

Research Article

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Factors That Influence Purchasing Decisions with Brand Image as An Intervening Variable

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Received: January 23, 2024; Accepted: January 26, 2024; Online: January 31, 2024 | DOI: <https://doi.org/10.47353/ijema.v1i8.94>

Abstract: *This study aims to determine the effect of product quality on purchasing decisions, the effect of promotion on purchasing decisions, the effect of trust on purchasing decisions, the effect of convenience on purchasing decisions, the effect of price on purchasing decisions, the effect of product quality, promotion, trust, convenience and price on purchasing decisions, the effect of product quality on purchasing decisions through brand image, the influence of Promotion on Purchasing Decisions through Brand Image, the influence of Trust on Purchasing Decisions through Brand Image, the influence of Convenience on Purchasing Decisions through Brand Image, the influence of Price on Purchasing Decisions through Brand Image, the influence of Purchasing Decisions on Brand Image and the influence between Product Quality, Promotion, Trust, Convenience and Price on Purchasing Decisions through Brand Image in the Shopee marketplace. This research uses quantitative research. The population in this study were Batam City students who used the Shopee marketplace. Researchers used the hair method, so that a sample of 300 respondents was obtained with a formula of 1 question for 10 respondents. The sampling approach in this study was nonprobability sampling using incidental sampling. Independent variables include product quality (X1), promotion (X2), trust (X3), convenience (X4), price (X5). then the dependent variable of this study is the purchase decision (Y), and the intervening variable is Brand Image (Z). The data collection method used a questionnaire, then the data was analyzed using the Statistical Program for Social Science. The results show H1, H2, H3, H8, H11 are rejected because the Sig. value is greater than 0.05. Then the results show H4, H5, H6, H7, H9, H10, H12, H13 are accepted because the Sig. value is smaller than 0.05.*

Keywords: *Product Quality, Promotion, Trust, Ease, Price, Purchase Decision, Brand Image*

Introduction

The growth and development of technology today is able to make changes in human life. There are many technological advances that have developed in this digital era, one of which is computer information technology. The combination of computer technology with telecommunications has produced a revolution in the field of information systems and will continue to grow with the internet. The internet is an online media that is an unlimited information channel that can provide a lot of information for anyone. One of the benefits that is developing at this time is that it can easily shop online (Handayani et al., 2021)

Along with the increase in internet users, e-commerce has become one of the potential markets. The development of online shops through social media has been rapid in Indonesia, even very well known by the general public. Many various conveniences in shopping and various types of products and services offered, make Indonesian people make Online Shop as one of the new shopping places besides shopping centers. This makes many Online Shop sellers compete and compete to offer their products in various ways

to attract consumers to shop, they take advantage of the situation where online shops are in demand by the Indonesian people until now (Wilis & Nurwulandari, 2020).

As previously known, along with the development of technology and information, nowadays many online shops have sprung up in various circles, ranging from teenagers to adults. The goods offered also vary, ranging from food, household appliances, lifestyle, automotive, electronics and others. All of these items are sold online through a website, social media accounts and online stores in various marketplace media (Riki Wijayajaya & Tri Astuti, 2018).

In today's technological era, the internet network has unlimited space, and its reach is very wide. According to APJII, known as the Association of Indonesian Internet Service Providers and Teknpreneur, internet users in Indonesia have increased by 143.26 million people or equal to 54.7 percent of the total population. Internet users in Indonesia are mainly used for online business. Internet users for business activities are referred to in other words, namely e-commerce or Electronic Commerce (Azis et al., 2021)

Product quality is a factor in consumer buying interest in shopping. Where the company must consider the quality of the products produced because by improving the quality, the company's reputation will increase so that the company will get a good predicate in the eyes of customers, it does not even rule out the possibility that the product can expand in the global market. In addition, by improving product quality, the company will also get the opportunity to realize cost reduction, which means that the company is able to carry out production activities effectively and efficiently. If the products produced are in accordance with customer needs and expectations, the number of defective goods can be minimized (zero waste) (Sanny et al., 2020)

Through promotional activities carried out by the company, of course, it aims to attract consumer interest in making purchase transactions in order to achieve profits in accordance with what is expected. Promotion plays an important role in the company's marketing strategy. Within the company, marketing must have at least five main tasks. First, find and develop ideas about new products and opportunities to get new markets. Second, evaluate each new market opportunity, to be able to find out the strengths possessed by the company in utilizing these opportunities. Third, develop a marketing strategy plan for each new venture, and outline the product, price, distribution and promotional strategies and tactics used. Fourth, be responsible for implementing each plan in the target market. Fifth, evaluate the growing results and take corrective action if necessary and as a reference for further decision making if the company cannot survive longer (Kim & Chao, 2019)

