

E-Service Quality, CBBE* On Purchase Interest

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Abstract. This study's research objectives included testing and analyzing the effects of quality of electronic services, brand awareness and brand image on purchase interest. The e-commerce users of Shopee were the study's object. In this study, non-probability sampling with a purposive sampling method was employed for a sample size of 100 respondents. Multiple linear regression was used for data analysis. According to the study's findings, brand awareness and the quality of electronic services have a significant positive influence on purchasing interest, while brand image has no impact. *Customer Based Brand Equity

Keywords: E-Service Quality, Brand Image, Brand Awareness and Purchase Interest

INTRODUCTION

Technology has developed rapidly in recent years, especially the internet which has changed people's lifestyles and behavior, including shopping. Since the emergence of e-commerce people tend not to visit stores to buy goods. With the help of this internet-based platform, anyone can shop using just a smartphone. Since 2015, Shopee has become one of the most popular online stores in Indonesia.

E-commerce is commerce done online by utilizing the internet. More broadly, business transactions are conducted digitally between organizations and individuals [1]. The high interest of consumers to shop is one of the factors that drive traffic to e-commerce sites. Interest is described as a state of consumer inaction and is the basis for predicting behavior or action. Interest is a behavior that occurs in response to an object and indicates the customer's willingness to buy [2].

Quality of electronic services was created in order to assess a service provided over the internet network. E-service quality is an extension of a website's capacity to facilitate buying, selling, and other transactional operations effectively and efficiently [3]. More customers will like a service when it is of higher quality, which will encourage them to tell others about their positive experiences [4]. Research by [5] and [6] indicates that e-service quality influences buying interest. However, [7] claims that the desire in making a purchase is unaffected by the quality of the e-service.

Customer-based brand equity, or CBBE, measures the power of a brand based on what consumers have come to know, feel, see, and hear about it through time. [8]. A brand's image is what customers think of a brand based on the good and bad brands they can recall as well as the ideas they have about the tangible goods they have experienced [9]. A positive brand image so that consumers have an interest in buying a product / service offered, because they tend to choose products that are well known through their experience of using or based on information obtained from various sources [10]. Research by [11]; [12] state that brand image has an effects on purchase interest. However, according to [13] claim that brand image has no impact on purchase interest.

The consumer's capacity to be aware of the accessibility and availability of branded goods and services is known as brand awareness [14]. The company's products and services have a strong reputation in the market and are accepted by having an effective brand awareness strategy. Consumer brand knowledge influences brand loyalty, which generates purchase intention[15]. Research findings [16]; [17] states that brand awareness effects on purchase interest. However, according to [18] stated that brand awareness has no impact on purchase interest.

The problem in this study is how the influence of e-service quality, brand image and brand awareness on consumer buying interest in shopee e-commerce, so this study aims to test and analyse the effect of E-service quality, Brand image and Brand awareness on purchase interest.

THEORETICAL FOUNDATION

PURCHASE INTEREST

Purchase interest is one aspect of psychology that, has a considerable influence on the attitudes and behaviour of a consumer in buying a brand, or taking an action related to a purchase [19].

PURCHASE INTEREST INDICATOR

According to [19] as follows:

1. Have a desire to find information about the product,
2. Make considerations to buy,
3. Have the desire to try,
4. Have curiosity about the product,
5. Want to own the product.

E-SERVICE QUALITY

E-Service Quality is a tool or equipment used to measure client satisfaction with internet-based businesses involving purchases, and delivering products or services [20]. The concept of service quality is considered sufficient when the expected service is less than the perceived service. Service quality meets expectations if the expected service feels satisfying or fulfilled [21].

E-SERVICE QUALITY INDICATOR

According to [20] as follows:

1. Efficiency
2. Fulfillment
3. System Availability
4. Privacy

BRAND IMAGE

Brand Image is a brand perception associated with brand associations that are embedded in consumer memory [22]. Brand image of products is very important, because it is related to trust in brands and attitudes towards forms of preference [23].

BRAND IMAGE INDICATOR

According to [22] brand image indicators include the following:

1. Recognition
2. Reputation
3. Affinity
4. Loyalty

BRAND AWARENESS

Brand awareness, which can be achieved through brand recognition and recall of a certain brand, is the capacity of people to recognize a brand under various circumstances [9]. The ability of a customer to recognize or remember that a brand belongs to a specific product category is known as brand awareness [24].

