

THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, AND TRUST ON PURCHASING DECISIONS ON LAZADA E-COMMERCE IN BATAM CITY

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Abstract

The main goal of this study is to evaluate the impact of product quality, brand image, and trust on the decision-making process in Lazada E-commerce in the city of Batam. The study, conducted in 2023, utilized a quantitative research design. The study specifically targeted Lazada E-commerce users and a sample of 204 individuals was chosen using purposive sampling. The data was collected by distributing questionnaires and then analyzed using multiple linear regression. The results of the partial t-tests indicate that product quality has a positive influence on purchase decisions. However, this effect is not statistically significant, as the significance value of 0.173 is greater than the threshold of 0.05. On the other hand, the brand image has a highly positive influence on purchase decisions, as indicated by a significance value of 0.000, which is less than 0.05. Trust also has a significant positive impact on purchase decisions, as indicated by a significance value of 0.000, which is less than 0.05. During a simultaneous examination using the f-test, the study finds that product quality, brand image, and trust collectively have a significant impact on purchase decisions. This is supported by a significance value of 0.000, which is less than the threshold of 0.05. Additionally, the F-value of 107.369 is greater than the table value of 2.65. The Adjusted R Square value of 61.1% indicates that the factors of product quality, brand image, and trust collectively have a significant impact on purchase decisions. The presence of other variables, which were not taken into account in this study, is indicated by the remaining 38.9%.

Keywords: Product Quality; Brand Image; Trust; Purchase Decision.

Abstrak

Tujuan utama dari penelitian ini adalah untuk mengevaluasi pengaruh kualitas produk, citra merek, dan kepercayaan terhadap proses pengambilan keputusan di E-commerce Lazada di kota Batam. Penelitian yang dilakukan pada tahun 2023 ini menggunakan desain penelitian kuantitatif. Penelitian ini secara khusus menyoroti pengguna E-commerce Lazada dan sampel sebanyak 204 orang dipilih menggunakan purposive sampling. Pengumpulan data dilakukan dengan menyebarkan kuesioner dan kemudian dianalisis menggunakan regresi linier berganda. Hasil penelitian uji t (secara parsial) menunjukkan bahwa kualitas produk memiliki pengaruh positif tidak signifikan terhadap keputusan pembelian, dimana nilai sig 0,173 > 0,05. Selain itu, citra merek memiliki pengaruh positif signifikan terhadap keputusan pembelian, dengan nilai sig 0,000 < 0,05. Kemudian kepercayaan juga memiliki pengaruh positif signifikan terhadap keputusan pembelian, dengan nilai sig 0,000 < 0,05. Secara simultan (uji f) menunjukkan bahwa kualitas produk, citra merek dan kepercayaan memiliki dampak yang signifikan terhadap keputusan pembelian, dimana analisis statistik menunjukkan nilai sig 0,000 < 0,05 dan nilai F hitung 107,369 > 2,65 (berdasarkan nilai tabel F). Nilai Adjusted R Square sebesar 61,1% menunjukkan pengaruh kualitas produk, citra merek dan kepercayaan terhadap keputusan pembelian dan sisanya sebesar 38,9 % merupakan pengaruh dari variabel lain yang tidak dimasukkan ke dalam penelitian ini.

Kata kunci: Kualitas Produk; citra Merek; Kepercayaan; Keputusan Pembelian

INTRODUCTION

The rapid advancement of technology and information has resulted in intensified competition, particularly among companies vying for a share of the business market. As a result, individuals are now striving to seize immediate opportunities. Automation of business processes has become increasingly convenient, with the Internet serving as a prominent avenue for achieving this. An electronic business system, also known as an electronic product sales system, is widely recognized as one of the most popular systems in the business world today. E-commerce refers to the act of purchasing, selling, or trading products, services, and information using computer networks, such as

the Internet. E-commerce provides various benefits for businesses, including the ability to sell products through online shopping applications. In Indonesia, several e-commerce platforms have emerged, including Shopee, Lazada, and Bukalapak. Several factors can influence consumers' decisions to make purchases in the realm of e-commerce.

Product Quality

Product quality refers to the inherent characteristics and overall condition of a product. Its primary objective is to fulfill the needs of individuals in their everyday lives and ensure a satisfactory experience (Manggora & Napitupulu, 2023). Product quality refers to the inherent features and attributes of a product that provide tangible functions and benefits to customers. Product quality can be understood as the specific attributes and features that enable a product to effectively fulfill its intended purpose and satisfy the requirements of customers (Sani et al., 2022). Product quality is the expertise of a product that aims to demonstrate its functions, this includes reliability, durability, ease of operation, product repair, precision, and product attributes (Talunohi et al., 2022).

