

## THE INFLUENCE OF BRAND PERCEPTION, TRUST, AND BEHAVIOR ON REPURCHASE PATTERNS

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### ABSTRACT

*The purpose of this study is to find out the effect of product brand perception, trust in the webstore, and store brand perception on repurchase pattern through behavioral intention for Tokopedia users in DKI Jakarta. The discussion described in this study is regarding purchases at Tokopedia e-commerce. The form of this study uses descriptive and casual research, the measurement of each variable using 5 points Likert scale. This study uses primary data and data collection through the questionnaire. The research sample was obtained through the purposive sampling method and used as many as 249 respondents who met the criteria. This study used SEM as a test tool. The results of this research show that product brand perception, trust in the webstore, store brand perception have an effect on behavioral intention, behavioral intention have an effect on repurchase pattern.*

Keywords: Product brand perception, trust in the webstore, store brand perception, behavioral intention, repurchase pattern.

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### INTRODUCTION

Technology in the current era shows a rapid increase and continues to develop, especially in the field of the internet (Ghobadi, 2020). The internet is beneficial for easier communication and faster searching for information. However, the buying and selling process also becomes more practical and profitable. Even nowadays, all activities such as school or work can be done from home via the internet. Based on We Are Social, if seen in the last five years, from 2018 to 2022, in Indonesia, there is a sharp increase in internet users, reaching 54.25 per cent with an internet penetration rate of up to 73.7% of the total population. According to APJII 2022 in Indonesia, the highest internet penetration rate by province is occupied by DKI Jakarta, with a percentage of 83.39 per cent.

With internet technology that provides convenience for human life, it has resulted in changes in people's behavior who want to do everything easier. It can be done via the internet, one of which is in transactions or shopping. Based on the APJII survey, the reason for using the internet to conduct online transactions is 79.00 per cent. Supported by Data Reportal in January 2022, Indonesia is the 11th ranked country out of 48 other countries, with a percentage of 60.6 per cent of internet users who buy something online every week.

This can provide opportunities for everyone to open a business online and can also be utilized by e-commerce to conduct online buying and selling transactions. According to DataIndonesia.id, the number of transactions in Indonesian e-commerce has increased rapidly yearly. In the last five years, the largest increase in transaction value occurred in 2019, by 94.34 per cent and in 2021, by 51.6 per cent. The increase in e-commerce transactions that continues to increase shows that Indonesia can be a promising market for marketplace companies.

Marketplace was formed from the rapid growth of internet technology as a solution in the trade industry. Where sellers can sell online without creating a stall such as a website, sellers only need to register an account and provide complete product information in the marketplace (Yustiani & Yunanto, 2017). Tokopedia is one of the most popular e-commerce options that provide marketplace facilities for businesses. The convenience of the marketplace and the changing consumer behavior that tends to buy online attracts many business people to register in the marketplace to sell, thus causing many sellers with various kinds of store brands and products offered so that consumers can have their perceptions on various choices of product brands or store brands that they consider to form an interest in making a purchase.

Based on the Theory of Planned Behavior, individuals carrying out certain behavior are based on their behavioral intentions (Ghozali, 2020). In this case, Behavioral Intention is the behavioral intention of consumers to perform repurchase pattern behavior. So among the many choices of store brands and product brands that exist in e-commerce, what will shape consumer behavioral intention is influenced by their perception of the product brand, perception of the store brand, and trust.

According to iPrice Insight, the number of visitors to the Tokopedia website in the first quarter (January-March) ranked first, with the number of visitors always above 130 million visitors during 2022, 2021, and 2019. However, in 2020 it experienced a drastic decrease in visitors and ranked second after Shopee. According to the Top Brand Award phase 2, Tokopedia in 2018-2022 has always been ranked in the TOP 3. However, the percentage shows fluctuations or tends to be unstable, with a fairly small TBI percentage figure of less than 20% compared to its competitors, Shopee and Lazada, which have reached more than 30 percent. Tokopedia ranks in the top 3 in the Top Brand Index but has a fluctuating TBI percentage, and the lack of a repurchase pattern by users can cause this fairly small TBI percentage. The repurchase pattern is the actual purchase rate, frequency of purchasing behavior, or even the repurchase of a particular brand (Vásquez & Vera-Martínez, 2020). However, Tokopedia still has the highest number of visitors in the first quarter in the last five years compared to its competitors; this shows that users still have behavioral intention towards Tokopedia.

