

## Factor Analysis of Influence of Purchase Intention on the Sociolla Platform

**Jeanne Carine<sup>1</sup>, Desman Hidayat<sup>2\*</sup>, Erick Fernando<sup>3</sup>**

<sup>1</sup>Business Management, Binus University, Jakarta, Indonesia

<sup>2</sup>BINUS Entrepreneurship Center, Business Management, Binus University, Jakarta, Indonesia

<sup>3</sup>Department of Information System, Universitas Multimedia Nusantara, Jakarta, Indonesia  
d4906@binus.ac.id

Received: Juni/30/2023./ Revised: Juni/30/2023./ Accepted: Juni/30/2023.

### ABSTRACT:

Purchase intention arises in a person planning to buy a product which includes the goods or services to be used. Several factors can influence purchase intention, including price, consumer reviews, and brand image, which can affect customer trust. The population of this study is Sociolla users, while the sample of this study is individuals who have the Sociolla application and have made purchases through Sociolla at least once. Data was collected using a questionnaire filled out by respondents who met the sample criteria. This study uses the path analysis method by measuring the direct and indirect effects between variables. The results show that consumer reviews and brand image positively and significantly influence trust. Meanwhile, price and brand image positively and significantly influence purchase intention. Price doesn't affect trust, and consumer reviews don't influence buying intent. The researcher recommends that Sociolla price wisely and maintain brand image.

**Keywords: Purchase Intention, Customer Trust, Price, Consumer Reviews, Brand Image.**

### I. INTRODUCTION

Technological advances are growing rapidly along with the times. In the past, humans only communicated verbally; however, humans can more easily communicate with the help of technology, such as the telegraph, telephone, facsimile, short messages, electronic mail, teleconferencing, and so on. This shows that communication is more practical and easier. Nuryanto (2012) explained that information technology is a technology used in managing data, such as processing, obtaining, compiling, storing, and manipulating data using various ways to produce quality information.

Countries with the most internet users in Asia. Indonesia is ranked third as the country with the most internet users in Asia after China and India. In 2021, it is noted that Indonesia's population consists of 274.9 million people, of which 125.6% or as many as 345.3 million people use connected cellular devices; 73.7% or 202.6 million people use the internet; and 61.8% or as many as 170 million people actively use social media (Hootsuite, 2021). Hootsuite (2021) also examines the average duration of time spent by Indonesians using the internet,

showing that the average Indonesian spends 3 hours 14 minutes using social media and 1 hour 38 minutes reading online media.

Technology can support the dissemination and access to information globally. In this regard, many terminologies relate to aspects of life that utilize current technology, such as e-commerce, e-library, e-government, e-medicine, e-journal, and so on (Mulyadi, 2021). The survey conducted by Hariyanti (2021) explains that digital services have developed due to an increase in consumption needs in the community (Hariyanti, 2021). The survey shows that three digital services that are frequently used, such as e-commerce, are digital services used by 57% of the total population. E-commerce, or what is commonly referred to as electronic commerce, is trading in a product that includes goods or services using the internet network. Furthermore, 50% of the total population uses online food delivery orders. Finally, 32% of the total population uses digital online grocery services. The three digital services explain that consumers like the practicality of doing every activity without leaving the house. (Hariyanti, 2021)

The growth of internet use and digitization in social forms significantly impact changing trends and consumer shopping behavior (Han et al., 2018). There are striking differences between online and offline buyers as well as variations in buying behavior between online consumers (Arce-Urriza et al., 2017), influenced by the various promotions offered that create buying interest which leads to purchase decisions (Sivaram et al., 2019). Using the internet to gather information tends to generate interest in purchasing online (Hung et al., 2019). Online consumer behavior in searching for product information shows a tendency to have an interest in buying before deciding to make a purchase. Consumers tend to like to search for information using the internet when shopping for products online (Han et al, 2018).

In addition, during the COVID-19 pandemic, the two largest e-commerce platforms in Indonesia, namely Tokopedia and Shopee, experienced a spike in sales of beauty products. According to Rudiantara (2021), Indonesia is a potential market for the beauty business growth. In addition, sales data for the body care and beauty product categories in e-commerce were recorded high, where these categories overtook sales transactions on the internet by 46.8% with a transaction value exceeding IDR 40 billion. The COVID-19 pandemic has also prevented people from leaving their homes. In dealing with this pandemic, the Government has formed a preventive policy to carry out self-quarantine and physical restrictions. Therefore, it can be stated that the potential for beauty e-commerce in Indonesia is very large.

This study will analyze the effect of price, consumer reviews, and brand image on purchase intention with trust as a mediating variable for Sociolla users. Purchase intention (Sivaram, 2019) is defined as something that arises when planning to buy a product, including the goods or services to be used. Purchase intention can be influenced by several factors, one of which can be influenced by price, consumer reviews, and brand image, which can affect consumer confidence, leading to purchase intentions for products on the Sociolla marketplace.

Price is considered as one of the most important attributes in consumer choice. On the other hand, consumers' knowledge of prices tends to be imprecise. Price is undoubtedly one of the most influential factors in the perception of a product in the market. According to Beneke et al. (2018), Price can have a greater impact on purchase intention when other extrinsic tips such as brand value (or product value) or intrinsic tips related to the physical properties of objects are not clearly defined. The brand name provides evidence of a company's reputation, and consumers may prefer to use the brand to infer quality.

The development of information and communication technology, especially the Internet, has also opened up new opportunities for service providers and consumers to share information. In this context, online reviews, a specific form of electronic word of mouth (e-WOM), have emerged as a new communication channel and are becoming increasingly popular among citizens (Wang et al., 2018). e-WOM is an ongoing exchange of information between potential, actual or experienced consumers regarding a product, brand, service or company available via the internet (Ismagilova et al., 2017). In line with the theory (Kotler & Keller, 2013) that Word of Mouth Marketing can greatly influence the purchasing decision process. Consumer reviews can be used as testimonials for consumer assessment in making purchases of the desired product, whether appropriate or not (Setiadi, 2019).

Furthermore, brand image is an opinion or picture of a brand as a reflection of the associations found in consumer memory. According to Aaker, brand image is the consumer's impression of a brand. Based on previous research, Brand is the consumer perception of brand characteristics. How consumers store opinions about a brand in their minds, which are believed to be the facts and values of the brand. Building a good image in the eyes of consumers and society is very important to create consumer buying interest. Image can affect consumer perception so that image can influence the buying process of a product and service.

Equally important online trust is the most important element of business strategy as it reduces perceived risk and creates positive word of mouth (Bauman and Bachmann 2017). Then, Jeon et al. (2017) investigated the mediating role of online trust and utilitarian value between perceived website interactivity and online travel communities. Based on 227 Amazon customers, the analysis found a significant mediating role for online trust. Oghazi et al. (2018) used consumer trust as a mediator between online purchase return policies and purchase decisions based on an analysis of 730 online consumers of fast-moving consumer goods in Sweden. Stouthuysen et al. (2018) also confirm the mediating role of institutional trust and competence between vendor-specific warranties, customer reviews, and customer intentions to buy products online.

