The Influence Of Brand Image, Online Service Quality , And Of Use On Purchase Decisions On With Trust As A Mediation Variable

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Abstract.

This research is to determine the effect of Brand Image, Online Service Quality, and Ease of Use on purchasing decisions with Trust as a mediating variable. The population in this study are consumers who have purchased products on the Shopee e-commerce application in South Tangerang. The sample used in this study were 225 respondents. The sampling technique used was purposive sampling. By using a quantitative descriptive approach. Data analysis used statistical analysis with SEM-PLS. The results of this study indicate that Brand Image has a positive and significant effect on Trust. Online Service Quality has a positive and significant effect on Trust. Ease of Use has a significant positive effect on Trust. Brand Image has a negative and insignificant effect on Purchasing Decisions. Online Service Quality has a positive and significant effect on Purchasing Decisions. Ease of Use has a positive and significant effect on Purchasing Decisions. Trust has a positive and significant effect on purchasing decisions.

Keywords: *Brand Image, Online Service Quality, Ease of Use, Trust and Purchase Decision.*

I.   INTRODUCTION

Information technology is continually being established and going ahead at a quick and rapid pace in the current globalization moment. The business sector is no exception to the use of the internet, which has significantly influenced how individuals live their daily lives. The business sector in Indonesia is growing daily and evolving with the times. As technology advances and more companies are able to operate online via internet media, the business world is currently undergoing significant transformation. For businesspeople, the internet can be both a need and a means of escape in the face of fierce competition in the marketplace, (Salsabila, et al, 2022). The mushrooming of e-commerce platforms in Indonesia has made each platform deploy all of its strategies, capabilities and uniqueness to increase traffic visits and sales from the pelapak partners they work with, both in terms of website appearance and price, because buyers can only get in touch with companies through websites and prices are of course factors that are highly considered by consumers before shopping online, (Japarianto & Adelia, 2020).

Shopee is an e-commerce company under the auspices of the SEA Group or formerly known as Garena, an internet company in Southeast Asia. Shopee has the number one number of downloads in Indonesia, but is still ranked fourth in the number of monthly visitors. Shopee continues to develop by carrying out various strategies so that its brand can be recognized by the wider community, such as creating an intensive promotion program supported by a quality website with the accuracy of a trusted service promise. This is an effort to compete with other e-commerce brands that are starting to grow and develop together, such as Tokopedia, Bukalapak, and Lazada.The three types of e-commerce that are most in demand in Indonesia are Shopee.id Tokopedia.com and Lazada.co.id these three marketplace brands have dominated e-commerce from 2017 to 2021 in Indonesia as shown in Table 1.

Table 1.Top Brand Index (TBI)

Brand	Top Brand Index (TBI)				
	2017	2018	2019	2020	2021
Lazada.co.id	18.0%	31.8%	31.6%	31.9%	35.2%
Shopee.co.id	-	14.7%	15.6%	20.0%	18.8%
Tokopedia.com	13.4%	18.5%	13.4%	15.8%	16.7%

Source: www.topbrand-award.com

Shopee is a well-known marketplace that is in great demand by consumers, and if you look at TBI data, Shopee always ranks in the top two. In 2018-2020 Shopee experienced an increase in percentage, which was originally 14.7%, 15.6% to 20%, then in 2021 Shopee experienced a decrease in percentage to 18.8%

Unlike the competitor Lazada mentioned above, which has a very high percentage . So, it's important to know the reasons why consumers' decisions to buy goods on Lazada are superior to Shopee. Kotler & Keller (2016) said that the buying decision is the customer's desire to satisfy their needs by buying the item. Purchase decisions can show how the stages of decision making take place. Consumer behavior influences the decision to consume an item.Brand image is a description of consumer associations and beliefs about a particular brand. Brand image is the observations and beliefs held by consumers, as reflected in associations or in consumer memory, (Tjiptono, 2015). The rise of Shopee consumer complaints regarding cases such as the vulnerability to consumer data theft, the vulnerability to account breaches due to payments made via the internet, the vulnerability to fraud where a certain amount of money has been transferred but the goods ordered have not been received. This is likely to be a consideration for Shopee consumers in making decisions when making online purchases and this can also reduce the brand image of the Shopee Company, (Darmansah & Yosepha, 2020).The new adoption of quality of service especially in the world of e-commerce is web-based service quality.