Behavioral intention predicts user consideration before making a repurchase pattern based on several factors, such as product brand perception, trust in the webstore, and store brand perception. Previous research by Albarq (2020) stated that there was an influence of product brand perception, trust in the webstore, store brand perception, and behavioral intention on repurchase patterns on e-commerce websites in Jordan. This study determines the influence of the factors of product brand perception, trust in the webstore, and store brand perception on repurchase patterns through behavioral intention on Tokopedia users in DKI Jakarta.

This study uses the theoretical basis of consumer Imagery and the theory of planned behavior (TPB). According to Schiffman and Wisenblit (2019, 96), Consumer Imagery refers to consumer perceptions of all components of brands, products, and services. This theory is the basis for explaining the variables of Product Brand Perception and Store Brand Perception. Meanwhile, TPB helps this research by providing a theoretical mechanism for the relationship between behavioral intention and repurchase pattern. TPB explains the relationship between behavioral intentions and actual behavior by including non-volitional behavior (Ghozali, 2020). So the higher the behavioral intention, the higher the actual behavior (repurchase pattern).

### **PRODUCT BRAND PERCEPTION**

According to Albarq (2020), defining Product Brand Perception refers to how customers see the quality of the web store product catalogue. According to Vásquez and Vera-Martínez (2020), Product Brand Perception is a cognitive association of the product brand offered with the promise of fulfilment based on reputation and previous experience. According to Erlangga (2020), Product Brand Perception is formed from the individual seeing the quality of a product based on his perception. Individuals relate to brands based on their personalities, interests, and self-concepts.

It can be concluded that Product Brand Perception is the customer's perception of the product brand based on product quality, reputation, and experience and is related to the customer's personality and interests, in this case, referring to products in e-commerce. So it can be described as a hypothesis:

H1: There is an effect of product brand perception on behavioral intention.

### **TRUST IN THE WEBSTORE**

According to Albarq (2020), Trust is very applicable to products and vendors in the e-commerce arena. Trust in web stores includes security, confidentiality guarantee, and a reliable image. According to Vásquez and Vera-Martínez (2020), Trust in the Webstore is the consumer's perception that the service provider can be relied upon to keep its promises. According to Schiffman and Wisenblit (2019, 14), Trust when making transactions on a website, namely by trusting the website's performance and honest sellers so that they can be relied upon in completing purchase transactions successfully. According to (Nghah et al., 2021), Trust plays an important role in influencing customer perceptions of web stores. An informative and friendly webshop will help create a strong impression on customers.

It can be concluded that Trust in the Webstore is an important thing that applies when making online purchase transactions, especially in e-commerce. Consumers trust e-commerce sites and sellers who are informative, friendly, and reliable in keeping their promises. So it can be described as a hypothesis:

H2: There is an influence of trust in the webstore on behavioral intention on Tokopedia users in DKI Jakarta.

### **Store Brand Perception**

According to Albarq (2020), Store Brand Perception refers to brand associations that strongly resonate with consumers' minds. Brand association refers to consumers' perceived benefits or perceptions related to store characteristics. According to Vásquez and Vera-Martínez (2020), Store Brand Perception is a cognitive association of the store name and logo with the promise of delivery based on reputation and previous experience as an indication of the quality and added value. Store Brand Perception is consumers' perception of different brands of identical products on sale and impacts the purchasing decision process. (Martensos 2007, Nadeem et al 2019).

It can be concluded that Store Brand Perception is the customer's perception of brand associations based on store characteristics, store logos, delivery promises, and the experience promised by the brand that will impact purchasing decisions. So it can be described as a hypothesis:

H3: There is an influence of store brand perception on behavioral intention.

