

Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions

Andi Supiyandi^{1*}, Sri Hastjarjo², Yulius Slamet³

^{1–3}Magister Ilmu Komunikasi, Fakultas Ilmu Sosial dan Politik, Universitas Sebelas Maret
Jawa Tengah 57126, Indonesia

Email: ¹supiyandi97@gmail.com, ²sri.hastjarjo@staff.uns.ac.id, ³st_ys@staff.uns.ac.id

Abstract—Shopping through e-commerce is one of the new tools in the current era. Various brands offer the large selection of products or services making shopping through e-commerce like shopping in the city center, but online. Currently, many e-commerce companies are running similar services because e-commerce is important to build a strong brand from the audience and shows the value of the products or services they offer. The aim of the research is to see how significant the influence of Shopee's brand equity is on consumer purchasing decisions in Indonesia. The research applies a quantitative approach with linear regression analysis to see the causal relationship between variables, with the help of the SPSS 23 application for windows. Data are collected by distributing structured questionnaires online to 100 respondents from various segments of age, gender, and area of residence. The results show that the variables of brand equity including brand awareness, perceived quality, and brand loyalty have an influence on consumer purchasing decisions. However, brand association has no effect on purchasing decision. The most influential variable on purchasing decisions is brand loyalty from all the variables used. Moreover, it is suggested that Shopee application managers should pay more attention to factors that affect brand equity since it has a positive and significant influence on online purchasing decisions.

Index Terms—Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Consumers' Purchasing Decisions

I. INTRODUCTION

E-COMMERCE or electronic commerce is commonly called an online store. Nowadays, many people have started to switch from traditional shopping to online shopping. There are many advantages of online shopping, such as no need to leave the house,

practically anywhere at any time, and a wide selection of products. Shopee is one of the e-commerce sites that Indonesians often use. Shopee offers a variety of products and services ranging from fashion to daily necessities. Besides being website-based, Shopee is also present in a mobile application, making it easier for people to access it anytime and anywhere from the smartphone.

Shopee has begun to enter the Indonesian market at the end of May 2015. It is a subsidiary of Garena based in Singapore. Shopee is present in several Southeast Asian countries, such as Singapore, Malaysia, Vietnam, Thailand, the Philippines, and Indonesia. It offers many products, but the categories offered are more focused on fashion products and household goods. It also implements an interactive service system that makes it easier for sellers and buyers to interact through the Live Chat feature and make payments.

Moreover, it provides various payment systems, such as bank transfer, Indomaret, Kredivo, credit cards. Besides that, it also offers the ShopeePay that can be used as an electronic wallet and Shopee Coin or virtual coins to get results from purchasing goods with promos. With a particular cashback system, Shopee Coins can be exchanged for discounts when purchasing goods.

In the Internet era, the rapid development of the business world creates business rivals, mothers who only stay at home can sell products and compete with companies. E-commerce plays an important role in connecting sellers and buyers. With a large selection of products or services in the market being an advantage of e-commerce, it also means increasingly fierce business competition. Marketing is one of the main activities carried out by companies to maintain their survival. However, in modern marketing like this,

Received: July 20, 2021; received in revised form: Oct. 15, 2021; accepted: Oct. 15, 2021; available online: Feb. 07, 2022.

*Corresponding Author

the marketing paradigm has shifted. The companies do not only create transactions to achieve marketing success, but they must also improve service quality to achieve customers' commitment and loyalty on time [1]. Therefore, e-commerce must have a brand to convince the audience and show the value of the products they offer.

A brand is a sign or symbol that serves as a tool to identify the product of a company or business and differentiate it from competitors. A brand can also be defined as sellers' promise to buyers that they will consistently deliver distinct features [2]. Branding not only defines an identity but also creates an emotional bond between consumers' senses wherever they are. So, in the end, a brand can provide brand awareness to consumers and make them re-evaluate all product categories (brand associations) to create brand loyalty [3]. Specifically, one of the essential advantages of an established brand is the brand commitment attached to its loyal customers [2]. It can be concluded that brands have the power to attract repeat purchases of products or services. Hence, it is not surprising that many consumers buy certain brands with higher selling prices than other brands with lower prices for similar products or services.

