

The Effect of E-Service Quality, Brand Image and Trust on Buying Interest in E-Commerce Shopee. (Case Study on Students of the Faculty of Economics and Business, Makassar State University)

Putri Ramadhani¹, Muh Ichwan Musa², Burhanuddin³,
Nurul Fadilah Aswar⁴, Ilma Wulansari Hasdiansa⁵.
Management Studies Program, Faculty Economic, Makassar State University

Correspondence : ramadhaniputri166@gmail.com

Abstract

This research is a quantitative study that aims to determine the effect of e-service quality, image and brand trust on buying interest (Case Study on Students of the Faculty of Economics and Business, Makassar State University). The population in this study were all active students of the Faculty of Economics and Business, Makassar State University class of 2020 using the sampling method obtained a sample of 100 respondents. The data collection technique used was a questionnaire. The analysis technique used is multiple linear regression analysis using Statistical Product and Service Solution (SPSS 20). The results of this study indicate that the e-service quality and brand image variables partially have a significant effect on purchase intention while the brand trust variable partially has no significant effect on purchase intention. Simultaneously, the variables of e-service quality, brand image and brand trust have a significant effect on purchase intention.

Keywords: E-Service Quality, Brand Image, Brand Trust, Purchase Intention

INTRODUCTION

Nowadays, the internet seems to be a primary need for some people. Many activities are carried out using the internet such as learning, communicating, and even shopping online. The internet has become a means of shopping online which then this has become a lifestyle for people today, ranging from teenagers to parents who understand the use of cellphones. Since the presence of the internet, many conveniences are obtained when shopping online, because it can be done anywhere and anytime. Unlike the old days that require us to visit the store directly.

E-commerce is an online shopping platform by utilizing the internet network which is currently widely used by the public, including students of the Faculty of Economics and Business, Makassar State University. The shift in student behavior that used to shop by visiting stores directly, now decides to shop online. Through this e-commerce platform, buyers only see and choose the desired items after that, make payments by transferring via bank or payment is made by the COD (Cash On Delivery) system then the goods are sent according to the buyer's address.

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There are several factors that can influence consumer buying interest, the first of which is e-service quality. Based on the reviews given by Shopee e-commerce users on the Google Play Store application, there are still comments that are considered unfavorable, such as on shipping expeditions via Shopee express which are considered disappointing, applications that are increasingly slowing down, free shipping, cashback and bonuses are increasingly difficult to obtain, responses from customer service that are considered unable to solve problems, the shipping process that takes a long time, then the number of offers of goods that are fake or the images displayed do not match the search system. The quality of a website can be assessed from the variables of information quality, interaction and usability provided. Therefore, there are many things that need to be improved by the management of the Shopee e-commerce system so that the quality of service provided can be even better.

The second factor is brand image, which is important because it relates to the credibility and reputation of a brand. There are complaints from Shopee consumers related to fraud where after the money is transferred the goods that have been ordered have not been received. The next case, there is a Shopee pay fraud mode through a prize draw where this fraud is on behalf of Shopee via SMS and asks to send a credit card. Then lure so as not to lose the prize by immediately sending information related to personal data and passwords. This is an assessment in consumer interest in making purchases and also this can cause the brand image of the Shopee company to decline.

The third factor is brand trust. In practice, shopping online is more dangerous than shopping offline. The online purchasing process can only see the product through photos and videos on the cellphone screen and cannot touch the product directly. Sometimes the images seen through the cellphone screen do not match the quality after the goods are received, then the goods become damaged during the shipping process also becomes a consideration for consumers to make purchases online.

Therefore, to prevent this, what needs to be considered before shopping online is what kind of service quality is provided, whether the site is trusted, then how the image of the company itself.

Students of the Faculty of Economics and Business, Makassar State University were chosen as research subjects because the author often finds college friends who shop online.

Literature Review

Marketing Definition

According to Setyaningrum, et al (2015: 7) marketing is an activity of analyzing, organizing, planning, and supervising resources, policies, and activities that override company customers with the intention of satisfying the needs and desires of selected customer groups for profit.

According to Septiani, (2018: 402) marketing is an activity of offering goods and services to consumers through interactions between individuals and other groups to get what is needed and wanted.

E-Service Quality

According to Juhria, et al. (2021: 57) e-service quality is the ability of a service to provide a display of service quality when serving consumers while shopping and providing delivery services / delivering goods to consumers using electronic media.