### **BEHAVIORAL INTENTION**

According to Albarq (2020), Consumer Commitment consistently buys a brand or visits a brand store because of personal preference. According to Adelia and Prasastyo (2019) Behavioral intention is indicators that signal whether consumers will reuse company service. A stronger intention to do something can increase the likelihood of performing the behavior (Park et al., 2019). According to Purwianti and Tio (2017), Behavioral Intention can ensure the possibility that future consumers will perform a certain behavior. It can be concluded that Behavioral Intention is a predictor to measure the likelihood that consumers will perform certain consistent behaviors in the future, such as visiting e-commerce or making product purchases. So it can be described as a hypothesis:

H4: There is an influence of behavioral intention on repurchase pattern.

### **REPURCHASE PATTERN**

According to Vásquez and Vera-Martínez (2020), Repurchase Pattern is the actual purchase rate, the frequency of consumer purchasing behavior, and even the repurchase of certain brands in certain categories. According to Albarq (2020), Online Repurchase is a subjective probability that experienced buyers make repeated purchases from the same online retailer. According to Chairunnisa (2019), If consumers are satisfied with a product, they will tend to purchase the product repeatedly and form consumption or consumer purchasing patterns. According to Agmeka, Wathoni, and Santoso (2019) consumers who have intention to buy can show actual buying behavior or actual behavior.

It can be concluded that Repurchase Pattern is the level of actual purchases or repeated purchases made by experienced buyers based on satisfaction with products or services from online retailers in the same e-commerce.

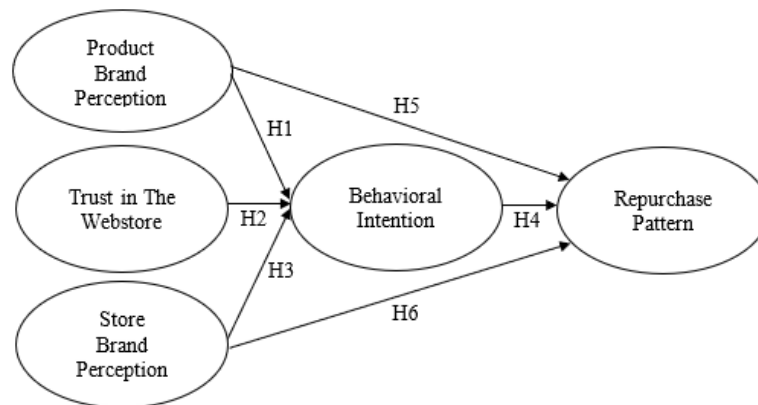


Figure 1. Research Framework

**METHODS**

The form of research used by this research is descriptive and causal. According to Sekaran and Bougie (2016, 43-44), descriptive research collects data from the characteristics of the object under study, such as people, events, or situations. This study uses causality research to determine factors that can have a cause-and-effect effect to determine the effect of product brand perception, trust in the webstore, and store brand perception on repurchase patterns through behavioral intention on Tokopedia users in DKI Jakarta.

The sample of this study were respondents with criteria set by the researcher, namely: domiciled in DKI Jakarta, at least 17 years old, made transactions on Tokopedia at least three times in the last 3 months, as a decision maker in purchasing, and has income. The purposive sampling method was used to determine the sample, which according to Sugiyono (2019, 131), is a sampling technique with certain considerations. The minimum sample size in this study is ten times the number of indicators (Ghozali 2021, 22). This study has 17 indicators, so  $10 \times 17 = 170$  respondents. However, this study obtained 249 respondents who fit the criteria. Using a 5-point Likert scale for respondents to rate each question indicator and using the SEM (Structural Equation Modeling) method as data analysis.

**RESULTS**

The results of processing questionnaire data in accordance with the criteria, and the characteristics of respondents are obtained in the following table:

Table 1 Respondents' Characteristics

Characteristic	Description	Total	Grand Total
Gender	Male	90	249
	Female	159	
Age	17 – 25 years old	235	249
	26 – 35 years old	8	
	36 – 45 years old	3	
	46 – 55 years old	3	
Income per Month	≤ Rp 1.000.000	85	249
	Rp 1.000.001 - Rp 2.000.000	44	
	Rp 2.000.001 - Rp 3.000.000	34	
	Rp 3.000.001 - Rp 4.000.000	20	
	≥ Rp 4.000.001	66	
Time length of usage of Tokopedia	1 Year	55	249
	2 Years	56	
	3 Years	64	
	4 Years	28	
	≥ 5 Years	46	
Make transactions on Tokopedia 3x in the last 3 months	Yes	249	249
Domiciled in DKI Jakarta	Yes	249	249

