

# **THE EFFECT OF BRAND IMAGE AND PERCEIVED QUALITY ON PURCHASE INTENTION WITH BRAND TRUST AS INTERVENING VARIABLE STUDIES ON MARKETPLACE USERS**

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## **Abstract**

This study aims to determine the effect of brand image on purchase intention, the effect of perceived quality on purchase intention, the effect of brand trust on purchase intention, the effect of brand image on brand trust, the effect of perceived quality on brand trust, the effect of brand image on purchase intention with brand trust as intervening variable, the effect of perceived quality on purchase intention with brand trust as intervening variable studies on marketplace users in Jakarta. The survey method with an instrument in the form of a questionnaire is a data collection method used by researchers using non-probability sampling techniques. The sample of this research is 222 respondents who have used Shopee and are citizens of Jakarta aged minimum 17 years. Data analysis used SPSS version 26 and SEM (Structural Equation Model) from AMOS version 26 software to process and analyze research data. The result of this study indicates: 1) brand image has a significant effect on purchase intention 2) perceived quality has a significant effect on purchase intention 3) Brand trust doesn't have significant effect on purchase intention 4) brand image has a significant effect on brand trust 5) perceived quality has a significant effect on brand trust 6) brand trust as intervening does not able to effect brand image to purchase intention 7) brand trust as intervening does not able to effect perceived quality to purchase intention.

**Keyword:** Brand Image; Perceived Quality; Brand Trust; Purchase Intention

## 1. Introduction

The Covid-19 pandemic had a substantial effect on business sector operations and community buying and selling activities. In this case, the movement of buying and selling activities has changed significantly during the Covid-19 pandemic, in line with research conducted by The Oxford Covid-19 Government Response Tracker (OxCGRT) regarding restrictions on the mobility of community activities in preventing the spread of Covid-19 (Hale et al., 2021). To reduce the number of Covid-19 patients who continue to grow, The Republic of Indonesian government has established a policy contained in regulation Number 21 of 2020, which appeals to the public to reduce mobility of activities outside the home and practice social distancing or known as Large-Scale Social Restrictions (PSBB). The implementation of this PSBB greatly affects the public's perception of the benefits and convenience of using the marketplace platform. So that it triggers them to make purchases online.

Based on the open survey of the Jakpat platform accessed through the Data Indonesia website related to the shopping preferences of Indonesians. Indonesian people prefer online shopping over conventional shopping. In detail, there are 75% of people choose to shop online in the country as of semester I/2021 (Karnadi, 2022). This percentage has increased compared to the same period in the previous year, which was 70%. Based on the data, it was also found that the high preference for online shopping is partly due to pandemic conditions that make people worried about going out to shop conventionally.

One of the largest marketplaces in Indonesia is Shopee. The presence of the Shopee application has attracted much interest from its users because it is relatively easy to use from various circles from children to even middle-aged people (Setyabudi, 2022). When it first appeared in Indonesia, the Shopee application had been downloaded by 1 million users. So far, Shopee has been successfully downloaded by 100 million users (Azizah, 2021).

Shopee as a marketplace that provides convenience for its consumers is certainly inseparable from complaints. One of them is based on an iPrice survey, Shopee experienced a decrease in the number of their visitors in the fourth quarter of 2021 which was defeated by its competitor, Tokopedia. The decrease in the number of visitors experienced by Shopee is allegedly due to one of the reasons for the decline in Shopee's brand image in the eyes of consumers. According to kompas.com website, Shopee began to charge additional fees when users transacted on the platform (Maulida, 2022).

However, it is reported through the mediakonsumen.com site which acts as a facilitator between consumers and Shopee admins (Dodi, 2022). Complaints in the form of Shopee's low service quality are obtained by consumers related to the problem of the process of returning damaged goods that are very difficult to do and the length of Shopee's role as a facilitator of problem solving. Reporting through the mediakonsumen.com website, there is one consumer who expressed his disappointment with the unilateral actions carried out by Shopee (Sidabutar, 2022). There was one consumer who expressed their disappointment with the service of one of the payment features available on Shopee, namely SPayLater.

