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# Influence of Brand Image, Customer Trust on Shopee User Customer Loyalty at Cendana Polytechnic

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**Abstract**

This study aims to analyze whether there is an effect of brand image and customer trust on shopee marketplace user loyalty at Cendana Polytechnic. This research uses quantitative res earch methods, with a sample of 92 active students of Cendana Polytechnic Class of 2020 Academic Year 2023 - 2024 based on sampling techniques. The coefficient of determination test results show that the brand image variable, and customer trust have an influence on user loyalty by 63.3% while the remaining 36.7% is influenced by other factors not examined in this study. The T test hypothesis test results have a brand image variable of 2,482 and a customer trust variable of 5,685> 1,986. The results of the F test show the value of Fhitung 79.623> Ftabel 3.10. The suggestions given in this study are that Shopee is expected to identify consumer needs to match consumer desires and provide surveys to users, review the consumer review column to reduce product mismatches, provide vouchers more often and speed up refund reviews to improve experience.

**Keyword:** Brand image, Customer trust, and User loyalty

## 1. INTRODUCTION

### 1.1 Research background

The development of the digital era supported by the use of the internet has a considerable influence. With the internet, it provides opportunities for the business world, one of which provides convenience in online purchases and transactions. The type of online business known by the public is using a marketplace platform that is presented as an application-based online trading media. Society must be able to adapt to the existing situation, in a digital era that is all practical, economic activities do not escape the influence of technology such as shopping for needs online. The number of changes and consumer demands causes each marketplace company to adjust the situation. Decreased brand image and decreased customer trust due to user reviews can affect user loyalty to the marketplace. One of the marketplace platforms that will be discussed in this study is shopee. Shopee is a marketplace that is quite well known among the public. This online shopping application offers a variety of products ranging from men's and women's clothing, electronic devices, to complete household needs with the aim of making it easier to meet needs. In order to achieve this goal, a good brand image is needed so that customer trust is created to use the shopee maarketplace and increase user loyalty. Society must be able to adapt to the existing situation, in a digital era that is all practical, economic activities do not escape the influence of technology such as shopping for needs online. The many changes and consumer demands cause each marketplace company to adjust the situation. A declining brand image and also declining customer trust due to user reviews can affect user loyalty to the marketplace.

Users will become loyal if the brand image and customer trust have a good assessment. As in the interviews conducted by researchers with the object of research, it can be assumed that shopee user loyalty can be said to need to be improved. This is based on the statements of several Cendana Polytechnic students who admit that they have found many fake and inappropriate products when receiving products, besides that the landing page or UI (user intervace) of the product is less attractive, and long loading is also a serious problem that makes shopee's brand image decline. One of the students also said that they often read customer reviews before making a purchase and found many negative ratings. The lack of communication between sellers and customers regarding products also causes miscommunication which causes the level of customer trust to decrease due to products not meeting customer expectations, so that overall it can affect user loyalty.

### 2.2 Previous research

There is an important role and relationship between brand image, and customer trust with customer loyalty. Before the author continues the research, the author looks at references that are relevant to the problem to be studied. Through previous research conducted by (Alfian & Susanti, 2023)which suggests that Brand Image has a positive and significant effect on customer loyalty. By (Mertha & Respati, 2022) entitled The Role of Trust Mediates the Effect of Product Quality and Brand Image on Customer Loyalty, which suggests that customer trust has a positive and significant effect on customer loyalty.

### 3.3 Literature Review

#### 3.1.1 Brand Image

According to (Prayoga & Yasa, 2023)brand image can be defined as the perception that arises in the minds of consumers when remembering a brand on a particular product. A good brand image is influenced by the quality of electronic services. The indicators studied in the brand image variable are recognition, reputation, affinity, and royalty.

**3.1.2 Customer Trust**

According to (A. C. M. Sari & Lestariningsih, 2021)consumer trust is defined as positive expectations not only through words, actions or decisions. Trust can occur at any time, choosing to let individuals depend on others, influencing who future behavior can affect individual well-being. With the existence of customer trust, it will encourage the creation of customer loyalty to the marketplace platform. The indicators studied in the customer trust variable (Robbins and Judge, 2007: 392) in (A. A. A. R. P. Sari & Yasa, 2020) are integrity, competence, consistency, loyalty, and openness.