Although a decent number of studies on e-commerce have examined the effect of trust on customer purchase intentions, this has occurred in a rather general way and mainly without taking into account the trust factors that influence consumer purchases such as price, customer reviews, and company image. To close this gap, this study examines the effect of price, customer reviews, and company image on customer purchase intentions with trust as a mediating variable. The phenomenon that has been described prompted researchers to conduct research in analyzing the factors influencing price, consumer reviews, and brand image on purchase intention.

## II. LITERATURE REVIEW

### A. Marketing management

Marketing management continues to change and is contemporary (Kotler & Keller, 2012). Marketing management can make marketplaces successful by maximizing three components, namely depth, breadth, and relevance. There are 10 main types of entities marketed by marketers, including goods, services, events, experiences, persons, places, properties, organizations, information, and ideas. According to Tikoo (2011), marketing is related to

business, which indicates transactions and communication with other people who create marketing ideas. Marketing management is defined as the art of selling.

## **B. Hypothesis Development**

### **1. Price has a relationship with both customer trust and purchase intention**

Price is defined as a number of values in the form of currency which functions as a medium of exchange to buy and enjoy products in the form of goods or services offered (Supriadi, 2018). Price is important because it becomes a medium of exchange for consumers to purchase products and at the same time determines the amount of profit that producers from the products sold will obtain. Price (Warnadi & Triyono, 2019) is defined as a very important strategic issue because it is related to the positioning of a product. Furthermore, price (Musfar, 2020) is defined as the value consumers must pay to obtain a product to use or enjoy. The reasonable price (Warnadi & Triyono, 2019) of a product can explain that the product has a very good level of quality, which is able to give customers confidence to buy the product. This is in line with research conducted by Stouthuysen et al. (2017) which explains that price has a positive and significant effect on customer trust. Prices have the role of marketers in setting prices by considering several components, where the higher the suitability of the set price will increase a consumer's purchase intention to purchase the product. This is in line with research conducted by Zinoubi and Toukabri (2018) which explains that product prices positively affect consumer purchase intentions. So from the explanation above, the hypothesis is obtained as follows

H1: Price has a positive and significant effect on purchase intention.

H2: Price has a positive and significant effect on customer trust.

### **C. Consumer Reviews have a relationship with both customer trust and purchase intention**

Consumer reviews (Ismagilova et al., 2017) are not a static process but a dynamic and continuous exchange of information because messages can be spread via the internet. so this is also in line with Tahir and Khan (2020), which state that better consumer reviews of the products offered will increase customer trust in these products. Consumer Reviews have an important role in providing information to consumers to make online purchases by taking into account the perceived risk that these consumers will accept. In online purchases, many buyers observe other people before deciding to purchase a product (Rumondang et al., 2020). so this is also in line with Stouthuysen et al. (2017) which states that customer reviews positively influence a consumer's purchase intention. So from the explanation above, the hypothesis is obtained as follows.

H3: Consumer reviews have a positive and significant effect on customer trust.

H4: Consumer reviews have a positive and significant effect on purchase intention.

### **D. Brand image have a relationship with both purchase intention**

Brand image which is defined as an impression given by consumers as an output resulting from a feeling that arises from within the consumer which will be stored and remembered. The impression given can be positive or negative according to the feeling that arises and the experience of the product (Khoironi, et al. 2018). This impression will bring up the product's image, which can impact customer trust. This explanation is in line with research conducted by Abror et al. (2019) which states that brand image has a positive influence on customer trust, in which a good image of a brand will increase a customer's trust in the products offered. Brand image (Rangkuti, 2002) is physically considered to have differences and advantages

from the products offered by leasing, giving rise to a positive brand image which will shape positive perceptions of consumers towards the product offered so that it will create an intention to buy the product. This explanation is in line with research conducted by Agmeka et al. (2019), which states that a positive brand image will increase consumer purchase intentions to make purchases of the products offered. So from the explanation above, the hypothesis is obtained as follows. A positive brand image will make consumers loyal to the brand, in which loyalty will be formed from the values felt by consumers in products in the form of goods or services, which have a positive impact on consumers to be able to make purchases of these products again arising from consumer trust in the image generated by a product (Sa'adah & Munir, 2020).

H5: Brand image has a positive and significant effect on customer trust.

H6: Brand image has a positive and significant effect on purchase intention.

## **E. Trust has a relationship with purchase intention.**

Customer trust can signal that producers have good intentions by not making promises that can create uncertainty for buyers and by assessing that communication between parties has honesty, and is open about the products offered so that they can be trusted, which will encourage customers to make these products (Yulianto, 2020). This explanation is in line with research conducted by Yuen et al. (2021), which states that a high level of trust can increase customer purchase intentions. So from the explanation above, the hypothesis is obtained as follows.

H7: Customer trust has a positive and significant effect on purchase intention.

## **F. Price has a relationship with purchase intention.**

Price (Kotler & Armstrong, 2013) as a factor to competition. Price is also interpreted as an amount of money charged to consumers to make purchases of a product in the form of goods or services from every benefit obtained from the product. A high level of price fairness will increase customer confidence that the products offered have good product quality, thereby increasing consumer purchase intentions to purchase these products. So from the explanation above, the hypothesis is obtained as follows.

H8: Price influences purchase intention through customer trust.

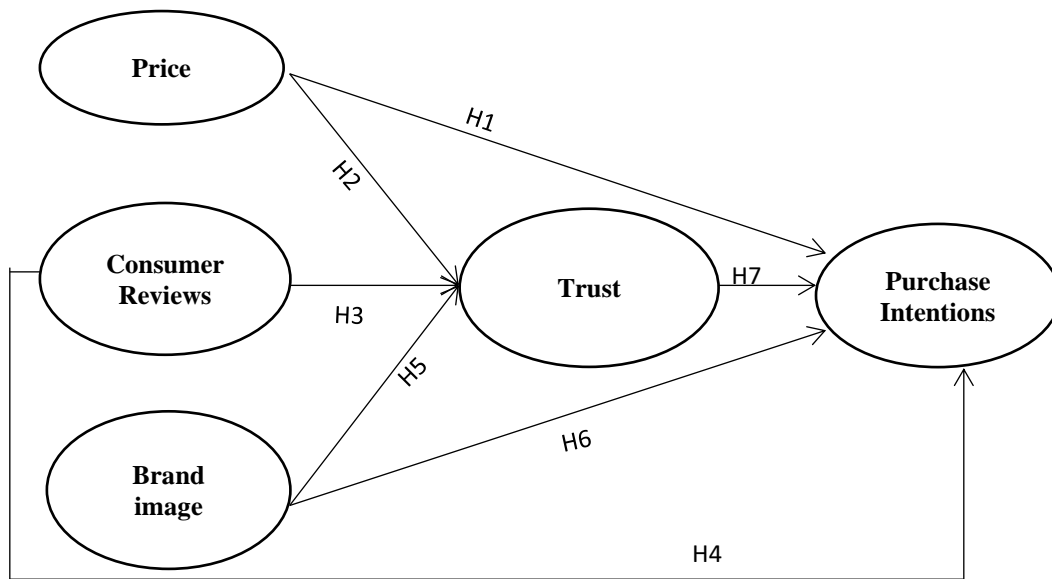


Figure 1. Framework

### III. METHODS

This study uses a type of quantitative research using primary data. Primary data is directly obtained from the research object and then processed by the author for research. Quantitative research aims to describe a systematic, factual, and accurate description of facts, characteristics, and relationships between the phenomena studied (Rukajat, 2018).