Based on the above background, the purpose of this study is to test: 1) the influence of brand image on purchase intention 2) the influence of perceived quality on purchase intention 3) the influence of brand trust on purchase intention 4) the influence of brand image on purchase intention 5) the influence of perceived quality on brand trust 6) the influence of brand

image on purchase intention mediated by brand trust 7) the influence of perceived quality on purchase intention mediated by Brand Trust.

## **2. Literature Review**

The framework used in this study refers to the stimulus-organism-response (S-O-R) model by Mehrabian & Russell (1974), the S-O-R model has three components in which the stimulus (S) will cause an individual emotional response (O), which will eventually lead to the onset of a behavioral response (R) (Beatty & Ferrell, 1998). Furthermore, the S-O-R model states that the stimulus is felt (organism), so that it can produce a positive or negative behavior (response) to the stimulus given (Mehrabian & Russell, 1974). The S-O-R model was found to be adapted into the latest research conducted by Zhu et al. (2020) This study aims to explore the intrinsic relationship between the stimulus-organism-response (S-O-R) framework resulting from consumer purchase intent.

In this study, the S-O-R model is an important analytical framework to explain the human behavior process that predicts cognitive intent behavior or consumer intent behavior to buy online. In this study, the S-O-R model is operationalized by considering the consumer's viewpoint related to brand image and service quality as a stimulus (S), consumer trust as an organism (O) and purchase intention as a response (R). In the scope of online shopping, the stimulus is obtained by consumers through the process of evaluating existing factors such as the company's brand image and the quality of services provided so that in the end they believe and decide to make a purchase. Such as research conducted by Hien et al. (2020) which states that a brand that has a high brand image can increase purchase intention to buy on the brand. Then another study conducted by Yan et al. (2019) Where in his research it was stated that when consumers have good information regarding the quality of service of a product, it will affect their purchase intentions.

### **2.1 Purchase Intention**

Purchase intention in the S-O-R model indicates the response factor (R) for consumers. The response will represent the end result of the consumer's purchase decision based on cognitive and affective responses, including approach or avoidance behavior (L. Zhu et al., 2020). According to Resmawa (2017) Purchase intention is the final decision made by consumers after evaluating the information received to make a buyer. In addition, according to Athapaththu & Kulathunga (2018) in his research, it is stated that purchase intention is the willingness of consumers to buy products or services from certain websites.

In measuring purchase intention using several dimensions which were then explained in detail by Ferdinand (2002) including:

- 1) Transactional interest
- 2) Referral interest
- 3) Preferential interest
- 4) Exploratory interests

### **2.2 Brand Trust**

Brand trust in the S-O-R model indicates the organism factor (O) for consumers. Brand trust as an organism factor is an internal, emotional, and cognitive relationship of consumers that gives rise to a trust that can affect the final consumer judgment of a brand (B. Zhu et al., 2020). In their research, Kim et al. (2019) explained that brand trust is an

important factor in determining an individual's attitude in the business relationship between consumers and companies. Trust itself comes from consumer expectations for a product or service, when what is expected by consumers is not met, consumer trust will decrease or even disappear (E. Wijaya & Warnadi, 2019).

In measuring Brand Trust, several dimensions are used, which are then explained in detail by (Kustini, 2011), including:

- 1) Viability
- 2) Intentionality

### 2.3 Perceived Quality

Perceived quality in the S-O-R model indicates the stimulus factor (S) for consumers. Perceived quality as a stimulus factor implies the external behavior of consumers which will then be mediated by the emotional state of the consumer (organism) until finally the final decision action on the consumer (response) appears (Gil & Jacob, 2018). According to Asshidin et al. (2016) a consumer's assessment of the total brand advantage based on extrinsic (brand name) and intrinsic (performance and durability) cues is known as perceived quality. The process by which customers evaluate the quality of service is a function of their expectations (expected quality) and their perception of the service (the quality of the experience provided) (Lopes et al., 2019).

