

Analysis Of The Influence Of Website Quality, Pricing, Customer Trust And Brand Image On Purchase Intention Of Marketplace Customers

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Abstract:

The situation of online market company rivalry, which is occasionally becoming more competitive, is what drives this research. As a result, businesses need to develop new marketing tactics in order to both keep and increase their market share. This study looked at how purchase intention was influenced by factors such as price, website quality, brand image, and trust. A questionnaire was used to gather the data for this investigation. Purposive sampling was utilized to choose the sample, which consisted of 100 online shoppers. Using the SPSS program, multiple linear regression was used to examine the data. The findings demonstrated that the single factor influencing purchase intention is the trust variable. Price, website quality, and brand image all have a partially zero impact on purchase intention. Purchase intention is significantly impacted by the factors of trust, brand image, price, and quality all at the same time. Purchase intention is influenced by trust, brand image, price, and website quality.

Keywords: Online Market, Price, Website Quality, Brand Image, Trust

Introduction

The ease with which information may be accessed by anyone and the possibility of information technology to reach the entire world demonstrate how rapidly technology and information are evolving in today's society. The number of people on the internet is still growing at an extremely fast rate. The internet has now significantly revolutionized the fields of computers and telecommunications in the digital world. These days, almost all technological devices have internet connectivity (Barner, 2022). The internet serves as a tool for information distribution worldwide, a method of information dissemination, and a platform for computer-mediated communication and cooperation across geographic borders. Taufik contends that users have greater opportunity to become involved, participate, and collaborate on the internet—not just with other users, but also with site

owners. The internet, which was before thought to be a realm exclusive to intellectuals and those who dared to communicate with them, is now accessible to a wider audience thanks to the development of modern technology (Parulian & Tannady, 2023).

The majority of internet users are under 36-year-olds, or young people. Young people today use the internet as a major source of knowledge due to their newfound habits of obtaining and updating information. A reality about youth is that a large portion of them research products before making purchases. Budgetary restrictions compel people to exercise caution before spending money on shopping, particularly for those without a reliable source of income. If required, young people will spend a significant amount of time researching products before making the necessary purchases; the internet is one of the most popular resources for information extraction. In the corporate world, using the internet and cyberspace is unavoidable. With the growth of the new economy, the market will expand and become more open. E-commerce is growing at a faster rate than technology. Indonesia's e-commerce growth in 2018 is mostly focused on the marketplace (C2C) (Respatiningsih & Sudirjo, 2016).

Naturally, businesses aim to encourage more online activists to make purchases and facilitate internet activists' needs-fulfillment, just like social media does. In actuality, though, very few have ever completed genuine internet transactions. Customers' mistrust of internet shopping is the cause of this. The ease with which several careless parties may perpetrate fraud, damage consumer perceptions, erode consumer trust, and destroy the reputation of certain businesses are all detrimental effects of e-commerce. Creating a marketplace is one method businesspeople may engage in e-commerce. The idea of a marketplace is to facilitate the meeting of buyers and sellers by giving product owners a place to sell by entering information about their products that they would make available to customers on a website (Jaafar et al., 2019).

The majority of Indonesian internet users select service providers that facilitate their online activity. According to *Merketeers Magazine*, Telkom Flash from Telkomsel is the most popular internet-enabled package and provider among the TOP BRANDS 2014. Moreover, NPD additionally segmented the information according to age. Individuals aged 18 to 24 can use up to 1.05GB of data each month. Together with the rise in internet usage, Indonesia alone has seen a 20% increase in the number of netizens. This shift inspires the company to establish an online marketplace and turn into a resource for SMEs looking to start doing online business. Customer to Customer (C2C) is the idea behind *e-commerce*, where the *e-commerce* handles the online purchasing and selling process. Vendors themselves are able to purchase things that are on show on its website in addition to purchasers (Sudirjo & Kristanto, 2012).