Brand Image

The characteristic and quality condition of a product, which aims to meet people's daily needs and achieve a level of satisfaction, is what is referred to as product quality (Manggora & Napitupulu, 2023). Brand image is perceived by the public as the image of a brand, even though they have not seen its product yet, but they can already determine whether the brand is of high quality or not (Ali Agung Komara & Chatarina Yunita, 2023). Brand image serves as the initial identity in a company that reflects the form and name of the developing company. Brand image has a significant impact on how a company is recognized by its target consumers; therefore, brands are often created with specific uniqueness to highlight distinctive characteristics (Sitepu & Sukati, 2023).

Trust

Consumer trust is related to their readiness to willingly accept and transact online, based on positive expectations regarding future shopping behavior (Sitorus, 2023). Trust includes consumer knowledge about products, benefits, and attributes, and includes objects such as products or services, people, businesses, and other things that a person values (Sigalingging & Sitorus, 2023). The importance of trust is manifested in its positive influence on customer attitudes towards a company. Consumers who have trust in a company tend to make decisions to purchase products or services from that company's website (Agustiningrum & Andjarwati, 2021).

Purchase decisions

The process and flow that a customer goes through in choosing and selecting the desired product, taking into account various previous factors, is known as a purchasing decision (Dinda & Sunargo, 2023). Purchasing decisions involve a comprehensive combination of consumer knowledge, which is the basis for consideration in choosing between two or more alternative products (Ali Agung Komara & Chatarina Yunita, 2023). The act of making a purchasing decision involves selecting from two or more alternatives. This process involves decisions regarding various aspects, including product type and benefits, product brand, product quantity, as well as decisions regarding when to purchase and the payment method to be used (Iroh Magfiroh, 2022).

RESEARCH METHOD

The research employs a quantitative approach and adopts a descriptive design. The quantitative approach is considered a traditional research method due to its long-standing history and widespread use in the field. The term "quantitative method" is used because it involves collecting data in numerical form and analyzing it using statistical techniques (Sugiyono, 2019). Descriptive research involves resolving conflicts by describing the research subject's current state using available evidence, and subsequently providing explanations and clarifications (Febriyanti & Rustam, 2023). Therefore, this research can be explained by researchers regarding aspects of product quality, brand image, and consumer confidence in purchasing decisions. For the purposes of this research, the population is 204 people as Lazada e-commerce users in Batam City. Participants were selected using purposive

sampling technique. A well-designed research plan ensures methodical and structured research implementation, ultimately producing reliable and valid research results.

RESULTS and DISCUSSION

Validity test

Statement	Rvalue	Rtable	Descriptions
X1.P1	0,767	0,137	Valid
X1.P2	0,837	0,137	Valid
X1.P3	0,869	0,137	Valid
X1.P4	0,811	0,137	Valid
X1.P5	0,808	0,137	Valid
X2.P1	0,813	0,137	Valid
X2.P2	0,772	0,137	Valid
X2.P3	0,777	0,137	Valid
X2.P4	0,806	0,137	Valid
X3.P1	0,888	0,137	Valid
X3.P2	0,710	0,137	Valid
X3.P3	0,750	0,137	Valid
X3.P4	0,857	0,137	Valid
X3.P5	0,864	0,137	Valid
X3.P6	0,888	0,137	Valid
Y.P1	0,645	0,137	Valid
Y.P2	0,682	0,137	Valid
Y.P3	0,617	0,137	Valid
Y.P4	0,771	0,137	Valid
Y.P5	0,755	0,137	Valid

Based on the table above, it is evident that all of the statement items have been declared as valid. This conclusion is derived from comparing the value of rvalue to rtable. It indicates that all item statements on the variables product quality (X1), brand image (X2), trust (X3) and purchasing decisions (Y) are valid.

Reliability Test

Variable	Cronbach Alpha	Limits	Descriptions
Product Quality (X1)	0,875	0,60	Reliable
Brand Image (X2)	0,794		
Trust (X3)	0,904		
Purchase Decisions (Y)	0,726		

Source : SPSS 2023

Based on the table provided, it is evident that the Cronbach's alpha values for the variables are as follows: 0.875 for product quality, 0.794 for brand image, 0.904 for trust, and 0.726 for purchasing decision. In order for each variable to have a Cronbach's alpha value above 0.60, it is necessary for all statements within each variable to be deemed reliable.

Normality Test

One-Sample Kolmogorov-Smirnov Test		
N		Unstandardized Residual
Normal Parameters ^{a,b}		Mean
		Std. Deviation
Most Extreme Differences		Absolute
		Positive
		Negative
Test Statistic		
Asymp. Sig. (2-tailed)		
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source : SPSS 2023

In the Kolmogorov-Smirnov column, the given table shows that Asymp has a substantial value. With two-tailed significance, the value is 0.082, which is higher than the threshold of 0.05. The research data appears to follow a normal distribution, according to the evidence that is currently available.

Multicollinearity test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
	Product Quality	0.397	2.519
	Brand Image	0.332	3.012
	Trust	0.445	2.246

a. Dependent Variable: Purchase Decisions

Source : SPSS 2023

Every single variable clearly has a VIF value below 10. Therefore, it may be inferred that these variables do not exhibit any signs of multicollinearity.

