servants (PNS) and a special assessment from superiors. The assessment format is based on the employee's performance target (SKP) for outsourcing employees. The units of measurement for emotional intelligence are aligned with the scores determined in each standard test item. The data analysis includes data description, classical assumption test, T-test, F test, coefficient of determination, and multiple linear analysis.

Respondent Characteristics

The table below presents an overview of the respondents' characteristics in this research.

Table 1.
Respondent Characteristics

Characteristics	Frequency	Percentage
Gender		
• Man	37	30.08%
• Woman	86	69.92%
Age		
• 17-25 years old	70	56.91%
• 26-35 years old	48	39.02%
• >36 years	5	4.07%
Current Domicile		
• Boyolali	9	7.32%
• Karanganyar	38	30.89%
• Sragen	34	27.64%
• Sukoharjo	23	18.70%
• Surakarta	14	11.38%
• Wonogiri	5	4.07%

Average Shopping at Shopee in 1 Month		
• < 3 times	32	26.02%
• 4-6 times	55	44.72%
• 7-9 times	27	21.95%
• > 10 times	9	7.32%

Source: Processed Data (2024)

According to the data presented in the table, it is evident from the responses of 123 participants that:

- 1) There were 37 male respondents (30.08%) and 86 female respondents (69.92%). So, the majority of respondents in this research were women.
- 2) Respondents aged 17 – 25 years were 70 people (56.91%). There were 48 respondents aged 26 – 35 years (39.02%), and 5 respondents aged >36 years (4.07%). So, the majority of respondents in this research were aged 17 – 25 years.
- 3) There were 9 respondents domiciled in Boyolali (7.32%), and 38 respondents domiciled in Karanganyar (30.89%). 34 respondents domiciled in Sragen (27.64%), 23 respondents domiciled in Sukoharjo (18.70%), 14 respondents domiciled in Surakarta (11.38%), 5 respondents domiciled in Wonogiri (4.07%). The majority of participants in this study reside in Karanganyar.
- 4) Respondents who shopped on Shopee on average in 1 month < 3 times were 32 respondents (26.02%), 4 – 6 times were 55 respondents (44.72%), 7 – 9 times were 27 respondents (21.59%), and >10 times as many as 9 respondents (7.32%).

SEM PLS Analysis

This study employs component/variance-based structural equation modeling to offer resolutions to research inquiries concerning the impact of brand image and customer reviews on buying choices, facilitated by Customer Trust.

The testing phases are conducted to meet the requirements of each data processing technique utilizing SmartPLS 3. The initial phase involves the outer model, while the subsequent phase focuses on the inner model. An overview of the path diagram calculation results in this research looks as follows:

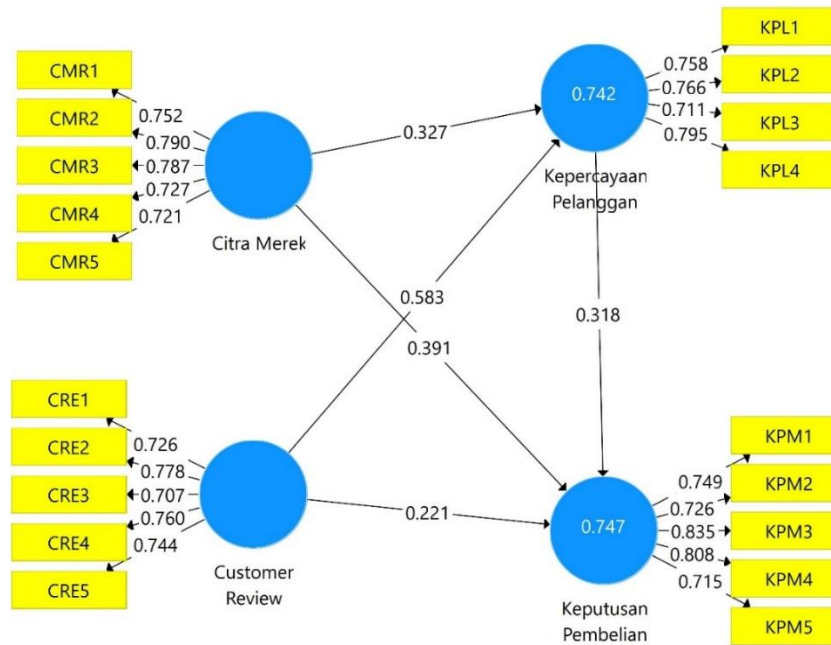


Figure 1.

