

Analysis of Factors That Influence Brand Awareness and Purchasing Decisions on Online Marketplace

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Abstract

The expansion of digital technology and internet users in Indonesia parallels the expansion of marketplaces where consumers may purchase online. In recent years, Shopee, a marketplace app that offers a variety of products and services, has grown tremendously. However, in an increasingly competitive industry, understanding the elements that drive brand awareness and consumer purchase decisions is critical. The purpose of this paper is to investigate the factors that influence brand awareness and purchase decisions on Shopee. This study was based on an electronic survey of 100 respondents and analyzed using statistical software SEM PLS using the help of smart pls 4.0. Brand ambassador, brand personality, and price is substantial and has a positive impact on brand awareness and purchasing decisions. As Shopee at the top-of-mind level of consumers, it makes them continue to keep consumers in their minds and will continue to use Shopee to make product purchases. This finding informs Shopee that brand ambassador, brand personality, and price leads to higher awareness and purchase decisions. Furthermore, brand awareness significantly influences Shopee's purchasing decisions, as it increases product value and persuades customers to favor recognizable brands. Recurrent brand awareness can make the brand feel familiar, influencing decision-making and long-term sales. Brand equity is developed through brand awareness, which, when paired with product quality, positively affects purchase decisions through consumer perception. High brand recognition boosts consumer confidence and leads to Shopee long-term sales.

Keyword: brand ambassador; brand personality; price; brand awareness; purchase decisions

1. Introduction

The existence of digital technology is transforming traditional commercial processes into digital or online systems. An online trading system, often known as a marketplace, is a system that links vendors and purchasers of items and services using digital platforms connected to the internet. In 2019, there were 171 million 274 internet users in Indonesia, and the number of internet users increased by 10.2%, or 27 million people, per year (Hardiyanto et al., 2020). Internet users in Indonesia increased by 17%, totaling 25 million (Pratama Afrianto & Irwansyah, 2021).

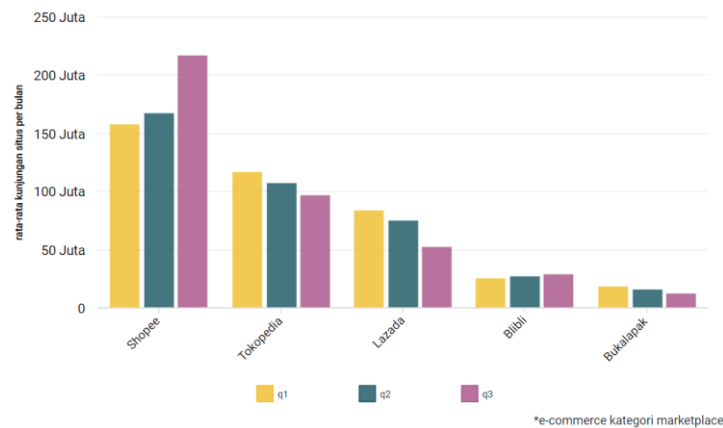


Figure 1. E-Commerce Visitor Trends for the Third Quarter of 2023

The growth of internet users in Indonesia is in line with the growth of marketplaces, where consumers can shop online. Based on the Katadata Insight Center survey, it shows that Shopee is the e-commerce site in the Marketplace category with the most visitors in the third quarter of 2023 in Indonesia. The Shopee site recorded an average of 216 million visits per month throughout Q3 2023 (Ahdiat, 2023). In recent years, Shopee, a marketplace app that offers a variety of products and services, has grown tremendously. However, in this increasingly competitive market, it is important to understand the factors that influence brand awareness and consumer purchasing decisions.

Brand awareness is an important element for Shopee consumers in deciding purchase decisions. With brand awareness, Shopee can make consumers realize that they will be a memory that is easy to find in the minds of consumers when they are about to make a purchase decision. Shopee needs to control consumers' minds to influence consumer interest and make Shopee a brand that will be their choice.

Brand ambassadors are one of the factors that influence consumer purchasing decisions and increase brand awareness. Brand ambassador as someone who represents Shopee, can attract consumers to make product purchases based on their image and make consumers have Shopee memories in their minds. Shopee needs to consider using brand ambassadors to drive purchase decisions and brand awareness. However, it should be noted that important factors in choosing a Shopee brand ambassador will influence consumers in making purchase decisions and increase brand awareness.