According to (Parasuraman et al., 2005: 213) E-service Quality includes all stages of interaction with consumers which can be done in an effective and efficient way using a website, which then assesses the extent to which the website can facilitate the purchase process and delivery of goods.

Indicators E-Service Quality

According to Ho and Lee (2007) in Hansel Jonathan (2013:105), there are 5 measurements of e-service quality, namely:

1) Information quality, 2) Security, 3) Website Functionality, 4) Customer Relationship, 5) Responsiveness dan 6) Fulfillment.

Brand Image

According to (Mudiar & Hervianto, 2019: 416) brand image is the perception and belief of consumers towards a brand as a guess of the brand association in the minds of consumers when a consumer sees the brand.

According to Miati, (2020: 73) brand image is a form of consumer trust in a product or service, the brand image is in the memory of consumers based on experience in using the product which will create a sense of trust to always use products with a certain brand and then be able to influence other people and their environment to use products with that brand image.

Indicators Brand Image

According to (Anker and Biel, 2009:71) indicators that can be used to measure and assess brand are as follows:

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Brand Trust

According to Fandiyanto & Kurniawan (2019: 23) brand trust is the ability of a consumer to behave in a certain way because of the belief that the other party can provide the expected pleasure that the promise or word of another person can be trusted.

According to Firmansyah (2019: 141) brand trust describes two important aspects, first the feeling of consumer confidence that the brand can achieve the promised value and expectations which then creates customer satisfaction.

Indicators Brand

According to Lau and Lee, in Putri (2020:71) stated that there are three indicators of brand trust, namely:

1) Brand characteristics 2) Company characteristics 3) Consumer brand characteristics

Purchase Intention

According to Septiani (2018: 402) purchase interest is the desire of a consumer to buy a product produced by a company as a result of a stimulus to an offer made by the company, which is designed to make consumer purchases.

According to Meldarianda, et al (2019: 102) purchase interest is a purchase planning process carried out by consumers to buy a product by taking into account several things, such as how many products are needed in a certain period of time, brands, and consumer behavior when consuming these products.

Indicators Brand

According to Ferdinand (2002:129) in Sugiarto & Subagio, (2014:7) states that there are four indicators of buying interest, namely:

1) Transitional interests 2) Refential interest 3) Preferential interest 4) Exploratory interest.

METHOD

The research uses a quantitative type of research with a descriptive approach. The quantitative research method is to carry out data analysis using statistical methods and focusing on testing theory by measuring variabels with numbers. The data collection technique used in this research is a questionnaire. A questionnaire is a method of collecting data by distributing a list of questions or statements to respondents in the hope of providing responses related to e-service quality, image and brand trust regarding buying interest in Shopee e-commerce. The population in this study were students from the Faculty of Economics and Business Makassar State University, class of 2020, totaling 892 people. Determining the number of samples in this study used the slovin

technique. The sample in this study amounted to 100 people. The sample collection technique uses non-probability sampling with a purposive sampling approach. Data analysis techniques using Validity Test, Reliability Test, Classical Assumption Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Analysis, Hypothesis Test, Partial Test, Simultaneous Test, Determination Coefficient Test.

RESULTS

Validity Test

In the validity test, it is calculated by comparing the value of r table with r count. The value of r table is determined using the formula $df = (N-2)$ where N is the total number of respondents / the number of samples in the study. In this study consisted of 100 samples, then $(100-2)$ obtained $df = 98$. The r table shows the value with a significance level of 0.05 is 0.1966. The results of the validity test are as follows:

Based on the results of testing the validity of the data, it shows that all questionnaire items, namely the e-service quality variable, brand image, brand trust and purchase intention are valid criteria. This is evidenced by the calculated r value obtained from each item is greater than the r table value of 0.1966.

Reliability Test

The reliability test was carried out with Cronbach's Alpha. Determination of whether a research instrument is reliable or not can be seen from the Cronbach's Alpha value > 0.600 , so it is said to be reliable. The reliability test results are obtained as follows:

Table 1. Reliability Test

Variables	Cronbach's Alpha	Description
E-Service Quality	0,904	Reliable
Brand Image	0,902	Reliable
Brand Trust	0,890	Reliable
Purchase Intention	0,893	Reliable

Source: SPSS Processed Results (2023)

Based on the results of reliability testing in table 4.11 above, it shows that all variables, namely e-service quality, brand image, brand trust, and purchase intention, produce a Cronbach's alpha value greater than 0.600 so it can be concluded that all question items are reliable, which means that the entire research questionnaire is reliable or trustworthy.