BRAND AWARENESS INDICATOR

According to [9] as follows:

1. Recall (remembering a brand)
2. Recognition
3. Purchase
4. Consumption (recognising a brand while using a competitor's brand).

METHODS

Customers that shop at the Shopee online store are the focus of this study. Purchase Interest (Y) is the dependent variable in this study, and E-service Quality (X1), Brand Image (X2), and Brand Awareness (X3) are the independent variables. The study's data set is quantitative, and its primary data source is primary data.

The population of this study consist of Shopee online shop users whose population is unknown. The sampling technique is purposive sampling with the criteria that respondents are Shopee online store users who are at least 17 years. In this study, the [25] was used to determine the sample size, so that 96.04 were obtained and rounded up to 100 respondents.

$$n = \frac{z^2 p(1 - p)}{d^2} \quad (1)$$

Collecting data by distributing online surveys to respondents through social media. In this work, multiple linear regression analysis and instrument testing were both used as data analysis methodologies, F test, coefficient of determination test (Adjusted R Square), and t test.

RESULTS AND DISCUSSION

VALIDITY TEST

TABLE 1. The results of the validity test of this study show the following:

TABLE 1. Validity Test

Variables	Indicators	KMO Value	Loading Factor	Description
		> 0,5	> 0,4	
E-Service Quality	X1.1	0,710	0,771	Valid
	X1.2		0,781	Valid
	X1.3		0,839	Valid
	X1.4		0,619	Valid
Brand Image	X2.1	0,704	0,708	Valid
	X2.2		0,764	Valid
	X2.3		0,828	Valid
	X2.4		0,665	Valid
Brand Awareness	X3.1	0,746	0,805	Valid
	X3.2		0,808	Valid
	X3.3		0,762	Valid
	X3.4		0,631	Valid
Purchase Interest	Y1.1	0,740	0,800	Valid
	Y1.2		0,711	Valid
	Y1.3		0,750	Valid

	Y1.4		0,521	Valid
	Y1.5		0,693	Valid

Source: Primary data processed 2022

Based on **TABLE 1**, the calculation results show that the KMO value of each variable indicator is more than 0.5 so that the sample adequacy is met, while for the *loading factor* value all indicators have met the requirements of more than 0.4 so that they are declared valid.

RELIABILITY TEST

TABLE 2 shows the results of the reliability test used in this study as follows:

TABLE 2. Reliability Test

Variables	Cronbach's Alpha	Reliability Standard	Description
E-Service Quality (X1)	0,735	> 0,70	Reliable
Brand Image (X2)	0,713	> 0,70	Reliable
Brand Awareness (X3)	0,740	> 0,70	Reliable
Purchase Interest (Y)	0,708	> 0,70	Reliable

Source: Primary data processed 2022

Cronbach's Alpha for all research variables is higher than the reliability standard of 0.7 as shown in **TABLE 2**, so that each question item for the E-service quality, Brand image, Brand awareness and Purchase interest variables can be declared reliable and all question items can be tested.

MULTIPLE LINEAR REGRESSION ANALYSIS

Considering the multiple linear regression analysis test in this study, it can be seen in **TABLE 3**, as follows:

TABLE 3. Multiple Linear Regression Test

Model	Standardized Coefficients	Sig.	Description
	Beta		
(Constant)		.034	
<i>E- Service Quality</i> (X1)	.244	.009	Accepted
<i>Brand Image</i> (X2)	.164	.177	Rejected
<i>Brand Awareness</i> (X3)	.397	.001	Accepted
F	32.530	.000 ^b	
Adjusted R ²	0,489		

Source: Primary data processed 2022

F TEST

If the F value with significance is less than 0.05, choosing the independent variable will also change the dependent variable. E-Service Quality, Brand Image, and Brand Awareness all simultaneously have a significant impact on the Purchase Interest variable, as evidenced by Table 3's sig value, which is $0.000 < 0.05$.