It is important for Shopee to create competitive differentiation considering the high number of marketplace competition in the digital era. In creating competitive differentiation,

Shopee can choose a brand personality that is in accordance with its values as branding. Brand personality or brand personality will help Shopee in creating an image and identity in the market and consumers' minds. Consumer image and identity related to Shopee can increase brand awareness. This will affect Shopee in becoming a brand that will be chosen by consumers.

The crucial variable that becomes a factor for consumers in making decisions to purchase products or services is price. Shopee needs to determine competitive prices in the market as a determinant of consumers in making purchase decisions. The price set needs to be in accordance with the target market that has been determined by Shopee. That way, Shopee will provide a positive in the minds of consumers so that it will increase Shopee's brand awareness.

Shopee, as a marketplace platform founded in 2015, has brought a positive impact, especially in Indonesia. Shopee has changed the way of making product purchases by utilizing growing digital technology. This research will provide a comprehensive study of the influence of brand ambassadors, brand personality, and price on purchasing decisions and brand awareness of the Shopee marketplace application, which then aims to determine the influence of factors including brand ambassadors, brand personality, and price on purchase decisions and brand awareness.

2. Literature Review

2.1 Brand Awareness

(Saraji et al., 2018) define brand awareness as a brand's capacity to emerge in the customer's mind when the consumer thinks about a certain product and how readily the brand appears in the consumer's mind. According to (Chaney et al., 2018) brand awareness is customers' capacity to recognize a brand in multiple situations, which is demonstrated in brand reconstruction and performance repeatability. According to (Durianto, 2004) brand awareness has four dimensions: 1) Unaware of Brand 2) Brand Recognition 3) Brand Recall 4) Top of Mind.

2.2 Purchase Decisions

Purchase decisions is a problem-solving process that begins with recognizing the problem and ends with findings or suggestions. These recommendations are then applied and utilized as fundamental decision-making principles (Febrina Z, 2018). According to (Pratama, 2019) the essence of decision making is the act of gathering information, merging many alternative possibilities, and selecting one of the better options. The purchasing decision process has dimensions according to (Kotler & Keller, 2009), namely: 1) Needs Recognition 2) Searching Information 3) Evaluation of Alternatives 4) Purchase Decisions 5) Post-purchase Behavior.

2.3 Brand Ambassador

Brand ambassador, according to (Dewi et al., 2020) is a public figure who promotes a brand. The corporation chooses a brand ambassador to sell the image of the product and the persons picked are almost always popular in the eyes of costumers (Ferdiana Fasha et al.,

2022). According to (Cysara, 2015), brand ambassador's indications is:1) Visibility 2) Credibility 3) Attraction 4) Power.

2.4 Brand Personality

One of the primary branding principles that may be used to establish competitive distinction (Menon, 2020). According to (Aaker, 1997), brand personality is described as a collection of human traits connected with a brand, based on brand anthropomorphization, which represents the nature of the brand and what it means for customers. Brand personality has dimensions, namely: 1) Sincerity 2) Excitement 3) Competence 4) Sophistication 5) Ruggedness.

2.5 Price

Price is defined as the total sacrifice a consumer is ready to pay in order to receive a specific product or service (Rismawati, 2017). Price is a deciding element in a company since it influences how much profit the firm will get from selling its products, including goods and services (Febriani & Khairusy, 2020). According to (Kotler & Keller, 2009), prices have several important indicators as follows: affordability, price compatibility with the product, price competitiveness, and price match with product benefits.

3. Material and Method

The purpose of this study was to look at the impact of brand ambassador, brand personality, and prices on purchased decisions and brand awareness on online marketplace Shopee. A structured online survey questionnaire was designed to gather data from Shopee users in Jabodetabek, Indonesia, who were selected using stratified random sampling. The survey included questions related to brand awareness, purchasing decisions, perceptions of brand ambassadors, the personality associated with Shopee as a brand, and price sensitivity. Participants in the Survey were asked to score their responses on Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The quantitative data from the survey were examined using statistical tools SEM PLS. Survey participants provided informed consent, and their replies were anonymised to maintain anonymity.

3.1 Design Study

The study collected and analyzed data using a quantitative research technique for better understanding. The study focuses on Shopee users who have used the application for at least 3 months, selected using random stratified sampling. The sample will be stratified based on age, gender, occupation, and income levels to ensure diversity.