In measuring perceived quality using several dimensions adapted by research conducted by Wolfenbarger & Gilly (2003), including:

- 1) Quality of design
- 2) Quality of fulfillment
- 3) Quality of privacy/security
- 4) Quality of service

### 2.4 Brand Image

Gardner and Levy (1955) defined brand image as a collection of consumer attitudes, perceptions, and sentiments toward a brand (the social and psychological aspect of the product). In his research Cha & Seo (2019) stating that brand image refers to a symbol, name, design, or an entire combination thereof that is used to distinguish the services or products that a company sells from competing brands. According to Pramono et al. (2021) companies are required to carry out a great and redress brand picture procedure in arrange to draw in the consideration of shoppers and be no less competitive with other trade performing artists. In measuring brand image, several dimensions are used, which are then explained in detail by Keller (2013), including:

- 1) Strengthness
- 2) Uniqueness
- 3) Favorable

### The Influence of Brand Image on Purchase Intention

In a study conducted by Hien et al. (2020) affirms that brand image has an critical part to play in evaluating brands before making a purchase. Stores that have a high brand image can increase customer intrigued in shopping for goods (Martínez et al., 2014). Such as research

conducted by Agmeka et al. (2019), Rahman et al. (2020) dan Benhardy (2020) which shows that there's a noteworthy relationship for hypothesis to be studied below.

**Hypothesis 1.** (H1) brand image has a positive and significant effect on purchase intention.

#### The Influence of Perceived Quality on Purchase Intention

Perceived quality is the degree to which a brand is considered to supply great quality items and administrations to consumers (Rana et al., 2015). Perceived quality may be a customer appraisal that's shaped when customers assess the quality of a brand (Liu et al., 2017). Such as research conducted by Konuk (2018), Yan et al. (2019), Lee et al. (2019) which shows that there's a noteworthy relationship for hypothesis to be studied below.

**Hypothesis 2.** (H2) perceived quality has a positive and significant effect on purchase intention

#### The Influence of Brand Trust on Purchase Intention

In research conducted by Oliveira et al. (2017) shows that trust plays an important role in influencing purchase intention, the overall trust that consumers have will determine the decision to transact in a marketplace. Consumer trust can create a good trust in a brand and will increase consumer propensity in purchasing behavior (Larasetiati & Ali, 2019). Such as research conducted by DAM (2020), Salhab et al. (2023), Sun et al. (2022) which shows that there's a noteworthy relationship for hypothesis to be studied below.

**Hypothesis 3.** (H3) brand trust has a positive and significant effect on purchase intention

#### The Influence of Brand Image on Brand Trust

In his research Chinomona (2016) revealed that the more trust a customer has in a brand, the more likely they are to trust the brand. When this product is able to meet their expectations, a trust will be formed for the brand (Takaya, 2017). Such as research conducted by Bernarto et al. (2020), Wijaya et al. (2020), Marliawati & Cahyaningdyah (2020) which shows that there's a noteworthy relationship for hypothesis to be studied below.

**Hypothesis 4.** (H4) brand image has a positive and significant effect on brand trust

#### The Influence of Perceived Quality on Brand Trust

Menurut Coelho et al. (2018) perceived quality is an emotionally important factor to create brand trust. Consistent perceived quality is an important part of building strong brand trust in the long term (Kurniawan, 2017). Such as research conducted by Konuk (2021), Xie et al. (2015) dan Lee et al. (2011) which shows that there's a noteworthy relationship for hypothesis to be studied below.

**Hypothesis 5.** (H5) perceived quality has a positive and significant effect on brand trust

#### The Influence of Brand Image on Purchase Intention Mediated by Brand Trust

In his research, Rahman et al. (2020) stated that a good brand image will create consumer trust in a brand so it causes purchase intention. Such as research conducted by Yu et al. (2021), Irawan & Suprapti (2020), Pramudya et al. (2018) which shows that there's a noteworthy relationship for hypothesis to be studied below.

