

The Influence of Brand Image, Service Quality and Trust on Shopee Consumer Loyalty

Annisa Mizani^{1*}, Hicmaed Tachta Hinggo S¹, Rian Rahmat Ramadhan¹, Wan Laura Hardilawati¹, Ikhbal Akhmad¹, Fitri Ayu Nofirda¹

¹ Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Riau

Jl KH Ahmad Dahlan No. 88 Sukajadi , Riau, Indonesia

*Email: Annisamizani2@gmail.com

ABSTRACT

This research aims to determine and analyze the influence of brand image, service quality and trust on shopee consumer loyalty. This research is quantitative research with a research sampling method using a purposive sampling method. The sample used was 96 respondents who had shopped at Shopee. The data source used in this research is primary data obtained directly from the results of the questionnaire which was then processed by the researcher. The data analysis method used is multiple linear regression analysis. The research results show that there is a significant influence between brand image, service quality and trust on consumer loyalty and this relationship is positive.

Keywords: Brand Image, Service Quality, Trust, Consumer Loyalty

INTRODUCTION

Customer loyalty plays a very important role in business organizations or businesses because with customer loyalty there will be continuous repeat purchases over a long period of time. The concept of trust in the context of e-commerce, known as e-trust, is one of the most important elements in creating long-term relationships with customers because customers have a high level of risk perception compared to non-online transactions so that customers will transact with e-commerce that they trust in maintaining customer privacy, consistent in maintaining product quality, and honest about the service promises offered. (Ilawati, 2021).

E-commerce operating in Indonesia, for example, is Shopee. Shopee is an online shopping media that focuses on mobile platforms (Christiana, 2019). Shopee is an e-commerce combination of B2C (business to customer) and C2C (customer to customer) where buying and selling occurs between consumers and businesses that offer various types of products. Shopee is an e-commerce site that is quickly attracting consumers. It can be seen in the table of top brands in the following online buying and selling site categories.

Table 1. Top Brand Index for Online Buying and Selling Site Categories

No	2019		2020		2021	
	Brand	TBI	Brand	TBI	Brand	TBI
1	Lazada	31.6%	Lazada	31.9%	Lazada	23.3%
2	Shopee	15.6%	Shopee	20.0%	Shopee	52.9%
3	Tokopedia	13.4%	Tokopedia	15.8%	Tokopedia	5.7%
4	Bukalapak	12.7%	Bukalapak	12.9%	Bukalapak	4.8%
5	Blibli.com	6.6%	Blibli.com	8.4%	Blibli.com	3.0%

Source: www.topbrand-award.com, 2022

Based on the Top Brand Index data, even though the percentage is still below Lazada, Shopee has managed to show improvement in the last three years in a row. Even in 2021, Shopee succeeded in taking first place in the top brand award and shifted Lazada's position. This survey from the Top Brand Award was carried out by measuring three parameters of Top Brand, which include top of mind, last usage, and future intention. The top of mind parameter measures brand awareness or sees the first brand mentioned by the respondent when a product category is mentioned, then there is the last usage parameter, which is to see what brand the respondent uses or consumes in the repurchase cycle, and the last is the future intention parameter, namely seeing whether there is a desire from the respondent to reuse the brand at another time (Topbrand-award.com, 2022).

In the Top Brand Index data above, currently Shopee is in first place after shifting Lazada, Shopee has a percentage of 52.9%, while Lazada has a percentage of 23.3%. The strategy that Shopee can implement to overcome this is to improve and strengthen its brand image, service quality and brand trust with the aim of creating Shopee brand loyalty which will ultimately lead Shopee to become a superior e-commerce company in the market.

The mushrooming phenomenon of internet use is increasingly popular among the younger generation, including students. Students are part of society who are very close to issues of access to information and the internet world. Starting from social networks, news, videos, photos to shopping. The various facilities provided by the internet provide a new color in terms of shopping. Shopee online shopping is also in demand by various groups, such as students, they choose Shopee because Shopee relies on free shipping costs, has complete categories and Shopee guarantees that the goods received are in good condition (Susilowati et al., 2017).

LITERATURE REVIEW AND HYPOTHESIS FORMULATION**The Influence of Brand Image on Consumer Loyalty**

The image that a brand has in the minds of consumers will tend to make a more important contribution to the success of a brand than the actual characteristics of the brand, so marketers try to create a brand image or a product that is consistent with the consumer's self-image which is roughly appropriate for the market segment in question. targeted. Consumers who have loyalty to a brand will continue to make repeat purchases because they trust and feel satisfied so that consumers are not easily tempted by promotions or cheaper prices from competitors and there is a willingness to recommend the brand to others, thus creating strong customer loyalty. arising from the brand image

This is supported by the results of research conducted by (Putra, 2018) and (Artisca Yulia & Ekawati, 2021) state that there is an influence of brand image on customer loyalty with positive and significant results. Based on the results of previous research, the following hypothesis was formulated:

H₁: Brand image has a positive and significant effect on customer loyalty.