3.2 Data Analysis

Quantitative data will be evaluated with statistical tools, such as SEM PLS using the help of smart pls 4.0. To analyze the data, descriptive analysis was carried out by analyzing resonant characteristics and variable descriptive analysis to 100 online survey respondents. Subsequently, the model was measured by conducting construct reliability and validity, R-squared, and Fornell-Larcker criterion analyses. In the final stage, measurement of the structural model was carried out by performing path coefficient-bootstrap to observe the values

of T-statistics and P-values, aiming to analyze the relationships between brand ambassadors, brand personality, price, brand awareness, and purchase decisions.

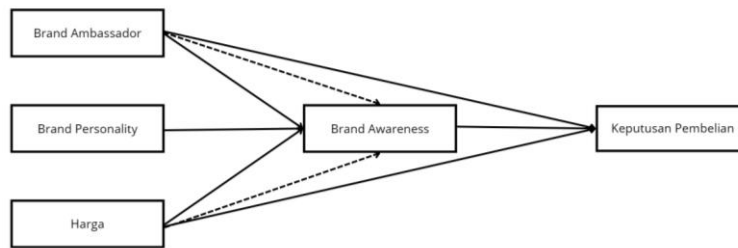


Figure 1. Research Model

4. Result

4.1 Descriptive Analysis

Based on the results of distributing questionnaires conducted online through Google Form, 100 respondents were obtained. All respondents are Shopee users who have used the application for at least 3 months and live in Jabodetabek area.

Table 1. Respondents Characteristics

Respondents Characteristics		Frequency	Percentage (%)
Gender	Male	38	38%
	Female	62	62%
Age	17-25	75	75%
	26-30	7	7%
	31-40	6	6%
	41-50	12	12%
Occupation	Students	63	63%
	Pegawai Swasta	27	27%
	Wirausaha	5	5%
	Pegawai Negeri Sipil	1	1%
	Others	4	4%
Monthly Income	<Rp500.000	61	61%
	Rp500.000-2.000.000	13	13%

	Rp2.000.000-5.000.000	17	17%
	Rp5.000.000-10.000.000	8	8%
	>Rp10.000.000	1	1%

Table 1. depicts the distribution of demographic features among respondents, which is separated into two gender categories: male and female. According to the main data, the female gender distribution has 62 respondents, while the male distribution has 38 respondents.

The age distribution based on the characteristics of demographic respondents shows that respondents aged 17-25 dominate with a total of 75 respondents. Then followed by respondents aged 41-50 years with a total of 12 respondents. Respondents aged 26-30 with a total of 7 respondents and respondents aged 31-40 with a total of 6 respondents.

Based on the data statistics above, students outnumber non-students with a total of 63 responses. Following that were those who worked as private workers (27 in total) and public servants (1 in total). The remaining four respondents work in different sectors.

According to the statistics in the table above, respondents with monthly income of lower than Rp500,000 dominate with 61 respondents. With a total of 17 respondents, income between Rp2,000,000-5,000,000 was followed by respondents with monthly income between Rp500,000-2,000,000. While the remaining respondents had a monthly income of more than Rp10.000.000.

Table 2. Variable Descriptive Analysis

Variable	Item	Mean	Percentage (%)
Brand Ambassador (X1)	X1.1	4.16	100%
	X1.2	4.15	100%
	X1.3	3.85	100%
	X1.4	3.97	100%
Brand Personality (X2)	X2.1	4.21	100%
	X2.2	4.2	100%
	X2.3	4.16	100%
	X2.4	4.13	100%
	X2.5	4.21	100%
Price (X3)	X3.1	4.2	100%
	X3.2	4.13	100%

	X3.3	4.1	100%
	X3.4	4.26	100%
Brand Awareness (Y)	Y1	4.39	100%
	Y2	4.23	100%
	Y3	3.06	100%
	Y4	4.25	100%
Purchase Decision (Z)	Z1	4.34	100%
	Z2	4.13	100%
	Z3	4.18	100%
	Z4	4.32	100%
	Z5	4.23	100%

Source: Primary Data Processed (2023)

Descriptive statistical analysis is used to get an overview of the data utilized in the study by assessing mean, standard deviation, maximum, and minimum. This presentation is crucial for understanding the data distribution and summarizing key points to make the data more meaningful and comprehensible. In presenting descriptive statistics, the researcher utilizes Microsoft Excel as the analytical tool.