**Hypothesis 6.** (H6) brand image has a positive and significant effect on purchase intention mediated by brand trust

#### The Influence of Perceived Quality on Purchase Intention Mediated by Brand Trust

According to Gil and Jacob (2018) in his study, it stated that perceived quality does not specifically influence purchase intention, instep it'll influence brand trust first, which at that point comes about in a positive reaction to purchase intention. Such as research conducted by Chan et al. (2020) which shows that there's a noteworthy relationship for hypothesis to be studied below.

**Hypothesis 7.** (H7) perceived quality has a positive and significant effect on purchase intention mediated by brand trust.

### **3. Material and Method**

The purpose of this study is to see the influence of brand image, perceived quality, on purchase intention through brand trust in Shopee marketplace users. This section describes the process of collecting and using data to answer the hypothesis proposed. The online survey questionnaire is designed in a structured way to collect data from Shopee users in Jakarta by filling out a questionnaire through a google form. The survey includes questions related to brand image, perceived quality, brand trust and purchase intention of Shopee users. Survey participants were asked to rate their responses on a likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The quantitative data of the survey results were measured using SPSS and AMOS statistical tools. Survey participants were given informed consent and their answers were anonymized to maintain anonymity.

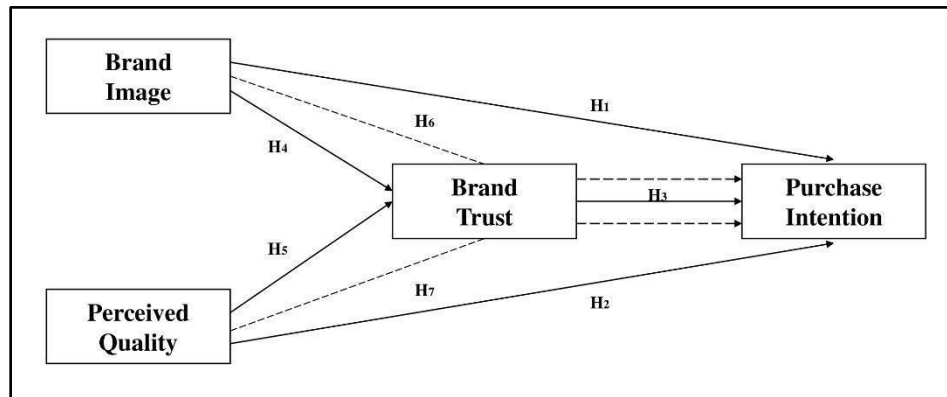
#### 3.1 Design Study

This study collects and analyzes data using quantitative research techniques. The population in this study is Shopee marketplace users. In this study, the sample used is people who use the Shopee marketplace with sample criteria of male and female respondents with a minimum sample of 200 people who are more than or equal to 17 years old and domiciled in Jakarta. The sample will be grouped by age, gender, domicile and occupation to ensure diversity. In this study, there are 4 variables measured, namely: brand image, perceived quality, brand trust and purchase intention in the Shopee marketplace.

#### 3.2 Data Analysis

The data processing in this study uses SPSS version 26 and AMOS software in processing and analyzing the data on the results of this study. The AMOS was chosen by the researcher because it is considered more accurate because it not only knows the causal relationship between variables or constructs but can also know the magnitude and components that form the variable or construct. Based on the results of the research analysis and formulation that

has been carried out on the theory of each variable, the framework of research can be formulated as follows:



**Figure 1 Research Model**

#### 4. Result

##### 4.1 Characteristics Respondents

Based on the data received by the researcher and can be used as a sample, there are 222 respondents. Some of the characteristics of the respondents in this study are age, gender, domicile and occupation. In more detail can be seen below:

**Table 1 Respondent Characteristics**

Respondents Characteristics		Frequency	Percentage (%)
Gender	Female	150	67,6%
	Male	72	32,4%
<b>Total</b>		<b>222</b>	<b>100%</b>
Home	North Jakarta	73	32,9%
	East Jakarta	69	31,1%
	South Jakarta	40	18,0%
	West Jakarta	26	11,7%
	Central Jakarta	14	6,3%
<b>Total</b>		<b>222</b>	<b>100%</b>
Age	17 - 25	157	70,7%
	26 - 35	33	14,9%
	36 - 45	23	10,4%
	46 - 55	9	4,1%
<b>Total</b>		<b>222</b>	<b>100%</b>
Occupation	Students	95	42,8%
	Employee	87	39,2%
	Unemployed	28	12,6%

	Entrepreneur	12	5,4%
<b>Total</b>		<b>222</b>	<b>100%</b>

Based on Table 1, the characteristics of the respondents are known from 222 respondents who have participated in this study. The gender group is divided into two groups: women who get 150 (67.6%) respondents and men who get 72 (32.4%) respondents. Then, based on the domicile of the respondents spread to various administrative cities and in this study was dominated by respondents domiciled in North Jakarta as many as 73 (32.9%) respondents. Furthermore, based on age, the respondents were divided into several age groups and in this study were dominated by respondents aged 17 – 25 years as many as 157 (70.7%) respondents. And finally, the characteristics of respondents based on occupation are divided into several groups and in this study are dominated by respondents who work as students as many as 95 (42.8%) respondents.

#### 4.2 Validity Test

In this study, the researcher used the pearson product moment test in SPSS version 25. The Pearson test can be said to be valid if the r calculation is greater than the r table. This calculation was carried out with a significant level of 5% (0.05). Each question item must have an r count greater than the r table for 222 respondents, so it has a table r of 0.131. To achieve validity in this study, the value of r calculation must exceed 0.131

**Table 2 Validity Test Results**

<b>Variable</b>	<b>Indicator</b>	<b>r-count</b>	<b>R-table</b>	<b>Signification</b>	<b>Criterion</b>
<b>Brand Image</b>	BI1	0,703	0,131	0,000	Valid
	BI2	0,734	0,131	0,000	Valid
	BI3	0,650	0,131	0,000	Valid
	BI4	0,765	0,131	0,000	Valid
	BI5	0,703	0,131	0,000	Valid
	BI6	0,755	0,131	0,000	Valid
	BI7	0,764	0,131	0,000	Valid
	BI8	0,735	0,131	0,000	Valid
<b>Perveiced Quality</b>	PQ1	0,700	0,131	0,000	Valid
	PQ2	0,741	0,131	0,000	Valid
	PQ3	0,726	0,131	0,000	Valid
	PQ4	0,703	0,131	0,000	Valid
	PQ5	0,746	0,131	0,000	Valid
	PQ6	0,800	0,131	0,000	Valid



<b>Brand Trust</b>	BT1	0,763	0,131	0,000	Valid
	BT2	0,734	0,131	0,000	Valid
	BT3	0,790	0,131	0,000	Valid
	BT4	0,800	0,131	0,000	Valid
	BT5	0,775	0,131	0,000	Valid
	BT6	0,816	0,131	0,000	Valid
	BT7	0,826	0,131	0,000	Valid
<b>Purchase intention</b>	PI1	0,793	0,131	0,000	Valid
	PI2	0,779	0,131	0,000	Valid
	PI3	0,681	0,131	0,000	Valid
	PI4	0,864	0,131	0,000	Valid
	PI5	0,847	0,131	0,000	Valid
	PI6	0,873	0,131	0,000	Valid
	PI7	0,827	0,131	0,000	Valid

From the results of table 2, it shows that the calculated r value for all variables is greater than the r table. This proves that all research indicators are valid.

#### 4.3 Reliability Test

Furthermore, a reliability test was carried out which was measured from the Cronbach's alpha value of each variable. Each variable can be said to be reliable if it obtains a value of 0.7 (Priyadi, 2020) And if it reaches a value above 0.8, it is said to be good, while if the value is less than 0.6, it can be said to be not good.