**3.1.3 User loyalty**

According to (Yani & Sugiyanto, 2022) user loyalty is a behavior developed by customers such as repurchasing taking into account all the experiences they have encountered when using products or services from providers. The indicators studied in the user loyalty variable (Kotler and Keller, 2012 in (A. A. A. R. P. Sari & Yasa, 2020) are repeat purchases, ratention, and referalls.

## 2. RESEARCH METHODS

### 2.1 Research Framework

In this study the method used by researchers is quantitative research. According to (Sugiyono, 2019 : 16-17) quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses. The problem formulation used is associative. The form of relationship in this study is causal. In (Sugiyono, 2019 : 65-66) a causal relationship is a causal relationship. So here there are independent variables X Brand Image and Customer trust (variables that influence) and dependent variable Y Customer Loyalty (variables that are influenced). According to (Sugiyono, 2019 :68) research variables are an attribute or trait or value of people, objects or activities that have certain variations set by researchers to study and then draw conclusions. This research will be conducted at Cendana Polytechnic, Jl. Williem Iskandar No.261, Sidorejo Hilir, Kec. Medan Tembung, Medan City, North Sumatra. This research was conducted from February 2023 to June 2023. This study uses a total sampling technique, namely a sampling technique when all members of the population are sampled (Sugiyono, 2019 : 134) with a sample size of 92 people.

**Table 1. Respondents by Gender**

| Gender | Total (Person) | Percentage |
|---|---|---|
| Male | 32 | 34,8% |
| Female | 60 | 65,2% |
| Total | 92 | 100% |

### 2.2 Types and sources of data

In this study, the authors used primary data with data collection techniques in the form of questionnaires and the scale used in this study was a Likert scale. According to Sugiyono (2019: 146), the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena.

### 2.2 Analysis of Research Measures

**2.3.1 Validity and Reliability**

Test of research measurement tools According to (Saputra & Ahmar, 2020) validity is derived from the word validity which means the extent of the accuracy and accuracy of a measuring instrument in performing its measuring function. The following is the validity formula according to (Riyanto & Hatmawan, 2020)

$$r_{XY} = \frac{N\sum XY - \sum X \sum Y}{\sqrt{(N\sum X^2 - (\sum X)^2)(N\sum Y^2 - (\sum Y)^2)}} \tag{1}$$

Reliability test is a term used to indicate the extent to which a measurement result is relatively consistent if the measurement is carried out twice or more. Reliability testing was carried out using the Cronbach Alpha method. According to (Pratama & Permatasari, 2021)explains that the reliability test can be carried out jointly on all items or question items in the research questionnaire. The following is the reliability test formula.

$$r_x = \left(\frac{n}{n-1}\right)\left(1 - \frac{\sum \sigma_t^2}{\sigma_t^2}\right) \tag{2}$$

**2.3.2 Normality test**

The normality test according to (Pratama & Permatasari, 2021) aims to test whether in the regression model, confounding or residual variables have a normal distribution or not. One approach taken to the normality test is the normal probability plot (P-Plot) test.

**2.3.3 Multicollinearity test**

The multicollinearity test aims to test whether there is a correlation between independent or independent variables. If the VIF value is < 10, it means there is no multicolonierity. If the VIF value> 10 then there is multicolonierity in the data.

$$VIF = \frac{\mathbf{1}}{\boldsymbol{Tol}} \text{ dan } Tol = (1 - R2) \qquad (3)$$

**2.3.4 Heteroscedasticity test**

According to Ghozali (Mutia, 2022) the heteroscedasticity test aims to test whether in a regression model there is an inequality of variance from the residuals of one observation to another. To test, the Scatter Plot test is used with the provisions that there is no heteroscedasticity if the data points spread above and below or around the number 0, the points do not collect only above or below, the distribution of data points should not form a wavy pattern widening then narrowing and widening again, the distribution of data points is not patterned.