Brand equity is a set of assets or liabilities associated with a brand, name, or symbol to increase or decrease the value provided by a product or service to a company or customers. Brand equity can be grouped into four dimensions: brand awareness, perceived quality, brand association, and brand loyalty [4]. Products that have strong brand equity can compete and dominate the market. Moreover, a high value of brand equity is the desire of every brand. It implies that the brand has closeness to the public market. Consumers also consider brand equity in purchasing decisions. It is because brand equity can shape consumers' perceptions of a product that is believed to have higher quality than other products [3]. Brand equity is an asset that can provide its own value in the eyes of customers, if the brand equity is high, then the added value that consumers get from the product will also increase compared to other product brands [5]. In short, the value offered by the product to the audience is known as brand equity [1].

According to data from ecommerceiq.asia [6], in 2015, the value of e-commerce transactions reached US\$3.56 billion or around Rp46 trillion. Then, in 2016, it reached US\$4.89 billion or more than Rp68 trillion. It was estimated that it would continue to grow steadily until 2020. This increase coincided with the number of Internet users in Indonesia, with 82 million people or about 30% of the total population in Indonesia.

Moreover, the digital economy and applications of

TABLE I
TOP FIVE CUSTOMER TO CUSTOMER (C2C)/ PEER TO PEER (P2P) APPLICATIONS ON APPLE IOS AND GOOGLE PLAY.

No.	Apple iOS	Google Play
1	Shopee	Shopee
2	Tokopedia	Tokopedia
3	OLX	Bukalapak
4	Bukalapak	OLX
5	Carousell	Carousell

the creative industry are supported by telecommunication operators that have committed to providing a digital platform to support logistics, e-commerce, and financial services businesses. The development of this industry is rapid, similar business players are growing, and the competition is getting higher. It can be seen from Shopee's business performance, demonstrated in six countries in Southeast Asia. Shopee has achieved a total transaction value of more than US\$ 3 billion in Southeast Asia and Taiwan. Shopee also ranks first in the top five of Customer to Customer (C2C)/ Peer to Peer (P2P) applications (Apple iOS and Google Play) [6], as seen in Table I.

Brands are very important to stimulate customers to make purchases and become loyal to the brand. When customers face various brands, prices, and product attributes, they tend to choose the brand first and think about the price later. So, according to the theory proposed by Aaker, brand equity can affect customer confidence in purchasing decisions [7]. If previous research examines the brand equity of companies that sell products or services [4], the research sees how significant the influence of brand equity is on purchasing decisions in e-commerce. Looking at the trend of website visitor data and data on the popularity of mobile e-commerce applications, the researchers use Shopee as a sample of the research.

II. LITERATURE REVIEW

A. Brand Equity

Brand equity is the differential effect of the combination of brand awareness and brand meaning on consumers' response on brand marketing [8]. Brand meaning refers to the consumer's dominant perception of company brand. Brand equity is a multidimensional construction of the influence of brand image or attitude towards a particular brand [9]. The brand equity of a product or service is shaped by several factors: brand image, perceived quality, brand association, brand awareness, brand loyalty, and country of origin. All of which can add or reduce the value of a product or service [2]. Many modifications were made to the sub-variables to measure brand equity, both in terms of

concepts and theories. So that it can be adapted to the needs of researchers. However, one theory that is still commonly used is Aaker [2], which measures brand equity with four dimensions: brand awareness, brand association, perceived quality, and brand loyalty.

B. Brand Awareness

Brand awareness is prospective buyers' ability to recognize and recall a brand as part of a certain product [10]. Brand awareness can help the brand expected by the company, create customers' familiarity with the brand, and demonstrate commitment to it. According to Keller, brand awareness consists of two dimensions. First, brand recognition is consumers' ability to recognize brands that have been shown as evidence. Second, brand memory means consumers' abilities to trigger brands in memory when recognizing products, needs that can be met, purchases, or situations as time [11].

C. Brand Associations

Brand association is a concept that links consumers' memories with a particular brand [2]. It is important to create favorable brand associations and a trustworthy brand to identify successful consumers' attitudes towards a brand or company. According to Aaker, there are three dimensions to measure brand association. First, attributes describe the characteristics of a brand. What consumers think is related to the brand or attached to it when buying or consuming it. Product attributes are divided into several indicators: product quality, product features, product style and design, product support services, brands, packaging, and labels. Second, benefits are personal values attached to a product or service. It is categorized into three types: functional, experiential, and symbolic. Third, attitude is an evaluation of liking the use of products related to self-motivation [11].

