# The Influence of Brand Credibility, Perceived Quality and Store Image on Purchase Intention with Trust as Variable Mediation (The Official Shop Logo in Shopee)

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***Abstract***: *This research was conducted to determine consumer purchase intention in stores with the official shop logo on Shopee when they shopped at Shopee. By going through the variables of Brand Credibility, Perceived Quality and Store Image on Purchase Intention with Trust as a Mediation Variable. The object of this research is someone who has shopped at Shopee at a store with the official shop logo and is domiciled in West Jakarta. This research was conducted by 120 respondents, the sample measurement in this study used a purposive sampling technique and the approach used was the Structural Equation Model (SEM) with the SmartPLS analysis tool. The results of this study state that Brand Credibility has a significant and positive effect on purchase intention, Perceived Quality has a significant and positive effect on purchase intention, Store Image has a significant and positive effect on purchase intention, Trust is able to mediate Brand Credibility on purchase intention, Trust is able to mediate Perceived Quality on Purchase Intention, Trust is able to mediates Store Image on purchase intention and Trust has a significant and positive effect on consumer purchase intention when shopping at stores with the official shop logo on Shopee.*
***Keywords***: *Brand Credibility, Perceived Quality, Store Image, Purchase Intention Trust Official Shop.*

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## I. Introduction

Internet users in Indonesia currently reach 196.7 or 73.7% of the population in Indonesia. This number is an increase compared to last year of around 25.5 million users compared to 2019. Business activities in the internet world are called electronic commerce or e-commerce.

E-commerce is an online platform that becomes a virtual meeting ground between buyers and sellers, its arrival has been a tremendous success and provides significant economic and social benefits in developing countries (Peña-García et al., 2020), E-commerce will change everything marketing activities and at the same time cutting operational costs for trading activities (Ayu & Lahmi, 2020). In Indonesia, e-commerce developed in 2000 which began with the emergence of an online shop called Lippo Shop which sells goods online, then in 2005 many other e-commerce platforms emerged in Indonesia such as Bhineka, Bukalapak, Blibli, Lazada and Shopee. Competition in the world of e-commerce is getting tougher and each brand must maintain their strategy to continue to exist used by consumers, related to this the importance of making an accurate business competition strategy is an important factor for the business world that leads to effective decision making in the future. coming, opinion from (Zhao et al., 2020) who stated that with the rapid development of e-commerce (EC), which will always rely on product quality, nutritious components or thorough service, it is still not enough to meet the increasing demands of modern consumers. E-commerce is also expected to meet all consumer needs from various sides, according to (Ayru & Ariani, 2021) satisfaction, trust and also the benefits of E-Commerce are various reasons for the exchange relationship when starting a business.

Changes in consumer behavior towards shopping interests continue to change along with the development of technology, the presence of e-commerce is able to encourage economic development in Indonesia and indirectly change their behavior patterns in shopping. Selling and buying activities that were originally carried out offline have changed to online using the help of the internet so that consumer behavior becomes more consumptive because with one hand they can easily carry out transaction activities anywhere and anytime, this kind of consumptive behavior only aims to show social status, in order to obtain the greatest satisfaction and increase prestige or prestige, Satisfaction is a person's feelings of pleasure or disappointment that arise after the performance (result) (Astini & Tafiprios, 2017). Like shopping, people usually only buy what they really need and need, but nowadays they tend to buy what they want, don't even need it (Nursita et al., 2017). Fulfilling needs through e-commerce can be an alternative for people to meet their daily needs (Sarastila et al., 2021) in addition, according to (Kusumawati & Saifudin, 2020) interest in buying online is influenced by several factors, which include price , the level of trust, the flexibility of time, and various products. Price is a

major factor influencing online purchases. The more affordable the price of an item, the more lots of purchase intention. Usually the price of products offered online tends to be lower than offline, because online sales do not require the cost of renting a place, the cost of facilities (such as electricity andwater), and the cost of employee salaries.