4.2 Measurement Model

Table 3. Validity and Reliability

Variable	Item	Outer Loading	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
Brand Ambassador (X1)	X1.1	0.837	0.878	0.882	0.916	0.732
	X1.2	0.876				
	X1.3	0.853				
	X1.4	0.855				
	X2.1	0.864	0.887	0.888	0.917	0.688
	X2.2	0.802				

Brand Personality (X2)	X2.3	0.818				
	X2.4	0.832				
	X2.5	0.830				
Price (X3)	X3.1	0.780	0.823	0.826	0.883	0.653
	X3.2	0.822				
	X3.3	0.805				
	X3.4	0.826				
Brand Awareness (Y)	Y1	0.809	0.795	0.798	0.867	0.620
	Y2	0.779				
	Y3	0.745				
	Y4	0.815				
Purchase Decision (Z)	Z1	0.832	0.896	0.897	0.923	0.707
	Z2	0.815				
	Z3	0.845				
	Z4	0.835				
	Z5	0.876				

Source: SmartPLS4 Output, Data processed (2023)

Table 4. R Square

	R Square	R Square Adjusted
Brand Awareness	0.563	0.549
Purchase Decision	0.772	0.763

Based on the results of outer loading and cronbach alpha valuest in table 3, it appears that the correlation value of all questionnaire question items for all indicators and items is more than 0.70. As a result, it is possible to infer that all items have meet the criterion for validity and reliability. In table 4, R-square results are presented using SmartPLS. Model evaluation with PLS begins with a look at the R-square, the higher the r-square value, the better the prediction model of the suggested research model (Jogiyanto & Abdillah, 2009). R-square values for variable Y and Z are 0.563 and 0.772, respectively. These findings reveal that brand ambassador, brand personality, and pricing factors may affect 56.3% of the brand awareness and 77.2% of the purchase decisions.

Table 5. Fornell-Larcker Criterion

	Brand Ambassador	Brand Awareness	Brand Personality	Price	Purchase Decision
Brand Ambassador	0.856				
Brand Awareness	0.600	0.787			
Brand Personality	0.663	0.650	0.830		
Price	0.544	0.673	0.626	0.808	
Purchase Decision	0.726	0.746	0.790	0.711	0.841

4.3 Measurement of Structural Model**Table 6.** Path Coefficient-BootStrap

	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (o/STDEV)	P values
Brand Ambassador -> Brand Awareness	0.211	0.221	0.098	2.160	0.031
Brand _Ambassador -> Purchasing _Decision	0.242	0.254	0.117	2.069	0.039
Brand _Personality -> Brand _Awareness	0.265	0.272	0.120	2.206	0.027
Brand _Personality -> Purchasing _Decision	0.349	0.346	0.109	3.194	0.001
Price -> Brand _Awareness	0.392	0.374	0.129	3.031	0.002
Price -> Purchasing _Decision	0.201	0.193	0.099	2.030	0.042
Brand _Awareness -> Purchasing _Decision	0.239	0.234	0.112	2.124	0.034

Table 5. displays the outcomes of direct structural model testing. The test is performed by examining the path coefficient that shows the parameter and T-statistics value. The path coefficient score or inner model indicated by the T-statistics value should be > 1.96 and the P-values should be < 0.05 for the two-tailed hypothesis.

5. Discussion

5.1 The Influence Of Brand Ambassador On Brand Awareness

In accordance with the results, the influence of brand ambassador on brand awareness demonstrates that brand ambassadors have a significant and positive impact on brand awareness, with an original sample (O) value of 0.211 with T-statistics of 2.160, and a p-value of 0.03, indicating that this hypothesis is accepted. That means that if the designated route coefficient is positive, the brand ambassador has the potential to raise brand awareness.

According to the findings of this study, brand ambassadors have an impact on brand awareness. This means that the more appropriate the selection and campaign of Shopee brand ambassadors, the higher the level of Shopee brand awareness. In other words, more consumers keep Shopee in their minds because they are reminded of the public figure chosen by Shopee as a brand ambassador. This research is in line with the research of Dewi et al (2020) which claims that brand ambassadors have a major impact on brand awareness.

5.2 The Influence Of Brand Ambassador On Purchase Decisions

In relation to the research, the influence of brand ambassador variables on purchasing decisions shows that brand ambassadors have a significant and positive impact on purchasing decisions with an original sample (O) value of 0.242 with T-statistics of 2.069, and a p-value of 0.039, so this hypothesis is accepted. That means if the path coefficient is positive. the brand ambassador can increase purchase decisions.