Trust is one of the factors that determine the success of online business implementation. Even the big name of the company cannot guarantee that it will easily gain the trust of business partners and customers. Business partners and customers will prefer to choose a committed and cooperative company rather than a company that does not care about criticism and suggestions from customers or business partners. Business partners or customers are one of the most important factors in the business world to be able to gain trust from others. Understanding consumer needs and the buying process is the basis for marketing success because then companies can develop effective strategies to support offers that are attractive to the target market (Juliana et al., 2021)

Ease of use in shopping is also important to make it easier for consumers to make purchases. Ease is how many people believe that when using technology, according to him, it will be separated from the effort to get what he wants easily, namely by the existence of various facilities for communication with sellers such as live chat, or various facilities and different payment methods (Wulandari & Hartono, 2022)

Price is one of the factors that can influence someone to make a repeat purchase. The price of an item is an important element for a business because it concerns the value of a product that will be obtained in exchange and price is also a determinant of market demand. Price as the overall sacrifice that consumers are willing to make in order to obtain a specific product or service. The effect of price on purchasing decisions is very important, because the price level set by the company can be a benchmark for the demand for a product. Incorrect pricing of a product will result in the number of sales of a product which results in decreased sales and reduced market share. Therefore, in setting prices, companies must be able to determine the sales price according to the intended market share so that product sales and market share increase (Mbeti & Tanamal, 2020)

Purchasing decisions are thoughts where individuals evaluate various choices and decide on a product from among the many choices. Purchasing decisions are the stage in the decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in the process of purchasing goods offered by the company. Purchasing decision is a process of making a purchase decision which includes determining what to buy or not to buy and the decision is obtained from previous activities (Amron, 2019).

Brand image is one of the strategies to attract more new consumers, whether or not success in attracting consumers depends on the perception of the brand. The existence of a brand that has various functions, such as as a corporate identity to distinguish competing products, as a promotional tool in highlighting the attractiveness of the product, to foster an image, namely by providing confidence, quality, and prestige image to consumers, to control and dominate the market. the image of a brand is the basis for customers to make purchases because it has a good brand image, consumers can easily recognize the products or services they will buy (Susanti, 2021)

Researchers are interested in conducting research on the Shopee marketplace. Given that in the digital era at this time there are many consumers who make purchases online, especially through the Shopee marketplace. Apart from saving time, consumers are also facilitated by various features that make them feel safe in shopping, such as being able to withdraw their money back if the seller does not send the goods that have been paid for and can monitor the items purchased through the features available when the seller has sent them and entered the delivery receipt number, so that consumers can estimate the package to be received. The results of research conducted by Shopee also found the fact that the majority of Shopee users come from millennials. In its research, MarkPlus explained that there are several factors that cause young people to love doing online shopping, including many promos, low prices, various payment methods, fast delivery of goods and various courier service options.

Researchers chose the product quality variable in the Shopee marketplace because there were indications that several stores selling their products in the Shopee marketplace had unsatisfactory product quality or did not match what was written in the product description. So that it can be known from post-purchase assessments by consumers and make some potential Shopee consumers have to pay attention to the rating of the product being sold before making a purchase.

Researchers use promotional variables because there are indications in dishopee promotions that there are several promotions that are not appropriate. For example, in shopee it is advertised that there will be free shipping for a minimum shopping of 0 rupiah, but in reality the voucher cannot be used for a minimum shopping of 10,000 and below. Furthermore, for free shipping promotions, there are still several stores in Shopee that have not implemented the free shipping program, as a result, when consumers check out, they cannot use the free shipping program.

For online businesses, trust is one of the main factors that become the basis for consumers to come to buy into a marketplace in shopee. If a stall tends not to be trusted, consumers will automatically not come to buy from that place. However, if the level of consumer confidence in a pharmacy is high, they will always come and buy again at the stall.

In the convenience variable offered from the shopee application, it is a factor that increases people's purchases online. perceived ease of use as a belief in the ease of use of the shopee marketplace, customers are easy to find the desired product and easy to pay with various payment facilities. Such as direct payment, namely COD or payment by transfer.