**2.3.5 Autocorrelation test.**

According to Ghozali (2018) in (Numfor, 2020) the autocorrelation test aims to test whether in the linear regression model there is a correlation between confounding errors in period t and confounding errors in period t-1 (previous). Autocorrelation can be calculated statistical value using the Durbin-Watson (DW) test with the following conditions:
If d < dL or d > 4 -dL, then there is autocorrelation.
If dU < d < 4 - dU, then there is no autocorrelation
If dL < d < dU or 4 - dU < d < 4-dL, then there is no conclusion.

$$Y = \propto + ß1\ X1 + ß1\ X2 + ß1\ X3 + e \qquad (4)$$

**2.3.6 Coefficient of Determination**

According to Imam Ghozali (2018: 97) in (Stawati, 2020) testing the coefficient of determination is indicated by the adjusted R-Square value to measure how far the model's ability to explain the variation in the independent variable.

$$KD = r2 \text{ x } 100\% \qquad (5)$$

**2.3.7 Multiple Linear Regression**

Multiple linear regression analysis (R. A. Sari et al., 2023) is used to analyze the effect of several independent variables or independent variables (X) on one independent variable or dependent variable (Y) together. In addition, regression analysis is also used to test the validity of the hypothesis proposed in this study.

**2.3.8 T test**

According to Basuki and Prawoto (Mutia, 2022) the t test is used to determine the effect of each independent variable partially. The T test requirements are

- If T count> T table, then H0 is rejected and Ha is accepted, meaning that there is a significant effect.
- If T count < T table, then H0 is accepted and Ha is rejected, meaning that there is no significant effect.

**2.3.9 F test**

According to Basuki & Prawoto in (Mutia, 2022) the F test in multiple linear regression analysis aims to determine the effect of independent variables simultaneously. The test criteria:

- Jika significance value > 0.05 then the independent variable simultaneously has no significant effect on the dependent variable.
- Jika significance value < 0.05 then the independent variable simultaneously has a significant effect on the dependent variable.

# 3 RESULT AND DISCUSSION

## 3.1 Validity and reliability test results

The Validity Test aims to test whether the statements in the questionnaire are valid or not. In this study, the validity and reliability tests were carried out by distributing pre-test questionnaires through Google forms to 30 (N = 30) Cendana Polytechnic students outside the Class of 2020 with a significance level of 0.05 (5%) which is 0.3610. Questionnaire items are declared valid if > 0.3610.

Reliability test aims to produce reliable data. In conducting the validity test, researchers used the SPSS 26 application with the Cronbach's Alpha formula. The instrument is declared reliable if the Cronbach's Alpha coefficient value > 0.6

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**Table 2. Validity and reliability test results**

| Variable | Indicator | Question Item | R count | R table | validity status | Cronbach's Alpha | Reliability status |
|---|---|---|---|---|---|---|---|
| Brand Image Variable (X1) | Recognition | 1. known in the marketplace. | 0.413 | 0.361 | Valid | 0,844 > 0,6 | Reliable |
| | | 2. Familiar with shopee application | 0.418 | 0.361 | Valid | | |
| | Reputation | 3. Verry good quality. | 0.553 | 0.361 | Valid | | |
| | | 4. Encounter fake products. | 0.255 | 0.361 | Invalid | | |
| | Affinity | 5. Interested and happy with the price of the products | 0.444 | 0.361 | Valid | | |
| | | 6. Interested with promotions and vouchers | 0.621 | 0.361 | Valid | | |
| | Royalty | 7. Loyal to use shopee as daily marketplace. | 0.643 | 0.361 | Valid | | |
| | | 8. Always use shopee for online shopping. | 0.729 | 0.361 | Valid | | |
| Customer Trust Variable (X2) | Integrity | 1. Shopee always acts accordingly | 0.674 | 0.361 | Valid | 0,883 > 0,6 | Reliable |
| | | 2. High integrity or honesty in establishing relationships. | 0.785 | 0.361 | Valid | | |
| | Competence | 3. Able to solve any problems. | 0.749 | 0.361 | Valid | | |
| | | 4. Always knows the problems. | 0.772 | 0.361 | Valid | | |
| | Consistency | 5. Accuracy to act on situations faced by consumers. | 0.738 | 0.361 | Valid | | |
| | | 6. Consistently provides accurate services and responds. | 0.734 | 0.361 | Valid | | |
| | Loyalty | 7. Loyal to protect consumer. | 0.661 | 0.361 | Valid | | |
| | | 8. Feel trust and feel safe | 0.817 | 0.361 | Valid | | |
| | Openness | 9. Be open in solving problems. | 0.774 | 0.361 | Valid | | |
| | | 10. Aware purchasing, refunding, and resolving problems | 0.574 | 0.361 | Valid | | |
| User Loyalty Variable (Y) | Repeat purchase | 1. Repurchase products in large quantities. | 0.722 | 0.361 | Valid | 0,866 With Criteria 0,6 | Reliable |
| | | 2. Always use shoope. | 0.740 | 0.361 | Valid | | Reliable |
| | Ratention | 3. Continue my relationship in the next one year. | 0.644 | 0.361 | Valid | | Reliable |
| | | 4. Continue using shopee in the future. | 0.578 | 0.361 | Valid | | Reliable |
| | Referalls | 5. Recommend shoope to others. | 0.618 | 0.361 | Valid | | Reliable |
| | | 6. Share positive things about shopee to others. | 0.692 | 0.361 | Valid | | Reliable |