Shopee is a well-known e-commerce name in Indonesia managed by Garena Group, which has now changed its name to SEA Group. Shopee is the youngest e-commerce when compared to the emergence of other e-commerce such as Bhineka, Bukalapak, Tokopedia, OlX, Blibli, and others. In 2019 Shopee was still ranked 2nd for the e-commerce category with the highest number of visitors in Indonesia with a total of 56 million visitors per month, while Shopee's 2020 data managed to rise to first position with 96.5 million visitors per month.

## II. Literature Review

### a) Theory

In this study, the researcher adapted the Theory Technology Accaptance Model (TAM) which was a model that adopted the theory of reasoned action developed by Fishbein and Ajzen (1975). The technology acceptance model (TAM) has been widely adopted to study technology use intentions and behavior (Cheng, 2019).

### b) Brand Credibility

Credibility is a quality or strength that creates trust in people, companies or a brand. Brand Credibility Brand credibility is an important concept to study because it is related to consumer satisfaction, customer retention, brand loyalty apart from positive word of mouth which increases company profitability and competitive strength (El-Baz et al., 2018) Brand credibility is the trustworthiness of product position information embedded in a brand, depending on consumer perceptions of whether the brand has the ability and willingness to continue to deliver what has been promised, according to (Jeng, 2016) brand credibility can be created by increasing consistency, clarity, and brand investment over time, through all practices and aspects of marketing communications such as branding, image advertising, sponsorship or sales promotion. Consumers' brand perceptions may be driven by their unique needs and brand knowledge gained from personal experience (Knight & Kim, 2007).

### c) Perceived Quality

Perceived Quality is another dimension of important goods or services, the quality of products from the company will bring a good brand image for consumers. Perceived quality is also a very important brand value for consumers to choose the goods and services to buy, according to (Widianingsih & Astuti, 2021)perceived quality is an assessment of the quality of certain products or services on the basis of various kinds of information cues, both intrinsic and extrinsic. Consumers use many cues to determine brand quality including price, country of origin, performance, and image (Knight & Kim, 2007).

### d) Store image

Store Image is the image of a store that sticks in the minds of consumers in which there are many attributes about the store such as perceptions and feelings or sensations that are felt while in the store so that they feel an experience that is different from (Suprapto et al., 2020) mentions Store image can also describe the condition of the store at that time, among others, seen from the price of goods sold in the store, the quality of store service, completeness of the store.

### e) Purchase Intention

Purchase Intention is a person's tendency to buy an item yang didasari oleh motif Purchasing is motivated by brand characteristics or brand image, Meanwhile, according to Kotler and Keller (2016: 198) purchase intention is a form of behavior from consumers who wish to buy or choose a product based on their experience, use and desire for a product.

### f) Trust

Trust will determine consumer loyalty to the brand and trust will have the potential to create relationships of strategic value for marketers (Anjani, 2017). If someone uses the item repeatedly, it can be said to be experienced in using the item and it can be judged that they trust the item so that the person has the intention to buy the item repeatedly, and vice versa (Suryani et al., 2018), if someone uses the item over and over again, it can be said to be experienced in using the item and it can be judged that they trust the item so that the person has the intention to buy the item repeatedly, and vice versa (Khoirunnisa & Astini, 2021).

**Conceptual Framework**
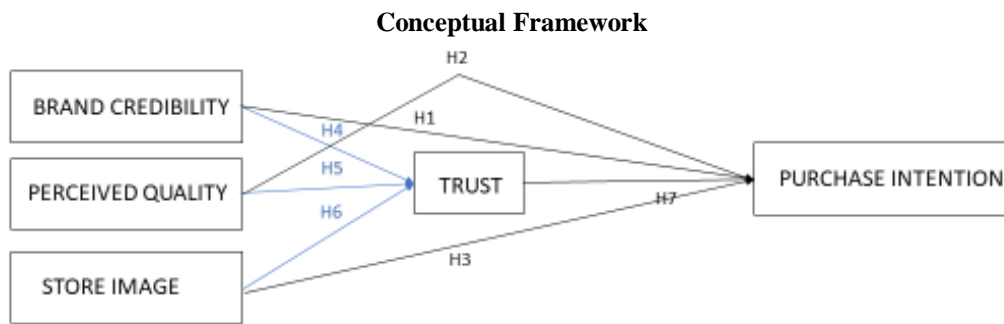


**Hypothesis**

**H1:** Brand Credibility is suspected to have a positive and significant influence on purchase intention in stores with the Official Shop logo on Shopee.