D. Perceived Quality

Perceived quality is the customers' perceptions of the quality or superiority of a product or service in terms of its function compared to other products [11]. Customers' perceptions are an assessment, which is not always the same from one customer to another. Perceived quality is objective. It can be the customers' perception of the attributes that are considered important to them. A positive perceived quality can be built through efforts to identify the dimensions of quality that are considered important by customers (target market segments) and build quality perceptions on the essential dimensions of the brand. The dimensions of brand quality can be seen from several aspects: brand

performance, features, conformance to specifications, reliability, durability, and serviceability [11]. In certain product classes, the customers can see important dimensions directly through an overall quality assessment. For example, the amount of foam produced by a detergent indicates a more effective cleaning capability. Customers' positive perceived quality can provide various benefits for brand development, such as creating a clear position and opening up opportunities for brand extension.

E. Brand Loyalty

Loyalty is a form of loyal customer behavior not to change brands. Meanwhile, brand loyalty measures consumers' loyalty to a brand and the core of brand equity, which is a central idea in marketing because it measures a customer's relationship to a brand [11]. Loyalty or brand loyalty is a level above brand awareness. Brand loyalty and interest have a significant influence on consumers. Loyal consumers buy their favorite brands regularly and tend not to switch brands [2]. According to Algesheimer, brand loyalty has two dimensions [11]. First, behavioral brand loyalty is a deeply held commitment to consistently repurchase a preferred service in the future, despite situational influences and marketing efforts that show the potential to cause the behavior. Second, attitudinal brand loyalty is the repurchase intention, willingness to pay a premium price or availability of loyal consumers to spend more to buy the brand, and intention to talk about good things regarding the brand.

F. Consumers' Purchase Decision

Purchase decision is the selection of two or more alternative choices of consumers in purchasing [8]. Online purchase decision-making for consumers is a dynamic process consisting of various stages. The traditional model of the purchasing decision-making process includes five stages: problem recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase behavior [2]. According to Kotler and Keller, the buying process begins when the buyers realize a problem or need triggered by internal or external stimuli [7]. According to Aaker, purchasing decision indicators are buying stability, considerations in buying, and conformity of attributes with wants and needs [7]. Brand equity is a consideration for consumers in purchasing decisions because it can create a positive image. So, it increases purchasing decisions [5].

For consumers, freedom is often expressed by a variety of product choices. There is always a choice. So, there is always an opportunity for consumers to make a

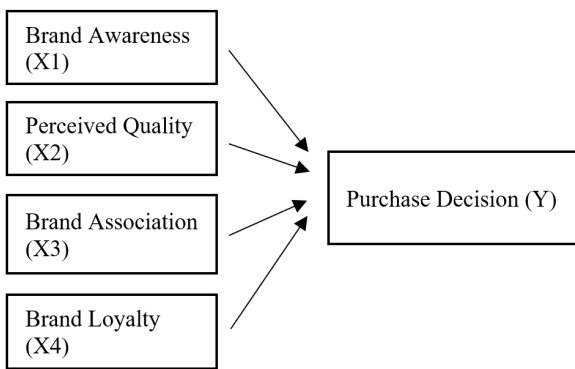


Fig. 1. Research model.

decision. In addition, experimental consumer research reveals that giving consumers choices when there is actually no single choice can be the right business strategy. This strategy can increase sales massively [8].

III. RESEARCH METHOD

A. Research Type

The research applies a quantitative approach with an analysis of causal relationships. The independent variables consist of brand awareness (X1), perceived quality (X2), brand association (X3), and brand loyalty (X4). Meanwhile, the dependent variable is purchase decision (Y). The data used are primary data, through surveys to respondents (sample). The secondary data are from literature studies related to problems, website traffic, and documentation information taken through the online system from sites that can be accounted for. Then, the population is the Indonesians who use Shopee.

B. Research Model

There are four elements of brand equity in the research model. It includes brand awareness, brand association, perceived quality, and brand loyalty. The model can be seen in Fig. 1.

C. Hypothesis

The analytical technique to test the research hypothesis is multiple linear regression analysis, with the help of Statistical Programs for Social Science (SPSS) software version 23 for Windows. The hypotheses proposed are as follows.

