

THE INFLUENCE OF BRAND IMAGE, ADVERTISING, AND E-SERVICE QUALITY ON SHOPEE FOOD PURCHASING DECISIONS (STUDY ON STUDENTS IN DKI JAKARTA)

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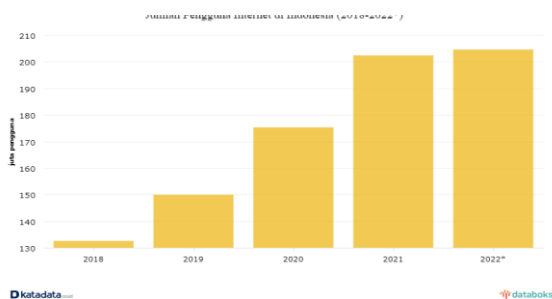
Abstract: This study aims to determine the effect of Brand Image, Advertising, and E-Service Quality on Shopee Food Purchasing Decisions (Study on Shopee food User Students in Jakarta). The type of research used is quantitative research using 100 respondents processed using the Smart PLS 4.0 test tool. The population in this study were all student consumers of Shopee Food who live in Jakarta. The research results show that the brand image variable has a positive and significant effect on shopee food purchasing decisions, this is evident through the tcount value of 2.279 and the significance value is 0.015. Variable Advertising has a positive and significant impact on shopee food purchasing decisions, this is evidenced by the tcount value of 8.726 and the significance value is 0.000. Variable E-Service Quality has a positive and significant impact on shopee food purchasing decisions, it is proven by the t-count value of 2.392 and the significance value is 0.021. Brand image, advertising, and E-Service Quality variables have a simultaneous effect on Shopee Food purchasing decisions. R-Square for the purchasing decision variable gets a value of 0.74, meaning that the quality of brand image, advertising, and e - service quality is able to describe purchasing decisions as much as 74% and the other 26% is due to other factors that are not in the research discussion, such as product quality, price, and others that are not included in this study

Keywords: Brand Image, Advertising, E - Service Quality, Purchasing Decisions, Shopee Food

INTRODUCTION

The number of internet media users, especially in Indonesia, continues to increase. This increase in internet users is the impact of the development of internet channel technology. In the national scope, internet consumers in Indonesia continue to increase and grow from year to year Internet users in Indonesia continue to increase and grow from year to year. According to KatadataDatabooks, of the total population in Indonesia which has amounted to around 277.7 million people at the beginning of January 2022. From the total population in Indonesia, it was calculated that in early January 2022 there were already 204.7 million active internet users in Indonesia. Whereas in 2018 the widespread internet network in Indonesia could only cover 50% of the citizens in Indonesia.

Figure 1. Graph of the Number of Internet Users

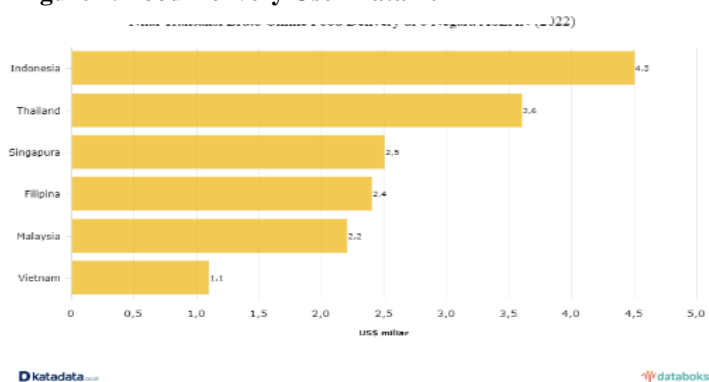


Source: Katadata (2023)

According to katadata, it can be seen that active internet users in Indonesia continue to increase every year. Starting from 2018 there were 132.7 million active users and in 2019 when the covid 19 pandemic occurred it increased to 150 million active users. The number of internet users continues to increase after Covid 19, on the graph it can be seen that from 2021 to 2022 internet users increased by 2.1 million, although not as massive as during the pandemic but there continues to be an increase.