Online service quality (e-service quality) is the level at which a website can facilitate efficiently and effectively the purchase, sale and delivery of both products and services (Solihin & Ahyani, 2022). However, unfortunately, based on an initial survey conducted by asking several students who use Shoppe, there are still some weaknesses in the quality of electronic services at Shopee, namely, at certain times, Shopee often experiences errors and is quite slow to access. Of course this is not good for Shopee, because it will have a negative impact on Shopee's image in the future.The ease of use and usability benefits offered by the Shopee PayLater payment method support the Shopee marketplace platform to become the most widely used Pay Later service in Indonesia (www.databoks.katadata.co.id, 2020) but based on an initial survey conducted by researchers on Shopee users shows that the Shopee PayLater service is in 5th position under the use of other payment methods. This shows that the Shopee PayLater payment method has not become the main payment method chosen for making payment transactions through the Shopee marketplace platform, (Purnamasari et al, 2021).

Mujiyana & Elissa (2012) in their research "when someone is shopping online, the main thing a buyer considers is whether they trust the website that provides online shopping and online sellers on the website. Buyer trust in an online shop lies on whether the website is popular or not. Popular or not we can see in the comments column on the website. If the problem is not resolved immediately, how will consumers trust the site, if there is no trust in the site, how will transactions occur, and automatically the Shopee site cannot compete with other sites, (Ujia, et al, 2018) Based on this, this study aims to analyze brand image, online service quality, and ease of purchasing decisions with trust as a mediating variable because these variables are thought to influence the decision to use Shopee. The research results can be an evaluation for Shopee to its users. It is hoped that the results of the research will become material for consideration for the Shopee marketplace platform to devise strategies to improve understanding of consumer behavior as a venue for increasing usage decisions, so that the existence of a marketplace business with the Pay Later payment method feature as a choice of payment methods can develop and be sustainable.

II.   THEORETICAL REVIEW
Purchase Decisions

The consumer decision-making process is an important thing for consumers to do in buying a product. For consumers, the decision-making process is an important activity because the process contains various steps that occur sequentially before the consumer makes a decision. So, it can be concluded that the purchase decision is an activity or action that evaluates two or more behaviors and chooses one as a choice as a form of behavioral desire (Mardhotillah, 2013). According to Djatikusuma and Getrycia (2014), purchasing decisions are a series of elements that reflect consumer decisions in buying. At this stage, consumers are faced with a choice to make a purchase or not. After the consumer makes a choice, there is a purchase decision for a product or service. The purchase decision is a process of problem-solving consisting of analyzing or recognizing needs and wants, searching for information, valuing sources of selection on alternative purchases, purchasing decisions, and behavior after purchase, (Imaningsih & Rohman, 2018).

Trust

Before a buyer decides to buy an item, there are usually several factors that are taken into consideration, such as trust. The obstacle that is usually faced by online shops is that there is a doubt in shopping online because there are still many buyers who think that shopping online is too risky, where they are worried they will not get the right quality product and can be delivered on time and to the right place. According to Siyamtinah & Hendar (2015) trust reflects one part of positive expectations for the other part of future behavior. Consumer trust is defined as the willingness of one party to accept the risk of another party's actions based on the expectation that the other party will perform an important action for the trusting party, regardless of the ability to monitor and control the actions of the trusted party (Kotler & Keller, 2016).

Brand Image

Brand image or also called brand image is the views and feelings of trust and confidence that consumers have, which are internalized and implied in the customer's memory, which will be the first thing consumers remember when they hear the slogan (Kotler and Keller, 2016). According to Supranto & Limakrisna (2011), brand image is what consumers think or feel when they hear or see the name of a brand or in essence what consumers have learned about the brand. Then according to Tjiptono (2015), brand image is a description of associations and consumer beliefs about certain brands. Brand image is the perception and belief that consumers hold, as reflected in associations or consumers' memories. Meanwhile, Aaker in Aris Ananda (2011) defines brand image as how customers and other people perceive a brand. A strong brand image can increase consumer perceptions of product quality (Solihin & Imaningsih, 2021).

Online Service Quality

Conceptually, the two (electronic service quality and service quality) have the same use. In other words, comparing customer perceptions of the services they receive and their hopes of fulfilling consumer desires, (Salsabila, et al, 2022). The adoption of the new quality of service, especially in the world of e-commerce, is in the form of web-based service quality. The definition of online service quality is the degree to which a website can facilitate efficiently and effectively the buying, selling, and delivery of both products and services (Alwi, 2018). E-Servqual is defined as a thorough assessment and evaluation of the quality of service to consumers in virtual markets and consumers evaluate the entire process they go through in obtaining services, (Marwanah & Shihab, 2022).