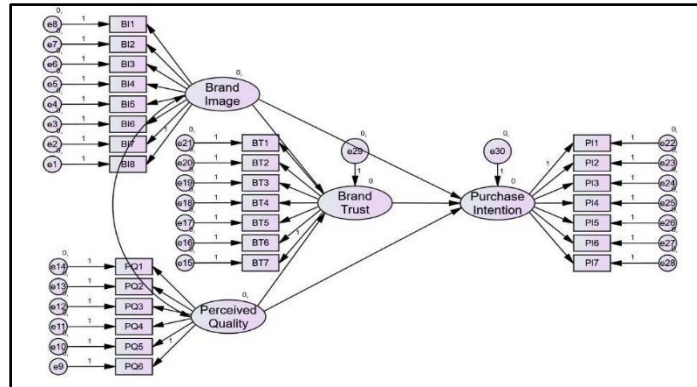
**Table 3 Reliability Test Results**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Information</b>	<b>N of items</b>
Brand Image	0,870	Reliable	8
Perceived Quality	0,830	Reliable	6
Brand Trust	0,896	Reliable	7
Purchase intention	0,911	Reliable	7

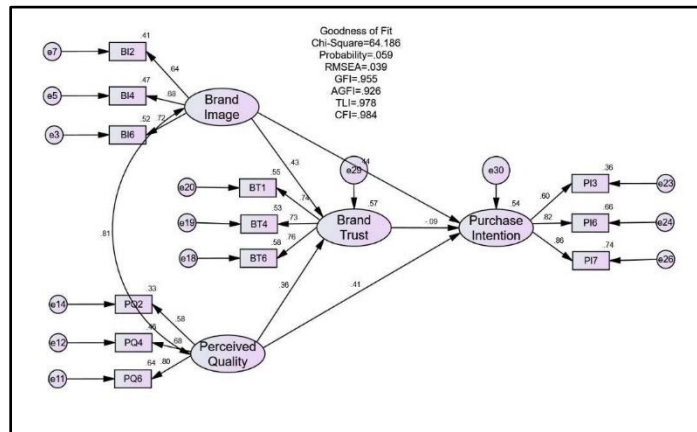
As seen in table 3 shows that each variable meets the criteria of the reliability standard, with a value of Cronbach's alpha of more than 0.7

#### 4.4 Model Feasibility Test

The purpose of this stage of the feasibility test is to test how well the hypothesis model matches the sample data obtained. In a nutshell, this test is to see the feasibility of the model. Overall, based on the results of the goodness of fit indices, this research model tends to have a "Poor Fit" or less match with the observed data. For this reason, it is necessary to modify the research mode. Here are the results of the goodness of fit test.



**Figure 2 Research Model Before Modification**



**Figure 3 Research Model After Modification**

When model modifications are made, of course, the value of the goodness of fit indices changes. The following is the data from the goodness of fit test after modification:

**Table 4 Goodness of Fit Test Results After Modification**

Goodness of fit indices	Cut-off Value	Value	Information
Chi-Square	Expected small	64,186	Good Fit
Probabilitas	$\geq 0,05$	0,059	Good Fit

RMSEA	$\geq 0,08$	0,039	Good Fit
GFI	$\geq 0,90$	0,955	Good Fit
AGFI	$\geq 0,90$	0,926	Good Fit
RMR/RMSR	$\geq 0,05$	0,020	Good Fit
TLI	$\geq 0,95$	0,978	Good Fit
CFI	$\geq 0,95$	0,984	Good Fit

#### 4.5 Hypothesis Test

In this study, hypothesis testing was carried out using AMOS 21.0. The results of hypothesis testing can be seen in the output of AMOS 21.0, namely in the critical ratio (CR) column. If the  $CR > 1.96$ , it can be said that the hypothesis has a significant influence. The significance or not of a hypothesis can also be known from the value of its probability. The hypothesis is significantly accepted when the P value  $< 0.05$  and vice versa.