Source: Statistical data processing results

**Table 2 Loading Factor and AVE Value**

	Items	Loadings	AVE
Product brand perception	PBP1	0,872	0,777
	PBP2	0,912	
	PBP3	0,870	
Trust in the webstore	TTW1	0,802	0,753
	TTW2	0,891	
	TTW3	0,907	
Store brand perception	SBP1	0,931	0,859
	SBP2	0,921	
	SBP3	0,929	
Behavioral intention	BI1	0,906	0,830
	BI2	0,901	
	BI3	0,907	
	BI4	0,929	
Repurchase pattern	RP1	0,834	0,658
	RP2	0,670	
	RP3	0,890	
	RP4	0,833	

Source: Statistical data processing results

The criteria for the loading factor value are seen from the correlation above 0.70, but if the value is 0.50 to 0.60, it is still acceptable (Ghozali 2021, 43-44). The table above shows that the loading factors on the 17 variable indicators have a value of > 0.60. So it is concluded that all variables produce high convergent validity, so they meet the criteria.

**Table 3 Cross Loadings**

	Behavioral intention	Product brand perception	Repurchase pattern	Store brand perception	Trust in the webstore
BI1	<b>0,906</b>	0,445	0,666	0,495	0,502
BI2	<b>0,901</b>	0,452	0,731	0,485	0,479
BI3	<b>0,907</b>	0,501	0,736	0,548	0,529
BI4	<b>0,929</b>	0,496	0,735	0,511	0,473
PBP1	0,369	<b>0,872</b>	0,426	0,488	0,372
PBP2	0,413	<b>0,912</b>	0,455	0,539	0,431
PBP3	0,560	<b>0,860</b>	0,539	0,646	0,525
RP1	0,725	0,421	<b>0,834</b>	0,453	0,412
RP2	0,450	0,258	<b>0,670</b>	0,335	0,320
RP3	0,689	0,513	<b>0,890</b>	0,515	0,483
RP4	0,650	0,531	<b>0,833</b>	0,579	0,559
SBP1	0,518	0,609	0,574	<b>0,931</b>	0,580
SBP2	0,479	0,585	0,527	<b>0,921</b>	0,558
SBP3	0,559	0,596	0,535	<b>0,929</b>	0,615
TTW1	0,370	0,446	0,441	0,464	<b>0,802</b>
TTW2	0,532	0,419	0,468	0,560	<b>0,891</b>
TTW3	0,493	0,480	0,535	0,606	<b>0,907</b>

Source: Statistical data processing results

Discriminant validity seen from each indicator must be greater than the correlation between other variables or seen from the cross-loading PLS Alogarithm report (Ghozali 2021, 35). The results in the table above show that the correlation of each variable indicator is greater than the other variable indicator blocks.

**Table 4 Fornel Larcker Criterion Correlation between Constructs with AVE Square Root Value**

	<b>Behavioral intention</b>	<b>Product brand perception</b>	<b>Repurchase Pattern</b>	<b>Store brand perception</b>	<b>Trust in the webstore</b>
Behavioral intention	<b>0,911</b>				
Product brand perception	0,521	<b>0,882</b>			
Repurchase pattern	0,788	0,545	<b>0,811</b>		
Store brand perception	0,561	0,644	0,589	<b>0,927</b>	
Trust in The Webstore	0,545	0,513	0,555	0,631	<b>0,868</b>

Source: Statistical data processing results

According to Ghozali (2021, 37) Another test is to assess the validity of the construct by looking at the AVE value. A good model if the AVE of each construct is greater than 0.50 or the AVE square root value of each construct must be greater than the correlation of the other constructs. The results of the table above show that each indicator value for the construct has met the criteria for an AVE value above 0.50 and the AVE root value of each construct is greater than the correlation value of other constructs.