- H0: Brand equity, including brand awareness, brand association, perceived quality, and brand loyalty, does not affect purchasing decisions simultaneously or jointly.

- H1: Brand equity, including brand awareness, brand association, perceived quality, and brand loyalty, has a positive and significant influence on purchasing decisions simultaneously or jointly.
- H2: Brand awareness affects purchasing decisions partially or separately.
- H3: Perceived quality affects purchasing decisions partially or separately.
- H4: Brand association affects purchasing decisions partially or separately.
- H5: Brand loyalty affects purchasing decisions partially or separately.

D. Population and Sample

The method applied in the research is a quantitative approach. This approach is chosen because it is popular in the field of purchasing decisions. In determining the number of samples, the research applies a technique or formula in accordance with the theory of Naresh K Malhotra. At least the number of samples must be four or five times the number of question items. So, 100 samples are obtained from 5 (variables) \times 20 (question items) [12]. Then, the questionnaire is measured using the Likert scale to obtain primary data for analysis. The Likert scale consists of 1 (strongly disagree), 2 (disagree), 3 (doubtful), 4 (agree), and 5 (strongly agree).

Because the research is conducted during the Covid-19 pandemic, the researchers cannot carry out a direct distribution. So, the questionnaire is distributed online. The data collection is assisted by social media-based applications, such as WhatsApp, Telegram, Instagram, and Facebook. The distribution of the questionnaires was carried out for seven days, from May 28th, 2021, to June 4th, 2021. The questionnaire addresses questions that clearly focus on factors that are relevant to purchasing decisions in making online purchases. Questionnaires are distributed to 100 respondents using a non-probability sampling technique. Then, the method of determining the sample is purposive sampling with Shopee users who both access it through the website and mobile applications (Android). The questionnaire is divided into six parts: respondents' demographic information, brand awareness, perceived quality, brand association, brand loyalty, and consumers' purchase decision. Then, the four variables of the brand equity are measured with four statement items each. In the research, purchasing decisions are defined as online buying behavior.

In the demographic information section, the respondents are asked about their name, gender, age, and area where they live. There are 39 men (39%) and 61 women (61%). Because the questionnaire is distributed

TABLE II
RESPONDENTS' AGE AND REGION.

Age	Region	Frequency	Percentage
16–20 years	North Kayong, Pontianak, Pohuwato, Mempawah, Kubu Raya	14	14
21–25 years	North Kayong, Gorontalo, Ketapang, Pontianak, Semarang, Putussibau, Sanggau, Bengkayang, Kubu Raya, Garut, Sambas, Denpasar, Yogyakarta, Bandar Lampung, Jakarta, Bogor, Depok.	43	43
26–30 years	Jakarta, Pontianak, Kubu Raya, Ketapang, Ambon, Surakarta, Yogyakarta, Pacitan, Boyolali, Pekalongan, Semarang, South Tangerang, Sanggau, Serdang Bedagai	30	30
31–35 years	Pontianak, Depok, Ketapang, North Kayong.	6	6
>36 years	Surakarta, Kediri, Ketapang.	7	7
Total		100	100

online, the sample is within the scope of the Indonesia. The detail of the respondents' age and region is shown in Table II.

E. Validity and Reliability

According to Sekaran and Bougie, validity is test of how well the instrument developed for measure a particular concept that is supposed to be measured. It means that the measuring instrument used to obtain the data is valid [13]. In the research, the tool to test the validity of the question items on the questionnaire is to use correlation Pearson's product moments. The questionnaire consists of 16 questions covering 4 dimensions of brand equity: brand awareness (X1), perceived quality (X2), brand association (X3), brand loyalty (X4), and four questions about a purchase decision. The indicators in the brand awareness are the level of brand awareness ranging from the level of recognizing the brand, namely the customers can recognize a brand, to the level where the brand becomes a dominant recalled brand. It means that the brand becomes a part of the consideration to allow customers to choose the brand. Brand association indicators are in customers' memory regarding a brand, including product form or characteristics, benefits for customers (rational or psychological benefits), relative prices, ease of use, customers' characteristics, lifestyle or personality, product class, product competitors, and product geographic location. Then, perceived quality is the customers' perception of a product or service's overall quality or superiority concerning its intended purpose. The indicators of perceived quality are in the

form of brand performance, features, conformance to specifications, reliability, durability, and serviceability. Moreover, brand loyalty is related to customers' loyalty to the brand. Meanwhile, consumers' purchasing decisions are influenced by their behavior in buying products. The indicators for purchasing decisions are buying stability, consideration in buying, and suitability of attributes with wants and needs. The indicators can be seen in Table III.