In the variable Price offered by the Shopee marketplace is very varied and able to compete with similar marketplaces, because in it there are goods imported directly from abroad so that prices are formed that are much cheaper than market prices. In addition, for certain products that have prices of hundreds of thousands to tens of millions of rupiah, there are installment programs through various parties who have collaborated with the Shopee marketplace. Researchers are interested in taking the price variable because the prices offered by the Shopee marketplace vary greatly and are able to compete with similar marketplaces, because there are goods imported directly from abroad so that prices are formed that are much cheaper than market prices. In addition, for certain products that have prices of hundreds of thousands to tens of millions of rupiah, there are installment programs through various parties who have collaborated with the Shopee marketplace.

Based on the description above, it can be stated that purchasing decisions through online by product buyers in the shopee marketplace can be made possible due to product quality, promotion, convenience, trust and price, therefore researchers test how the influence of product quality, promotion, convenience, trust and price on consumer purchasing decisions with brand image as a link through online media in this study, namely the shopee marketplace.

Researchers use an intervening variable, namely brand image, which is a positive perception of a company, and a product is one of the important predictors of purchasing decisions. For online businesses in the marketplace shopee is very important because it will be a driving factor in increasing or decreasing the desire and decision to visit and buy. The better the image of a product or image is positive, it will influence the decisions of consumers, namely people who need products. This brand image is one of the important markers and attracts customers to purchasing decisions from various situations.

The objectives of this research are as follows:

1. To determine the influence between product quality on purchasing decisions in the Shopee marketplace.
2. To determine the influence between promotion on purchasing decisions in the Shopee marketplace.
3. To determine the influence between trust on purchasing decisions in the Shopee marketplace.
4. To determine the influence between Ease of purchasing decisions in the Shopee marketplace.
5. To determine the influence between price on purchasing decisions in the Shopee marketplace.
6. To determine the influence between product quality, promotion, trust, ease and price on purchasing decisions in the Shopee marketplace.
7. To determine the effect between product quality on purchasing decisions through brand image in the Shopee marketplace.
8. To determine the influence between Promotion on Purchasing Decisions through Brand Image in the Shopee marketplace.

9. To determine the influence between Trust on Purchasing Decisions through Brand Image in the Shopee marketplace.
10. To determine the influence between Ease of Purchasing Decisions through Brand Image in the Shopee marketplace.
11. To determine the effect between Price on Purchasing Decisions through Brand Image in the Shopee marketplace.
12. To determine the influence between Purchasing Decisions on Brand Image in the Shopee marketplace.
13. To determine the influence between product quality, promotion, trust, ease and price on purchasing decisions through brand image in the Shopee marketplace.

Method

This research uses quantitative research, which means that the research data is in the form of numbers and is analyzed using statistics. The population in this study are Batam City students who use the Shopee marketplace for online shopping, which is not identified or impossible to measure. Because the number of Shopee marketplace users in Batam City cannot be known with certainty, the researchers used the hair method. Hair's formula is used because the population size is not known with certainty. So that a sample of 1 question is obtained for 10 respondents (Hair *et al.*, 2016). then the total sample is 300 respondents. The sampling approach used in this study is non-probability sampling using incidental sampling, which is based on chance, and anyone who meets the researcher by accident or chance can be used as a sample provided that the individual is considered acceptable with the required data (Sugiyono, 2019)

The independent variables in this study involve product quality (X1), promotion (X2), trust (X3), convenience (X4), price (X5). then the dependent variable of this study is the purchase decision (Y) and the intervening variable. The intervening variable in this study is Brand Image (Z)

Table 1. Operational Research variables

Variable	Theoretical Definition	Operational Definition	Indicator
Product Quality (X1)	Tjiptono: Business assessment of the advantages or privileges of manufacturers.	Perception of goods purchased by consumers	<ol style="list-style-type: none"> 1. Performance 2. Reliability 3. Features 4. Durability 5. Consistency 6. Design (Tutut et al., 2020)
Promotion (X2)	According to Kotler and Armstrong, activities that communicate product benefits and motivate buyers to get their goods.	Anything that quickly attracts consumer interest in buying a product	<ol style="list-style-type: none"> 1. Advertising 2. Sales Promotion 3. Personal Selling 4. Public Relations 5. Direct Marketing (Sylfia & Heny Kurnianingsih, 2022)
Trust (X3)	According to Barnes, trust is the belief that a person will find what he wants in an exchange partner.	The belief that his partner will give him what he expects	<ol style="list-style-type: none"> 1. Ability 2. Kindness 3. Integrity (Tilaar et al., 2019)
Ease (X4)	According to Henderson and Divett, perceived usefulness and perceived ease of use will directly affect usage intentions.	Using a technology easily	<ol style="list-style-type: none"> 1. Information technology is easy to learn 2. Information technology does what the user wants