Heteroskedasticity Test

No	Variabel	Sig.	Limits	Descriptions
1	Product Quality	0.177	0.05	There are no symptoms of Heteroscedasticity
2	Brand Image	0.067	0.05	
3	Trust	0.919	0.05	

a. Dependent Variable: Purchase Decisions

Source : SPSS 2023

Verifying that the Sig value is more than 0.05 is the gold standard for evaluating the gelejser test. In that case, heteroscedasticity would not be present. Conversely, heteroscedasticity is likely present if the Sig value is smaller than 0.05. There is no indication of heteroscedasticity since the values of all the variables are higher than 0.05.

Multiple linear regression test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,956	0,206		4,648	0,000
	Product Quality	0,090	0,066	0,095	1,367	0,173
	Brand Image	0,461	0,086	0,407	5,360	0,000
	Trust	0,275	0,050	0,357	5,445	0,000

a. Dependent Variable: Purchase Decisions

Source : SPSS 2023

The regression equation based on is $Y = 0.956 + 0.090 + 0.461 + 0.275 + e$:

1. The regression coefficient for the constant term is 0.956.
2. The Assuming all other independent variables stay constant, the product quality variable (X1) has a positive coefficient of 0.090, meaning that for every 1% rise in X1, there is a 0.090 increase in the purchase decision (Y) on Lazada E-commerce in Batam City.
3. The independent variable holding constant, the positive coefficient of 0.461 for the brand image variable means that for every 1% increase in the brand image variable (X2), there is a 0.461 corresponding increase in the purchasing decision (Y) on Lazada E-commerce in Batam City.

4. The value of the trust variable (X3) is 0.275, which is positive. Accordingly, with the value of the independent variable held constant, a 1% rise in the trust variable will result in a 0.275 % increase in the purchase decision (Y) on Lazada E-commerce in Batam City.

The result of T test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,956	0,206		4,648	0,000
	Product Quality	0,090	0,066	0,095	1,367	0,173
	Brand Image	0,461	0,086	0,407	5,360	0,000
	Trust	0,275	0,050	0,357	5,445	0,000

a. Dependent Variable: Purchase Decisions

Source : SPSS 2023

Based on the table above, the following conclusions can be drawn:

1. The t-table is 1.971 and the computed t-value of 1.367 for the product quality variable (X1) is less than that. Furthermore, at 0.173, the significance value is higher than the cutoff of 0.05. This suggests that customers in Batam City do not let the quality of partial products significantly influence their purchase decisions at Lazada E-commerce. This leads us to the conclusion that Ho1 is accepted.
2. The computed t table for the brand image variable (X2) is 5.360, which is higher than the critical t value of 1.971. The significance level is also lower than the cutoff of 0.05, coming in at 0.000. This proves that purchase decisions of the brand matter greatly when they visit Batam City's Lazada e-commerce site. Given this evidence, we can say that Ha2 is accepted.
3. The computed t-table for the trust variable (X3) is 5.445, which is higher than the critical t-value of 1.971. Also, the 0.000 significance level is lower than the 0.05 cutoff. According to the results of this survey, trust is one of the most important factors that Batam City residents consider when making purchases on the online marketplace Lazada. We can reject the null hypothesis (Ho3) and accept the alternative hypothesis (Ha3) based on the results.

The result of F test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10,762036	3	3,587345	107,369	0,000 ^b
	Residual	6,682294	200	0,033411		
	Total	17,444330	203			
a. Dependent Variable: Purchase Decisions						
b. Predictors: (Constant), Trust, Product Quality, Brand Image						

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Trust, Product Quality, Brand Image

Source : SPSS 2023

The computed F-value of 107.369 is thus higher than the necessary F-value of 2.65, suggesting statistical significance at a significance level of 0.000, which is lower than the generally acknowledged 0.05 criterion. It can be concluded that product quality (X1), brand image (X2), and trust (X3) together have a significant influence on purchasing decisions (Y) on Lazada E-commerce in Batam City.

Coefficient of determination test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.785 ^a	0.617	0.611	0.18279

a. Predictors: (Constant), Trust, Product Quality, Brand Image

Source : SPSS 2023

The data in the table clearly show that the Adjusted R Squared value of 0.611 represents the coefficient of determination. So, while the independent variables account for 61.1% of the dependent variable, other factors affecting the remaining 38.9% were not included in this study.

CONCLUSION

Based on the research findings obtained by the researcher, the researcher can conclude:

1. The Quality of the product variable (X1) partially has a positive but not significant effect on purchasing decisions on Lazada E-commerce in Batam City.
2. The Brand image variable (X2) partially has a significant positive effect on purchasing decisions on Lazada E-commerce in Batam City.
3. The Trust variable (X3) partially has a significant positive effect on purchasing decisions on Lazada E-commerce in Batam City.
4. Simultaneously, the Quality of the product (X1), Brand image (X2), and Trust (X3) variables significantly influence purchasing decisions on Lazada E-commerce in Batam City.

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