To test the validity of the questionnaire, the researchers use the Pearson product-moment correlation coefficient as a measuring tool. Pearson's product-moment correlation is used to test the validity of the questionnaire in the research. The validity of the data is seen from the value of the correlation coefficient (r) with a significance level of 0.05. If r -count is greater than r -table, the questionnaire as a measuring tool is valid. However, if the r -count is smaller than the r -table, the questionnaire as a measuring tool is not valid [10]. The number of samples studied is 100, with a significance of 5%. Then, the value of the r -table is 0.196. It can be concluded that all items of the research statement are valid. Table IV shows the validity test results.

The instrument is said to be reliable is an instrument which, when used several times to measure the same object, will produce the same data [13]. In the research, Cronbach's alpha statistical test is used to measure the level of reliability. In Cronbach's alpha statistical test, a variable is said to be reliable if Cronbach's alpha value is greater than 0.5 [14]. Question items on variables X1, X2, X3, X4, and Y are declared reliable because they had Cronbach's alpha value of more than 0.50. The output is presented in Table V.

IV. RESULTS AND DISCUSSION

A. Classic Assumption Test

The purpose of the classical assumption test is to obtain a regression equation that has the Best Linear Unbiased Estimator (BLUE) property. The classical assumption test carried out in the research is the multicollinearity test, heteroscedasticity test, and normality test.

First, to find out whether there is multicollinearity in the regression model or not, the researchers look at the value of the Variance Inflation Factor (VIF). If the VIF value is greater than 10 and the tolerance is below 0.1, the multicollinearity occurs [15]. Table VI shows that the VIF value for all variables is more than 10, and the tolerance value is more than 0.1. So, there is no multicollinearity between variables.

Second, a heteroscedasticity test sees whether there is a similarity or dissimilarity of variance between one

TABLE III
THE RESEARCH INDICATORS.

Variables	Items	Questions
Brand Awareness (X1)	X1.1	When I want to shop online, Shopee is the first thing I think of
	X1.2	I can recognize Shopee just by looking at the appearance of the application
	X1.3	I remember one of the Shopee advertisements that air on television or online media
	X1.4	I can recognize advertisements from the Shopee just by looking at the dominant color
Perceived Quality (X2)	X2.1	Shopee provides an easy online shopping experience so that it can be used by people of various ages
	X2.2	Shopee offers a large selection of shipping services so that I can choose the cheapest one
	X2.3	Shopee often provides promotions from cashback up to Rp100,000 to free shipping
	X2.4	Shopee always sells qualified goods
Brand Association (X3)	X3.1	Shopee has a Live Chat feature that can help me to negotiate prices directly
	X3.2	Shopping at Shopee is cheaper compared to other online shopping applications
	X3.3	Shopee often uses K-pop artists as brand ambassadors
	X3.4	Shopping on the Shopee has a high level of credibility
Brand Loyalty (X4)	X4.1	I will only use Shopee for shopping
	X4.2	I will suggest to my friends to use Shopee when shopping
	X4.3	I will continue to use Shopee even though the price is higher than other applications
	X4.4	I do not see the price of the item when shopping on Shopee
Purchase Decision (Y)	Y1	I choose to use the Shopee as the first choice when I want to shop
	Y2	I shop on Shopee because I want to
	Y3	I do not consider other applications when shopping (besides Shopee)
	Y4	I shop with Shopee because of my needs

TABLE IV
VALIDITY TEST RESULTS OF RESEARCH INSTRUMENT.

Items	Test results		Description
	Correlation	R- Table	
X1.1	0.609	0.196	Valid
X1.2	0.680	0.196	Valid
X1.3	0.690	0.196	Valid
X1.4	0.636	0.196	Valid
X2.1	0.703	0.196	Valid
X2.2	0.761	0.196	Valid
X2.3	0.697	0.196	Valid
X2.4	0.773	0.196	Valid
X3.1	0.639	0.196	Valid
X3.2	0.757	0.196	Valid
X3.3	0.661	0.196	Valid
X3.4	0.784	0.196	Valid
X4.1	0.784	0.196	Valid
X4.2	0.818	0.196	Valid
X4.3	0.935	0.196	Valid
X4.4	0.629	0.196	Valid
Y1	0.880	0.196	Valid
Y2	0.851	0.196	Valid
Y3	0.876	0.196	Valid
Y4	0.733	0.196	Valid

TABLE V
RELIABILITY TEST RESULTS OF RESEARCH INSTRUMENTS.