The positive impact of the development of internet technology is a driver for the growth of Food Delivery in Indonesia. PPKM during the covid pandemic also boosted the increase in transactions from Food Delivery. Indirectly, every business and business is encouraged to compete through Online Food Delivery. Indonesian people are now accustomed to using this Online Food Delivery service, the user transactions continue to increase. According to Databoks.katadata, Indonesia is the country with the first food delivery service market in Southeast Asia.

Figure 2. Food Delivery User Data 2022



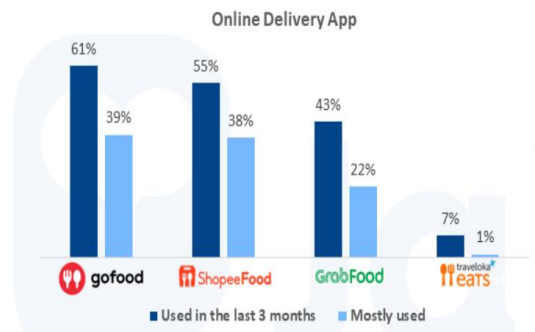
Source: Katadata (2023)

Post Covid-19 pandemic, the use of Online Food Delivery in Indonesia, especially Jakarta, continues to increase every year. In fulfilling their primary needs to eat and drink, as well as fulfilling consumer desires, consumers are now accustomed to buying food using online media. Applications such as Shopee Food, Grab Food, Go food and other food delivery applications are currently growing rapidly which are followed by changes in trends in society and the environment, every business must be observant and responsive in taking action. Especially Food & Beverage businesses that sell their products in B2C (Business-to-consumer) of course have to compete in this online sale.

In the current Digital era Online Food Delivery which provides services for consumers to be able to order goods and services from any location without having to go to the store directly (offline). Along with the development of technology, we can now order food & beverage from home and no longer need to come to a place to eat. Even today, almost every business, especially those in the F&B sector, register and compete in online networks.

Shopee Food is a feature of the Shopee application that provides delivery services provided online network provided by the Shopee application. Users from Shopee can order Food & Beverage through the Shopee food service in collaboration with several businesses. Shopee Food is a place provider for businesses to market and offer their products directly in the form of food and drinks directly to consumers with the security and convenience provided by Shopee. With Shopee Food, people will be able to order food safely, get promos and discounts in accordance with the conditions stated in Shopee food and of course transactions are guaranteed to be safe by Shopee Food.

Figure 3. Graph of Food Delivery Usage in 2022



Source: Jackpat (2023)

According to Jakpat's Survey Report entitled *The Habit of Online Food Delivery (OFD)*, out of a total of 1424 respondents, Gofood is the first peak in its use by Indonesians with a user value of 39%. Furthermore, the Shopee Food application is in second place which is used by 38% of respondents. So the shopee food application platform in the number of users is still behind gofood to date.

People in Indonesia, especially in Jakarta, can order food and drinks through online applications as long as they have an account in applications such as Shopee, Gojek, Grab, which in turn use the Food Delivery feature. Many of these online food service users are helped by the ease of getting and providing food and drinks. People who are busy working mostly do not have time to cook and look for food outside with this online food service consumers only need to order anywhere and wait for the driver to deliver their food. (Katadata.co.id, 2022) Food delivery orders are used by most of the community and are most widely used by Generation Z at 43% and millennials at 39%. So it can be seen that the development of this online delivery service will not only increase during the Covid-19 pandemic, but will continue until 2023.

In developing and strengthening its business, every company is competing to become the leading service provider for the community, one of which is for online food delivery, starting from micro, medium and large companies that run in the food sector opening services in this online delivery network, not even through one e-commerce, by working on various application services such as Shopee Food, Go-food, Grab food and many others will make a business have a wider range of customers to reach, and consumers have their own favorite applications.

According to Kotler & Armstrong (2018: 177) consumer purchasing decisions are the decisions of buyers or consumers in choosing which brands they will choose and buy. Consumers make their choice to determine their wishes by thinking about what they will buy.

his needs. Consumer decisions are also influenced by consumer perspectives, opinions on a matter and are also influenced by the surrounding environment. Purchasing decisions exist because of buying interest. Interest is a sense of preference and a sense of interest in a thing or activity without anyone telling you to. According to Ali Hasan (2015: 173) in (Zubaidah Warni, 2020) Purchase interest is the tendency of consumers to buy a brand or take action to relate to purchases as measured by the level of probability of consumers making purchases.