**H2:** Perceived Quality is suspected to have a positive and significant influence on purchase intention in stores with the Official Shop logo on Shopee.

**H3:** Store image is suspected to have a positive and significant influence on purchase intention in stores with the Official Shop logo on Shopee.

**H4:** Brand Credibility is suspected to have a positive and significant influence on Trust in stores with the official shop logo on Shopee

**H5:** Perceived Quality is suspected to have a significant positive and significant influence on Trust in stores with the official shop logo on Shopee

**H6:** Store Image is suspected to have a positive and significant influence on Trust in stores with the official shop logo on Shopee

**H7:** It is suspected that there is a positive and significant influence of Trust on purchase intention in stores with the official shope logo.

## III. Research Method

The research process will be carried out from March to July 2021, in this research process it begins by identifying problems in the right research, formulating identified problems, collecting theoretical bases that strengthen the foundation in variables, compiling data collection, compiling instruments, and statistical testing techniques used. will be used by researchers. To get results that support this research, the researchers chose the object of research about how the Official Shop logo at Shopee can affect purchase intention. In this study, the authors use quantitative methods with a descriptive research approach because of the variables that will be studied in relation to it and its purpose is to present an overview of the relationship between the variables studied. In this study, the data collection process was carried out by questionnaire instrument created using google docs media, this form is then distributed through the application whatsapp to 200 respondents. In the West Jakarta area who already have online shopping experience in E-commerce, so the data processed is data from respondents who already have experience shopping in e-commerce, especially in stores with the Official Store logo. In this study, researchers used IBM SPSS Statistic 26 software to analyze descriptive characteristics and SmartPLS 3.3 software to measure research data using the Partial Least Square (PLS) method. innermodel), and hypothesis testing.

## IV. Results And Discussion

**1. Convergent Validity**

Convergent validity testing of each construct indicator. According to Chin in Ghozali (2014), an indicator is said to have good reliability if its value is greater than 0.70, while a loading factor of 0.50 to 0.60 can be considered sufficient. Based on this criterion, if there is a loading factor below 0.50 it will be dropped from the model (Ghozali, 2014). In this study, the loading factor limit used is 0.60, which means that if the loading factor value is > 0.60, it will be removed and retested.
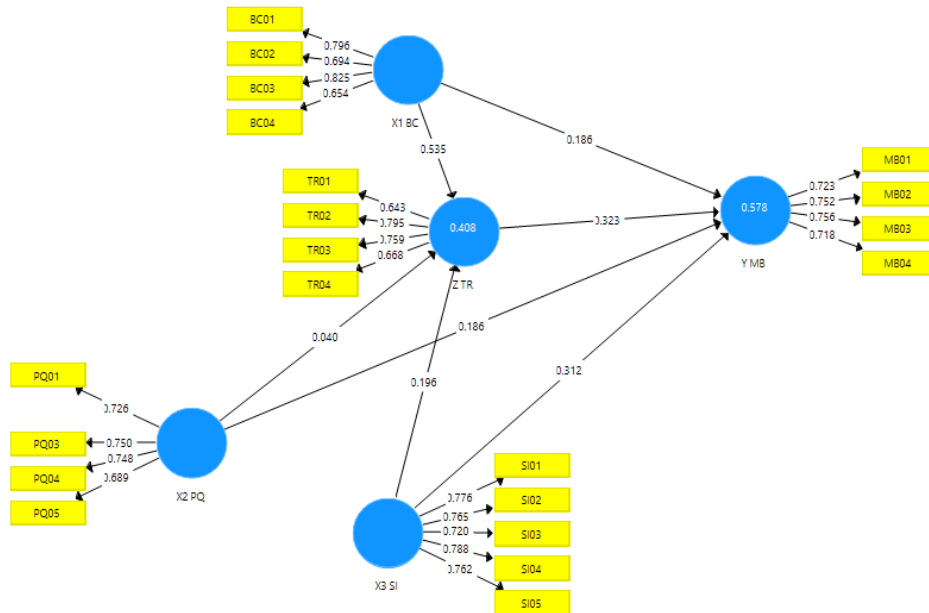
Image above turns out to be the X2.PQ2 indicator which has a loading factor value of less than 0.60 (<0.6), an indicator is said to have good validity if its value is greater than 0.70 (>0.70), while the loading factor is 0. .50 – 0.60 can be considered sufficient. Based on this criterion, if there is a loading factor below 0.60, it will be dropped from the model. The results of the re-test of convergent validity are as follows.