Variable	Cronbach's Alpha	N of Item
X1	0.547	4
X2	0.713	4
X3	0.674	4
X4	0.793	4
Y	0.806	4

TABLE VI
MULTICOLLINEARITY TEST RESULTS.

Model	Collinearity Statistics	
	Tolerance	VIF
X1	0.813	1.230
X2	0.450	2.224
X3	0.426	2.347
X4	0.586	1.708

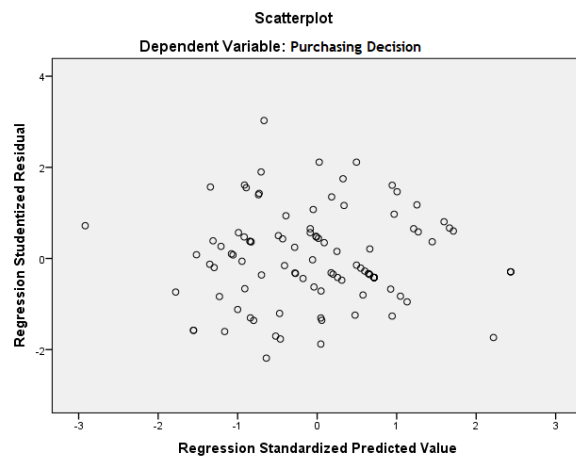


Fig. 2. Heteroscedasticity test results.

observation and another in a regression model. It uses a scatterplot graph. A good regression model usually does not experience heteroscedasticity. Through the scatterplot graph, it can be seen whether a regression model has heteroscedasticity or not. If there is a certain pattern in the graph, it indicates that heteroscedasticity

has occurred [15]. From Fig. 2, the points spread randomly above and below the number 0 on the Y-axis. It can be concluded that there is no heteroscedasticity in the regression model in the research.

Third, Fig. 3 shows that the points approach the diagonal line. If the distribution of residual data is normal, the line that describes the actual data will

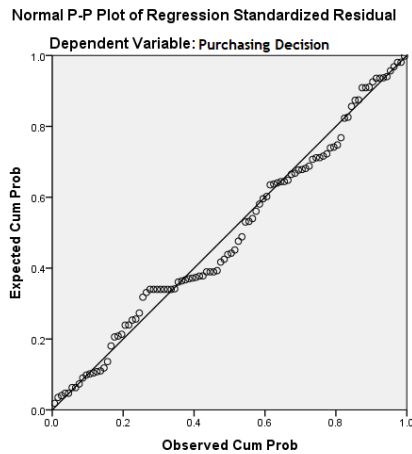


Fig. 3. Normality test results.

TABLE VII
MULTIPLE LINEAR REGRESSION ANALYSIS.

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
(Constant)	1.700	1.628	0.299
X1	0.215	0.092	0.021
X2	0.241	0.100	0.017
X3	0.116	0.123	0.347
X4	0.368	0.067	0.000

follow the diagonal line [15]. Thus, the model is good. It can also be stated that the distribution of the residual data is normal.

B. Multiple Regression Analysis

Multiple regression analysis is conducted to determine the effect of brand equity consisting of brand awareness (X1), perceived quality (X2), brand association (X3), and brand loyalty (X4), on purchasing decisions (Y) with Shopee. From Table VII, the regression equation is obtained as follows.

$$Y = 1.700 + 0.215X1 + 0.241X2 + 0.116X3 + 0.368X4. \quad (1)$$

Based on the regression equation in Eq. (1), it can be concluded that if the brand awareness (X1), perceived quality (X2), brand association (X3), and brand loyalty (X4) have a constant value, the purchase decision will be worth of 1.700. Moreover, if there is an increase in the value of brand awareness (X1), perceived quality (X2), brand association (X3), and brand loyalty (X4), it will increase the purchasing decision.

TABLE VIII
F-TEST RESULTS.