In introducing the company's identity, namely through Brand Image, the image of the business will certainly be one of the many important considerations of consumers to choose and determine decisions in buying food & beverage in online shop service applications such as Shopee Food. According to Firmansyah (2019) Brand image is the perception that customers have when they think about a particular brand. According to information, brand

image is one of the factors that influence buyer decisions. According to Aaker and Biel (2009: 71) in (Septaria& Rizal, 2022) there are indicators that form a brand image, namely the first User image is a set of associations and understandings that consumers perceive of users who use a good or service. b. Manufacturer image is a set of associations or understandings that consumers perceive of users who use a good or service. The maker's image is a set of associations or understandings that consumers perceive of the company / factory that makes a product or service. c Ci.

In addition to Brand Image, a business must also promote their brands and products by using advertising which is sought to inform and expand information about brands and products by reaching a wider and more varied range of consumers. According to Kotler & Armstrong (2018) sales promotion is the shortest short-term promotional mix tool. Promotions can be carried out continuously and continuously to keep consumers informed and provide attractive offers from promotions carried out periodically. According to Kotler et al (2019: 119) Advertising is a form of marketing method that involves creating, selecting, sharing, and expanding content that is interesting, relevant, and useful to a specific audience that allows discussion about it.

In the current Digital era, companies and businesses, especially those running in the F&B sector, apart from being concerned with Brand Image as a description of their business and promoting through advertisements, E-Service Quality is also an important part of digital businesses that rely on internet technology. According to Zeithaml, Bitner, & Gremler (2018) E-Service Quality is known to determine the extent to which a website is able to provide facilities for purchasing and delivering goods efficiently and efficiently and effectively. Online Food Delivery service providers provide services to buyers and sellers by facilitating applications or websites that can be perceived as useful.

This research also refers to the results of previous studies that discuss several related variables that have pros and cons to the variables that I will examine. Kaesar, F.A (2019). Revealed that there is a significant influence of brand image on purchasing decisions from the online food delivery application go food. Hesti, N,F& Andri, N. (2022). Revealed that Brand Image does not have a significant effect on consumer purchasing decisions from the online food delivery shoppe food application.

Apart from being based on the results of the previous research above, which is the gap research in this study. Also based on the phenomenon of the internet and the popularity of Online Food Delivery since the PPKM period which currently continues to grow in Indonesia. There is an increase in the use of Online Food Delivery in society, according to the data above, the majority of Online Food Delivery users come from generation Z which ranges in age from 11-26 years. So the researcher specializes in students as the target of this study because it falls into the age radius of generation Z. With that the researcher is encouraged to develop and expand This research will discuss several variables, namely the influence of Brand image, Advertising, and E-Service Quality on shopee food purchasing decisions in Jakarta. With the data - data and statements that are written and concluded, researchers will conduct research with the title "The Effect of Brand Image, Advertising, and E-Service Quality on Shopee Food Jakarta Customer Purchasing Decisions".

METHOD

Methodology in this study. The variables in this study are divided into two, namely the independent and dependent variables. The dependent variable in this study is the Purchase Decision (Y) which is measured by indicators of product choice, brand choice, purchase time, and purchase amount. While the independent variables in this study are Brand Image (X1) which will be measured through indicators of Brand Strength, Brand Favorability, and Brand Uniqueness. Advertising (X2) which will be measured through indicators of content

marketing, information conveyed, and content distribution through social media. E-Service Quality (X3) which is measured through indicators of Efficiency, Fulfilment, Reliability, Privacy, Responsiveness, and Contact.