The results of this study show that brand ambassadors influence purchasing decisions. This means that the more appropriate the selection and campaign of Shopee's brand ambassadors, the higher the level of purchasing decisions made by consumers. In other words, more consumers are making purchases through the Shopee platform because of the influence of public figures chosen by Shopee as brand ambassadors. This research is in line with research by Osak & Pasharibu (2020), and Wang & Hariandja (2016) which said that brand ambassadors have a significant influence on purchase decisions.

5.3 The Influence Of Brand Personality On Brand Awareness

Following the findings, the influence of brand personality on brand awareness is significantly positive, with an original sample (O) value of 0.265 with T-statistics of 2.206, and Sig. of 0.027, indicating that this hypothesis is accepted. This means that the direction of the path coefficient marked positively portrays that brand personality can boost brand awareness.

The results of this study show that brand personality can influence brand awareness. That is, the more unique the selection of brand personality owned by Shopee, the higher the level of Shopee's brand awareness. In other words, consumers will easily remember Shopee in their minds because of the brand's unique personality. This research is in line with the research

of Dewi et al (2020) which says that brand ambassadors have a significant influence on brand awareness.

5.4 The Influence Of Brand Personality On Purchase Decisions

The results show that brand personality has a substantial and positive influence on purchase decisions with original sample (O) values of 0.349 with T-statistics of 3.149, and Sig. value of 0.001, so this hypothesis is accepted. This suggests that a positive path coefficient shows that brand personality can boost purchase decisions.

As indicated by the findings of this study, brand personality has a significant influence on purchase decisions. Consumers with similar traits to Shopee can attract consumers to make purchases and other consumers who have different characteristics can be encouraged to establish their own identity to make purchases (Sagia & Situmorang, 2018). This assertion is corroborated by Amanah (2022) research, which found that brand personality has a major impact on purchase decisions.

5.5 The Influence Of Price On Brand Awareness

According to the study, the influence of price on brand awareness demonstrates that price has a substantial and positive impact on brand awareness with an original sample (O) value of 0.392 with T-statistics of 3.031, and a P-value of 0.002, therefore this hypothesis is accepted. This means that the direction of the path coefficient with a positive sign indicates that price can increase brand awareness.

The results of this study show that price influences brand awareness. That is, the more competitive the price applied by Shopee, the higher the level of Shopee's brand awareness. In other words, more consumers remember Shopee because the price applied by Shopee wins the price competitively in the online marketplace market. This research is in line with Louangrath's (2021) research which says that price has a significant influence on brand awareness.

5.6 The Influence Of Price On Purchase Decision

Based on the output, the effect of price variables on purchasing decisions shows that price has a significant and positive impact on purchasing decisions with original sample (O) values of 0.201 with T-statistics of 2.030, and P-values of 0.042, so this hypothesis is accepted. This means that the positive sign on the path coefficient suggests that price can enhance purchase decisions.

In keeping with the findings of this study, pricing impacts purchase decisions. That means, if Shopee's prices are cheaper than other online marketplaces with the same quality and product benefits, it can encourage consumers to make product purchases. This conclusion is corroborated by Gunarsih et al (2021) which found that price has a major impact on purchase decisions.

5.7 The Influence Of Brand Awareness On Purchase Decisions

According to the findings, the effect of brand awareness on purchase decisions has a significant and positive impact on purchase decisions with an original sample (O) value of 0.239 with T-statistics of 2.124, and a p-value of 0.034, so this hypothesis is accepted. This

means that a positive path coefficient suggests that brand awareness influences purchase decisions.

In line with the findings of this study, brand awareness impacts purchase decisions. This implies that Shopee will be the favored brand among customers at the forefront of their minds. This also means that consumers will always choose Shopee as a platform to make product purchases. Products with a high degree of brand recognition will have a bigger market share, which will support purchase decisions (Stocchi & Fuller, 2017). This assertion is corroborated by Arianty, N & Andira, A (2021) which found that brand awareness has a considerable effect on purchase decisions.

6. Conclusion, Implication, and Recommendation

To be able to increase brand awareness and consumer purchase decisions on the Shopee marketplace platform, it can be done by choosing the right brand ambassador such as credibility and strength in influencing product target consumers. Increasing brand awareness and purchasing decisions can also be done by Shopee by having a personality as an online marketplace that is unique with its value. Not only that, but price also has a significant effect in increasing brand awareness and consumer purchasing decisions. Having a competitive price in the market while maintaining the quality and benefits of the appropriate product can encourage Shopee to remember in the minds of consumers and encourage product purchases. With Shopee at the top-of-mind level of consumers, it makes them continue to keep consumers in their minds and will continue to use Shopee to make product purchases.

