

Analysis of the Influence of Brand Awareness, Brand Trust and Brand Experience on Purchasing Decisions in the Shoopee Marketplace in Muhammadiyah University Students Faculty of Economics and Bussiness 2021-2023

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ABSTRACT

The development of technology and the internet has changed consumer behavior in shopping, especially through the Shopee marketplace. This has driven changes in people's behavior patterns. As one of the largest marketplace in Indonesia, Shopee offers various conveniences in online transactions, a variety of product choices, and attractive promotions. This study aims to analyze brand awareness, brand trust and brand experience on purchasing decisions in the Shopee marketplace among students of the Muhammadiyah University of Jember Faculty of Economics and Business class of 2021-2023. This study uses an associative quantitative method. The population used was students of the Muhammadiyah University of Jember Faculty of Economics and Business class of 2021-2023. The sample approach included purposive sampling of 99 students. The study's findings revealed that the variables brand awareness, brand trust, and brand experience had a positive and substantial effect on purchase decisions made through the Shopee marketplace with a result of 53.9%, with the remaining 46.1% influenced by other factors.

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1. INTRODUCTION

The development of technology and the internet has brought major changes to life and business, including the emergence of marketplaces which have changed the way consumers obtain information and shop. Marketplaces provide convenience and efficiency in transactions, allowing consumers to fulfill their needs without time, region or distance restrictions. Various platforms such as Shopee, Lazada, Tokopedia, and

Bukalapak offer easy access, a variety of products, as well as benefits for sellers such as reduced operational costs and promotions. However, the presence of the marketplace also has positive and negative impacts, especially for pupils and students. On the one hand, they can take advantage of the marketplace for entrepreneurship, but on the other hand, a culture of consumerism is developing, triggering wasteful behavior due to following trends and lifestyles [1].

Data shows that Shopee is the marketplace with the most visitors, reaching 216 million per month in the third quarter of 2023, due to its convenience and the perception that online shopping is cheaper than offline. In the purchasing process, consumers tend to choose products that meet their needs and provide long-term satisfaction. To compete, companies need to increase brand awareness and brand trust. Brand awareness helps consumers recognize the brand, while brand trust builds confidence through experience and consistent quality. Brand trust creates a sense of security, reduces perceived risk, and increases consumer loyalty, thereby encouraging repeat purchases and strengthening the brand's position in the market [2].

Brand experience, comprises experiences, thoughts, cognitions, and behavioral responses that result from interactions with brand aspects like as design, identity, packaging, and messaging [3]. This experience influences consumers in determining which products to buy and builds brand trust. Shopee, the most popular marketplace in Indonesia, has grown rapidly since it was founded in 2015 by Singapore's SEA Group. With a focus on easy transactions, innovative features, and aggressive promotions such as flash sales, Shopee has become the No. 1 online shopping platform. 1 in Indonesia, offering various products and additional services such as ShopeeFood and Shopee Express. Previous research shows that Brand awareness, trust, and experience all have an impact on consumer purchase decisions. A survey of 204 students from the Faculty of Economics and Business, Muhammadiyah University in Jember class 2021-2023 who used Shopee revealed that these factors contributed significantly to purchasing decisions [4].

The results of a survey of students at the Muhammadiyah University of Jember, Faculty of Economics and Business, class 2021-2023, showed that 96% of respondents used the Shopee application, making it the most popular online shopping platform among students. As many as 17% of students

use Shopee almost every day, 24% several times a week, 47% several times a month, 11% rarely, and only 1% do not use Shopee. Even though the majority of students actively use Shopee, they are still wise to consider other platforms such as Tokopedia, Lazada, and Bukalapak helps you compare costs and locate the greatest offers. This represents the nature of students who are clever, cautious in managing their cash, and open to many possibilities to enhance the online buying experience.