Based on the tests in table 2, it is known that not all statements in the Brand Image questionnaire (X1) are valid, because there is one statement that has r_(count) <0.3610. Thus one variable statement item above is declared invalid and will be deleted by the author from the Brand Image questionnaire data (X1) and 7 other questions with r_count > 0.3610 are declared valid. Customer Trust questionnaire (X2) show the value r_count > 0.3610. Thus, all variable statement items are declared valid and qualified as measuring instruments for the Customer Trust variable (X2). User Loyalty (Y) questionnaire show the value of r_count > 0.3610. Thus, all variable statement items are declared valid and qualified as measuring instruments for the User Loyalty (Y) variable. From the data in the table above, it can be seen that the Cronbach's Apha correlation coefficient on the variable instruments of brand image, consumer trust,

### 3.2 Normality Test Results

The following are the results of the Normality test on 92 respondents who have been processed using a tool in the form of SPSS 26:

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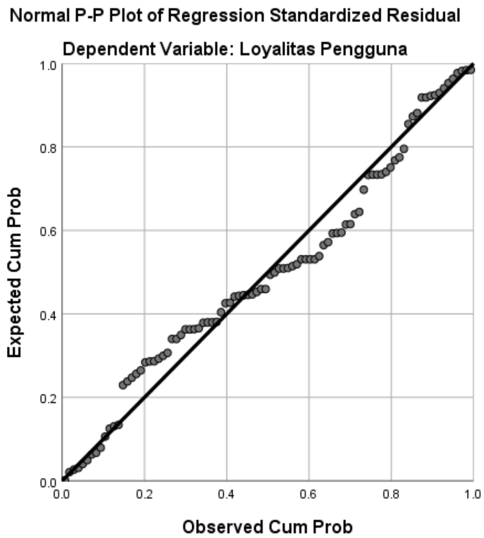


**Figure 1. Normality test results (P-P Plot of Regression)**

Based on the results of the normality test of the P-P Plot of Regression image, it can be explained that the diagonal line in this graph describes the ideal state of the data that follows the normal distribution. Because the points around the line are the state of the data being tested. The picture above shows that most of the points are very close to the line or even stick to the line, so it can be concluded that the data obtained follows the normal distribution or the data is normally distributed.

### 3.3 Classical Assumption Test Results

#### 3.3.1 Multicollinearity Test Results

**Table 3. Multicollinearity Test Results**

Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 2.284 | 1.825 | | 1.252 | .214 | | |
| | Brand images | .238 | .096 | .255 | 2.482 | .015 | .381 | 2.624 |
| | Customer trust | .384 | .068 | .585 | 5.685 | .000 | .381 | 2.624 |

a. Dependent Variable: User loyalty

Based on the table of multicollinearity test results conducted using SPSS 26, it is known that the tolerance value of the brand image variable is and customer trust is 0.381 where all tolerance values are ≥ 0.1. The VIF value of the brand image variable and customer trust is 2.624 where the VIF value ≤ 10. Thus, it can be concluded that there is no multicollinearity.

#### 3.1.2 Heteroscedasticity Test Results

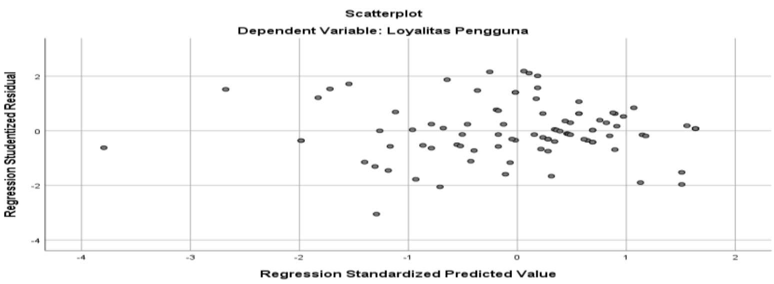


**Figure 2. H*eteroscedasticity Test Results***

Based on the heteroscedasticity test carried out using the SPSS 26 application with the results in the figure above, it can be seen that the points spread above and below or around the number 0, the distribution points do not collect above or below only, the distribution of points is not in the form of a

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wavy pattern widening then narrowing and widening again, and the distribution points do not form a certain pattern. Thus, it can be concluded that there is no heteroscedasticity in the regression model.