The data collection technique (Rukajat, 2018) is a process in which the data collected tests hypotheses in research. This study uses primary data types and sources, where data is obtained directly by distributing questions or statements through a questionnaire.

The sample used in this study amounted to 100 respondents. A sample that is too large can provide obstacles in obtaining an appropriate model, so it is expected that the sample used is between 100-200 respondents to be interpreted with the path analysis model (Santoso, 2012). Questions or statements arranged in a questionnaire are given weight according to the level of importance of the Likert scale model. The Likert scale is a scale used to measure a person's attitude, opinion, and perception of the symptoms or problems being experienced (Hidayat, 2021).

#### A. Data analysis

Data analysis techniques aim to interpret and draw conclusions from the amount of data obtained. This study used a quantitative analysis method, using the SPSS (statistical product and service solution) program to manage data obtained from distributing research questionnaires. The research instrument is a written guide regarding interviews, observations, and questions or statements prepared to obtain information (Ovan & Saputra, 2020). Instrument testing in this study used SPSS software with several tests, namely the Validity and Reliability Tests.

The instrument test is used to determine how carefully each variable indicator can be measured Validity (Purnomo, 2017). An indicator can be said to be valid if there is a correlation indicating the support of the indicator in explaining the variable to be explained. According to Hidayat (2021), [there is a validity test, indicators for each variable can be said to be valid if  $r \text{ count} > r \text{ table}$  (two-sided test with a significance of 0.05).

Reliability test determines the consistency or constancy of the measuring instrument used, which is if the instrument obtains consistent measurements when repeated (Purnomo, 2017). The reliability test can be carried out by comparing the value of Cronbach's Alpha with the significance level used, which is 0.6 (Darma, 2021).

#### **IV. RESULTS AND DISCUSSION**

##### **A. Characteristics of Respondents**

The description of research respondents is used to describe identity and see the diversity of variations in respondents' answers, by looking at the standard deviation which is close to zero which explains that the respondents' answers tend to be homogeneous (does not vary) or the standard deviation away from zero which explains the variation in the answers obtained. In this study, a sample of 100 respondents was obtained, in which the respondents were given questions or statements related to the variables used. The questionnaire for this study was distributed in December 2021. The respondents used in the study were 93% of the 93 respondents who were female, while the respondents who were male were 3% or a total of 3 respondents. Respondents who use the Sociolla platform are grouped based on the length of time they have used the platform, of which there are as many as 25% or 25 respondents who use <3 months, as many as 20% or 20 respondents who use 3-6 months, as many as 22% or 22 respondents who use 7-12 month, as many as 12% or 12 respondents who use 13-24 months, and as many as 21% or 21 respondents who use the Sociolla platform > 24 months. User respondents were grouped by age, in which there were 11% or 11 respondents aged <20 years, 64% or 64 respondents aged 20-30 years, 11% or 11 respondents aged 31-40 years, and 11 % or 11 respondents aged > 40 years. User respondents were grouped by status, of which 47% or 47 were students, 39% or 39 were private workers, 6% or 6 were civil servants, and 8% or 8 respondents with other status consisting of entrepreneurs, housewives or freelancers.

##### **B. Variable Description**

The description of the data on the results of the respondents' responses can be used to enrich the discussion. The description of the average score of respondents' responses shows how the condition of each variable indicator is being studied.

Table 1. Variable Description

Variable	Indicator	Mean	Category
Price Mean=3,972	Product prices on the Sociolla platform are affordable	3.9300	Good
	Prices for products on the Sociolla platform are reasonable	4.1000	Very Good
	Sociolla offers products at low prices	3.6600	Good
	Sociolla rates accordingly	4.0500	Very Good
	A good rating for the price offered on the Sociolla platform	4.1200	Very Good
Consumer review Mean=4,535	I often read consumer reviews to find out the impressions of the product from other people	4.4300	Very Good
	I often read consumer reviews to ensure I'm buying the right product.	4.6300	Very Good
	I often collect information from consumer reviews to help choose the right product	4.5500	Very Good
	When I buy a product, consumer reviews give me the confidence to buy the product	4.5300	Very Good
Brand Image Mean=4,39	Sociolla has a different image from other e-commerce	4.1600	Very Good
	Apart from being able to make purchases on the Sociolla platform, product purchases can be made at Sociolla outlets	4.5500	Very Good
	Sociolla has a good image	4.4900	Very Good
	Sociolla is an established e-commerce	4.4800	Very Good

Variable	Indicator	Mean	Category
	Sociolla awakens the feeling of buying products on the platform	4.2700	Very Good
Customer Trust Mean=4,6566	Sociolla, an e-commerce that is responsible for the products sold are guaranteed to be 100% original	4.6900	Very Good
	Sociolla, reliable e-commerce	4.6100	Very Good
	Purchasing products at Sociolla is very safe.	4.6400	Very Good
Purchase Intention Mean=4,326	I have the intention to purchase a product on the Sociolla platform	4.4300	Very Good
	I will recommend the Sociolla platform to friends	4.3400	Very Good
	I will probably visit Sociolla when I want to shop online	4.2600	Very Good
	I find purchasing products online from Sociolla useful	4.3600	Very Good
	I intend to continue buying products online through Sociolla	4.2400	Very Good

### C. Validity and Reliability Test

Table 2. Validity and Reliability Test Results

Item Questioner	Correlation	r-table	Result	Cronbach Alpha	Result
	.714	0.361	Valid	.899	Reliable
	.715	0.361	Valid		
	.790	0.361	Valid		
	.784	0.361	Valid		
	.761	0.361	Valid		
	.742	0.361	Valid	.880	Reliable
	.794	0.361	Valid		
	.756	0.361	Valid		
	.676	0.361	Valid		
	.641	0.361	Valid	.800	Reliable
	.469	0.361	Valid		
	.621	0.361	Valid		
	.696	0.361	Valid		
	.538	0.361	Valid		
	.574	0.361	Valid	.813	Reliable
	.690	0.361	Valid		
	.731	0.361	Valid		
	.824	0.361	Valid	.946	Reliable
	.860	0.361	Valid		
	.864	0.361	Valid		
	.845	0.361	Valid		
	.884	0.361	Valid		

The Validity test measures each indicator on the variables used, including Price, Consumer Reviews, Brand Image, Customer Trust, and Intention to buy. In the validity test (Hidayat, 2021) the indicators for each variable can be said to be valid if  $r_{\text{count}} > r_{\text{table}}$  (two-sided test with a significance of 0.05). R table with a sample of 100 respondents and a significance level of 0.05, so that an r table of 0.195 can be obtained. The results obtained are as described in the table 2.