**Table 5 Estimated Results of Amos Data Processing**

Influence of Variables		C.R	Std. Reg Weight	P	Label
Brand Image	→ Purchase Intention	2.301	0,437	0,021	Accepted
Received Quality	→ Purchase Intention	2.266	0,406	0,023	Accepted
Brand Trust	→ Purchase Intention	-0,698	-0,089	0,485	Rejected
Brand Image	→ Brand Trust	2,447	0,433	0,014	Accepted
Received Quality	→ Brand Trust	2,098	0,364	0,036	Accepted

#### 4.6 Mediation Test

The mediation test in this study will be carried out using sobel testing. The sobel test was carried out by testing the indirect influence of the independent variable (X) on the dependent variable (Z) through the mediation variable (Y). The following are the results of testing using sobel test calculation.

**Table 6 Mediation Test Results**

Influence of Variables	Sobel Test		Conclusion
	t-Stat	P -Value	
BI → BT → PI	-0,666	0,504	Rejected
PQ → BT → PI	-0,403	0,686	Rejected

The results of the sobel test can be said to mediate if the statistical sobel is greater than 1.96 and the P-Value is less than 0.05. Based on the tests carried out, the brand image hypothesis on purchase intention mediated by brand trust was rejected. Then, the perceived quality hypothesis of purchase intention mediated by brand trust is rejected.

## 5. Discussion

### 5.1 The Influence of Brand Image on Purchase Intention

Based on the results of the research that has been explained, it can be said that there is a positive and significant influence between brand image on the purchase intention of marketplace users in Jakarta. This can be proven by the critical ratio (C.R) value of 2.301 which is more than the critical value measurement used, which is 1.96. Furthermore, the standardized regression weight ( $\lambda$ ) value of 0.437 is not negative, which shows the influence of brand image on purchase intention positively. The probability-statistics value is 0.021, which is less than the level value of significant 5%. It is considered that the value of the probability is less than 0.05 so that it shows that there is an influence between the brand image variable on purchase intention significantly, the data shows that the high brand image of Shopee is followed by the high purchase intention of users.

### 5.2 The Influence of Perceived Quality on Purchase intention

Based on the results of the research that has been explained, it can be said that there is a positive and significant influence between perceived quality on the purchase intention of marketplace users in Jakarta. This is evidenced by the value of the critical ratio (C.R) of 2.266 which is more than the measurement of the critical value used, which is 1.96. Furthermore, the standardized regression weight ( $\lambda$ ) value is 0.406 without being negative, which shows the influence of perceived quality on purchase intention positively. The probability-statistics value is 0.023, which is less than the level value of significant 5%. It is considered that the value of the probability is less than 0.05, which shows that there is an influence between the perceived quality variable on purchase intention significantly. The data shows that the high perceived quality of the Shopee marketplace is followed by the high purchase intention of users.

### 5.3 The Influence of Brand Trust on Purchase Intention

Based on the results of the study that has been explained, it can be said that there is no direct and significant influence between the brand trust variable on the purchase intention of marketplace users in Jakarta. This is evidenced by the critical ratio (C.R) value of -0.698 that the critical value is less than the critical value measurement used, which is 1.96. Furthermore, the standardized regression weight ( $\lambda$ ) value is -0.089 with negative, indicating that there is no direct and significant influence of brand trust on purchase intention. The probability-statistics value is 0.485, which is more than the level value of significant 5%. It is considered that the probability value is more than 0.05, so it shows that there is no direct and significant influence between the brand trust variable on purchase intention. The data shows that the low brand trust of the Shopee marketplace is followed by the low purchase intention of users.

#### 5.4 The Influence of Brand Image on Brand Trust

Based on the results of the research that has been explained, it can be said that there is a positive and significant influence between brand image on the brand trust of marketplace users in Jakarta. It is proven that the value of the critical ratio (C.R) is 2.447 which is more than the measurement of the critical value used, which is 1.96. Furthermore, the standardized regression weight ( $\lambda$ ) value of 0.433 is not negative, indicating the influence of brand image on brand trust positively. The probability-statistics value is 0.014, which is less than the level value of significant 5%. It is considered that the value of the probability is less than 0.05, indicating that there is a significant influence between the brand image variable on brand trust. The data shows that the high brand image of the Shopee marketplace is followed by the high brand trust of users.