Ease of Use

The consideration of online buyers to buy goods at online shops is the ease of use of the application. According to Jogiyanto (2007) convenience is defined as the extent to which a person believes that using a technology will be free of effort. The same thing was stated by Rahayu (2015) convenience is a condition where consumers believe that the use of technology is easy and does not require hard effort from the wearer. According to Suryani (2013), there are several indicators that can be used to measure the convenience of online shopping, namely: 1) easy access to brands and sellers; 2) don't feel embarrassed when buying; 3) no need to leave the house ; 4) easy to do comparisons; 5) save time.
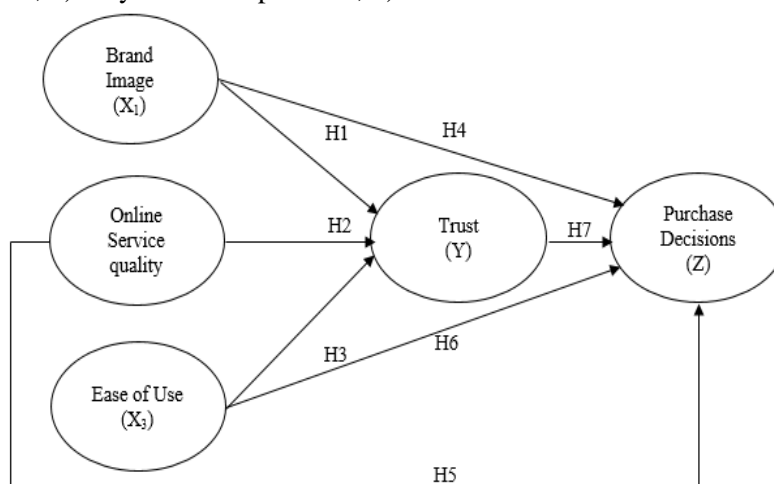
Fig 1. Conceptual Framework

III.   METHODS

This research design uses a causal research design. According to Sugiyono (2017), causal research is a causal relationship. Causal research is used because this study aims to determine the causal relationship that occurs between the independent variable and the dependent variable. The population in this study are consumers who have used the Shopee e-commerce application in South Tangerang. Determination of the minimum sample size in this study refers to the statement by Hair et al (2015) that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, so it is recommended that the minimum sample size is 5-10 observations for each parameter estimated with the assumption n x 5 observed variables (indicators).

Sample = 44 x 5 = 220 respondents In this study, there are 44 research indicators so the minimum sample size is 5 x 45 = 225 and the maximum sample is 10 x 44 = 445. Researchers target the number of samples collected as 225 respondents.The type and source of data used by the author in this study are primary data, where primary data is data obtained from the first source either from individuals or individuals, through the results of filling out questionnaires. The main data collection technique in this research is through survey methods to obtain individual opinions using research instruments in the form of questionnaires. The technique used by researchers in collecting data is by using Google Forms. The data analysis technique in this study used Partial Least Square (PLS) application to examine the hypothesis. PLS is a variant-based SEM statistical method designed to solve multiple regression when data-specific problems occur. PLS (Partial Least Square) is a powerful factor indeterminacy analysis method, therefore it does not assume the data must be with a certain scale measurement, and the number of samples is small, (Ghozali & Latan, 2017).