## 2. Average Variance Extracted (AVE) Test Results
### Table 2 Average Variance Extracted (AVE)

| Variable | AVG Variance Extracted (AVE) |
| --- | --- |
| X1 Brand Credibility | 0.556 |
| X2 Perceived Quality | 0.531 |
| X3 Store Image | 0.582 |
| Y Purchase Intention | 0.544 |
| Z Trust | 0.517 |

Table 4.2 show the Average Variance Extracted (AVE) values are all above > 0.50, which means that each construct can explain 50% or more of the item variance, and this AVE value is considered to have met the requirements and there are no convergent validity problems in the model tested.

## 3. Composite Reliability and Cronbach's Alpha Test Results
### Table 3 Composite Reliability and Cronbach's Alpha

| Variable | Cronbach's Alpha | Composite Reliability | Description |
| --- | --- | --- | --- |
| X1 Brand Credibility | 0.732 | 0.832 | Realible |
| X2 Perceived Quality | 0.712 | 0.819 | Realible |
| X3 Store Image | 0.824 | 0.874 | Realible |
| Y Purchase Intention | 0.721 | 0.827 | Realible |
| Z Trust | 0.684 | 0.809 | Realible |

Table 4.3 shows that the Composite Reliability value is above > 0.70 and Cronbach's alpha > 0.60 so it can be concluded that the questionnaire used for this study is reliable, consistent and feasible for research.

## 4. Structural Model Testing (Inner Model)

**Table 4 Inner Model**

| Variable | R Square | Description |
|---|---|---|
| Y Purchase Intention | 0.578 | **Strength** |
| Z Trust | 0.408 | **Medium** |

The R-Square values of the mediating and dependent variables are 0.408 and 0.578, which means 40.8% and 57.8% of the Trust and Purchase Interest variables can be explained by the Brand Credibility, Perceived Quality and Store Image variables. While 59.2% and 42.2% were influenced by other variables not examined in this study.

## Hypothesis Test Result

**Table 5 Hypothesis Test Result**

| Hipotesis | Original Sample (O) | (STDEV) | T Statistics (\|O/STDEV\|) | P Values |
|---|---|---|---|---|
| **Brand Credibility -> Trust** | 0.535 | 0.080 | 6.734 | **0.000** |
| **Perceived Quality -> Trust** | 0.040 | 0.080 | 0.501 | **0.617** |
| **Store Image -> Trust** | 0.196 | 0.080 | 2.443 | **0.015** |
| **Brand Credibility -> Purchase Intention** | 0.186 | 0.076 | 2.448 | **0.015** |
| **Perceived Quality -> Purchase Intention** | 0.186 | 0.064 | 2.901 | **0.004** |
| **Store Image -> Purchase Intention** | 0.312 | 0.076 | 4.109 | **0.000** |
| **Trust -> Purchase Intention** | 0.323 | 0.069 | 4.683 | **0.000** |

Based on the results of the analysis that has been carried out using the smartPLS 3.0 application, the final result of the original sample value is 0.535 and the T-Statistic value is 6.734, meaning that the T-Statistic value is greater than 1.96 (> 1.96) so it can be concluded that Brand Credibility on Trust has an influence positive and significant. The results of this analysis are reinforced by the findings of research from (Ngo et al., 2020) which states about their research that Brand Credibility has a positive and significant influence on trust. Perceived Quality variable on Trust has a positive influence and not significant the final result of the original sample value is 0.040 and the T-Statistic is 0.501, which means the T-Statistic value is smaller than 1.96 (> 1.96). The results of this analysis contradict the findings of (Kurniawan, 2017) which states that Perceived Quality has a significant positive effect on Trust.