The Influence of Service Quality on Consumer Loyalty

Customer trust is formed from the quality of service provided. So that service quality becomes a determining factor in customer loyalty. This is viewed from the customer's desire to get the best service. The influence of service quality and loyalty is very closely related, because by providing high quality service to consumers/customers it will create consumer satisfaction.

From this satisfaction, loyalty to the company will emerge. If the company already has loyal consumers, the company has a strong foundation and reflects the company's growth potential. As Frederick (2017) argues in Velalita (2021) says that by providing customer needs through good service quality, it will create good customer loyalty as well . In line with the opinion of Barnes (2017) in Velalita (2021), stable to improving service quality will create even higher customer loyalty. When customers feel they have received something of value, customers will reward the company with loyalty."

The influence between service quality and customer loyalty can be strengthened according to the results of research conducted by Nasution (2018) and Masitoh, Wibowo and Ikhsan (2019) that service quality influences customer loyalty.

H₂: Service quality positive and significant effect on customer loyalty.

The Influence of Trust on Consumer Loyalty

Trust is a customer's sense of trust in a company or brand because the customer believes that the company/brand is able to provide value beyond their expectations. According to Tjiptono (2016), "Satisfaction is a level of feeling where someone states the results of a comparison of the performance of the product or service received and what was expected. Loyalty is the amount of consumption and frequency of use made by a consumer towards a company. And they managed to find that trust has a positive relationship with loyalty (Griffin, 2013).

The influence between trust and customer loyalty can be strengthened according to the results of research conducted by Nasution (2018), Putra (2018), Masitoh, Wibowo and Ikhsan (2019) and Nirwana (2020) that trust influences customer loyalty.

H₃ : Trust positive and significant effect on customer loyalty.

METHOD

This research uses quantitative methods, this research uses primary data. Primary data sources in this research are respondents using questionnaires and interviews. The questionnaire was shown to consumers who had shopped online via Shopee. The data taken depends on the variables studied, for example age, education, employment and other variables are called demographic/socioeconomic data. The sampling technique uses a nonprobability method sampling. Because this research will examine a specific target sample from a population that meets specific criteria to be used as information in research. The population in this study was very large so the sample size was determined using the Lemeshow formula in (Arikunto, 2010). The type of scale used in this research is the Likert scale. With statements on a 5 point scale, namely strongly agree (SS) with a score weight of 5, agree (S) with a score weight of 4, neutral (N) with a score weight of 3, disagree (TS) with a score weight of 2 and strongly disagree (STS) with a score weight of 1.

RESULT AND DISCUSSION

Table 2. Descriptive Statistical Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Image	96	27	45	35.48	4,418
Service quality	96	27	60	46.10	5,641
Trust	96	23	45	32.46	4,049
Customer loyalty	96	36	60	45.74	4,955
Valid N (listwise)	96				

Source: Primary Processed Data, 2022

From the table above for each variable, namely: for the customer loyalty variable it is known that the maximum total answer score is 60, and the lowest answer is 36, while the average answer is 45.74, for the brand image variable it is known that the maximum total answer score is 45 and the lowest answer is 27, while the average answer is 35.48, for the service quality variable it is known that the maximum total answer score is 60 and the lowest answer is 27, while the average answer is 46.10. For the trust variable, it is known that the maximum total answer score is 45 and the lowest answer is 23, while the average answer is 32.46.

Table 3. Validity Test Results

Variable	Indicator	Statement Items	r count	r table	Informatio n	
Brand Image (X ₁)	Easy to recognize	Statement Items	0.583	0.2006	Valid	
		Statement Items	0.383	0.2006	Valid	
		Statement Items	0.758	0.2006	Valid	
		Statement Items	0.424	0.2006	Valid	
	Have a good reputation	Statement Items	0.618	0.2006	Valid	
		Statement Items	0.598	0.2006	Valid	
		Statement Items	0.747	0.2006	Valid	
	Always remembered in the	Statement Items				
		Statement Items				