The e-commerce continuously focuses on its target market: individuals who manage internet businesses in e-commerce as a hobby. Open Lapak creates a new standard for excellent online buying and increases client confidence. But, e-commerce also places a high priority on providing the greatest service possible to potential clients so that they would feel more comfortable purchasing e-commerce items. According to a regulation provided by the e-commerce, if the provider of the items hasn't shipped them from the shop after three days, the customer's funds will be reimbursed in the form of bukadompot funds, which you may use if you've created an account on e-commerce. Azalea claims that in the e-commerce arena, merchants need to be astute in figuring out the price and margin to be earned in order to increase buying interest. The price listed on the website is the one that the seller issues after deducting the margin that was earned. In the e-commerce forum, Panji Wicaksono clarified that the inclusion of the bargaining option in e-commerce is highly intriguing and encourages customers to make purchases there (Tannady et al., 2023).

According to Zaki's explanation on his forum, e-commerce vendors have three days to transmit transactions; if they fail to do so, the money would be returned to the buyer's Bukalapak wallet by the seller. The company provided instructions on how to enhance reputation on its website. Basically, the more favorable reviews vendors obtain, the more respect they would be accorded. Customer trust grows as a result of that reputation. On the other hand, fraud happens in e-commerce as well; in fact, a number of significant e-commerce scams occur. The simplicity with which people may register makes it nearly impossible to discern between honest vendors and those who genuinely want to commit fraud (Kotler, 2019). This study looked at how purchase intention was influenced by factors such as price, website quality, brand image, and trust.

Literature Review

In an attempt to shift the paradigm of buying and selling transactions and payments from the traditional age to the digital form, the word "e-commerce" first surfaced. E-commerce, according to Kim and Moon, is the process of

distributing data, goods, services, and payment procedures over phone lines, internet connections, and other digital access. According to Quayle, e-commerce is the exchanging of electronic data interchange (EDI) between buyers and sellers via email, mobile devices, the internet, and internet networks. E-commerce, short for electronic commerce, refers to the buying and selling of goods and services conducted electronically over the internet. In this system, trade transactions can take place between sellers and buyers without the need for physical contact or face-to-face meetings. E-commerce includes various business models such as direct business-to-consumer (B2C), business-to-business (B2B), and consumer-to-consumer (C2C) sales. E-commerce platforms provide a virtual space for sellers to display products or services, and allow consumers to browse, select, and make purchases easily through electronic devices such as computers or mobile phones. This has brought about major changes in the way we shop and do business, improving efficiency and expanding market access globally (Ekasari et al., 2021).

Predicting customer behavior, particularly their purchase patterns, is a critical component of forecasting and long-term planning. Predicting consumer purchasing behavior, according to Peter and Olson, involves gauging consumers' inclinations to buy just before they make a purchase. There is usually a waiting period after consumers identify their want to buy before they really make the choice, but occasionally this might lead to a shift of desire. The term "consumer buying interest" describes this. Purchase intention refers to a person's tendency or interest in a product or service that can encourage him to make a purchase (Handayani et al., 2023). Factors that influence purchase intention involve a number of variables, including personal preferences, individual needs and wants, environmental influences, and available information. Purchase intention does not always lead to the act of purchase, however, it can play an important role in shaping consumer decisions. An in-depth understanding of consumer purchase intention can help companies to design more effective marketing strategies, tailor products or services to market needs, and increase product attractiveness in increasingly complex market competition (Mayer et al., 2015).

People acquire attitudes and ideas by action and education, which then affects consumer behavior. A person's belief is a descriptive idea they have about something. Beliefs might be knowledge-based, opinion-based, or merely beliefs. The brand image and the product are shaped by this notion. Beliefs can be triggered by memories or developed via the process of interpretation (Ekasari et al., 2023). These beliefs consist of memory-stored associative networks of meanings that are related. A person can only activate and regulate a tiny portion of these beliefs at a time due to their limited cognitive ability. The term "activated beliefs" refers to fundamental beliefs, which are beliefs that become active under specific conditions and at specific times. An individual's attitude toward a certain thing is only caused or created by their underlying ideas (Sutojo, 2017).