The implications on this research can be a consideration for Shopee to continue to use or strengthen collaboration with their brand ambassadors. Shopee also needs to choose a brand ambassador that matches the brand image and values it wants to convey. This research can also be a foundation for identifying important elements of brand personality that need to be emphasized or strengthened to build a good brand image for Shopee users. The influence of price on purchasing decisions can help Shopee determine pricing strategies on the Shopee platform and consider price adjustments, discounts, and other pricing strategies to increase brand appeal in the online market. By considering these implications, companies can optimize Shopee's brand management and marketing strategies to increase brand awareness and help customers make purchasing decisions.

The researchers found that the study was successfully conducted and there were still some gaps due to the limitations of the researchers when writing this review. Therefore, the researchers suggest that future researchers with the same title as this study may examine the indirect relationship of each variable in more depth. This is done so that the research results can fill in the gaps in this research.

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8. Appendix

Questionnaire Questions:

The following question use a Likert scale with the measurement classification as follows:

1. SD: Strongly Disagree
2. D: Disagree
3. N: Neutral
4. A: Agree
5. SA: Strongly Agree

Please fill in the following statements by placing a checkmark (✓) in the column that corresponds to your response.

No	Item	Questions	Answers				
			SD	D	N	A	SA
1	X1.1	Brand Ambassador (BA) Shopee seperti Joe Taslim, Raffi Ahmad, Komeng, dan C. Ronaldo memiliki popularitas yang tinggi					
2	X1.2	Joe Taslim, Raffi Ahmad, Komeng, dan C. Ronaldo memiliki kredibilitas yang tinggi untuk mewakili shopee					
3	X1.3	Saya tertarik dengan gaya hidup Joe Taslim, Raffi Ahmad, Komeng, dan C. Ronaldo sebagai Brand Ambassador (BA) Shopee					
4	X1.4	Joe Taslim, Raffi Ahmad, Komeng, dan C. Ronaldo memiliki kekuatan dalam mempengaruhi persepsi saya terhadap Shopee.					
5	X2.1	Shopee memberikan kesan positif dan kepercayaan dalam pelayanannya sebagai online marketplace.					
6	X2.2	Saya merasa antusias saat berbelanja di aplikasi maupun situs web shopee.com					
7	X2.3	Shopee sangat kompeten dalam melayani Anda dalam berbelanja					

		di aplikasi maupun situs web shopee.com.					
8	X2.4	Platform Shopee memberikan kesan eksklusif baik di aplikasi maupun situs web shopee.com.					
9	X2.5	Shopee memiliki unsur ketangguhan dan keberanian dalam menawarkan berbagai layanannya.					
10	X3.1	Harga yang ditawarkan Shopee terjangkau.					
11	X3.2	Harga yang ditawarkan Shopee sesuai dengan kualitas yang diberikan.					
12	X3.3	Harga yang ditawarkan Shopee dapat bersaing dengan harga yang ditawarkan marketplace lain.					
13	X3.4	Harga yang ditawarkan Shopee sesuai dengan manfaat yang didapatkan.					
14	Y1	Saya menyadari bahwa Shopee adalah merek pilihan utama saya dibandingkan merek marketplace lain					
15	Y2	Saat saya akan berbelanja online, brand yang saya ingat adalah Shopee					
16	Y3	Shopee terkenal dengan gratis ongkos kirim dan diskon pada momen tertentu (Misal: Shopee 1.1).					
17	Y4	Saya menyadari/mengetahui bahwa Shopee menyediakan gratis biaya pengiriman pada momen tertentu.					
18	Z1	Keinginan mendorong Saya untuk melakukan pembelian melalui platform Shopee					
19	Z2	Saya mendapatkan informasi mengenai aplikasi Shopee atau web shopee.com melalui berbagai media					

		dan informasi dari orang lain ntuk memenuhi kebutuhan.					
20	Z3	Setelah membandingkan dengan marketplace lain, saya memilih Shopee untuk memenuhi kebutuhan saya.					
21	Z4	Saya merasa percaya diri saat melakukan pembelian produk Shopee.					
22	Z5	Saya kembali membeli produk Shopee karena menyediakan berbagai fitur yang lengkap.					