Path Diagram (Standardized)

Evaluation of Measurement Model (Outer Model)

Convergent validity, discriminant validity, and composite reliability are the criteria employed to assess the worth of the outer model. The convergent validity is determined by examining the correlation between the estimated item scores and component scores, also known as the loading factor. Other information that can be seen from the measurement model analysis provides indicators that are most closely related to the research variables or indicators that have the largest loading factor.

Convergent Validity

The brand image variable is measured with 5 statement indicators, customer reviews are measured with 5 statement indicators, customer trust is measured with 4 statement indicators, and purchasing decisions are measured with 5 statement indicators. Following are the results of obtaining loading factor values for each indicator in each variable. Following are the results of obtaining loading factor scores for each indicator in each variable.

Table 2.
Measurement of Research Variables

Variable	Indicator	OL	Category
Brand Image CR: 0.869 CA: 0.812 AVE: 0.571	Shopee is an application that is currently popular.	0.752	Valid
	Shopee has characteristics that are easy to remember.	0.790	Valid
	Shopee provides good quality service.	0.787	Valid
	Shopee makes a good impression on its users.	0.727	Valid
	Shopee can always meet customer needs	0.721	Valid
Customer Reviews CR: 0.861 CA: 0.798 AVE: 0.553	I read reviews on Shopee to make sure I buy the right product.	0.726	Valid
	I read reviews on Shopee to find out the quality of the product I want to buy.	0.778	Valid
	I read and collect product review information from other consumers when shopping at Shopee.	0.707	Valid
	I feel comfortable shopping at Shopee with a large number of customer reviews.	0.760	Valid
	I am confident in shopping for products on Shopee after seeing product reviews from other consumers.	0.744	Valid
Customer Trust CR: 0.843 CA: 0.753 AVE: 0.574	My trust in Shopee is very good.	0.758	Valid
	I believe the Shopee marketplace will provide the best quality for its users.	0.766	Valid
	I believe that sellers on the Shopee marketplace always prioritize honesty in selling their products.	0.711	Valid
	I believe the product I ordered on the Shopee marketplace meets my expectations.	0.795	Valid
Purchase Decision CR: 0.878 CA: 0.825 AVE: 0.590	I buy products on Shopee because it's easy to get the products I need.	0.749	Valid
	I buy products on Shopee because they are easy to access.	0.726	Valid
	I bought the product on Shopee because the promo offered was attractive.	0.835	Valid
	I feel satisfied after purchasing Shopee.	0.808	Valid
	I will recommend the Shopee marketplace to others to make purchases.	0.715	Valid

Source: Processed Data (2024)

Judging from the table above, it can be seen as follows:

- The loading factor value of the brand image variable indicator is greater than 0.5, confirming its validity in measuring the brand image variable. The Average Variance Extracted (AVE) value is 0.571, suggesting that 57.1% of the information from the five indicators is captured by the brand image variable. Additionally, the composite reliability (CR) value is 0.869 and the Cronbach alpha (CA) is 0.812, both exceeding 0.7. These results indicate that all indicators demonstrate consistency in measuring brand image variables.
- The loading factor value of the customer review variable indicator is greater than 0.5, indicating its validity in measuring the customer review variable. The Average Variance Extracted (AVE) value is 0.553, suggesting that 55.3% of the information from the five indicators can be represented by the customer review variable. Additionally, the composite reliability (CR) value is 0.861 and Cronbach alpha (CA) is 0.798, both exceeding the threshold of 0.7. This demonstrates that all indicators exhibit consistency in measuring the customer review variable.
- The loading factor value of the customer trust variable indicator is greater than 0.5, indicating its validity in measuring customer trust. The Average Variance Extracted (AVE) value is 0.574, suggesting that 57.4% of the information from the four indicators is captured by the customer trust variable. Additionally, the composite reliability (CR) value is 0.843 and the Cronbach alpha (CA) is 0.753, both exceeding 0.7, demonstrating the consistency of all indicators in measuring customer trust.
- The loading factor value of the purchasing decision variable indicator exceeds 0.5, confirming its validity in measuring the purchasing decision variable. The Average Variance Extracted (AVE) value stands at 0.590, signifying that 59% of the information from the five indicators is captured through purchasing decision variables. Additionally, the composite reliability (CR) value is 0.878, and the Cronbach alpha (CA) is 0.825, both surpassing the threshold of 0.7. This demonstrates the consistency of all indicators in measuring purchasing decision variables.