Brand trust refers to the level of consumer trust and confidence in a brand or company. This is built through a series of positive interactions, consistency, and positive performance presented by the brand in the minds of consumers. Brand trust includes aspects of reliability, quality, honesty, and performance that convince consumers that they can rely on and trust the brand (Tannady et al., 2023). Factors such as transparency, clear communication, and responsiveness to consumer needs also play an important role in building and maintaining brand trust. A brand that successfully earns consumer trust tends to have higher loyalty, positive reviews, and greater likelihood of repeat purchase. Brand involvement in social initiatives, effective customer support, and fulfillment of brand promises can also strengthen the foundation of consumer trust in a brand. Brand trust is not just about the product or service, but also encompasses the overall consumer experience, creating a solid emotional and rational bond between the brand and the consumer (Kotler, 2019).

Brands are crucial to businesses and customers alike. A brand may identify and represent a product; it is more than simply a name. A brand is defined by the American Marketing Association as a name, word, sign, symbol, design, or a mix of these that are used to distinguish and set apart a seller's or group of sellers' goods and services from those of rivals (Handayani et al., 2023). A brand's strength is not acquired quickly; rather, it is developed via constant delivery of the greatest products to customers. Offering customers the finest possible service and product specs on a constant basis can help to build a positive view of the firm, which in turn will help the company project a positive image. As per Keller, a consumer's opinion of a brand is represented in their brand association within their memory. This is known as brand image. Product qualities, advantages, traits, and other distinct components of the product can all be associated with one another (Mayer et al., 2015).

Brand image refers to consumers' perceptions and judgments of a brand based on a set of associations, images, and experiences they have experienced or heard. It includes visual elements, such as logos and designs, as well as non-visual elements, such as brand reputation, brand values, and consumer experiences.

Brand image is heavily influenced by marketing campaigns, customer interactions, and the overall impact of the brand inside and outside the market (Ekasari et al., 2021). Companies strive to build a positive brand image by paying attention to elements such as product or service quality, innovation, business ethics, and compatibility with the values of the target market. A strong brand image can help differentiate a brand from competitors, build consumer loyalty, and create sustainable positive perceptions. In addition, brand image can also influence consumer purchasing decisions, as consumers tend to choose brands that reflect values and identities that are in line with their preferences. Companies often use marketing and communication strategies to shape and manage their brand image with the aim of creating appeal and trust among consumers (Sutojo, 2017).

The sole component of the marketing mix that makes money is pricing. Pricing communicates the brand's or product's desired value positioning to the market, enabling customers to assess an item's quality. Every product manufactured will have several applications based on the intended level of enjoyment. Naturally, the price difference is impacted by the variation in satisfaction value (Barner, 2022). Prices serve a variety of purposes and assume numerous shapes. In order to receive a good or service, one must pay for a lot of things in life. It is clear from the aforementioned statement that price is the exchange value of products and services. Ferdinand states that pricing is one of the key factors in marketing as it may affect consumers' decisions to purchase a product for a variety of reasons. Kotler and Keller claim that in the beginning, a deal reached during market negotiating between vendors and purchasers determined the price (Parulian & Tannady, 2023).

The World Wide Web, sometimes known as the Web, is a system that combines text, hypermedia, images, and music with client/server architecture to handle digital communications and distant connections. It may also be used to store, retrieve, format, and display information globally. Simarmata, on the other hand, defines a website as an information system that is shown as hypertext and is kept on an internet web server and can include text, graphics, sound, and other media (Jaafar et al., 2019). For the website to encourage recurring visits, it must stay focused on one thing. A website that has inconsistent content lacks consistency and identity, which confuses users and prevents the website from serving as the only source of information. Three factors are impacted by website quality: information quality, system quality, and service quality. Users that have a decent system can utilize the website to find solutions to their concerns. When the service meets the user's expectations, it can assist them fully utilize the potential of the website. The degree to which the website's material is current, accurate, and comprehensive is indicated by the quality of the information. Good social networking sites will provide users the impression that they are a helpful tool for interacting with others, which may motivate them to use and share information on the site in the future. Users can opt to keep browsing the website once it offers information on products and buying (Kotler, 2019).