This research is a quantitative type of research. The data source of this research comes from primary data obtained from questionnaires distributed via google forms which are distributed via online media such as social media. The object or population in this study are students who are Shopee Food Jakarta consumers who are at least 17 years old. The sample used with lemeshow calculation which shows the number of samples to be used is 96 samples which are then rounded up to 100 samples. According to Ghozali (2021), it is said that a good sample size is used for the use of the partial least squalre (PLS) method, namely 30-100 respondents. The data analysis techniques used in this study are: Descriptive analysis

DISCUSSION

Validity Test

The validity test uses convergent validity and Discriminant Validity, namely whether the value of each Construction will describe the relationship of each indicator in the study with its latent variable because it has fulfilled convergent validity and discriminant validity with the outer model. Analyzing convergent validity and discriminant validity. "From the convergent validity test results, the loading factor with a value of 0.50 to 0.60 is said to have been fulfilled. This value provides a picture of convergent validity which means that from one latent variable more than 50% of the indicator variance can be explained on average" (Ghozali, 2021). Meanwhile, "From the results of the discriminant validity test, it is suggested that the score on AVE must exceed 0.50" (Ghozali, 2014, p. 39).

Purchasing Decision (Y)

Table 1. Purchasing Decision

	<i>Outerloading</i>
KEP1	0.777
KEP2	0.702
KEP3	0.814
KEP4	0.789
KEP5	0.736
KEP6	0.799
KEP7	0.808
KEP8	0.783

Source: SmartPLS (2023)

Judging from the table, there is an outer loading factor value of the purchasing decision variable which results in each indicator all having a value of more than 0.7. This means that all indicators in the purchase decision variable have a large amount of influence in forming the dependent variable. The highest outer loading factor value is found in KEP 3 with a value of 0.814 which indicates that shoope food is a popular application for food delivery services.

Brand Image (X1)

Table 2. Brand Image

	<i>Outerloading</i>
BI1	0.83
BI2	0.803
BI3	0.862
BI4	0.824
BI5	0.797
BI6	0.832

Source: SmartPLS (2023)

Based on the table above, there is an outer loading factor value of the brand image variable which results in each indicator all having a value of more than 0.7. This means that all indicators on the brand image variable have a high influence on the brand image variable. The highest outer loading factor value is found in BI 3 with a value of 0.862 which indicates that I feel happy using the shopee food application.

Advertising (X2)

Table 3. Advertising

	<i>Outerloading</i>
IK1	0.816
IK2	0.885
IK3	0.757
IK4	0.838
IK5	0.685
IK6	0.822

Source: SmartPLS (2023)

From the table data, there is an outer loading factor value of the advertising variable which results in each indicator all having a value of more than 0.7. This means that all indicators in the advertising variable have a high influence in shaping the advertising variable. The highest outer loading factor is found in IK 2 with a value of 0.885, which indicates that shoope food advertisements influence customers to use its services.

E-Service Quality (X3)

Table 4. E-Service Quality

	<i>Outerloading</i>
EQ1	0.831
EQ2	0.854
EQ3	0.817
EQ4	0.879
EQ5	0.717

EQ6	0.793
EQ7	0.627
EQ8	0.743
EQ10	0.678
EQ11	0.781
EQ12	0.834

Source: SmartPLS (2023)

Based on the table above, there is an outer loading factor value of the e - service quality variable which results in each indicator all having a value above 0.6. This means that all indicators in the e - service quality variable have a high influence to influence the e - service quality variable. The highest outer loading factor value is in EQ 4 with a value of 0.879 which indicates that shoope food serves customers professionally.

Discriminant Validity test

Table 5. Average Variand Extracted (AVE)

	AVE
Brand Image	0.681
Iklan	0.61
E-Service Quality	0.645
Keputusan Pembelian	0.604

Source: SmartPLS (2023)

In the table, that a good AVE value is greater than 0.5 (Ghozali, 2014, p. 39). Brand Image produces 0.681 or 26.6%, Advertising produces 0.610 or 23.8%, E - Service Quality produces 0.645 or 25.2%, and Purchasing Decisions have results of 0.604 or 23.5%.