### D. Classic assumption test

#### 1. Multicollinearity Test

The multicollinearity test (Gunawan, 2020) is used to determine whether or not there is an influence between variables in the regression analysis model. Variability in the independent variables that other independent variables cannot explain can be seen from the acquisition of the Tolerance value. In general, the Tolerance value is  $> 0.10$  (10%) with a VIF value  $< 10$ , indicating the absence of multicollinearity. In this study, the results of the multicollinearity test are as follows.

Table 3. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Price	.690	1.448
Customer Review	.743	1.345



Brand Image	.585	1.709
-------------	------	-------

Table 3 shows the results of Tolerance on Price, Consumer Reviews, and Brand Image  $> 0.10$  (10%), and the VIF value  $< 10$  so that it can be concluded that in this study there is no multicollinearity.

## 2. Heteroscedasticity Test

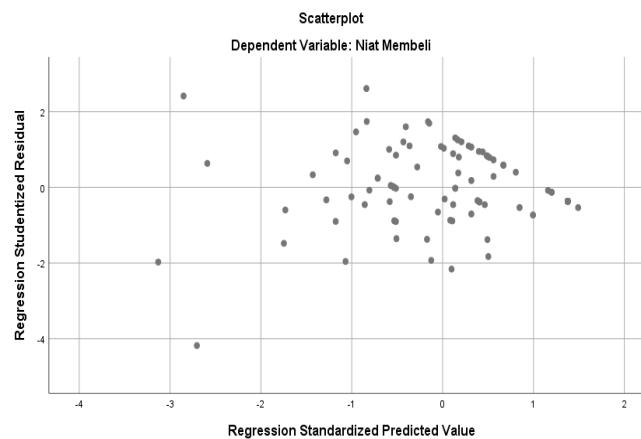


Figure 2. Heteroscedasticity Test

Figure 2 explains that in the scatterplot image above the distribution of the points is done randomly and does not have a clear pattern. The distribution is between the numbers 0 on the Y axis. So it can be concluded that there is no heteroscedasticity in this study, which indicates that the regression equation is feasible (Gunawan, 2020).

## 3. Normality test

The purpose of the normality test (Gunawan, 2020) is to see whether the residual variables are normally distributed in the regression model or not. In addition, the normality test can be used to see whether the regression that has been used is good. The normality test can be explained by drawing a probability plot, as follows.

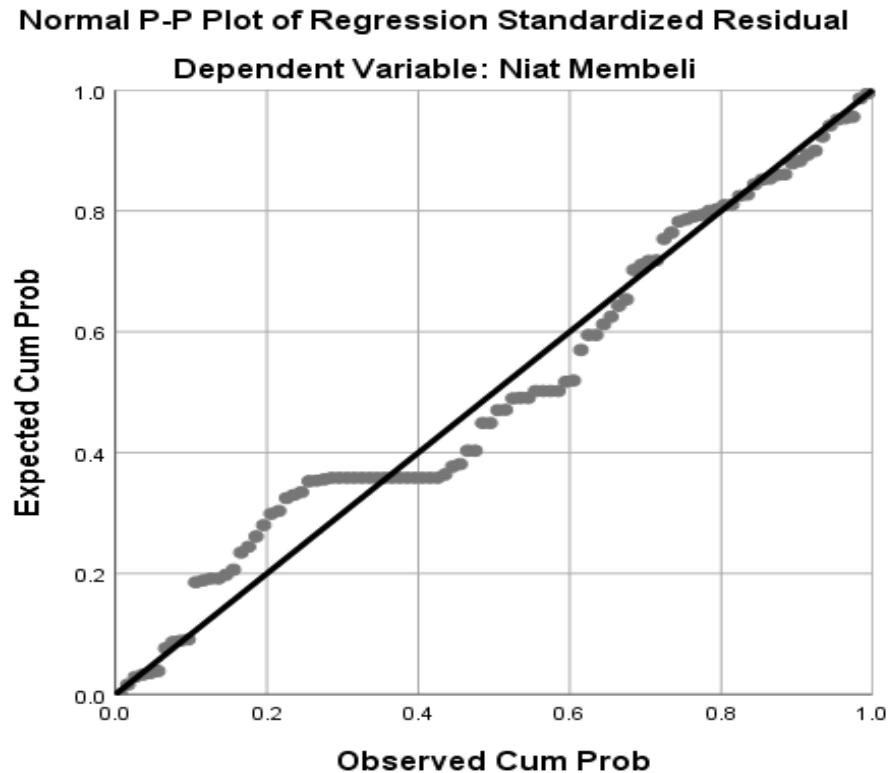


Figure 3. Normal. Probability Plot

Figure 3 explains a spread around the diagonal line, so it can be concluded that the classic assumption test, especially in the normality test, states that the data in this study fulfill the regression model, so it is feasible to continue. In addition, the normality test can be carried out using the Kolmogorov-Smirnov test. Data that is normally distributed is indicated by a significance value of  $> 0.05$  (5%). The results obtained are as follows.

Tabel 4. One-Sample Kolmogorov-Smirnov

Value Sig. Uji Kolmogorov-smirnov	
Variable	Value Sig.
Price	.056
Consumer Reviews	.080
Brand Image	.088
CUsomer trust	.066

Table 4 explains the residual value on price, consumer reviews, brand image, consumer trust and purchase intention obtained a sig  $> 0.05$  which explains that it can be continued in further testing, because the data obtained is normally distributed.

#### 4. Autocorrelation test

The autocorrelation test (Gunawan, 2020) was used to test whether or not autocorrelation symptoms existed in this study by detecting it with the Durbin-Watson test (DW Test) by comparing the d value of the regression results with dL and dU which can be seen in the Durbin Watson table, with the provisions as follows.

1. If  $dw < dL$  or  $dw > 4 - dL$  -> there is autocorrelation
2. If  $dU < dw < 4 - dU$  -> there is no autocorrelation
3. If  $dL < dw < dU$  or  $4 - dU < dw < 4 - dL$  -> there is no conclusion.

The results of the autocorrelation test in this equation:

Table 5. Autocorrelation test

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.804 <sup>a</sup>	.647	.632	.46071	2.105

## 5. Analysis of Testing Data

In measuring the variables used in this study, it can be explained using the following path analysis. The effect of price, consumer reviews and brand image on customer trust, as explained below.

Table 6. Results 7. f Sub-structural Path Analysis 1

Dependent variable	Variable Independent	Standardized Coefficients	t	Sig.
		Beta		
Trust	Price	-.122	-1.468	.145
	Customer Review	.411	5.130	.000
	Brand Image	.504	5.582	.000
R <sup>2</sup>				.543

Table 6 The results of the analysis of the sub-structure path 1 obtained the following equation.

$$KK = -0,122HA + 0,411UK + 0,504CM$$

So, the equation can be explained as follows.