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Service quality (X ₂)	minds of consumers	Statement Items	0.529	0.2006	Valid
		Statement Items	0.658	0.2006	Valid
		Statement Items	0.426	0.2006	Valid
	Tangible (Tangible)	Statement Items	0.595	0.2006	Valid
		Statement Items	0.557	0.2006	Valid
		Statement Items	0.636	0.2006	Valid
	Reliability (Reliability)	Statement Items	0.651	0.2006	Valid
		Statement Items	0.727	0.2006	Valid
		Statement Items	0.763	0.2006	Valid
	Responsiveness (Quick Response)	Statement Items	0.726	0.2006	Valid
		Statement Items	0.639	0.2006	Valid
		Statement Items	0.706	0.2006	Valid
	Guarantee _ _	Statement Items	0.593	0.2006	Valid
		Statement Items	0.457	0.2006	Valid
		Statement Items	0.580	0.2006	Valid
Integrity _	Statement Items	0.595	0.2006	Valid	
	Statement Items	0.599	0.2006	Valid	
	Statement Items	0.633	0.2006	Valid	
Trust (X ₃)	Benevolence (Kindness)	Statement Items	0.603	0.2006	Valid
		Statement Items	0.584	0.2006	Valid
		Statement Items	0.627	0.2006	Valid
Competence (Competence)	Statement Items	0.678	0.2006	Valid	
	Statement Items	0.568	0.2006	Valid	
	Statement Items	0.604	0.2006	Valid	
Customer loyalty (Y)	Repurchase Intention	Statement Items	0.590	0.2006	Valid
		Statement Items	0.549	0.2006	Valid
	Recommend To Others	Statement Items	0.427	0.2006	Valid
Statement Items		0.569	0.2006	Valid	

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	Statement Items	0.473	0.2006	Valid
	Statement Items	0.573	0.2006	Valid
Refused to switch to other services	Statement Items	0.548	0.2006	Valid
	Statement Items	0.550	0.2006	Valid
	Statement Items	0.478	0.2006	Valid
Become More Loyal to One Service	Statement Items	0.482	0.2006	Valid
	Statement Items	0.505	0.2006	Valid

Source: Primary Processed Data, 2022

Based on the data in the table above, it can be seen that each statement produces a calculated correlation coefficient r that is greater than r table. It can be seen that the variable table for brand image (X1), service quality (X2), trust (X3) and customer loyalty (Y) is assessed by all statement items so that the data is declared valid.

Table 4. Reliability Test Results

Variable	Cronbach' Alpha	Critical Value	Conclusion
Brand Image (X1)	0.771	0.60	Reliable
Service quality (X2)	0.856	0.60	Reliable
Trust (X3)	0.785	0.60	Reliable
Customer Loyalty (Y)	0.785	0.60	Reliable

Source: Primary Processed Data, 2022

You can see the results of data reliability testing for each variable, the data obtained is greater than 0.60, which means that the data is reliable. If the reliable value is less than 0.60 then the value is not good. This means that the measuring instrument used is not reliable.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residuals
N	96
Normal Parameters ^{a, b}	,0000000
	2.76849874
Most Extreme Differences	,066
	,066
	-,060
Statistical Tests	,066
Asymp. Sig. (2-tailed)	,200 ^{c, d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary Processed Data, 2022

Based on the data above, it can be seen that the value of Asymp. Sig. (2-tailed) is more than 0.05. This means that the data is normally distributed.

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Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Brand Image (X1)	0.617	1,620
Service quality (X2)	0.682	1,467
Trust (X3)	0.886	1,129

Source: Primary Processed Data, 2022

Based on the table of multicollinearity test results above, it can be seen that there are no variables that have a VIF greater than 10 and a tolerance value smaller than 10%. It can be interpreted that there is no correlation between independent variables that is greater than 95%. So the conclusion is that the independent variables are free from the classic assumption of multicollinearity because there is no multicollinearity between the independent variables in the regression model.

Table 7. Heteroscedasticity Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta		
1	(Constant)	3,505	2,051		1,709	,091
	Brand Image (X1)	,052	,054	,128	,973	,333
	Service quality (X2)	-,034	,040	-,105	-,843	,401
	Trust (X3)	-,053	,049	-,118	-1,080	,283

a. Dependent Variable: ABSRESS

Source: Primary Processed Data, 2022

Based on the heteroscedasticity test results table above, it can be seen that the variable has an absolute residual of >0.05 . So the conclusion is that the independent variable is free from the classic assumption of heteroscedasticity.

Table 8. Simultaneous Test Results (F Test)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1604,354	3	534,785	67,570	,000 ^b
	Residual	728,136	92	7,915		
	Total	2332,490	95			

a. Dependent Variable: LP

b. Predictors: (Constant), K, KP, CM

Source: Primary Processed Data, 2022

Based on the data above, it can be seen that the Sig value in the ANOVA table is less than 0.05. This means that the research model is accepted and the independent variables together influence the dependent variable.