Methodology

Quantitative methods and an associative research design are used in this study. Primary data from questionnaires, which have been verified for validity and reliability, are used in this study. In the meanwhile, this study's secondary data points to more sources that validate the findings. Purposive sampling was used in this study to choose a sample of 100 respondents based on the consent of Bukalapak application users. Multiple regression analysis models are used in the analysis test. Software called SPSS was used to analyze the data, and descriptive analysis was used to present the findings.

Results

The normalcy test is the first test that is performed in the standard assumption test series. The findings show that the computed chi squared value is 57.7, and the chi squared table is 100.5. That is, it is possible to conclude that the distribution in this test is normal based on a comparison of $57.7 < 100.5$. The tolerance value of all independent variables more than 0.1 and the VIF value of all independent variables 10 are known properties based on multicollinearity. Thus, it can be inferred from the preceding computations' findings that the regression equation model is suitable for application in this investigation and does not have a multicollinearity issue. The heteroscedasticity test then reveals that no discernible pattern forms and that the dots are dispersed above and below the 0 on the Y axis, leading to the conclusion that heteroscedasticity is not present.

Since the derived constant value is 1.9, it can be deduced that the purchase interest value will also be 1.9 if all independent variables are taken into account as fixed. The result is a value of 0.19 for trust or brand trust.

Buy interest will rise by 0.19 for every unit increase in trust, provided other factors stay the same, and fall by 0.19 for every unit loss in trust, providing other variables stay the same.

Because the trust variable's value is 0.4, it significantly affects buying interest. The trust variable has a substantial impact on buying interest since $t\text{-count} > t\text{-table}$, where $t\text{-count}$ is 3.5 and $t\text{-table}$ is 1.9 with a significance of 0.001. Because the brand image variable's value is 0.4, it has no discernible impact on purchase intention. Since $t\text{-count}$ is less than $t\text{-table}$ ($t\text{-count} = 0.4$ and $t\text{-table} = 1.9$ with a significance level of 0.7), it may be concluded that there is no significant relationship between the brand image variable and buying interest. Due to the price variable's 0.1 value, buying interest is not significantly impacted by it. It may be concluded that there is no significant relationship between the price variable and buying interest since $t\text{-count} < t\text{-table}$, where $t\text{-count}$ is 0.080 and $t\text{-table}$ is 1.9 with a significance (sig. count) of 0.9. Due to its low value of 0.7, the website quality variable has no discernible impact on purchase intention. Due to $t\text{-count} < t\text{-table}$, where $t\text{-count}$ is 0.7 and $t\text{-table}$ is 1.9 with a significance level of 0.5, it may be concluded that there is no significant relationship between the website quality variable and purchase interest.

The F count in the simultaneous testing was 23.8, with a significance level of 0.000. Given that the probability value is less than 0.05 ($0.000 < 0.05$), it can be inferred that trust, brand image, price, and website quality all significantly affect buying interest at the same time. The corrected R square result for the coefficient of determination test is 0.5. Purchase intention is influenced by trust, brand image, price, and website quality to the tune of 50%; other factors account for the remaining 50%.

Discussion

The results showed that trust or brand trust has a significant influence on buying interest in e-commerce. Trust or brand trust plays a very crucial role in influencing consumer buying interest. When consumers feel trust in a brand, they tend to be more inclined to choose products or services from that brand. The establishment of this trust is a key foundation in the relationship between brands and consumers, and when that trust is established, purchase intention will naturally arise. The trust factor in this context involves a number of elements, such as product quality, transparency, honesty and brand integrity. Consumers who feel confident in the quality of a brand's products or services will feel more comfortable and secure in making purchases. Transparency regarding product information, production processes, and company policies also contributes greatly to the creation of trust. Consumers tend to prefer brands that provide clear and open information, as this creates a necessary sense of transparency.

Brand honesty and integrity also play an important role. Brands that deliver on their promises, both in terms of quality and service, will gradually build consumer trust. Consumers who feel that the brand is trustworthy will be more motivated to establish a long-term relationship with the brand. In the context of purchase intention, trust creates a psychological comfort for consumers. They feel confident that the purchase they make is a smart and safe decision. Therefore, marketing strategies that focus on establishing and maintaining trust are crucial. Positive testimonials, product certification, and consistent communication can be effective tools in building and strengthening brand trust.