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	474.637	4	118.659	36.116	0.000
Residual	312.123	95	3.286		
Total	786.760	99			

TABLE IX
T-TEST RESULTS.

Variable	T-Table	T-Count	Sig.	Criteria
X1	1.985	2.342	0.021	H2 is accepted
X2	1.985	2.419	0.017	H3 is accepted
X3	1.985	0.945	0.347	H4 is rejected
X4	1.985	5.512	0.000	H5 is accepted

TABLE X
COEFFICIENT OF DETERMINATION TEST RESULTS.

Model	R	R-Squared	Adjusted R-Squared
1	0.777	0.603	0.587

C. F-Test

All independent variables consisting of brand awareness (X1), perceived quality (X2), brand association (X3), and brand loyalty (X4) have a significant effect on the dependent variable of purchasing decisions (Y) simultaneously. From Table VIII, the researchers obtain a significance value of 0.000 or bigger than 0.05. It implies that H0 is rejected and H1 is accepted.

D. T-Test

The t-test is conducted to determine the effect of each independent variable separately. According to Table IX, it is known that brand awareness (X1), perceived quality (X2), and brand loyalty (X4) have a positive and significant influence on online consumers' purchasing decisions with the Shopee. However, brand association (X3) does not influence purchasing decisions.

E. Multiple Coefficient of Determination (R^2)

Table X shows the coefficient of determination (R^2) of 0.603. It means that the independent variables consisting of brand awareness (X1), perceived quality (X2), brand associations (X3), and brand loyalty (X4) can explain 60.3% of the dependent variable (purchase decision (Y)). Meanwhile, the others (39.7%) are explained by other variables that are not discussed in the research.

F. Discussion

A strong brand can build an image in the audience's minds through the right marketing strategy and provide

added value to the offered value by a product to the audience, which is called brand equity.

Many factors influence consumers in buying a product, such as brand equity, price, packaging, or attributes attached to the product. However, according to the explanation, when consumers are faced with choices, such as brand equity, price, and product attributes, they will tend to choose the brand name first and think about the price later. The higher the brand equity of a product is, the higher its appeal will be to the audience. Brand equity is grouped into four dimensions: brand awareness, perceived quality, brand association, and brand loyalty [4].

Based on the data presented in Table VII, the four dimensions of brand equity which include brand awareness (X1), perceived quality (X2), brand associations (X3), and brand loyalty (X4), have a significant effect on consumers' purchasing decisions together. With a significant value of 0.000, it proves that brand equity significantly affects online product purchasing decisions through Shopee.

The first hypothesis (H1) that brand equity, including brand awareness, brand association, perceived quality, and brand loyalty, simultaneously or jointly has a positive and significant influence on purchasing decisions is accepted. It is with the regression equation in Eq. (1). This result is evidenced by the results of the F-test analysis, which shows the calculated F-value is 36.116. It is bigger than the F-table value of 2.47. Then, the significance level is 0.000, which is smaller than the significance probability of 0.05. Thus, the results support the previous study that brand equity, including brand awareness, perceived quality, brand association, and brand loyalty, has a positive and significant effect on purchasing decisions [1]. The results indicate that the brand equity of e-commerce can provide value to the goods sold in it and affect the decision to purchase goods online.

The second hypothesis (H2) that brand awareness affects purchasing decisions partially or separately is accepted. Brand awareness has a positive and significant effect on purchasing decisions, with a regression coefficient value of 0.215. It is evidenced by the results of the t-test analysis, which shows the t-count value of 2.342 (bigger than the t-table value of 1.985) and the significance level of 0.021 (smaller than the significance probability of 0.05). Thus, the results are in line with previous studies that brand awareness has a positive and significant impact on purchasing decisions [1]. The results also indicate that marketplace or e-commerce brands can influence online purchasing decisions.

The third hypothesis (H3) that perceived quality affects purchasing decisions partially or separately is

accepted. The perceived quality has a positive and significant effect on purchasing decisions with a regression coefficient value of 0.241. It is also proven by the results of the t-test analysis which the t-count value is 2.419 (bigger than the t-table value of 1.985), and the significance level is 0.017 (smaller than the significance probability of 0.05). Therefore, the results support the previous study that perceived quality has a positive and significant effect on purchasing decisions [1]. The results show that consumers' perceived quality influences purchasing decisions through unique attributes and creates strong reasons for consumers who want to shop online to purchase through the desired marketplace or e-commerce.