			<ol style="list-style-type: none"> 3. It doesn't take much effort to interact with information technology 4. Information technology is very clear and easy to operate (Wulandari & Hartono, 2022)
Price (X5)	According to Kotler and Armstrong, price is the amount of money needed to get a service or product.	People's willingness to pay a certain amount of money to get something	<ol style="list-style-type: none"> 1. Price affordability 2. Price match with product quality 3. Price competitiveness 4. Price compatibility with benefits (Nasution et al., 2020)
Purchase Decision (Y)	Kotler: Steps taken by customers before making a purchase choice.	Consumer phases in the buying process	<ol style="list-style-type: none"> 1. Product purchase 2. Brand purchase 3. Selection of purchase channel 4. Determination of purchase time 5. Quantity (Ali et al., 2018)
Brand Image (Z)	Brand image is an association or belief that exists in the minds of consumers to differentiate from other brands such as symbols, letter designs or special colors.	Beliefs that exist in the consumer's mind	<ol style="list-style-type: none"> 1. Product attribute 2. Consumer Benefits 3. Brand personality (Sanny et al., 2020)

The data collection method uses a questionnaire which is measured using a Likert scale, namely Strongly Agree (5), Agree (4), Neutral (3), Disagree (2) and Strongly Disagree (1). Then the data is analyzed using the Statistical Program for Social Science.

Results and Discussion

The author uses Hair's formula with a sample of 1 question for 10 respondents. Then the number of questionnaires that have been distributed is 300 questionnaires. Then from the data obtained based on gender, namely women with a total of 156 people and a percentage of 52% and men with a total of 144 people with a percentage of 48%. Furthermore, based on age, namely age 18-21 th totaling 87 people or 29%, then age 22-25 th with a total of 140 people or 47% and age > 25 Th totaling 73 people with a percentage of 24%. Furthermore, based on the origin of the campus, namely coming from the UPB campus totaling 45 people with a percentage of 15%, then coming from the UIS campus totaling 41 people with a percentage of 14%, then coming from the UIB campus totaling 100 people with a percentage of 33%, then coming from the UNRIKA campus totaling 43 people with a percentage of 14%, then coming from the UNIBA campus totaling 32 people with a percentage of 11% and coming from the POLTEK campus totaling 39 people with a percentage of 13%. Furthermore, based on the latest education, the last education is SMA / K with a total of 189 people or 63%, followed by the last Diploma education which is 92 people or 31% and the last Bachelor's education is 19 people or only 6% and based on employment shows that formal employment amounted to 93 people who had an overall percentage of 31%, non-formal employment

amounted to 121 people who had a proportion of 41%, and those who did not work amounted to 84 people with a percentage of 28%.

Path Analysis

The study used statistical analysis, namely path analysis. This analysis is used to test the effect of intervening variables (Z) where the use of regression analysis to estimate the causal relationship between variables (casual model). Path analysis is an extension of multiple linear regression analysis or path analysis is the use of regression analysis to estimate the causal relationship between variables that have been previously determined based on theory. A direct relationship occurs if one variable affects another without a third variable intervening the relationship between the two variables. An indirect relationship is if there is a third variable that mediates the relationship between these two variables. Through this path analysis, it will be found which is the most appropriate and short path for an independent variable to the last dependent variable.

Regresi Model I

Table 2. Model I Path Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11.565	1.339		8.635	.000
Product Quality	-.205	.129	-.232	-1.593	.112
Promotion	.100	.100	.095	1.000	.318
Trust	.056	.120	.040	.463	.644
Ease	.397	.168	.318	2.359	.019
Price	.263	.072	.233	3.639	.000

a. Dependent Variable: Purchase Decision

Referring to the regression output of model I, it is known that the sig. value of the X1 variable is $0.112 > 0.05$. So, the results show that product quality has no effect on purchasing decisions. This shows that hypothesis 1 cannot be accepted. It is known that the sig. value of the X2 variable is $0.318 > 0.05$. Then the results show that promotion has no effect on purchasing decisions. This shows hypothesis 2 cannot be accepted. It is known that the sig. value of the variable X3 $0.644 > 0.05$. Then the results show that trust has no effect on purchasing decisions. This shows that hypothesis 3 cannot be accepted. It is known that the sig. value. of variable X4 $0.019 < 0.05$. Then the results show that convenience has an effect on purchasing decisions. This shows that hypothesis 4 can be accepted. It is known that the sig. value. of variable X5 $0.00 < 0.05$. Then the results show that price has an effect on purchasing decisions. This shows that hypothesis 5 can be accepted.