IV.   RESULTS AND DISCUSSION
Outer Model

Convergent Validity testing of each construct indicator. According to Chin in Ghozali (2014), an indicator is said to be valid if its value is greater than 0.60. Based on this criterion, if there is a loading factor below 0.60, it will be dropped from the model.
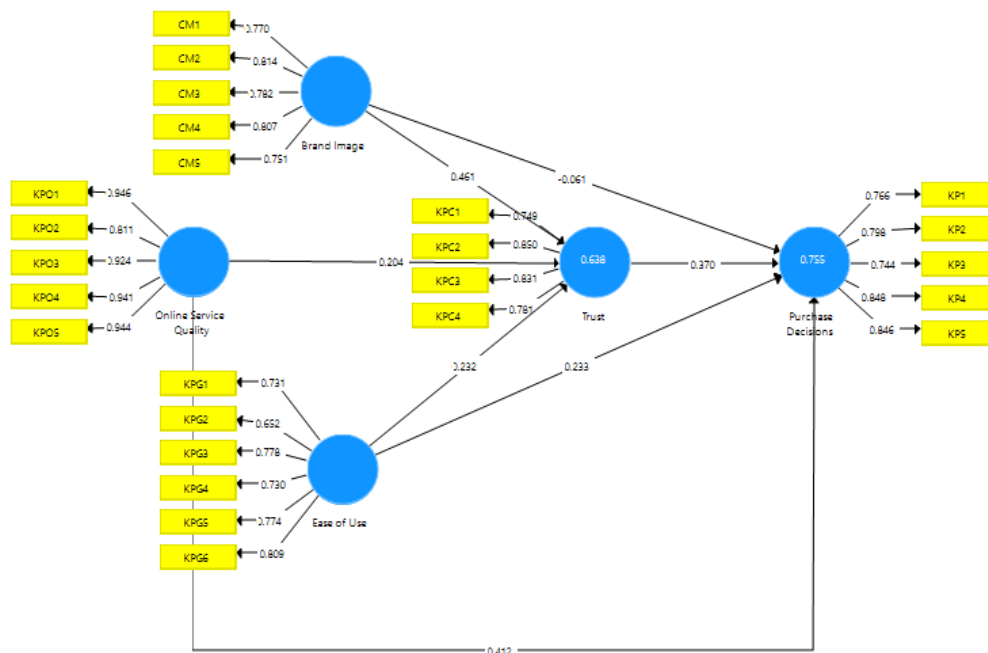

Fig 2. PLS Algorithm Results

Table 2. Convergent Validity Test Results

Variable	Indicator	Loading Factor	Information
Brand Image	CM1	0,770	Valid
	CM2	0,814	Valid
	CM3	0,782	Valid
	CM4	0,807	Valid
	CM5	0,751	Valid
Online Service Quality	KPO1	0,946	Valid
	KPO2	0,811	Valid
	KPO3	0,924	Valid
	KPO4	0,941	Valid
	KPO5	0,944	Valid
Ease of Use	KPG1	0,731	Valid
	KPG2	0,652	Valid
	KPG3	0,778	Valid
	KPG4	0,730	Valid
	KPG5	0,774	Valid
	KPG6	0,809	Valid
Trust	KPC1	0,749	Valid
	KPC2	0,850	Valid
	KPC3	0,831	Valid
	KPC4	0,781	Valid
Purchase Decisions	KP1	0,766	Valid
	KP2	0,798	Valid
	KP3	0,744	Valid
	KP4	0,848	Valid
	KP5	0,846	Valid

The results the convergent validity test in Table 2 and Figure 2 above can be seen that all indicators have met the convergent validity because they have a loading factor value above 0.60. Discriminant validity testing, namely reflective indicators can be seen in the cross-loading between the indicators and their constructs. An indicator can be declared valid if it has the highest loading factor for the intended construct compared to the loading factor for other constructs

Table 3. Discriminant Validity Test Results

	Brand Image	Online Service Quality	Ease of Use	Trust	Purchase Decisions
CM1	0,770	0,492	0,447	0,587	0,454
CM2	0,814	0,538	0,568	0,599	0,476
CM3	0,782	0,598	0,577	0,686	0,657
CM4	0,807	0,461	0,500	0,520	0,457
CM5	0,751	0,339	0,361	0,439	0,311
KPO1	0,573	0,946	0,702	0,674	0,760
KPO2	0,584	0,811	0,670	0,628	0,710
KPO3	0,574	0,924	0,761	0,607	0,734
KPO4	0,568	0,941	0,734	0,555	0,726
KPO5	0,610	0,944	0,682	0,626	0,745
KPG1	0,530	0,557	0,731	0,487	0,540
KPG2	0,403	0,418	0,652	0,439	0,443
KPG3	0,475	0,549	0,778	0,529	0,578
KPG4	0,473	0,576	0,730	0,528	0,571
KPG5	0,528	0,798	0,774	0,553	0,655
KPG6	0,455	0,543	0,809	0,526	0,627
KPC1	0,659	0,467	0,524	0,749	0,529
KPC2	0,683	0,518	0,531	0,850	0,625
KPC3	0,514	0,499	0,508	0,831	0,610
KPC4	0,520	0,678	0,631	0,781	0,681
KP1	0,410	0,541	0,647	0,518	0,766
KP2	0,685	0,612	0,586	0,690	0,798
KP3	0,463	0,492	0,530	0,646	0,744
KP4	0,487	0,733	0,651	0,645	0,848
KP5	0,458	0,805	0,658	0,568	0,846