TEST COEFFICIENT OF DETERMINATION (R²)

Based on **TABLE 3** the coefficient of determination is 0.489 which is indicated by the R-square value. This value indicates that there is a relationship between the independent variables, namely E-Service Quality (X1), Brand

Image (X2), and Brand Awareness (X3), and the dependent variable, namely Purchase Intention (Y) with a relationship that affects 48.9% of the dependent variable and the remaining 51.1% is influenced by other factors not examined in this study.

HYPOTHESIS TEST

Using **TABLE 3**, it is possible to explained as follows:

This conclusion can be seen from the significance value of the e-service quality variable of $0.009 < 0.05$. This indicates that consumer buying interest is positively and significantly influenced by the quality of e-services. As a result, the H1 result was approved.

Brand image variable significance value of $0.177 > 0.05$ shows these results. Therefore, brand image does not affect consumer interest in making purchases. As a result, the conclusion H2 is rejected.

This finding can be seen from the brand awareness variable's significant value of $0.001 < 0.05$. This shows that brand awareness significantly and positively influences consumer desires in buying interest. Thus, the conclusion H3 is accepted.

DISCUSSION

With the requirement that respondents have a minimum age range of 17 years and a maximum of 100 respondents, this study seeks to disclose the impact of e-service quality, brand image, and brand awareness on purchase interest. Most respondents, feel that the E-service quality provided by Shopee is good enough in providing services such as easily accessible service information and protection for personal data and customer transactions. This proves that the better the e-service quality or quality of service provided, it will have an effect on increasing consumer buying interest. The findings of this study are consistent with studies made by [26], [6] and [5] which state that E-service quality has a positive and significant effect on purchase interest variables.

The analysis results demonstrate that brand image has no impact on purchasing interest, according to the above hypothesis test. This can be, interpreted that a good brand image will not necessarily make respondents interested in making purchases. Most respondents agree that Shopee has a good brand image, however, from the results of empirical tests, there are respondents who are still hesitant to make Shopee the first choice when they want to buy a product online, therefore consumers do not necessarily immediately choose Shopee as the first choice, but they will compare with other e-commerce when shopping online. The findings of this study are consistent with studies made by [13], [27], [28] which claim that the purchasing interest variable is unaffected by brand image.

Most respondents agree that Shopee is the choice for online shopping because it has many features that offer various benefits to its users, one of which is flash sales. The level of brand awareness of a product shows how well-known the product is to customers and how likely they are to buy it. The greater the level of brand awareness, the more the product is known by consumers. The findings of this study are consistent with studies made by [16]; [29]; [17] state that brand awareness has a positive and significant influence on consumer purchase interest variables.

CONCLUSIONS

These inferences can be made from the discussion that has been described:

Based on the findings of study on how Brand awareness, Brand image, and E-service quality affect Shopee e-commerce purchasing interest, it's concluded that the response of respondents to E-service quality at Shopee is good, this is evidenced by the willingness of Shopee services to assist in shopping is quite good and proves that e-service quality affects buying interest. Brand image does not affect purchase interest, this is because users who want to shop online will search for and compare a product in other e-commerce, when the brand image is not attractive, it will reduce consumer buying interest. Meanwhile, respondents' answers about Shopee's brand awareness are in the good category, this is evident that users will remember Shopee when they want to do online shopping, The more recognizable a product is, the better its brand awareness is, therefore the results showed that brand awareness affects purchase interest.

SUGGESTION

According to research findings, brand awareness and e-service quality influence purchase intention, but brand image has no effect. This finding has a number of managerial implications, including the following:

1. Considering the research description e-service quality, the lowest factor from respondents is the indicator of providing fast and precise service. So Shopee must provide fast and precise service to consumers to increase purchase interest.
2. Considering the research description brand image, the lowest factor from respondents is the indicator stating that Shopee is the first choice when wanting to buy a product online. With so many competitors, companies must innovate and adjust to what consumers want to maintain their brand image so that it will increase purchase interest.
3. Considering the research description brand awareness, the lowest factor from respondents is an indicator stating that consumers will remember Shopee when using other e-commerce. One of the reasons consumers don't always remember Shopee is because they tend to use brands they are already familiar with and consider them safe, therefore companies must further guarantee a sense of security to consumers in order to increase buying interest. perform services quickly and precisely. So Shopee must provide fast and precise service to consumers to increase purchase interest.

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