Reliability Test

After testing with validity, then analyze with the reliability test. Reliability test is used in order to find evidence of consistency, accuracy and precisely the instrument to measure the structure (Ghozali& Latan, 2015, p. 75). Seeing reliability can be seen from the output results in the SmartPLS application, which are obtained from the Croobach Alpha and Composite Reliability values of each variable. Reliability testing of indicators on brand image variables, advertising, e-service quality, and purchasing decisions. Can be done in 2 ways, namely composite reliability and Cronbach's alpha (Ghozali, 2014, p. 64). The following is the Composite Reliability value from the Smart Pls 4.0 output as follows:

Table 6. Composite Reliability

	Composite Reliability
Brand Image	0.927
Iklan	0.945
E – Service Quality	0.916
Keputusan Pembelian	0.924

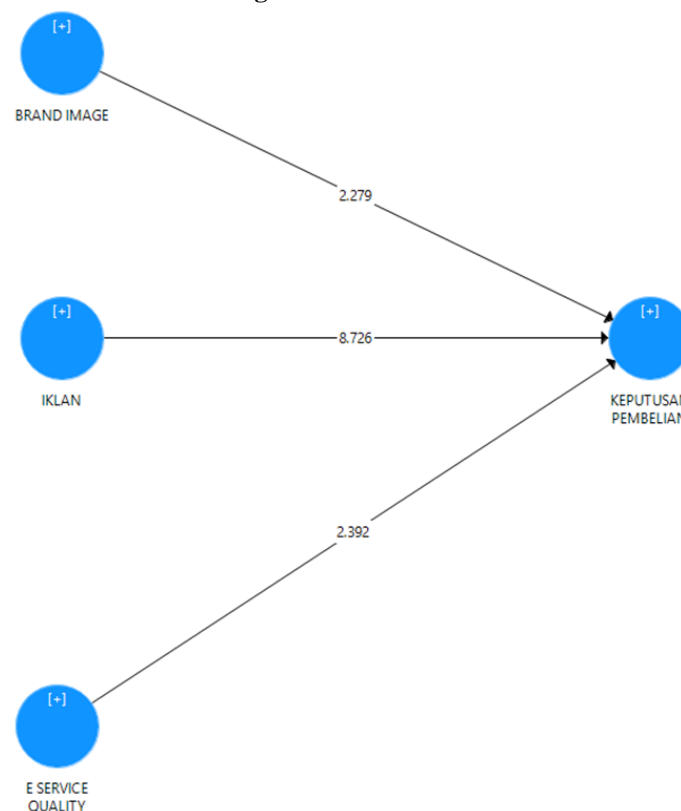
Source: SmartPLS (2023)

Judging from the table, it can be seen the composite reliability of the brand image, advertising, e-service quality, and purchase decision variables. If you get a value of more than 0.70, it means that the statements that have been made by each indicator have met the specified criteria. According to (Ghozali, 2014, p. 65) The highest combined reliability value can be achieved if the value exceeds 0.70. The service quality variable has a value of 0.945, while the advertising variable has the lowest value of 0.916. These results obtained the conclusion that the instrument on each indicator of the research variable has a high reliability value because of the consistency as well as the accuracy used as a good measure, so that the data used can be trusted to proceed to further research.

Structural Model (Inner Model)

The next stage after measuring the outer model is continued by testing the inner model or structural model seen from the output results of the SmartPLS application through the R-Square value. SmartPLS software also functions to analyze indirect effects and direct T and P statistical values. These values are used as cutoff values to determine whether a hypothesis is accepted or rejected.

Figure 4. Inner Model



Source: SmartPLS (2023)

R Square

The coefficient of determination (R-Square) is a tool that evaluates how far the model can explain the variation in the dependent variable. The coefficient of determination is zero and one. A small relationship value indicates that any difference in the independent variable has an impact on almost all the information needed to make predictions about the dependent variable. (Ghozali, 2014 p. 183). According to (Ghozali, 2014, p. 42) if the result of the R² value is 0.67 (good), 0.33 (moderate), and 0.19 (weak). The output results of the SmartPLS application are as follows.

Tabel 7. R-Square

	<i>R - Square</i>	<i>R – Square Adjusted</i>
Keputusan Pembelian	0.74	0.731

Source: SmartPLS (2023)

Judging from the table, the R-Square for the purchasing decision variable gets a value of 0.74, meaning that the quality of brand image, advertising, and e-service quality is able to describe purchasing decisions by 74% and the other 26% is due to other factors that are not in the research discussion, such as product quality, price, and others..