Discriminant Validity

The cross-loading value which describes the discriminant validity value can be seen in the following table:

Table 3.
Discriminant Validity (Cross Loading)

	CMR	CRE	KPL	KPM
CMR1	0.752	0.328	0.359	0.228
CMR2	0.790	0.202	0.312	0.184
CMR3	0.787	0.456	0.364	0.308
CMR4	0.727	0.431	0.379	0.365
CMR5	0.721	0.324	0.410	0.405
CRE1	0.494	0.726	0.414	0.427
CRE2	0.500	0.778	0.481	0.442
CRE3	0.475	0.707	0.463	0.557
CRE4	0.320	0.760	0.840	0.255
CRE5	0.300	0.744	0.826	0.253
KPL1	0.321	0.472	0.758	0.237
KPL2	0.351	0.537	0.766	0.253
KPL3	0.235	0.388	0.711	0.265
KPL4	0.267	0.339	0.795	0.291
KPM1	0.346	0.201	0.501	0.749
KPM2	0.332	0.277	0.231	0.726
KPM3	0.190	0.365	0.142	0.835
KPM4	0.543	0.359	0.321	0.808
KPM5	0.242	0.344	0.334	0.715

Source: Processed Data (2024)

Table 4.
Fornell–Larcker Criterion

	Brand Image	Customer Reviews	Customer Trust	Purchase Decision
Brand Image	0.844			
Customer Reviews	0.815	0.826		
Customer Trust	0.726	0.792	0.821	
Buying Decision	0.825	0.798	0.654	0.877

Source: Processed Data (2024)

Table 5.
Discriminant Ratio HTMT

	Brand Image	Customer Reviews	Customer Trust	Purchase Decision
Brand Image	0.844			
Customer Reviews	0.815	0.826		
Customer Trust	0.726	0.792	0.821	
Buying Decision	0.825	0.798	0.654	0.877

Source: Processed Data (2024)

Based on the table above, the three discriminant validity measurement models, namely cross loading, Fornell-Larcker Criterion, and HTMT ratio, are fulfilled well. For discriminant validity using the cross-loading model, it can be seen that the CMR1 – CMR5 indicators have the highest correlation with the advertising variable. Likewise, other indicators have the highest correlation with each latent variable. Furthermore, for discriminant validity using the Fornell-Larcker Criterion method, it can be seen that the root value of the AVE for each variable is greater than the correlation of other variables. Finally, for testing discriminant validity using the HTMT ratio method, it can be seen that the correlation value between latent variables is less than 0.9.

Multicollinearity Test

The multicollinearity test values in this study are presented in the following table:

Table 5.
Multicollinearity Test

	VIF
CMR1	1,658
CMR2	1,854
CMR3	1,714
CMR4	1,533
CMR5	1,508
CRE1	1,465
CRE2	1,713
CRE3	1,549
CRE4	1,607
CRE5	1,516
KPL1	1,482
KPL2	1,554
KPL3	1,251
KPL4	1,691
KPM1	1,554
KPM2	1,522
KPM3	2,178
KPM4	1,996
KPM5	1,493

Source: Processed Data (2024)

Based on the table above, the VIF value of each indicator is <5.0 . This means that there is no collinearity between constructs in this research.