**Table 5 Composite Reliability and Cronbach's Alpha**

	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>
Product brand perception	0,913	0,859
Trust in the webstore	0,901	0,837
Store brand perception	0,948	0,918
Behavioral intention	0,951	0,932
Repurchase pattern	0,884	0,825

Source: Statistical data processing results

To measure construct reliability, Cronbach's alpha and composite reliability must be more than 0.70 for good reliability (Ghozali 2021, 45). The results in the table above, each variable has a value exceeding 0.70. So it is concluded that the variables product brand perception, trust in the webstore, store brand perception, behavioral intention, and repurchase pattern produce good reliability.

**Table 6 R-Squared**

	<b>R-Square</b>	<b>Model</b>
Behavioral Intention	0,403	Weak
Repurchase Pattern	0,659	Moderate

Source: Statistical data processing results

The results of the R-Square Test, namely the behavioral intention variable, can be explained by the product brand perception, trust in the webstore, and store brand perception variables by 40.3 per cent. In comparison, the remaining 59.7 per cent is explained by other variables not contained in this study. The repurchase pattern variable is explained by the behavioral intention variable by 65.9 per cent, while the remaining 34.1 per cent is explained by other variables not contained in this study.

**Table 7 Prediction Relevance Test**

	<b>Q<sup>2</sup> (=1-SSE/SSO)</b>
Behavioral Intention	0,327
Repurchase Pattern	0,424

Source: Statistical data processing results

The Prediction Relevance Test (Q2) results are that each variable has a value > 0, indicating that all parameter estimation indicators are good and produce endogenous predictive relevance.

**Table 8 Summary of The Structural Model**

Hypothesis	Path	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Supported
H1	PBP - BI	0.223	0.058	3.858	0.000	YES
H2	TTW - BI	0.278	0.073	3.794	0.000	YES
H3	SBP - BI	0.242	0.077	3.126	0.002	YES
H4	BI - RP	0.643	0.043	15.058	0.000	YES
H5	PBP - RP	0.108	0.052	2.097	0.036	YES
H6	SBP - RP	0.159	0.050	3.183	0.001	YES

Source: Statistical data processing results

H1 shows the relationship between Product brand perception and Behavioral Intention on Tokopedia users in DKI Jakarta has a sample origin value of 0.223, t-statistic 3.858 > t-table 1.96, and p-value 0.000 < 0.05. It can be concluded that Ha is accepted; Product brand perception affects the behavioral intention of Tokopedia users in DKI Jakarta. Hypothesis 1 has a positive relationship between the two variables, so the higher the product brand perception, the higher the behavioral intention.

H2 shows that Trust in The Webstore on Behavioral Intention on Tokopedia users in DKI Jakarta has a sample origin value of 0.278, t-statistic 3.794 > t-table 1.96, and p-value 0.000 < 0.05. It can be concluded that Ha is accepted; trust in the webstore affects the behavioral intention of Tokopedia users in DKI Jakarta. Hypothesis 2 has a positive relationship between the two variables, so the higher the trust in the webstore, the higher the behavioral intention.

H3 shows the relationship between store brand perception and behavioral intention of Tokopedia users in DKI Jakarta has a sample origin value of 0.242, t-statistic 3.126 > t-table 1.96, and p-value 0.002 < 0.05. It can be concluded that Ha is accepted, and store brand perception affects behavioral intention for Tokopedia users in DKI Jakarta. Hypothesis 3 has a positive relationship between the two variables, so the higher the store brand perception, the higher the behavioral intention.

H4 shows the relationship between behavioral intention and repurchase pattern on Tokopedia users in DKI Jakarta has a sample origin value of 0.643, t-statistic 15.058 > t-table 1.96, and p-value 0.000 < 0.05. It can be concluded that Ha is accepted, and there is an effect of behavioral intention on the repurchase pattern for Tokopedia users in DKI Jakarta. Hypothesis 4 has a positive relationship between the two variables, so the higher the behavioral intention, the higher the repurchase pattern.