The fourth hypothesis (H4) that brand association affects purchasing decisions partially or separately is rejected. The brand association has no positive and significant effect on purchasing decisions with a regression coefficient value of 0.116. The t-test analysis results show the t-count value of 0.945 (smaller than the t-table value of 1.985) and the significance level of 0.347 (bigger than the significance probability of 0.05). So, the results are not in line with the previous research [1]. It is mentioned that brand association has a positive and significant effect on purchasing decisions. The results indicate that brand association, such as the difference in the value of Shopee's products from the other marketplace and the addition of other unique features (Live Chat), has no effect on consumers' purchasing decisions in online shopping.

The fifth hypothesis (H5) that brand loyalty affects purchasing decisions partially or separately is accepted. Brand loyalty has a positive and significant effect on purchasing decisions, with a regression coefficient value of 0.368. The results of the t-test analysis also show it. It shows that the t-count value is 5.512 (bigger than the t-table value of 1.985), and the significance level is 0.000 (smaller than the significance probability of 0.05). So, the research supports the previous study that brand loyalty has a positive and significant effect on purchasing decisions [1]. The results indicate that customers who are loyal to a brand tend to be more confident in the choices they make. Moreover, brand loyalty of the marketplace or e-commerce can influence online purchasing decisions. Customers feel a bond with the brand, which raises their confidence in making purchasing decisions.

The most influential variable on purchasing decisions is brand loyalty from all the variables used. It is proven by the value of the partial determination coefficient equal to 0.368. It means 36.8% of purchasing decisions are influenced by brand loyalty. In other words, increasing brand loyalty will considerably influence purchasing decisions through Shopee.

Based on the research results and discussions that have been carried out, the suggestions that researchers can give are as follows. First, Shopee application managers should pay more attention to factors that affect brand equity since it has a positive and significant influence on online purchasing decisions. Second, the Shopee application manager should focus more on increasing the brand loyalty of Shopee. The manager can hold events that can increase love for the Shopee or use famous brand ambassadors in society. In the research, brand loyalty has the greatest influence compared to other variables.

V. CONCLUSION

After researching the relationship between brand equity variables consisting of four dimensions (brand awareness, perceived quality, brand associations, and brand loyalty) to consumer purchase decision variables, the research concludes as follows. Partially, brand awareness has a positive and significant influence on purchasing decisions. It means that every time there is an increase in the value of brand awareness, there will be a value increase in consumers' purchasing decisions. Then, the perceived quality has a positive and significant influence on purchasing goods online through the Shopee. If there is an increase in perceived quality value, the consumers' purchase decision will also experience an increase. However, the brand association does not positively and significantly influence consumers' purchasing decisions. It means that every time there is an increase in the value of the brand association, there is no effect on the consumers' purchasing decisions. Meanwhile, brand loyalty has a positive and significant influence on the consumers' purchasing decisions using the Shopee application. It implies that every time there is an increase in the value of brand loyalty, the consumers' purchase decision variable will also experience an increase.

The research is conducted to see the relationship between brand equity variables consisting of four dimensions of brand awareness, perceived quality, brand associations, and brand loyalty to the consumers' purchase decision simultaneously. The brand equity variables have a positive and significant relationship. Every time there is an increase in the value of the brand equity, the consumers' purchasing decision will also experience an increase. The dimension that most influences consumers' purchasing decisions is brand loyalty. It implies that the more loyal consumers are to the brand, the greater the possibility that they will buy the product.

Many factors influence purchasing decisions, but the research only focuses on brand equity. The findings

are that the brand equity of e-commerce influences purchasing decisions of a product. For example, when a consumer wants to shop for clothes with the Erigo brand with the model and the same size on two different platforms, the customers will prefer the platform they feel has high brand value. The limitations are the variables used in the research. Moreover, to focus more on an area using an even sample, it is necessary to simplify the questionnaires. According to the researchers, there are still too many words in one question so that respondents can be more informed and easier to understand.

Further research can also add other variables that influence purchasing decisions and use different research objects and a larger number of evenly distributed samples throughout Indonesia. In addition, future researchers can also simplify the questionnaire. In the research, there are still too many statements in one variable. Hence, readers can more easily understand what is measured in the research.

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