Structural Model Evaluation (Inner Model)

R-Square

As the R^2 value is the sole basis for understanding a model's predictive power, there is an inherent bias toward selecting models with many exogenous constructs, including those that may be only weakly related to the endogenous constructs.

Table 6.
R – Square Results

	R Square	Information
Customer trust	0.737	Substantial
Buying decision	0.741	Substantial

Source: Processed Data (2024)

Based on the results presented in the table above, it can be seen that in the first sub-structure, an R Square value of 0.737 was obtained. It can be interpreted that the variability of the brand and customer image constructs can explain the variability of the customer trust construct by 73.7%.

Furthermore, in the second sub-structure, an R Square value of 0.741 was obtained. It can be interpreted that the variability of the constructs of brand image, customer reviews, and customer trust can explain the variability of the purchasing decision construct by 74.1%.

Q-Square

Q-square is an indicator of the predictive power or predictive relevance of a model out of sample. When a PLS path model shows predictive relevance, it accurately predicts data that is not used in the model estimation.

Table 7.
Q – Square Results

	SSO	SSE	Q2 (=1-SSE/SSO)
Customer Trust	492,000	294,209	0.402
Buying decision	615,000	351,437	0.429

Source: Processed Data (2024)

Based on the data above, the intervening variable and dependent variable in this study have a Q - Square value of 0.402 and 0.429 where this value is > 0 . This means that this research is considered good because it has a good predictive relevance value.

F-Square

The f-square value is used to determine the effect of predictor variables on the dependent variable. Effect size f^2 .

- An f^2 value of 0.02 is categorized as a weak influence of the predictor latent variable (exogenous latent variable) at the structural level,
- An f^2 value of 0.15 is categorized as sufficient influence of the predictor latent variable (exogenous latent variable) at the structural level,
- An f^2 value of 0.35 is categorized as a strong influence of the predictor latent variable (exogenous latent variable) at the structural level.

Table 8.
F – Square Results

Track	F Square	Effect Size
CMR → KPL	0.267	Enough
CRE → KPL	0.331	Enough
KPL → KPM	0.249	Enough
CMR → KPM	0.209	Enough
CRE → KPM	0.302	Enough

Source: Processed Data (2024)

Judging from the table above, from the results of the data processing carried out it can be seen that the path CMR → KPL, CRE → KPL, KPL → KPM, CMR → KPM, and CRE → KPM has a "sufficient" effective size influence in the structural model.

Hypothesis Test

Hypothesis testing is carried out to find out whether the hypothesis formulated is supported or not supported by looking at the t value –statistics and p – values. This test was

carried out with the help of SmartPLS 3.0 software. The rule used in this research is t - statistics > 1.96 with a p - value of < 0.05 and the path coefficient is positive. The results for the model description in this research are as follows:

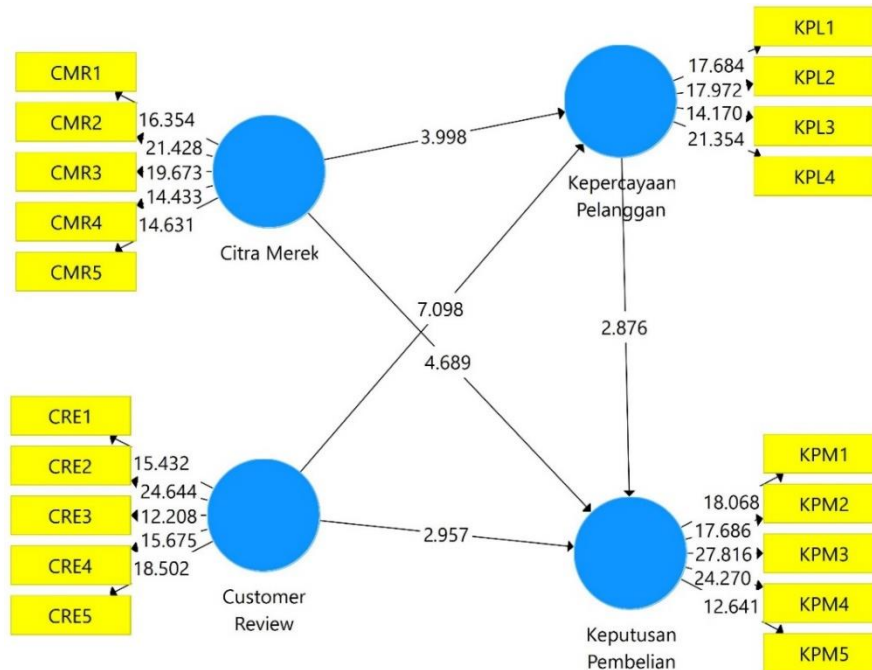


Figure 2.
Full Bootstrapping of Structural Model

Table 9.
T Data – Statistics

Track	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T – Statistics (O/STDEV)	P - Values	Results
CMR → KPL	0.327	0.322	0.081	3,998	0,000	Supported
CRE → KPL	0.583	0.589	0.084	7,098	0,000	Supported
KPL → KPM	0.391	0.390	0.083	2,876	0,000	Supported
CMR → KPM	0.221	0.205	0.117	4,689	0,000	Supported
CRE → KPM	0.318	0.335	0.109	2,955	0.004	Supported

CMR → KPL → KPM	0.104	0.104	0.035	2,992	0.003	Supported
CRE → KPL → KPM	0.186	0.201	0.083	2,227	0.026	Supported

Source: Processed Data (2024)

- 1) The first hypothesis tested is the influence of brand image on customer trust. Based on the results of data processing as presented in the path coefficient estimation table and statistical tests, the standard deviation value of brand image on customer trust is 0.081 in a positive direction. The significance value of the p-value is $0.000 < 0.05$ and the t - t-statistic value is $3.998 > 1.96$. So, the first hypothesis is supported. This means that brand image has a positive and significant effect on customer trust.
- 2) The second hypothesis tested is the influence of customer reviews on customer trust. Based on the results of data processing as presented in the path coefficient estimation table and statistical tests, the standard deviation value of customer reviews on customer trust is 0.084 in a positive direction. The significance value of the p-value is $0.000 < 0.05$ and the t-statistic value is $7.098 > 1.96$. So, the second hypothesis is supported. This means that customer reviews have a positive and significant effect on customer trust.
- 3) The third hypothesis tested is the influence of customer trust on purchasing decisions. Based on the results of data processing as presented in the path coefficient estimation table and statistical tests, the standard deviation value of customer confidence in purchasing decisions is 0.083 in a positive direction. The significance value of the p-value is $0.000 < 0.05$ and the t-statistic value is $2.876 > 1.96$. So, the third hypothesis is supported. This means that customer trust has a positive and significant effect on purchasing decisions.
- 4) The fourth hypothesis tested is the influence of brand image on purchasing decisions. Based on the results of data processing as presented in the path coefficient estimation table and statistical test, the standard deviation value of brand image on purchasing decisions is 0.117 in a positive direction. The significance value of the p-value is $0.000 < 0.05$ and the t-statistic value is $4.689 > 1.96$. So, the fourth hypothesis is supported.

This means that brand image has a positive and significant effect on purchasing decisions.

- 5) The fifth hypothesis tested is the influence of customer reviews on purchasing decisions. Based on the results of data processing as presented in the path coefficient estimation table and statistical tests, the standard deviation value of customer reviews on purchasing decisions is 0.109 in a positive direction. The significance value of the p-value is $0.004 < 0.05$ and the t-statistic value is $2.955 > 1.96$. So, the fifth hypothesis is supported. This means that customer reviews have a positive and significant influence on purchasing decisions.
- 6) The sixth hypothesis tested is that the influence of brand image on purchasing decisions is mediated by customer trust. Based on the results of data processing as presented in the path coefficient estimation table and statistical test, the standard deviation value of brand image on purchasing decisions is 0.035 in a positive direction. The significance value of the p-value is $0.003 < 0.05$ and the t-statistic value is $2.992 > 1.96$. So, the sixth hypothesis is supported. This means that brand image has a positive and significant effect on purchasing decisions, mediated by customer trust.
- 7) The seventh hypothesis tested is the influence of customer reviews on purchasing decisions. Based on the results of data processing as presented in the path coefficient estimation table and statistical tests, the standard deviation value of customer reviews on purchasing decisions is 0.083 in a positive direction. The significance value of the p-value is $0.026 < 0.05$ and the t-statistic value is $2.227 > 1.96$. So, the seventh hypothesis is supported. This means that customer reviews have a positive and significant influence on purchasing decisions, mediated by customer trust.