T-Statistical Test

Hypothesis testing is used to determine the validity of statistical statements and to reach a conclusion that the results can be accepted or rejected. The purpose of hypothesis testing is to show the basis, which can be used to validate data to make decisions about the validity of the hypothesis that has been compiled. (Sugiyono, 2017, p. 160). So, t-statistic testing is used to measure it. The results of the SEM PLS 4.0 obtained path coefficient and indirect effect values which are used in order to understand the magnitude of the effect of the relationship between the t-statistic test and the variables in this study with the aim of obtaining the effect of the relationship on brand image variables (X1), advertising (X2) e - service quality (X3), and purchasing decisions (Y).

Table 8. Uji T

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
BI > KP	0.194	0.194	0.08	2.279	0.015
IK > KP	0.613	0.615	0.073	8.726	0
EQ > KP	0.152	0.158	0.066	2.392	0.021

Source: SmartPLS (2023)

Judging from the table, it can be seen in the original sample that, the brand image variable on purchasing decisions produces a value of 0.194 or 19.4%, which means that it has a positive influence from brand image on purchasing decisions and results in that, t count 2.279 is greater than t table 1.986 and has a significant value of 0.015 below 0.05. This shows that brand image has a significant influence through purchasing decisions. So, these results show that H1 can be accepted. advertising on purchasing decisions produces a value of 0.613 or 61.3%, meaning that it has a positive influence from advertising on purchasing decisions. Then, the results of testing the advertising variable on purchasing decisions show that, t count 8.726 is greater than t table data 1.986 and has a significant value of 0.000 below 0.05. This means that advertising has a significant influence on purchasing decisions. So, these results obtained that H2 can be accepted. E - service quality on purchasing decisions produces a value of 0.152 or 15.2%, meaning that there is a positive influence of e - service quality on purchasing decisions. Then, the results of testing the e - service quality variable on purchasing decisions show that, Calculated 2.392 is greater than the t table data of 1.986 and has a significant value of 0.021 below 0.05. This means that e - service quality has a significant influence on purchasing decisions. So, these results obtained that H3 can be accepted.FStimulant Test

In this study there is a simultaneous test or more popularly known as the F test. The aim is to see together the effect of the independent variables on the dependent variable. In the next step, the

comparison process is carried out between the f-count and the f-table, where the f-count must be greater than the f-table value so that the results can be said to have a positive and significant effect simultaneously after being tested..

$$F \text{ Hitung} = \frac{R^2 / k}{(1-R^2)/(n-k-1)}$$

$$F \text{ Hitung} = \frac{0.731/3}{(1-0.731)/(100-3-1)} = \frac{0.243}{0.269/96} = \frac{0.243}{0.0028} = 86.785$$

Based on the results of the f test calculation above, it shows the number 86.785 with a probability of 0.05. For the value of the F table itself after calculating with the formula $f(K: n - K - 1)$ got the results (3: 96). When compared, the result is $f \text{ count } 86.785 > 2.700$ f table. So it is concluded that the variables of brand image, advertising, e - service quality on purchasing decisions have a positive and significant effect simultaneously or together.

The Effect of Brand Image on Purchasing Decisions

From the results of the research that the researchers have done, the results show that the brand image variable has a positive effect on purchasing decisions, which is known from the original sample value and with a correlation value of 0.194 or 19.4%. For the t-statistic test of the brand image variable, the results have a positive effect on purchasing decisions with a t-table value that is greater than the t-count of $2.279 > 1.986$. This is also in line with the results of the smaller P-Values value of $0.015 < 0.05$ which shows that brand image has a significant effect on purchasing decisions. In the first hypothesis, namely various brand image indicators such as brand strength, brand liking, and brand uniqueness have an effect on purchasing decisions can be accepted. This means that each factor of the purchasing decision in this study of shoope food service consumers is influenced by the brand image variable.

According to Caesar's research (2019) which in this study states that Brand Image has a positive and significant effect on purchasing decisions. The more recognizable the brand and the benefits it brings, the higher the consumer's decision to buy a product or service will certainly increase and increase consumer interest and attractiveness, so that consumer decisions in choosing and buying will have more tendency. L K. Putra (2021) states that Brand Image has a positive and significant effect on purchasing decisions. Buying will have more tendencies. This research is not in line with research from Hesti & Andri (2022) which in this research states that Brand Image does not have a significant influence on purchasing decisions.