H5 shows the relationship between product brand perception and repurchase pattern on Tokopedia users in DKI Jakarta has a sample origin value of 0.108, t-statistic 2.097 > t-table 1.96, and p-value 0.036 < 0.05. It can be concluded that Ha is accepted; product brand perception affect the repurchase pattern for Tokopedia users in DKI Jakarta. Hypothesis 5 has a positive relationship between the two variables, so the higher the product brand perception, the higher the repurchase pattern.

H6 shows the relationship between store brand perception and repurchase pattern on Tokopedia users in DKI Jakarta has a sample origin value of 0.159, t-statistic 3.183 > t-table 1.96, and p-value 0.001 < 0.05. It can be concluded that Ha is accepted; there is an effect of store brand perception on the repurchase pattern for Tokopedia users in DKI Jakarta. Hypothesis 6 has a positive relationship between the two variables, so the higher the store brand perception, the higher the repurchase pattern.

**Table 9 Specific Indirect Effect**

Hypothesis	Path	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
H7	PBP – BA - RP	0.143	0.038	3.723	0.000
H8	TTW – BA - RP	0.178	0.051	3.125	0.000
H9	SBP – BA - RP	0.155	0.050	3.502	0.002

Source: Statistical data processing results

H7 shows that the relationship between product brand perception on repurchase pattern through behavioral intention has a positive original sample estimate value of 0.143 and a t-statistic value greater than the t table value of 3.723 > 1.96 and a p-value of 0.000 < 0.05. This hypothesis test concludes that Ha is accepted, namely that there is a mediating influence (indirect effect) of product brand perception on repurchase patterns through behavioral intention on Tokopedia users in DKI Jakarta.

H8 shows that the relationship between trust in the webstore through behavioral intention on repurchase pattern has a positive original sample estimate value of 0.178 and a t-statistic value greater than the t table value of 3.125 > 1.96 and a p-value of 0.000 < 0.05. This hypothesis test concludes that Ha is accepted; namely, there is a mediating influence (indirect effect) of trust in the webstore on repurchase patterns through behavioral intention on Tokopedia users in DKI Jakarta.

H9 shows that the relationship between store brand perception on repurchase pattern through behavioral intention has a positive original sample estimate value of 0.155 and a t-statistic value greater than the t table value of 3.502 > 1.96 and a p-value of 0.002 < 0.05. This hypothesis test concludes that Ha is accepted, namely that there is a mediating influence (indirect effect) on store brand perception on repurchase pattern through behavioral intention on Tokopedia users in DKI Jakarta.

## CONCLUSION

Based on the results of data analysis, collection, and processing have been carried out, the following conclusions are obtained: 1) There is an effect of product brand perception on the behavioral intention of Tokopedia users in DKI Jakarta. This is in accordance with previous research (Albarq, 2020), where product brand perception affects behavioral intention. 2) There is an effect of trust in the webstore on the behavioral intention of Tokopedia users in DKI Jakarta. This is in accordance with previous research (Albarq, 2020), where trust in the webstore affects behavioral intention. 3) There is an effect of store brand perception on the behavioral intention of Tokopedia users in DKI Jakarta. This is in accordance with previous research (Albarq, 2020), where store brand perception affects behavioral intention. 4) There is an effect of behavioral intention on the repurchase pattern for Tokopedia users in DKI Jakarta. This is in accordance with previous research (Albarq, 2020), where behavioral intention affects repurchase pattern. 5) There is an effect of product brand perception on the repurchase pattern for Tokopedia users in DKI Jakarta. 6) There is an influence of store brand perception on the repurchase pattern for Tokopedia users in DKI Jakarta.

Several limitations were obtained during the research, such as: 1) Other research variables can affect Behavioral Intention and Repurchase patterns, which are not examined in this study. 2) There are energy, time, and cost limitations, so this study uses a limited number of respondents. 3) This study has a limited sample area, only Tokopedia users in DKI Jakarta.

Recommendations that researchers can suggest for further research, such as: 1) Using other independent variables that have more possibility of influencing behavioral intention and repurchase pattern, such as Price, E-WOM, Customer Satisfaction, and others, so that the results of further research can be more diverse. 2) It is recommended to add more respondents so that the results represent the research sample. 3) Expanding the research sample area not only in DKI Jakarta is recommended.

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