Standardized beta coefficients on price (HA) were obtained at -0.122 with a sig. 0.145, which explains that HA has no effect on customer trust (KK). So that if the price increases by one unit, it will not increase or decrease customer confidence.

Standardized beta coefficients on consumer reviews (UK) were obtained at 0.411 with a sig. 0.000, which explains that SE has a positive and significant effect on customer trust (KK). So if UK increases by one unit it will increase KK by 0.411, but other variables are considered constant.

Standardized coefficients beta on Brand Image (CM) is obtained at 0.504 with a sig. 0.000, which explains that CM has a positive and significant effect on customer trust (KK). So if CM increases by one unit, it will increase KK by 0.504, but other variables are considered constant.

The results of the path analysis of sub-structure 1 can be shown in the figure below.

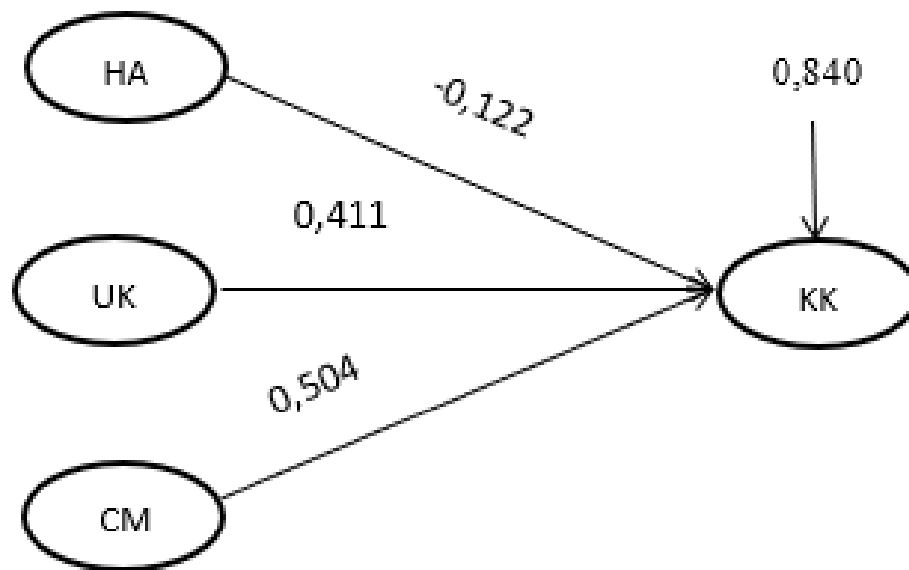


Figure 4. Sub-structure Path Analysis Model 1

As explained below, the effect of price, consumer reviews, brand image and customer trust on purchase intentions.

Table 7. Results of Sub-structure Path Analysis 2

Dependent variable	Variable Independent	Standardized Coefficients	t	Sig.
		Beta		
Purchase Intention	Price	.540	6.927	.000
	Customer Review	-.195	-2.020	.046
	Brand Image	.333	2.586	.011
	Trust	.492	3.835	.000
R <sup>2</sup>				.647

Table 7 The results of the analysis of the sub-structure path 2

$$NB = 0,540HA - 0,195UK + 0,333CM + 0,492KK$$

So, the equation can be explained as follows.

Standardized beta coefficients on price (HA) are obtained at 0.540 with a sig. 0.000, which explains that HA has a positive and significant effect on Purchase Intention (NB). So if HA increases by one unit, it will increase NB by 0.540, but other variables are considered constant. Standardized beta coefficients on consumer reviews (UK) were obtained as large as -0.195 with a sig. 0.046, which explains that UK has a negative and significant effect on Purchase Intention (NB). So if UK increases by one unit it will decrease NB by 0.195, but other variables are considered constant. Standardized coefficients beta on Brand Image (CM) is obtained at 0.333 with a sig. 0.011, which explains that CM has a positive and significant effect on Purchase Intention (NB). So if CM increases by one unit it will increase NB by 0.333, but other variables are considered constant. Standardized coefficients beta on customer trust (KK) is obtained at 0.492 with a sig. 0.000, which explains that KK has a positive and significant effect on Purchase Intention (NB). So if the KK increases by one unit it will increase the NB by 0.492, but other variables are considered constant. The results of the path analysis of sub-structure 2 can be shown in the figure below.

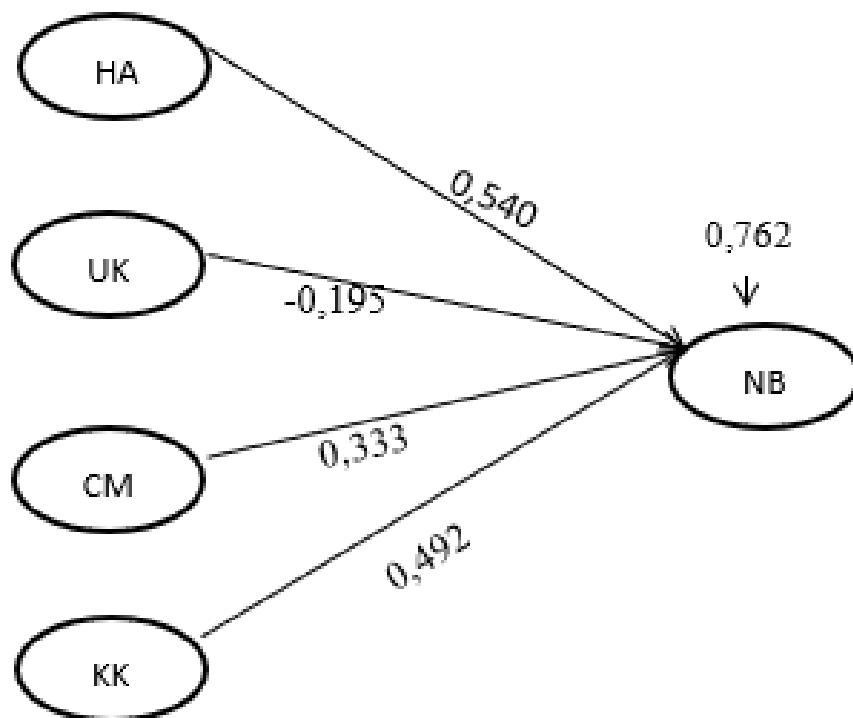


Figure 5. Substructural Path Analysis Model 2

As explained below, the effect of price, consumer reviews, and brand image on purchase intention with customer trust as mediation. The results of the full equation path analysis can be shown in the figure below.