The Effect of Advertising on Purchasing Decisions

From the results of the research that the researchers have done, the results show that the advertising variable has a positive effect on purchasing decisions, which is known from the original sample value and with a correlation value of 0.613 or 61.3%. For the t-statistical test of the advertising variable, the results have a positive effect on purchasing decisions with a larger t-table value. compared to the t-count of $8.726 > 1.986$. This is also in line with the results of the smaller P-Values value of $0.000 < 0.05$ which shows that advertising has a significant effect on purchasing decisions. In the first hypothesis, namely various advertising indicators such as content marketing, information conveyed, and content distribution have an effect on purchasing decisions can be accepted. This means that each factor of the purchasing decision in this study of shoope food service consumers is influenced by the advertising variable.

According to A, P. Suciadi (2021) which in this study states that advertising has a positive and significant effect on purchasing decisions. The more effective and efficient the advertisements introduced to the community, of course, the more it will increase and increase

consumer interest and attractiveness, so that consumer decisions in choosing and buying will have more tendency. R. B. Nalpitupulu (2022) states that advertising has a positive and significant effect on purchasing decisions. The more effective and efficient the advertisements that are introduced to the public, of course, the more they increase and increase consumer interest and attractiveness, so that consumer decisions in choosing and buying will have more tendency. T. Dewi (2022) states that advertising has a positive and significant effect on purchasing decisions. The more effective and efficient the advertisements introduced to

The Effect of E - Service Quality on Purchasing Decisions

From the results of the research that the researchers have done, the results show that the E-Service Quality variable has a positive effect on purchasing decisions, which is known from the original sample value and with a correlation value of 0.152 or 15.2%. For the E-Service Quality variable t-statistic test, the results have a positive effect on purchasing decisions with a t-table value that is greater than the t-count of $2.392 > 1.986$. This is also in line with the results of the smaller P-Values value of $0.021 < 0.05$ which shows that E-Service Quality significantly affects purchasing decisions In the first hypothesis, namely various brand image indicators such as efficiency, fulfillment, reliability, privacy, responsiveness, and contact have an effect on purchasing decisions can be accepted. That is, this means that each factor of the purchasing decision in this study of shoope food service consumers is influenced by the E-Service Quality variable.

According to S. Noviana (2022) which in this study shows that E-Service Quality has a significant effect on purchasing decisions Service services such as websites and applications that are good and easy to use will certainly increase and increase consumer interest and attractiveness, so that consumer decisions in choosing and buying will have more tendency. N. Cholis et al (2023) state that E-Service Quality has a positive and significant effect on purchasing decisions.

The Effect of Brand Image, Advertising, and E - Service Quality on Purchasing Decisions

From the results of this study, the results of the F test show that f count $86.785 > 2.700$ f table, which means that brand image, advertising, and e - service quality simultaneously influence purchasing decisions on Shopee Food purchases. This is supported by the results of the adjusted R square where 73.1% brand image, advertising, and e - service quality influence purchasing decisions. The remaining 27.9% is influenced by other factors not examined in this study.

This research is in line with previous research conducted by T. Dewi (2022) which in this study states that Brand image, advertising and E-Service Quality have a significant and positive influence on purchasing decisions.

Conclusion

From the results of the above analysis and the discussion that the researchers conducted, then the researchers can draw conclusions that:

Brand Image variable has a partial influence on Shopee food purchasing decisions for students in Jakarta. Brand Image variable has a positive and significant effect, which Brand Image is one of the factors that influence shoope food purchasing decisions.

The Advertising variable has a partial influence on Shopee food purchasing decisions for students in Jakarta. The advertising variable has a positive and significant effect, where advertising is one of the factors that influence shopee food purchasing decisions.

The E - Service Quality variable has a partial influence on Shopee food purchasing decisions for students in Jakarta. The E - Service Quality variable has a positive and significant effect, where E - Service Quality is one of the factors that influence shopee food purchasing decisions.

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