A survey of students at the Muhammadiyah University of Jember, Faculty of Economics and Business, class 2021-2023, shows that Shopee is the favorite marketplace with a preference for purchasing products such as cosmetics (36%), fashion (34%), electronic goods (22%), and food (8%). The main factors that attract student interest are discount and promo offers (46%), followed by a variety of product choices (13%) and product quality that matches the description (14%). Easy website navigation, fast payment processing, fast delivery, and customer service also provide a positive experience. This preference reflects students' attention to fashion trends, beauty, technology, and online shopping efficiency, making Shopee a popular platform due to its combination of competitive prices, product variety, and transaction convenience.

2. LITERATURE REVIEW

2.1. Marketing

Marketing is a social and management process in which people and organizations may satisfy their wants and aspirations by developing, marketing, and exchanging valuable items with other parties [5]. The goal of marketing is to know and understand clients so that the product or service is appropriate for them and then sold.

2.2. Brand Awareness

Brand Awareness is a person's initial level of acceptance when they see or hear information about a product and its brand [6].

2.3. Brand Trust

Brand Trust or Brand Confidence refers to consumers' willingness to attribute the risks they face to a brand because they expect the brand to achieve great outcomes [7]. Brand trust is defined as a customer's willingness to depend on a brand despite the associated risks in the expectation that the brand would lead to beneficial outcomes [8].

2.4. Brand Experience

Brand Experience is described as sensations, cognitive feelings, and behavioral responses produced by brand-related stimuli that are part of brand design and identity, packaging, communication, and the environment [3]. He defines Brand Experience as the time when people browse for items, shop, receive services, and consume them.

2.5. Purchasing Decisions

Consumers make purchasing decisions based on economics, money, technology, politics, culture, products, pricing, locations, promotions, physical evidence, people, and procedures [9]. Purchase decisions are impacted by unforeseen situations [10]. Purchasing decision is a selection of two or more alternative purchase selections, this means that when someone makes a decision, it must include multiple alternative alternatives [11]. Defines a purchasing decision as a consumer's perspective of the desires and needs of a product based on an assessment of available sources, setting purchasing goals and identifying alternative options, so that someone decides to make a purchase accompanied by how they behave after making the purchase [12]. Consumer purchasing decisions are part of consumer behavior, which is about how people, groups, and organizations pick, acquire, and utilize goods, services, ideas, or experiences that meet their wants and preferences [13].

3. METHODS

In this research, researchers used an approach, namely an associative quantitative approach. Quantitative techniques are research methods founded on the idea of

positivism, used to investigate specific populations or samples, gathering data using research tools, quantitative/statistical data processing, with the objective of testing prepared hypotheses [14]. The population that researchers used was active students at the Muhammadiyah University of Jember, Faculty of Economics and Business, class 2021-2023, totaling 872 students. The population that the researchers used were active students at the Muhammadiyah University of Jember, Faculty of Economics and Business, class 2021-2023, totaling 100 students. This study's data gathering methods included questionnaires and observations. Data analysis techniques in this research use validity tests, reliability tests, multicollinearity tests, normality tests, heteroscedasticity tests, hypothesis tests, multiple linear analysis and coefficient of determination tests.

4. RESULTS AND DISCUSSION

4.1. Data Instrument Testing

The results of validity testing for each variable in this study reveal that the computed r value exceeds the r table. As a result, this study's questions were all determined to be genuine. The reliability test findings indicate that all variables are trustworthy, with Cronbach Alpha (α) values greater than 0.60.

4.2. Multiple Linear Analysis

Table 4.1. Multiple Linear Analysis

Independent Variable	Regression Coefficients
Brand Awareness	0,287
Brand Trust	0,279
Brand Experience	0,281
Dependent variable = Entrepreneurial Intention	
Constant = 13.398	

Multiple linear analysis yielded the following results:

- 1) If the brand awareness, brand trust and brand experience variables are considered constant (0), then the

purchasing decision variable will remain at 13,398.

- 2) The brand awareness coefficient (X1) has a value of 0.126 which indicates a favorable relationship. This indicates that if the brand awareness variable grows by one unit, purchase choices are expected to increase by 0.126 units, provided all other factors stay unchanged.
- 3) The brand trust coefficient (X2) has a value of 0.279 and good characteristics. This suggests that if the brand confidence variable improves by one unit, purchase choices will increase by 0.279 units, with all other assumptions held equal.
- 4) The brand experience coefficient (X3) has a value of 0.281 and favorable characteristics. This demonstrates that for every one unit increase in the brand experience variable, there will be a 0.281 unit increase in purchase choices, with all other assumptions held constant.