The Influence of Brand Image on Customer Trust

According to the principles of hypothesis testing, it can be concluded that brand image plays a crucial role in influencing customer trust. In other words, the stronger the brand image of a product or brand on Shopee, the greater the level of trust customers place in that particular product or brand. These research findings align with the conclusions drawn from

a study conducted by Maramis, et al. (2022), which also highlights the significant impact of brand image on customer trust.

Effective brand image management is critical in building and maintaining customer trust, especially on e-commerce platforms like Shopee. By strengthening brand image, companies can increase customer trust, which in turn can influence customer purchasing decisions positively. Therefore, companies need to continue to pay attention to strategies to build a strong and positive brand image on the Shopee Marketplace platform to increase customer trust levels and strengthen their relationship with the brand.

The Influence of Customer Reviews on Customer Trust

Customer feedback, as per hypothesis testing, plays a crucial role in influencing customer trust. Essentially, the more positive reviews a customer provides regarding a product or brand on Shopee, the greater the level of trust they have in said product or brand. These findings align with the study conducted by Anjani & Wimba (2021), which highlights the significant impact of consumer trust on purchasing behavior.

Customer reviews serve as a valuable source of information regarding the quality of a product or brand, while also significantly influencing customer perceptions and beliefs. Consequently, it is crucial for companies and sellers on Shopee to prioritize and effectively respond to customer reviews. By striving to deliver positive experiences, businesses can enhance customer trust and foster loyalty.

The Influence of Customer Trust on Purchasing Decisions

According to the principles of hypothesis testing, the impact of customer trust on purchasing decisions is both positive and significant. In other words, the greater the level of trust a customer has in a product or brand on Shopee, the higher the likelihood of them making a purchase. These research findings align with the conclusions drawn by Maramis, et al. (2022), who also found that customer trust plays a significant role in influencing purchasing decisions.

Customer trust is a key factor in influencing purchasing behavior on the Shopee Marketplace platform. The higher a customer's level of trust in a product or brand, the more likely it is that they will make a purchase. Therefore, companies and sellers on Shopee need

to focus on building and maintaining customer trust by providing quality products, good customer service, and positively managing brand reputation. Thus, they can increase their chances of increasing their sales and business success on this competitive e-commerce platform.

The Influence of Brand Image on Purchasing Decisions

According to the hypothesis testing, it has been found that brand image plays a crucial role in influencing purchasing decisions. This implies that a stronger brand image on Shopee leads to a higher likelihood of customers choosing to purchase that particular product or brand. The outcomes of this study align with the conclusions drawn from the research carried out by Dewi, et al. (2022), highlighting the impact of brand image on consumer purchasing behavior.

A positive brand image can be a determining factor in influencing consumer purchasing behavior. When customers have a good perception of a particular brand on Shopee, they tend to be more inclined to choose that product or brand when making a purchase. Therefore, companies and sellers on Shopee must actively build and maintain a positive brand image by providing a consistent experience, high product quality, and satisfactory customer service. By doing this, they can increase their chances of attracting customer interest and driving profitable purchasing decisions for their business on the e-commerce platform.

The Influence of Customer Reviews Regarding Purchasing Decisions

The outcomes of hypothesis testing reveal that customer reviews hold substantial importance in shaping purchasing choices. Positive feedback from customers on Shopee can greatly sway a customer's decision to buy a specific product or brand. These results align with the research findings of Ghoni, et al. (2022), emphasizing the impact of customer reviews on purchasing decisions.