Store Image has a positive and significant influence on Trust. Likewise, the opinion of those who stated that Store image has a positive and significant relationship with Trust Based on the results of the analysis that has been carried with the final result of the original sample value is 0.196 and the T-Statistic value is 2.443, meaning that the T-Statistic value is greater than 1.96 (> 1.96) so it can be concluded that this study has a positive and significant effect. on the Store Image variable to Trust. This has been proven from the variable statement in the Store Image which has the highest value is "In shops with the official shop logo on Shopee, I usually find it easier to find product categories and find special discount products". In line with the research conducted by (Konuk, 2018). Brand credibility on purchase intention mediated by Trust, the final result is the original sample value of 0.076 and the T-Statistic of 2.448, which means the T-Statistic value is greater than 1.96 (> 1.96) so it can be concluded that this study has a positive and significant effect. This is in line with research conducted by (El-Baz et al., 2018) which states that there is a significant influence between brand credibility and purchase intention mediated by trust. Perceived Quality on purchase intention mediated by Trust, the final result is the original sample value of 0.186 and T-Statistic of 2.901, which means the T-Statistic value is greater than 1.96 (> 1.96) so it can be concluded that this study has a positive and significant influence. In line with research conducted by (Asshidin et al., 2016) and (Edrick Heriyanto, 2019) which state that Perceived Quality has a positive and significant influence on purchase intention mediated by trust. Store Image variable on purchase intention mediated by Trust, the final result is the original sample value of 0.312 and T-Statistic 4.109, which means the T-Statistic value is greater than 1.96 (> 1.96) so it can be concluded that this study has a positive and significant effect. This is in line with the findings of (Watanabe et al., 2020) which states that trust is a full mediation or full mediation, meaning that trust is able to have a positive and significant influence between image and purchase intention.

Positive and significant influence on the purchase intention variable to the Trust variable, the final result is the original sample value of 0.323 and the T-Statistic value of 4.683, which means the T-Statistic value is greater than 1.96 (> 1.96) so it can be concluded that this study has a positive influence and significant. In line with the opinion of (Widya & Riptiono, 2019) in the research conducted and stated that the consumer trust variable has a significant effect on the purchasing decision variable.

## V. Conclusion

H1: Brand Credibility has a positive and significant effect on Purchase Intention

H2: Perceived Quality has a positive and significant effect on Purchase Intention

H3: Store Image has a positive and significant effect on Purchase Intention

H4: Brand Credibility has a positive and significant effect on Purchase Intention mediated by Trust

H5: Perceived Quality has a positive but not significant effect, Store Image has a significant and positive effect on Trust

H6: Store Image has a significant positive effect on Purchase Intention mediated by Trust.

H7: Trust has a significant positive effect on Purchase Intention.

## VI. Suggestion

This study proposes further research, which is interested in discussing E-commerce and consumer behavior in online shops. When viewed from the results of this study, the R-Square obtained was 57.8% for purchase intention as the dependent variable and 40.8% Trust for the mediating variable. So there are still a few percent that can affect Trust and purchase intention. This means that further research needs to be re-tested for this research model, further research can involve other variables not examined in this study, such as Perceived Use, Satisfaction, Functional Value when shopping at stores with the official shop logo on Shopee. In addition, the researcher also recommends that future research can conduct more extensive research, not only in the West Jakarta area, this aims to determine the characteristics of consumers who usually shop at stores with the official .shop logo on Shopee.

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