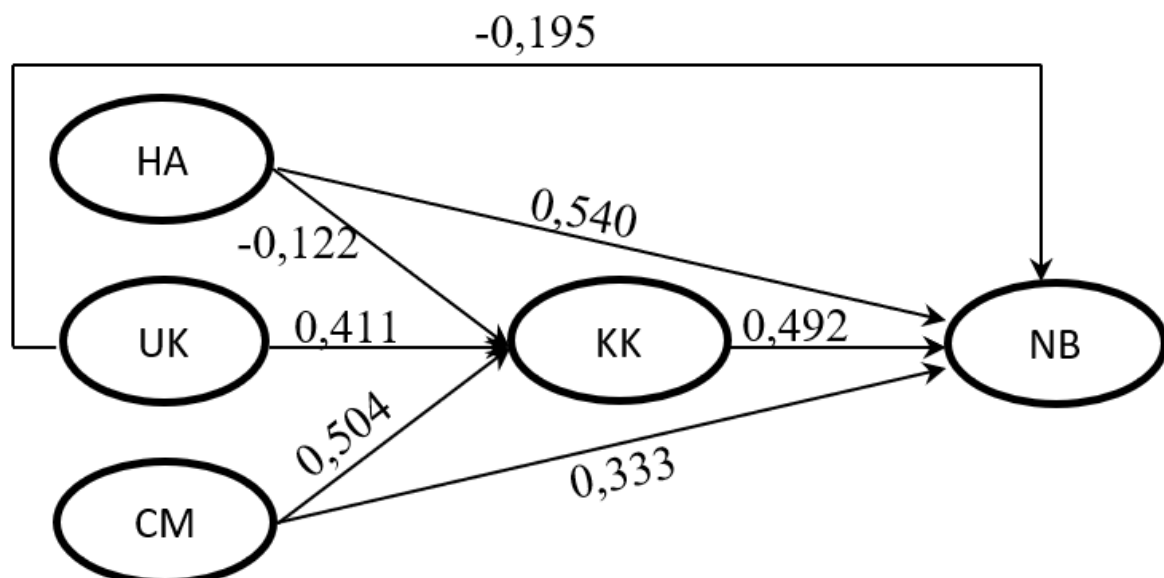


Figure 6. Full Equation Path Analysis Model

Based on the results obtained, the results of testing the following hypothesis can be explained. Price has no effect on customer trust, with a t value of -1,468 with a sig value of 0.145 > 0.05, so that H1 which states that price has a positive and significant effect on customer trust is

rejected. Price has a positive and significant effect on purchase intention, with a t value of 6.927 with a sig value of 0.000, so that H2 which states that price has a positive and significant effect on purchase intention is accepted. Consumer reviews have a positive and significant effect on customer trust, with a t value of 5.130 with a sig value of 0.000, so H3 which states that consumer reviews have a positive and significant effect on customer trust is accepted. Consumer reviews have a negative and significant effect on purchase intention, with a t value of -2.020 with a sig value of 0.046, so that H4 which states that consumer reviews have a positive and significant effect on purchase intention is rejected. Brand image has a positive and significant effect on customer trust, with a t value of 5.582 with a sig value of 0.000, so that H5 which states that brand image has a positive and significant effect on customer trust is accepted. Brand image has a positive and significant effect on purchase intention, with a t value of 2.586 with a sig value of 0.011, so that H6 which states that brand image has a positive and significant effect on purchase intention is accepted. Customer trust has a positive and significant effect on purchase intention, with a t value of 3.836 with a sig value of 0.000, so that H7 which states that customer trust has a positive and significant effect on purchase intention is accepted. Indirect effect of price on purchase intention with customer trust as mediation.

$$\text{HA} \quad \text{KK} \quad \text{NB} = -0,090 \times 0,492 = -0,044$$

The calculation above explains that it is -0.044 the indirect effect between price on purchase intention and customer trust as mediation. So that H8 which states that price has an influence on purchase intention through customer trust is acceptable.

The indirect effect of Consumer Reviews on Purchase Intentions with customer trust as mediation..

$$\text{UK} \quad \text{KK} \quad \text{NB} = 0,350 \times 0,492 = 0,172$$

In the calculation above, it can be explained that 0.172 indirectly affects consumer reviews on purchase intentions and customer trust as mediation. So that H9 which states that consumer reviews have an influence on purchase intentions through customer trust, is accepted.

Indirect effect of brand image on purchase intention with customer trust as mediation.

$$\text{CM} \quad \text{KK} \quad \text{NB} = 0,496 \times 0,492 = 0,244$$

In the calculation above, it can be explained that 0.244 has an indirect effect between brand image and purchase intention with customer trust as mediation. So that H9 which states that brand image has an influence on purchase intention through customer trust is accepted.

## V. IMPLICATIONS OF RESEARCH RESULTS

### A. Theoretical Implications

From the results of the data analysis that has been done, price has no effect on customer trust with the acquisition of a t value of -1,468 and a sig value of 0.145 > 0.05. A reasonable price for a product can explain that the product has a very good quality level and is able to give customers confidence to purchase the product (Warnadi & Triyono, 2019). From the results of testing the hypothesis, it can be stated that hypothesis 1 is rejected. This finding is in line with research conducted by Andilala et al. (2018) which states that price has no effect on customer trust. So that in setting prices on products sold at Sociolla, they cannot give confidence in these products, which in the end customers will look at other factors to increase this trust.

Price positively affects purchase intention, with a t value of 6.927 with a sig value of 0.000. Zinoubi and Toukabri prices have a role in marketers' activities in setting prices by considering several components, where the higher the suitability of the set price will increase the purchase

intention of a consumer to purchase the product (2018). So that the results of this study stated that hypothesis 2 was accepted. This is also in line with research conducted by Zinoubi and Toukabri (2018) which states that price has a positive and significant effect on purchase intention.

Consumer reviews positively and significantly affect customer trust, with a t value of 5.130 with a sig value of 0.000. Consumer reviews (Ismagilova et al., 2017) are not a static process but a dynamic and continuous exchange of information, because messages can be spread via the internet. Messages and impressions given by consumers who have enjoyed and used the products offered will greatly influence other consumers, where a good impression will give customer confidence. So that the results of this study stated that hypothesis 3 was accepted. This is also in line with research conducted by Stouthuysen et al. (2017), research conducted by Abror et al. (2019) and research conducted by Tahir and Khan (2020) which states that consumer reviews have a positive and significant effect on customer trust.

Consumer reviews have no positive and significant effect on purchase intention, with a t value of -2.020 with a sig value of 0.046. Consumer reviews have an important role in providing information to consumers to make online purchases by taking into account the perceived risk that these consumers will accept. In online purchases, many buyers observe other people before deciding to purchase a product (Rumondang et al., 2020). So that the results of this study stated that hypothesis 4 was rejected.

Brand image has a positive and significant effect on customer trust, with the acquisition of a t value of 5.582 with a sig value of 0.000. Brand image which is defined as an impression given by someone as an output resulting from a feeling that arises from within a person to be stored and remembered. The impression given can be positive or negative which will bring up the image of the product which will affect customer trust Abror et al., (2019). So that the results of this study stated that hypothesis 5 was accepted. This is also in line with research conducted by Abror et al. in 2019 which stated that brand image had a positive and significant effect on customer trust.