Brand image in this study does not have a significant effect on purchase intention. Although brand image has an important role in marketing, there are several situations where brand image does not directly affect consumer buying interest. These factors may include variations in individual preferences, immediate needs, and mismatches between the brand image and the attributes desired by consumers. It should be recognized that consumer preferences can vary widely. Even if a brand has a strong and positive image in the eyes of most consumers, there are still individuals who may have different preferences. For example, a consumer may prefer functional aspects or competitive pricing over an aesthetically pleasing brand image. In this case, purchase intention is influenced more by utilitarian factors than the brand image itself. Additionally, immediate demands have the capacity to override brand image influence. When faced with an urgent need for a product or service, customers may prioritize availability, affordability, or practical requirements over brand perception. Practical considerations are frequently the most important when hasty purchasing decisions must be made. The effect of a brand's image on purchase intention may also be obscured by a mismatch between that image and the traits that buyers demand. Customers could not see a clear connection between the brand image and their demands if the image emphasizes aspects that the target market views as unimportant or irrelevant.

Price did not significantly affect buying interest in this research. While price is sometimes seen as the primary element determining customer interest in a product, there are several circumstances in which price has little bearing on the choice to buy. Having enough options is one factor that might mitigate the impact of price. Price loses significance when customers have a wide range of comparable alternatives or when the products or services they need are available on the market at costs that are generally comparable. Furthermore, perceived value has the power to overpower price. Price is not the only factor that consumers take into account when choosing a product. Customers could be ready to pay more for a good or service if it provides innovation, extra value, or is thought to be of greater quality. In this situation, elements like the dependability of the goods, the quality of the customer service, or a reputable brand may start to play a bigger role in influencing the desire to buy.

The product category in issue may be very involuntary in certain purchasing scenarios. This suggests that while brand, desired quality, and personal taste tend to have a greater effect on purchasing decisions than price variations across items in a category, customers may be less aware of them. It's also critical to keep in mind that pricing that reflect the values that customers perceive can foster enduring client loyalty and pleasure. Even if the price may be rather expensive, customers may be more inclined to stick with their purchase if they believe they are receiving value for their money. This study discovered that purchase intention is not much impacted by the caliber of e-commerce websites. Even though it's frequently believed that e-commerce website quality plays a major role in influencing consumers' intentions to make purchases, there are specific circumstances in which website quality may not have a big influence on inclinations to make purchases. One reason why website quality could be ineffective is because customers may have impulsive or urgent demands. When making impulsive purchases, customers could be more concerned with the item or deal than the reliability of the website. Furthermore, personal tastes may also be a significant factor in determining how website quality is affected. Certain factors, such delivery speed, store reputation, or brand, could be more important to some customers than website functionality or appearance. In cases when these preferences hold greater sway, the quality of the website may not have a substantial impact on the desire to purchase.

The degree to which website quality influences purchase intention can also be influenced by differences in internet access and skill levels with regard to technology. Customers with outdated technology or sluggish internet connections could find it more difficult to browse and assess websites. In this instance, the impact of website quality in encouraging purchase intention may be overpowered by technological problems. Sometimes the quality of the website itself may not matter as much as faith in the brand or e-commerce platform. Customers may be more likely to buy even if a website falls short of perfect if they have had good experiences in the past with the company or feel comfortable utilizing a specific platform.

Conclusion

based on the findings of studies done to find out how purchase intention is impacted by pricing, online quality, brand image, and trust or brand trust. We may draw the conclusion that purchase intention is positively and significantly impacted by trust, or brand trust. In e-commerce, buying interest is not much influenced by brand image. In online shopping, price has little bearing on consumers' inclinations to purchase. In e-commerce, quality does not significantly affect consumers' propensity to purchase. Buying interest is influenced simultaneously by price, site quality, brand image, and trust or brand trust. Trust, brand image, price, and website quality have a 50% effect on purchase intention.

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