Table 3. Simultaneous Tests I

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	421.652	5	84.330	9.598	.000 ^b
1 Residual	2583.264	294	8.787		
Total	3004.917	299			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Price, Ease, Trust, Promotion, Product Quality

It is known that the sig. value obtained is $0.000 < 0.05$, so these results indicate that hypothesis 6 can be accepted.

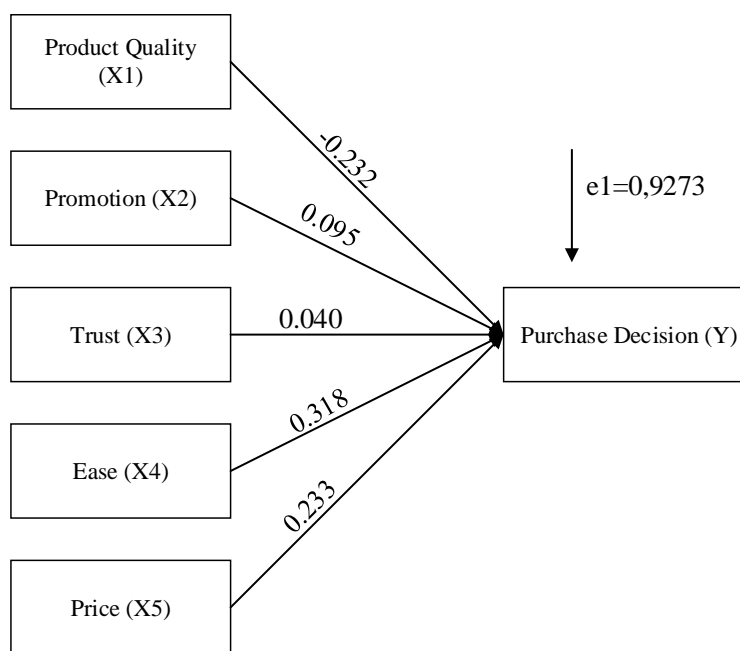
Table 4. R Square Test I

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.375 ^a	.140	.126	2.964

a. Predictors: (Constant), Price, Ease, Trust, Promotion, Product Quality
 b. Dependent Variable: Purchase Decision

It can be seen that the R Square (R²) value obtained is 0.14, which means that variable X has an influence of 14% on variable Y. Then the remaining 86% is influenced by other variables not examined in this study. Meanwhile, the value of e1 can use the formula $e1 = \sqrt{1-0.140} = 0.9273$. Thus, the following model 1 path diagram is obtained:

Table 5. Koefisien Model I



Regresi Model II

Table 6. Model II Path Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.322	.611		.527	.599
Product Quality	.105	.053	.172	1.988	.048
Promotion	.014	.041	.019	.336	.737
1 Trust	.121	.049	.125	2.474	.014
Ease	-.253	.069	-.294	-3.652	.000
Price	.023	.030	.029	.757	.450
Purchase Decision	.560	.024	.812	23.574	.000

a. Dependent Variable: Brand Image

Referring to the regression output of model II, it is known that the sig. value of variable X1 is 0.048 <0.05. So, the results show that product quality has an effect on purchasing decisions through Brand Image. This shows that hypothesis 7 can be accepted. It is known that the sig. value of the X2 variable is 0.737 >

0.05. Then the results show that promotion has no effect on purchasing decisions through Brand Image. This shows that hypothesis 8 cannot be accepted. It is known that the sig. value of the X3 variable is 0.014 < 0.05. Then the results show that Trust has an effect on purchasing decisions through Brand Image. This shows hypothesis 9 can be accepted. It is known that the sig. value of variable X4 is 0.000 < 0.05. Then the results show that Convenience has an effect on purchasing decisions through Brand Image. This shows hypothesis 10 can be accepted. It is known that the sig. value of variable X5 is 0.450 > 0.05. Then the results show that Price has no effect on purchasing decisions through Brand Image. This shows that hypothesis 11 cannot be accepted. It is known that the sig. value of variable Y is 0.000 < 0.05. Then the results show that purchasing decisions have an effect on Brand Image. This shows hypothesis 12 can be accepted.