Brand image has a positive and significant effect on purchase intention, with the acquisition of a t value of 2.586 with a sig value of 0.011. So that the results of this study stated that hypothesis 6 was accepted. This is also in line with research conducted by Agmekka et al. (2019) which states that brand image influences purchase intention.

Customer trust has a positive and significant effect on purchase intention, with the acquisition of a t value of 3.836 with a sig value of 0.000. Customer trust can signal that producers have good intentions by not making promises that can create uncertainty so they can be trusted, which will encourage consumers to make these products (Yulianto, 2020). So that the results of this study stated that hypothesis 7 was accepted. This is in line with research conducted by Stouthuysen et al. (2017) and by Yuen et al. (2021) which states that customer trust positively affects consumer purchase intentions.

The relationship between trust and purchase intention also refers to the results of previous studies. Liu & Guo (2017) show that trust positively affects purchase intention. Mosunmola et al. (2019) also found an influence between trust and purchase intention. Then the results of the study (Marriott & Williams, 2018) found that the trust factor had a positive and significant effect on purchase intention. Customers have continuous purchases when they trust sellers

(Zhao et al., 2019) and trust is an important factor in increasing interest in online shopping (Pappas, 2018).

Finally, price, consumer reviews, and brand image influence purchase intentions mediated by trust. According to research conducted by Suhaily & Syarif (2017), there is an influence between perceived price and brand image on purchasing decisions mediated by trust. The trust variable that mediates the relationship between consumer reviews and purchase intentions in this study also refers to the results of previous studies, including the research model by Abubakar & Ilkan (2016), where trust positively mediates the relationship between consumer reviews and purchase intentions. Bhandari & Rodgers (2018) also found a positive influence between consumer reviews and purchase intention which is mediated by trust. In addition, the results of Matute et al. (2016) also found that consumer reviews had a positive and significant effect, both directly and indirectly, on purchase intentions through trust.

## **B. Practical Implications**

This study observes the effect of price, consumer reviews, and brand image on the purchase intention of Sociolla customers with trust as a mediating variable. The research findings have a number of managerial implications for Sociolla's marketing management so that Sociolla can attract more customers. Sociolla can form a marketing strategy based on research results because it highlights the most significant factors that influence consumer purchasing decisions. The most important factor that companies must pay attention to is brand image, because brand image has a positive and significant effect on trust, purchase intention, and purchase intention which is mediated by trust.

## **VI. CONCLUSIONS**

This research analyzed the effect of price, consumer reviews, and brand image on purchase intention on the Sociolla platform with trust as a mediating variable. Based on the hypothesis testing conducted, consumer reviews and brand image positively affect trust, while price does not. Purchase intention is influenced by price, brand image, and trust, but not by consumer reviews. Furthermore, price, consumer reviews, and brand image affect purchase intention through trust. This research is expected to be a reference for future researchers to develop this research by considering variables other than the variables used in this study. In addition, this research can be used as an additional reference for other researchers who will conduct further research on the effect of brand image and perceived price on consumer purchasing decisions on other beauty products using E-commerce. It is hoped that the results of this study can be used as a reference for further researchers to develop this research by considering other variables which are other variables outside the variables that have been included in this study.

## **REFERENCE**

- Abror, Abror., et al. 2019. The influence of electronic word of mouth, value co-creation and citra merek on trust. Third International Conference on Economics Education, Economics, Business and Management, Accounting and Entrepreneurship. Atlantis Press. Vol 96
- Afrizal, Hasan., et al. 2010. Consumer's Trust in a Brand: Can it be Built Through Brand Reputation, Brand Competence, and Brand Predictability. International Business Research, Vol 3
- Agmeka, Fanni., et al. 2019. The Influence of Discount Framing towards Brand Reputation and Citra merek on Niat beli and Actual Behavior in e-commerce. Science Direct. Procedia Computer Science 161 (2019) 851-858
- Andilala, M. E., Bachtia, F. A., & Saputra, M. C. (2018). Analisis pengaruh harga, persepsi ukuran, persepsi reputasi dan kualitas layanan terhadap kepercayaan konsumen dalam menggunakan transportasi



- online (Studi kasus: GO-JEK Indonesia). Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer, 1638-1647.
- Akbar, M. A., & Alam, S. N. (2020). In M. A. Akbar, & S. N. Alam, E-commerce Dasar Teori Dalam Bisnis Digital. Yayasan Kita Menulis.
- Akbar, M., & Parvez. (2009). Impact of Service Quality, Trust and Customer Satisfaction Loyalty. ABAC Journal, Vol 29, No 1, Hal 24-38.
- Darma, B. (2021). Statistik Penelitian Menggunakan SPSS (Uji validitas, Uji reliabilitas, Regresi Linier Sederhana, Regresi Linier Berganda, Uji t, Uji f). Guepedia.
- Dodds, W.B., et al. 1991. Effect of price, brand, and store information on buyers's product evaluation. Journal of Marketing Research, Vol 28, P. 307-319
- Dwidienawati, Diena., et al. 2020. Customer ulasan or influencer endorsement: which one influences niat beli more?. Heliyon 6 (1010) e05543
- Elder, Sara. 2009. Sampling Methodology. Switzerland: International Labour Organization
- El-Said, O. A. (2020). Impact of online reviews on Hotel booking intention: The moderating role of brand image, star category and price. Tourism Management Perspectives, 2211-9736.
- Gunawan, C. (2020). Mahir Menguasai SPSS Panduan Praktis Mengelola Data Penelitian New Edition Buku Untuk Orang Yang (Merasa) Tidak Bisa dan Tidak Suka Statistik. Yogyakarta: DEEPUBLISH
- Hariyanti, D. (2021, Juni 9). Survei KIC: Ada Tiga Layanan Digital yang Semakin Banyak Dipakai Gen Z. Retrieved from Dkatadata: <https://katadata.co.id/padjar/berita/60c0385836fd9/survei-kic-ada-tiga-layanan-digital-yang-semakin-banyak-dipakai-gen-z>
- Heller, R. (2003). Charles Handy. Jakarta: Erlangga.
- Hidayat, A. A. (2021). Menyusun Instrumen Penelitian & Uji Validitas-Reliabilitas. Health Books Publishing.
- Hootsuite. (2021). DIGITAL 2021 INDONESIA. We are social.
- Ismagilova, Elvira., et al. 2017. Electronic Word of Mouth (e-WOM) in the Marketing Context A State of the Art Analysis and Future Directions. SpringerBriefs in Business.ISSN:2191-5482.DOI 10.1007/978-3-319-52459-7
- Keller, K. L. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Fourth Edition Harlow. English: Pearson Education Inc.
- Khoironi, Tubagus Agus., et al. 2018.Product Quality, Citra merek and Pricing To Improve Satisfaction Impact on Customer Loyalty. International Rivie of Management and Marketing, 2018, 8(3), 51-58
- Kotler, P., & Amstrong, G. (2013). Prinsip-Prinsip Pemasaran. Erlangga.
- Kotler, P., & Keller, K. L. (2012). Marketing Management 14. Perarson Education, Inc. Publishing as Prentice Hall.
- Kusnandar, V. B. (2021, Oktober 14). Pengguna Internet Indonesia Peringkat ke-3 Terbanyak di Asia. Retrieved from databoks: <https://databoks.katadata.co.id/datapublish/2021/10/14/pengguna-internet-indonesia-peringkat-ke-3-terbanyak-di-asia>
- Kutz, M. (2016). In Introduction to E-commerce combining Business and Information Technology. Bookboon.com-The eBook Company.
- Latief, R. (2018). Word of Mouth Communication Penjualan Produk. Surabaya: Penerbit Media Sahabat Cendekia.
- Manzoor, A. (2010). E-commerce An Introduction. Germany: LAP LAMBERT Academic Publishing GmbH & Co.KG.
- Marian, L., et al. 2014. The role of price as a product attribute in the organic food context: An exploration based on actual purchase data. Food Quality and Preference, 37, 52-60
- Monteiro, P., et al. 2020. Understanding the role of visual attention on wines niat beli: an eye-tracking study. ISCTE-IUL: 2020-03-30. Hal 8
- Morissan. (2010). Periklanan: Komunikasi Pemasaran Terpadu Edisi Pertama. Jakarta: KENCANA.