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Classical Assumption Test

A. Normality Test

The results of the normality test are as follows:

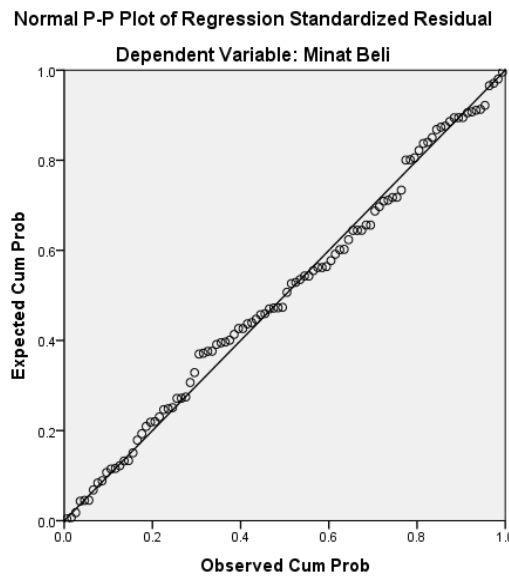


Figure 1. Normality Test

Based on the normality test results in Figure 1. it shows that the data (points) spread around the diagonal line following the direction of the line. So, it can be concluded that the data is normally distributed and has fulfilled the assumption of normality.

B. Multicollinearity Test

The results of the multicollinearity test are as follows:

Table 2. Multicollinearity Test

Variable	Tolerance	VIP	Description
E-Service Quality	0,218	4.590	Multicollinearity Free
Brand Image	0,258	3.875	Multicollinearity Free
Brand Trust	0,220	4.544	Multicollinearity Free

Source: SPSS Processed Results (2023)

Based on the test results in Table 2, all independent variable Tolerance values > 0.100 and VIF values < 10.00. Thus the e-service quality, image and brand trust variables are free from multicollinearity assumptions. There is no significant relationship between the independent variables.

C. Heteroscedasticity Test

The results of the heteroscedasticity test are as follows:

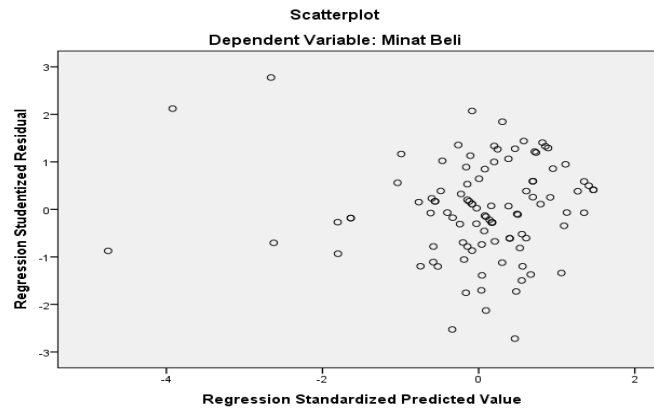


Figure 2. Heteroscedasticity Test

Based on the results of the heteroscedasticity test using scatterplots, it can be concluded that there is no heteroscedasticity. This is evidenced by the distribution of data (points) there is no clear pattern such as wavy, widened and narrowed.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis test are as follows:

Table 3. Multiple linear regression

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.237	2.008		1.612	.110
	E-Service Quality	.272	.088	.375	3.100	.003
	Citra Merek	.374	.135	.309	2.779	.007
	Kepercayaan Merek	.266	.163	.196	1.630	.106

Source: SPSS Processed Results (2023)

Based on the results of the multiple linear regression test above, the multiple linear regression equation is obtained as follows:

$$Y = 3.237 + 0,272 X_1 + 0,374 X_2 + 0,266 X_3$$

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Partial Test

The partial test results (t test) are as follows:

Table 4. Partial Test

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.237	2.008		1.612	.110
	E-Service Quality	.272	.088	.375	3.100	.003
	Citra Merek	.374	.135	.309	2.779	.007
	Kepercayaan Merek	.266	.163	.196	1.630	.106

Source: SPSS Processed Results (2023)

Based on the partial test results table above, the e-service quality variable obtained a tcount value (3.100) > t table (1.988) with a significance value of 0.003 < 0.05 indicates that the e-service quality variable partially has a significant effect on purchase intention. The brand image variable obtained t value (2.779) > t table (1.988) with a significance value of 0.007 < 0.05 indicates that the brand image variable partially has a significant effect on purchase intention. Meanwhile, the brand trust variable obtained the t value (1.630) < t table (1.988) with a significance value of 0.106 > 0.05 indicates that the brand trust variable partially has no significant effect on buying interest.