#### 5.5 The Influence of Perceived Quality on Brand Trust

Based on the results of the research that has been explained, it can be said that there is a positive and significant influence between perceived quality on the brand trust of marketplace users in Jakarta. This is evidenced by the value of the critical ratio (C.R) of 2.098 which is more than the measurement of the critical value used, which is 1.96. Furthermore, the value of the standardized regression weight ( $\lambda$ ) is 0.364 without being negative, which shows the positive influence of perceived quality on brand trust. The probability-statistics value is 0.036, which is less than the level of significance value of 5%. It is considered that the value of the probability is less than 0.05, so it shows that there is a significant influence between the perceived quality variable on brand trust. The data shows that the high perceived quality of the Shopee marketplace is followed by the high brand trust of users.

#### 5.6 The Influence of Brand Image on Purchase Intention mediated by Brand Trust

Based on the results of the research that has been explained, it can be said that there is no influence between the brand image variable on purchase intention mediated by the brand trust variable of marketplace users in Jakarta. This is evidenced by the t-statistic value of -0.666 that the calculated t-value is less than the significant value measurement used, which is 1.96. Furthermore, the probability-statistics value is 0.504, which is more

than the level value of significant 5%. It is considered that the probability value is more than 0.05, so it shows that there is no direct and significant influence between the brand image variable on purchase intention mediated by the brand trust variable.

#### 5.7 The Influence of Perceived Quality on Purchase Intention mediated by Brand Trust

Based on the results of the study that has been explained, it can be said that there is no influence between the Perceived Quality variable on Purchase intention mediated by the brand trust variable of marketplace users in Jakarta. This is evidenced by the t-statistic value of -0.403 that the t-value is less than the significant value measurement used, which is 1.96. Furthermore, the probability-statistics value is 0.686, which is more than the level value of significant 5%. It is considered that the probability value is more than 0.05, so it shows that there is no direct and significant influence between the perceived quality variable on purchase intention mediated by the brand trust variable.

### 6. Conclusion, Implication and Recommendation

This research was conducted with the aim of finding out the influence of brand image and perceived quality on purchase intention mediated by brand trust in Shopee marketplace users. The results of the validity and reliability tests that have been carried out on this research instrument show valid and reliable results. From the results of the hypothesis carried out, 4 hypotheses showed a positive effect, while the other 3 hypotheses did not have an effect. This research found that the role of the brand image of Shopee influences consumers to make a purchase intention on the marketplace. A well-built brand image will also increase user trust in a marketplace. In addition, the perceived quality of a marketplace also affects consumers in making purchases and good quality can also increase user trust in Shopee. Having a good image among its competitors accompanied by the quality of service makes Shopee to be able to continue to think about what convenience can be provided to its consumers and make them shop using Shopee. Thus, Shopee will be the main choice for consumers in determining the marketplace to be used and making a purchase intention.

The implications of this research are expected to be considered by Shopee to provide service and satisfaction to consumers which will certainly give a good assessment to Shopee. Users feel that the Shopee marketplace provides more convenience in the transaction process than competitors. However, problems often arise in the transaction process, so users consider that there needs to be an evaluation in terms of service, namely customer service that is responsive in solving problems that occur to users when transacting Shopee needs to improve their services such as stricter in the process of selecting stores that will sell their products on Shopee so that there is no fraud or inequality in the products sold so as not to damage user trust to Shopee. By considering these implications, companies can optimize Shopee brand management and marketing strategy to improve brand image and service quality so that it can help customers trust and make purchasing decisions

The recommendations that the researcher can give to the next researcher who will conduct a similar study are as follows: The next research is expected to be able to conduct research with different variables or add other variables such as e-WOM, impulsive buying and others that may be used as a reference for determining the results of the next research. Further research

can be developed more widely by expanding the scope of the research, research model, characteristics of respondents and the number of different respondents. Further research is also expected to conduct research using different data analysis techniques.

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