Table 7. Simultaneous Tests II

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1000.083	6	166.681	114.439	.000 ^b
1 Residual	426.753	293	1.456		
Total	1426.837	299			

a. Dependent Variable: Brand Image

b. Predictors: (Constant), Purchase Decision, Product Quality, Price, Trust, Promotion, Ease

It is known that the significant value obtained is 0.000 < 0.05, which means that the value is smaller than 0.05, indicating that hypothesis 13 can be accepted.

Table 8. R Square Test II

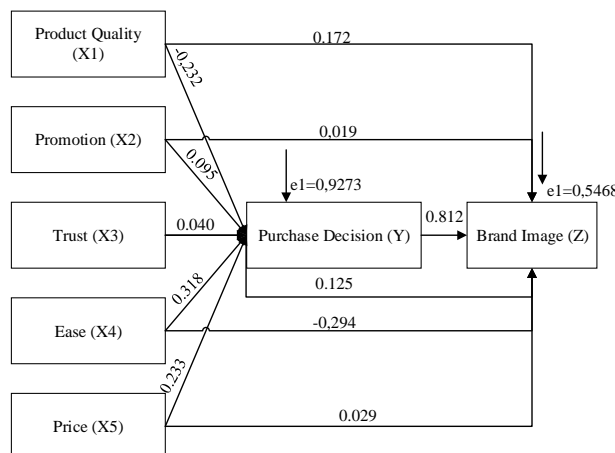
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.701	.695	1.207

a. Predictors: (Constant), Purchase Decision, Product Quality, Price, Trust, Promotion, Ease

b. Dependent Variable: Brand Image

It can be seen that the R Square (R²) value obtained is 0.701, which means that the X and Y variables have an influence of 70.1% on the Z variable. Then the remaining 29.9% is influenced by other variables not examined in this study. Meanwhile, the value of e1 can use the formula $e1 = \sqrt{(1-0.701)} = 0.5468$. Thus the following model II path diagram is obtained:

Figure 1. Koefisien Model II



Closing

Conclusion

The following conclusions can be drawn from the results of data processing and discussion of research results discussion of the research results:

1. The t test results show that H1 is rejected because the Sig. value is greater than 0.05. So it is concluded that there is no influence between product quality on purchasing decisions.
2. The t test results show that H2 is rejected because the Sig. value is greater than 0.05. So it is concluded that there is no influence between promotion on purchasing decisions.
3. The t test results show that H3 is rejected because the Sig. value is greater than 0.05. So it is concluded that there is no influence between trust on purchasing decisions.
4. The t test results show that H4 is accepted because the Sig. value is smaller than 0.05. So it is concluded that there is an influence between convenience on purchasing decisions.
5. The t test results show that H5 is accepted because the Sig. value is smaller than 0.05. So it is concluded that there is an influence between price on purchasing decisions.
6. The F test results show that H6 is accepted because the Sig. value is smaller than 0.05. So it is concluded that there is an influence between product quality, promotion, trust, convenience and price on purchasing decisions.
7. The t test results show that H7 is accepted because the Sig. value is smaller than 0.05. So it is concluded that there is an influence between product quality on purchasing decisions through brand image.
8. The t test results show that H8 is rejected because the Sig. value is greater than 0.05. Then it is concluded that there is no influence between Promotion on Purchasing Decisions through Brand Image
9. The t test results show that H9 is accepted because the Sig. value is smaller than 0.05. Then it is concluded that there is an influence between Trust on Purchasing Decisions through Brand Image
10. The t test results show that H10 is accepted because the Sig. value is smaller than 0.05. Then it is concluded that there is an influence between Convenience on Purchasing Decisions through Brand Image
11. The t test results show that H11 is rejected because the Sig. value is greater than 0.05. So it is concluded that there is no influence between Price on Purchasing Decisions through Brand Image
12. The t test results show that H12 is accepted because the Sig. value is smaller than 0.05. Then it is concluded that there is an influence between Purchasing Decisions on Brand Image
13. The F test results show that H13 is accepted because the Sig. value is smaller than 0.05. So it is concluded that there is an influence between product quality, promotion, trust, convenience and price on purchasing decisions through brand image.

Suggestions

The following suggestions can be used as input for future research:

1. In further research, it is hoped that it can further develop other factors that can encourage influence on consumer purchasing decisions so that it can provide an overview, information and also more varied research results regarding what factors influence purchasing decisions other than the variables that have been used.
2. Future research is expected to use intervening variables other than the brand image used in this study.
3. In further research, it is hoped that it can use research objects other than students such as the general public or others.

4. In further research, it is hoped that it can reach a wide range of research objects outside the city of Batam. So that the data obtained is more varied.

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