#### 3.1.3 Autocorrelation Test Results

**Table 4.** ***Autocorrelation Test***
**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .801[a] | .641 | .633 | 2.301 | 2.017 |

a. Predictors: (Constant), Customer trust, Brand images
b. Dependent Variable: User loyalty

DU < d < 4-du or 1.705 < 2.017 < 2.295

The requirements for the autocorrelation test are, if the DW (Durbin Watson) value is between the upper bound (du) and (4 - du), then the autocorrelation coefficient is equal to zero, meaning there is no autocorrelation, if the DW value is lower than the lower bound (dL), then the autocorrelation coefficient is greater than zero, meaning there is positive autocorrelation, If the DW value is greater than (4 - dL) and smaller than 4, then the autocorrelation coefficient is smaller than zero, meaning negative autocorrelation, If the DW value lies between the upper limit (dU) and the lower limit (dL) or DW lies between (4 -dU) and (4- dL), then the decision cannot be concluded. So based on the table of Autocorrelation test results conducted using SPSS 26, it is known that the DW value is 2.017, based on the Durbin-Watson (DW) table for n to 92, the DL value is 1.616 and DU is 1.705. So it can be concluded that the DW value is greater than the upperbound (U), then the autocorrelation coefficient is equal to zero. That is, there is no positive autocorrelation.

### 3.4 Coefficient of determination model summary r square

**Table 5. Determination Coefficient Test Results**
**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .801[a] | .641 | .633 | 2.301 |

a. Predictors: (Constant), Customer trust, Brand images

Testing the coefficient of determination is indicated by the adjusted R-Square value. The adjusted R-Square value essentially measures how far the model's ability to explain the variation in the independent variable. Based on the coefficient of determination test with the SPSS 26 application with the Adjusted R Square results in the table is 0.633 (0.633 x 100% = 63.3%), which means that the influence of brand image variables and customer trust together (simultaneously) on user loyalty is 63.3%. While the rest (100% - 63.3% = 36.7%) is influenced by external variables not studied. While the rest (100% - 63.3% = 36.7%) is influenced by external variables that are not studied.

### 3.5 Multiple Linear Regression Test Results

Multiple linear regression tests are used to analyze the effect of several independent variables or independent variables (X) on one independent variable or dependent variable (Y) together. Based on this table, the magnitude of the influence of these variables can also be seen from the coefficients table, from the formula Y = ∝+ ß1 X1 +ß1 X2 which is known from the constant value of 2.284, meaning that the consistent value of the user loyalty variable is 2.284. The X1 regression coefficient of 0.238 states that every 1% increase in brand image value, brand image increases by 0.283. The customer trust regression coefficient of 0.384 states that every 1% increase in the value of customer trust, the value of customer trust increases by 0.384. So it can be said that the direction of the influence of variables x1 and x2 on y is positive. The results of multiple linear regression tests of brand image variables and customer trust on user loyalty can also be seen in the anova table, it is known that the value of F count = 79.623 with a significance of 0, where 0 < 0.05. So it is concluded that there is an influence and this regression model can be used to predict the effect of brand image variables and customer trust on user loyalty. So it can be concluded that there is an influence and this regression model can be used to predict the effect of brand image variables and customer trust on user loyalty. After that, the magnitude of the influence of these variables can also be seen from the results of the coefficient of determination test with the results of the Adjusted R Square value in the table is 0.63, which means that the influence of the brand image variable and

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customer trust on user loyalty is 63.3%, . While the rest 36.7% is influenced by external variables that are not studied.