4.3. Classical Assumption Test

1) Normality Test



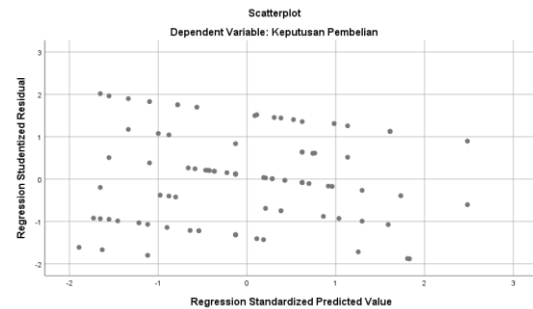
Picture 4.1. Normality Test

Figure 4.1 shows that the data contributes normally since it is distributed along the diagonal lines, implying that the regression model fulfills the normality condition.

2) Multicollinearity Test

All independent variables in this study had tolerance values more than 0.10 and VIF values less than 10.00, indicating no signs of multicollinearity in the regression model.

3. Heteroscedasticity Test



Picture 4.2. Heteroscedasticity Test

Figure 4.2 depicts the results of the heteroscedasticity test, which demonstrates that the points on the Y axis are randomly above and below zero. The regression model does not exhibit heteroscedasticity.

4.4. Hypothesis Testing

1) Partial Test (t Test)

X1's impact on Y has a significance value of $0.004 < 0.05$, indicating that H1 is accepted. The significance value for X2's impact on Y is 0.042, which is less than 0.05, indicating that H2 is accepted. The significant value for X3's impact on Y is 0.038, which is less than 0.05, indicating that H3 is accepted. This indicates that X1, X2, and X3 have a considerable effect on purchase decisions (Y).

2) Coefficient of Determination (R²)

The coefficient of determination test (R²) yields a value of 0.539, indicating that Brand Awareness (X1), Brand Trust (X2), and Brand Experience (X3) have a 53.9% effect on the study's outcomes. Meanwhile, the remaining 46.1% was impacted by factors not addressed in this study.

DISCUSSION

The Influence of Brand Awareness on Purchasing Decisions

The findings of this study demonstrate that brand awareness (X1) has a considerable impact on purchase decisions. There is a statistically significant positive link between Brand Awareness and purchase decisions (p-value = 0.004). This demonstrates that when Shopee's brand recognition grows, so does consumer interest in making purchases. Conversely, if brand recognition is poor, consumers are more hesitant to make a purchase.

The Influence of Brand Trust on Purchasing Decisions

The findings of this study indicate that brand trust (X2) has a considerable impact on purchase decisions. There is a statistically significant positive association between brand trust and purchase decisions (p-value = 0.042). This demonstrates that the more the brand trust or customer trust in Shopee, the more likely the consumer is to make a purchase.

The Influence of Brand Experience on Purchasing Decisions

The findings of this study demonstrate that brand experience (X3) has a major impact on purchase decisions. There is a statistically significant positive association between brand experience and purchase decisions (p-value = 0.038). This demonstrates that consumers' favorable experiences with Shopee might motivate them to make purchases.

5. CONCLUSION

- 1) The independent variable brand awareness (X1) has a favorable and

considerable impact on purchase decisions (Y) through the Shopee marketplace, both partially and separately. These findings show that the higher the brand awareness that Shopee has, the greater the consumer's interest in making purchases.

- 2) The independent variable brand trust (X2) also has a favorable and considerable impact on purchase decisions (Y) via the Shopee marketplace. These data indicate that the better Shopee is at establishing and growing consumer trust, the more confident the consumer is in making purchases on the Shopee marketplace.
- 3) The brand experience variable (X3) has a favorable and substantial influence on purchase decisions (Y) on the Shopee platform. These data demonstrate that the better Shopee is at generating and upgrading brand experiences, the more confident consumers are in making purchases.

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