When customers leave positive reviews about a product or brand on Shopee, they are more likely to choose that product or brand when making a purchase. This illustrates that customer reviews are not only an indicator of product satisfaction or quality, but also a critical factor influencing customer purchasing behavior. In the competitive context of e-commerce,

companies and sellers on Shopee need to manage and respond well to customer reviews to build a positive image and increase customer trust. By providing a satisfying experience and earning good reviews from customers, they can increase their chances of attracting purchasing interest and strengthen their position in this fast-growing online marketplace.

The Influence of Brand Image on Purchasing Decisions is Mediated by Customer Trust

According to the hypothesis testing, brand image exerts a positive and substantial impact on purchasing decisions through the mediation of customer trust. This implies that the degree of customer trust in the brand plays a mediating role in the impact of brand image on their purchasing decisions on Shopee. Put differently, customer trust plays a crucial role in determining how brand image affects their purchasing decisions on the platform. The outcomes of this study align with the results of a study carried out by Maramis, et al. (2022) which affirms that brand image significantly affects purchasing decisions through the mediation of customer trust.

Apart from creating a positive brand image, companies and sellers on Shopee must also focus on building customer trust. By providing reliable service, consistent product quality, and a satisfying shopping experience, they can strengthen customer trust, which in turn increases the likelihood of customers making purchases on the platform. Thus, understanding the mediating role of customer trust in the relationship between brand image and purchasing decisions can be a valuable strategic foundation for e-commerce businesses on Shopee to achieve their long-term success.

The Influence of Customer Reviews on Purchasing Decisions Mediated by Customer Trust

According to the findings of hypothesis testing, customer reviews play a crucial role in influencing purchasing decisions through the mediation of customer trust. This implies that strong trust in reviews from fellow customers leads to a higher likelihood of making positive purchasing choices when it comes to products or brands featured on Shopee. The outcomes of this study align with the research conducted by Nur and Octavia (2022), highlighting the significant impact of consumer trust in Shopee as a mediator between

electronic word of mouth and purchasing decisions, particularly affecting the initial two criteria.

Sellers and brands on Shopee need to focus on building and maintaining customer trust in product reviews, as well as ensuring that they are trustworthy and provide useful information to potential buyers. Thus, understanding how trust in customer reviews influences purchasing behavior can help sellers and brands on Shopee to increase customer trust and strengthen their position in this increasingly competitive e-commerce market.

CONCLUSION

As a result of the research that has been carried out, at the end of this research, conclusions are drawn from the problems studied regarding:

1. Effective brand image management on the Shopee Marketplace has a significant impact on customer trust in a product or brand. These findings emphasize the importance of strengthening brand image through appropriate marketing strategies to build and maintain customer trust.
2. Customer reviews are very important in influencing trust in products or brands on the Shopee Marketplace. These findings confirm that customer reviews are not only a source of information about product quality but also an important factor in shaping customer perceptions and beliefs.
3. Customer trust is a key factor in influencing purchasing behavior on the Shopee Marketplace platform. To increase sales and business success, companies and sellers on Shopee need to focus their efforts on building and maintaining customer trust through quality products, good customer service, and positive brand reputation management.
4. Brand image management is important in marketing strategy, where a good brand image can be a determining factor in influencing consumer purchasing behavior. To increase opportunities to attract customer interest and influence purchasing decisions, companies and sellers on Shopee need to proactively build and maintain a positive brand image through consistent experience, product quality, and satisfactory customer service.

5. Reviews are not only an indicator of product satisfaction or quality, but also a key factor in customer purchasing decisions. To succeed in the competitive e-commerce environment, companies and sellers on Shopee must effectively manage and respond to customer reviews to build a positive image and increase customer trust.
6. This trust is a significant link between customer perceptions of a brand and purchasing decisions, emphasizing the importance of building and maintaining customer trust in marketing strategies. In addition to creating a positive brand image, companies and sellers on Shopee must focus on building customer trust through reliable service, consistent product quality, and a satisfying shopping experience.
7. A high level of trust in customer reviews positively influences purchasing behavior, highlighting the importance of customer reputation and opinion in the online purchasing process. Sellers and brands on Shopee must focus on building and maintaining customer trust in product reviews, as well as ensuring that they are trustworthy and provide useful information to potential buyers.

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