Simultaneous Test (Uji F)

The simultaneous test results (f test) are as follows:

Table 5. Simultaneous Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2069.234	3	689.745	72.557	.000 ^b
	Residual	912.606	96	9.506		
	Total	2981.840	99			

Source: SPSS Processed Results (2023)

Based on the simultaneous test results (f test) in the table above, the calculated F value is 72.557 > 2.70 F table. So the e-service quality variable (X1), brand image (X2), and brand trust (X3) simultaneously have a significant influence on purchase intention (Y). So that hypothesis H4 is accepted.

Test the coefficient of determination R²

The results of testing the coefficient of determination are as follows:

Table 6. Coefficient of determination R²

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 ^a	.694	.684	3.08323

Source: SPSS Processed Results (2023)

Based on the table shows that the R square value is 0.694 or 69.4%. This shows that the percentage of the influence of the independent variables (e-service quality, brand image, brand trust) contributes 69.4% while the remaining 30.6% is influenced or explained by other variables not included in this research model.

Discussion

1. The Effect of E-service Quality on Purchase Intention

Based on the results of the partial test (t test), the value of t count > t table is 3.066 > 1.988, then, H₀ is rejected and H₁ is accepted, which means that e-service quality partially has a significant effect on buying interest in Shopee e-commerce. Where the results of this study support the results of previous research conducted by (Damayanti, 2019) which states that e-service quality has a significant effect on buying interest.

From the results of the analysis of the description of the e-service quality variable, it is obtained that Shopee e-commerce has succeeded in creating a marketplace that facilitates the online purchasing process, provides innovation by providing a variety of payment methods, supporting features in supporting the online purchasing process. This is supported by the results of the analysis of the e-service quality variable obtained with a very high total score on item X1. 3.1 "Shopee makes it easy to find the product you need" then item X1. 6.1 "Shopee provides a variety of payment methods" and item X1. 6.2 "Shopee provides supporting features such as free shipping, cashback and Shopee games.

2. The Effect of Brand Image on Purchase Intention

Based on the results of the partial test (t test), the value of t count > t table is 2.775 > 1.988 then, H₀ is rejected and H₂ is accepted, which means that the brand image variable has a significant effect on buying interest in Shopee e-commerce.

From the results of the analysis of the description of the brand image variable, it is obtained that Shopee e-commerce has succeeded in becoming a marketplace that is widely recognized by the public and easy to remember. The features in Shopee e-commerce are more interactive and there is always a new

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theme at every moment. This statement is supported by the results of the analysis of the brand image variable obtained with a very high total score on item X2.1.1 "Shopee is an e-commerce that is widely known by the public" and item X2.1.2 "Shopee is an e-commerce that is easy to remember".

The results of this study are supported by the results of previous research conducted by (Yoga and Pratiwi, 2022) which state that brand image has a significant effect on buying interest.

3. The Effect of Brand Trust on Purchase Intention

Based on the results of the partial test (t test), the value of $t_{count} > t_{table}$ is $1,779 > 1,988$, then, H_0 is accepted and H_3 is rejected, which means that the brand trust variable has no significant effect on buying interest in Shopee e-commerce. This shows that not everyone has a sense of trust in a product sold in Shopee e-commerce. From the results of the analysis of the description of the brand trust variable, it proves that at item X3.2.1 "Shopee has good integrity". with a low total score. Of the 100 respondents, only 25 people chose the answer strongly agree for this variable item. Thus it is concluded that respondents think that the information provided by Shopee is not necessarily honest and some respondents do not have high trust in buying interest in Shopee e-commerce.

In its application, online shopping also has a high risk than offline shopping. The online shopping process can only see products through photos and videos on the cellphone screen and sometimes the images seen do not match the quality after the goods are received.

Conclusion

Based on the results of the study "The Effect of E-Service Quality, Image and Brand Trust on Buying Interest in E-Commerce Shopee (Case Study on Students of the Faculty of Economics and Business, Makassar State University) can be concluded as follows:

1. E-service quality and brand image partially have a significant effect on buying interest in Shopee e-commerce. Meanwhile, the brand trust variable partially has no significant effect on buying interest in Shopee e-commerce.
2. E-service quality, image and brand trust simultaneously have a significant effect on buying interest in Shopee e-commerce.

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