Table 9. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	3,115	3,178
Brand Image (X1)	,540	,083
Service quality (X2)	,294	,062
Trust (X3)	,306	,076

Source: Primary Processed Data, 2022

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From the table above, the following regression equation is obtained:

$$Y = 3.115 + 0.540 X_1 + 0.294 X_2 + 0.306 X_3$$

Based on the regression equation above, it can be analyzed as follows:

1. The value of the constant in the regression test results shows a value of 3.115, meaning that if the independent variables brand image, service quality and trust have a value of 0 then the amount of customer loyalty is 3.115.
2. The regression coefficient for brand image (X1) on customer loyalty (Y) is 0.540. The coefficient is positive, meaning that there is a positive relationship between brand image and customer loyalty. This means that if the other independent variable remains brand image, it increases by 1 unit, then customer loyalty will increase by 0.540.
3. The regression coefficient of service quality (X2) on customer loyalty (Y) is 0.294. The coefficient is positive, meaning that there is a positive relationship between service quality and customer loyalty. This means that if the other independent variables remain, service quality increases by 1 unit, customer loyalty will increase by 0.294.
4. The regression coefficient of trust (X3) on customer loyalty (Y) is 0.306. The coefficient is positive, meaning that there is a positive relationship between trust and customer loyalty. This means that if the other independent variables remain, trust increases by 1 unit, then customer loyalty will increase by 0.306.

Table 10. Results of Partial Effect Test (T Test)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,115	3,178		,980	,330
	C.M	,540	,083	,481	6,490	,000
	KP	,294	,062	,334	4,738	,000
	K	,306	,076	,250	4,043	,000

a. Dependent Variable: LP

Source: Primary Processed Data, 2022

Description = T table = df = nk-1 = 96 -3-1 = 92 .

Based on the results of the regression analysis above, it can be interpreted as follows:

1. The Influence of Brand Image on Customer Loyalty

The first hypothesis is that brand image influences customer loyalty. Based on the test results, it shows that the $t_{table\ value}$ for the 5% significant level, $df = 92$ ($n-k=96-3-1$), for $n = 92$, and at the 5% significant level is 1.986 if the $t_{calculated}$ is greater than the t_{table} then H_0 is rejected. The significant value for brand image (X1) is 0.000, less than 0.05 ($Sig < 0.05$), which means that this variable has an effect on customer loyalty (Y).

2. The Influence of Service Quality on Customer Loyalty

The second hypothesis is that service quality influences customer loyalty. Based on the test results, it shows that the $t_{table\ value}$ for the 5% significant level, $df = 92$ ($n-k=96-3-1$), for $n = 92$, and at the 5% significant level is 1.986 if the $t_{calculated}$ is greater than the t_{table} then H_0 is rejected. The significant value for service quality (X2) is 0.000, less than 0.05 ($Sig < 0.05$), which means that this variable has an effect on customer loyalty (Y).

3. The Effect of Trust on Customer Loyalty

The third hypothesis is that trust has an influence on customer loyalty. Based on the test results, it shows that the $t_{table\ value}$ for the 5% significant level, $df = 92$ ($n-k=96-3-1$), for $n = 92$, and at the 5% significant level is 1.986 if the $t_{calculated}$ is greater than the t_{table} then

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H0 is rejected. The significant value for service quality (X3) is 0.000, less than 0.05 (Sig < 0.05), which means that this variable has an effect on customer loyalty (Y)

Table 11. Coefficient of Determination Test Results (R2)

Model	R	R Square	Model Summary ^b		
			Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,829 ^a	,688	,678	2,813	1,990

a. Predictors: (Constant), K, KP, CM

b. Dependent Variable: LP

Source: Primary processed data, 2022

Based on the data above, it can be seen that the Adjusted R Square value is 0.678 or 67.8%. This means that the independent variable influences the dependent variable by 67.8%. The rest comes from other variables that are outside the model. Other variables that can influence customer loyalty include customer satisfaction, information quality, price and promotions.

RESEARCH LIMITATIONS

Based on the results of the research that has been carried out, there are several limitations in this research, including the lack of specificity of the product used as the subject of this research, only a general description of the variables used which may not be able to describe the actual situation. And the limited number of samples can be completed and refined for further research. The content and results of this research are still far from perfect, so it is hoped that future researchers can get better and maximum results.

CONCLUSION

Brand image variables influence customer loyalty of Shopee users. So it can be concluded that the better the brand image of an e-commerce, the greater the customer loyalty in using that e-commerce. The service quality variable influences the customer loyalty of Shopee users. So it can be concluded that the better the quality of e-commerce services will increase customer loyalty in visiting e-commerce. Trust variable Towards customer loyalty of Shopee users. So it can be concluded that the greater consumer trust in a brand or company, the greater customer loyalty in using e-commerce

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