- Mulyadi. (2021). *Pengelolaan Otomasi Perpustakaan Berbasis Senayan Library Management System (SLiMS)*. PT. Raja Grafindo Persada.
- Musfar, T. F. (2020). *Buku Ajar Manajemen Pemasaran Bauran Pemasaran Sebagai Materi Pokok Dalam Manajemen Pemasaran*. Bandung: CV. Media Sains Indonesia.
- Nofalia, I. (2021, Oktober 8). *Mengenal Sociolla, E-commerce Kecantikan Terbaik di Indonesia*. Retrieved from *Finansialku.com*: <https://www.finansialku.com/Sociolla>
- Nuryanto, H. (2012). *In Sejarah Perkembangan Teknologi Informasi dan Komunikasi*. Jakarta: PT. Balai Pustaka (Persero).
- Ovan, & Saputra, A. (2020). *Ovan & Saputra, Andika.. CAMI: Aplikasi Uji Validitas dan Reliabilitas Instrumen Penelitian Berbasis Web*. Yayasan Ahmar Cendikia Indonesia.
- Purnomo, R. A. (2017). *Analisis Statistik Ekonomi dan Bisnis dengan SPSS*. Ponorogo: CV. Wage Group.
- Rangkuti, F. (2002). *The Power of Brands: Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek+ Analisis Kasus dengan SPSS*. Jakarta: PT. Gramedia Pustaka Utama.
- Rukajat, A. (2018). *Pendekatan Penelitian Kuantitatif*. Deepublish Publisher.
- Rumondang, Astri., et al. 2020. *Pemasaran Digital dan Perilaku Konsumen*. Yayasan Kita Menulis.setia
- Sa'adah, L., & Munir, A. F. (2020). *Kualitas Layanan, Harga, dan Citra Merek Serta Pengaruhnya terhadap Kepuasan Konsumen*. Penerbit LPPM Universitas KH. A. Wahab Hasbullah.
- Sarwono, J. (2012). *Path analysis dengan SPSS: Teori, Aplikasi, Prosedur Analisis untuk Riset Skripsi, Tesis dan Disertasi*. Jakarta: PT. Alex Media Komputindo.
- Setiadi, Nugroh J. 2019. *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan dan Keinginan Konsumen Edisi Ketiga*. Prenada Media Group.
- Setiawan, Edhie Budi., et al. 2020. *Building Trust Through Customer Satisfaction in The Airline in Indonesia: Service Quality and Price Fairness Constribution*. *Management Science Letters* 10 (2020) 1095-1102
- Simamora, B. (2000). *Panduan Riset Perilaku Konsumen*. Jakarta: PT. Gramedia Pustaka Utama.
- Sirclo. (2021, November 19). *15 Marketplace di Indonesia yang Paling Banyak Pengunjung*. Retrieved from *SIRCLO*:<https://www.sirclo.com/top-10-marketplace-e-commerce-indonesia-yang-paling-banyak-pengunjung/>
- Sivaram, M. (2019). *Determination of niat beli through brand awareness and perceived quality (case study: for consumers PT. Sentosa Finance Tangerang Area)*. *DIJMS*, 233-234.
- Stouthuysen, Kristof., et al. 2017. *Electronic Commerce Research and Applications* 27 (2018) 23-38
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.
- Supriadi. (2018). *Konsep Harga Dalam Ekonomi Islam*. Guepedia.
- Susanti, V., & Hadi, C. (2013). *Kepercayaan Konsumen dalam Melakukan Pembelian Gadget Secara Online*. *Jurnal Psikologi Industri dan Organisasi*, 55-63.
- Tahir, Muhammad., & Khan, Waqas. 2020. *Online ulasan and customer niat beli in social e-commerce context:role of trust as a mediator and source credibility as moderator*. *KASBIT Bussiness Journal*, 13 (1), 61-72, September 2020
- Tikoo, N. (2011). *Marketing Management/Essentials of Marketing*. New Delhi: Lovely Professional University.
- Tjiptono, F. (2011). *Strategi Pemasaran Edisi 3*. Yogyakarta: ANDI.
- Utari, Dhian Tyas. 2020. *Buku Ajar Statistik 1*. CV. Pena Persada: Banyumas
- Utiazka. (2015, Oktober 12). *Sociolla: Shopping Experience*. Retrieved from *Magellanic*: <https://www.magellanictivity.com/2015/10/Sociolla-shopping-experience.html?m=1>
- Warnadi, & Triyono, A. ( 2019). *Manajemen Pemasaran*. Yogyakarta: Deepublish Publisher.
- Widayat. (2018). *Statistika Multivariat (Pada bidang manajemen dan bisnis)*. Malang: UMM Press.
- Wu, W.-L., & Yun, C. (2012). *The effect of blog trustworthiness, product attitude, and blog involvement on niat beli*. *International Journal of Management & Information System*, Vol 16, No 3.
- Yuen, Kum Fai., et al. 2021. *Cruise transport service usage post COVID-19: The health belief model application*. *Transport Policy* 111 (2021) 185-196
- Yulianto, E. (2020). *Bisnis Online dan E-commerce Meneroka Kualitas Pelayanan Online pada Pelanggan*. Malang: Inteligencia Media.

- Zeithaml, V.A (1988). Consumer perceptions of price, quality, and value: A Means-end model and synthesis of evidence. *Journal of Marketing*, Vol 52. p. 2-22
- Zinoubi, Zohra Ghani., & Toukabri, Maher. 2018. The antecedents of the consumer niat beli: sensitivity to harga and involvement in organic product: Moderating role of product regional identity. 90 (2019) 175-179