**Table 6. Multiple Linear Regression & T test result**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 2.284 | 1.825 | | 1.252 | .214 |
| | Brand images | .238 | .096 | .255 | 2.482 | .015 |
| | Customer trust | .384 | .068 | .585 | 5.685 | .000 |

a. Dependent Variable: User loyalty

### 3.6 T test

Based on the results of the t test conducted with the SPSS 26 application with the table above, the following conclusions can be drawn.

$$\text{T table} = (\alpha/2;\, n\text{ -k-1}) = (0.025;92\text{-}2\text{-}1) = (0.025;\, 89) = 1.986$$

Notes:
α = error rate = 5% = 0.05
n = number of samples = 92
k = number of independent variables X

#### 3.6.1 Hypothesis 1

The significance value (Sig) for the brand image variable is 0.015 where the value of 0.015 <0.05. After that, it can be seen that the value in the table for the brand image variable is 2.482. The value in this study is 1.986. Based on the significance value <0.05, and the value>, then H0 is rejected and Ha is accepted and it can be concluded that there is a significant influence of the brand image variable on the user loyalty variable.

#### 3.6.2 Hypothesis 2

The significance value (Sig) for the Customer Trust variable is 0.000 where the value of 0.000 <0.05. After that, it can be seen that the value in the table for the brand image variable is 5.685. The value in this study is 1.986. Based on the significance value <0.05, and the value>, then H0 is rejected and Ha is accepted and it can be concluded that there is a significant influence of the brand image variable on the user loyalty variable

### 3.7 F test

**Table 7. F test result**

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 842.828 | 2 | 421.414 | 79.623 | .000[b] |
| | Residual | 471.042 | 89 | 5.293 | | |
| | Total | 1313.870 | 91 | | | |

a. Dependent Variable: User loyalty
b. Predictors: (Constant), Customer trust, Brand images

$$Ftable = (k;\, n-k) = (2;\, 92-2) = (2;90) = 3.10$$

Based on the F test, the significance value (Sig.) is 0.000, where the value of 0.000 <0.05. The F value (in the table is 79.623 and the F table value is 3.10. Based on these results, it can be concluded that all independent variables, both brand image and customer trust, have a significant effect on the dependent variable of user loyalty simultaneously.

### 3.8 Research discussion

Based on the results of the study, it was found that the brand image variable has a positive and significant effect on the loyalty of shopee marketplace users at Cendana Polytechnic, where the t-count value is greater than the t-table 2.482> 1.986) and the significant value is less than the alpha value (0.015 <0.05) then the first hypothesis (H1) in this study is accepted. It can be concluded that the more Brand Image increases, it will increase the loyalty of shopee marketplace users at Cendana Polytechnic. The results of this study are in line with

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previous research According to (Alfian & Susanti, 2023) they concluded that Brand Image has a positive and significant effect on customer loyalty. Brand image has an important role in the view of shopee marketplace users so that it can shape consumer perceptions, this is relevant to (Prayoga & Yasa, 2023) who define brand image as a perception that appears in the minds of consumers when remembering a brand on a particular product. Brand image includes the value associated with a brand. Users tend to be more loyal when the brand image of a product or service is positive. The results of this study also show that the customer trust variable has a positive and significant effect on the loyalty of shopee marketplace users at Cendana Polytechnic. Where the t-count value is greater than the t-table 5.685> 1.986) and the significant value is less than the alpha value (0.000 <0.05), the second hypothesis (H2) in this study is accepted. The results of this study are in line with previous research According to (Meliano & Feri, 2022) and (Mertha & Respati, 2022) they concluded that customer trust has a positive and significant effect on customer loyalty. So that overall this research gets a positive value. A good brand image can increase the level of consumer trust which in turn increases user loyalty.

## 4 CONCLUTION

Based on the discussion that has been described in this study, it is concluded that the test results of the Brand Image variable are $H_0$ rejected and Ha accepted, so it can be concluded that there is a significant influence of the brand image variable on the shopee marketplace user loyalty variable at Cendana Polytechnic. The test results of the customer trust variable are H0 rejected and Ha accepted, so it can be concluded that there is a significant influence of the customer trust variable on the shopee marketplace user loyalty variable at Cendana Polytechnic Based on the results of the F test, it can be concluded that all independent variables, both brand image and customer trust, have a significant effect on the dependent variable user loyalty simultaneously. Based on the coefficient of determination test which is seen with the Adjusted R Square value, it is concluded that there is an influence of brand image variables and customer trust together (simultaneously) on user loyalty. Brand image and customer trust are able to influence user loyalty because with a good perception of a brand, customer trust will increase so that it can make these customers become loyal users in making purchases.

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