Based on Table 3 above, it can be seen that the cross-loading value also shows good discriminant validity, so that the correlation value of the indicator to the construct is higher than the value to the other constructs. As an illustration, the CM1 indicator on brand image has a construction value of 0.770 which is greater than the other constructs. Latent constructs predict indicators in their block better than indicators in other blocks. Thus, it can be concluded from the cross-loading results that there is no Discriminant Validity problem.

Table 4. Discriminant Validity (Fornell Larcker Criterion)

	Brand Image	Online Service Quality	Ease of Use	Trust	Purchase Decisions
Brand Image	0,785				
Online Service Quality	0,637	0,915			
Ease of Use	0,640	0,777	0,787		
Trust	0,739	0,678	0,685	0,804	
Purchase Decisions	0,624	0,805	0,767	0,764	0,801

In Table 4 it can be concluded that the square root of the average variance extracted (AVE) for each construct is greater than the correlation between one construct and another in the model. The AVE value is based on the table above, it can be concluded that the construct in the estimated model meets the discriminant validity criteria.

Table 5. Average Variance Extracted (AVE)

No	Variabel	AVE
1	Brand Image	0,616
2	Online Service Quality	0,836
3	Ease of Use	0,558
4	Trust	0,646
5	Purchase Decisions	0,642

From table 5 above, it can be seen that the Average Variance Extracted (AVE) value of each variable has a value above 0.50, so there is no convergent validity problem in the model that has been tested. Thus it can be stated that each variable has good discriminant validity.

Table 6. Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability	Information
Brand Image	0,847	0,889	Reliable
Online Service Quality	0,950	0,962	Reliable
Ease of Use	0,841	0,883	Reliable
Trust	0,816	0,879	Reliable
Purchase Decisions	0,860	0,900	Reliable

Based on table 6 above, it can be seen that the results of testing composite reliability and Cronbach's alpha show a satisfactory value, that is, all latent variables are reliable because all values of latent variables have composite reliability values and Cronbach's alpha 0.70. So it can be concluded that the questionnaire used as a research tool has been reliable and consistent.

Structural Model Evaluation (Inner Model)

Table 7. R^2 Value of Endogenous Variables

Variable	R Square	R Square Adjusted	Category
Trust	0,638	0,633	High
Purchase Decisions	0,755	0,750	High

From the data above, it can be concluded that the R-Square value is 0.638, which means the variability of trust that can be explained by the three independent variables in the model, namely brand image, online service quality, and ease of use by 63,8% and 36,2% explained outside this research model. As well as the variability of purchasing decisions can be explained by the three independent variables as well as the dependent variable, namely brand image, price perception, and service quality as well as 75,5% trust and 24.5% explained outside this research model.
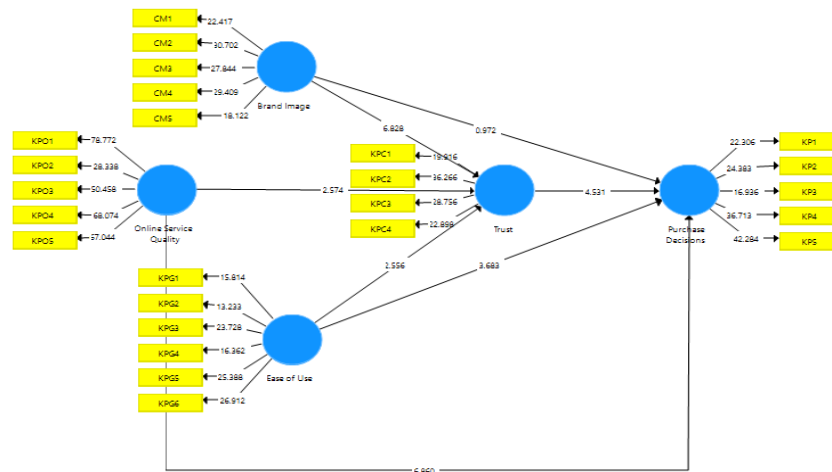
Fig 3. Bootstrapping Results
Table 8. Hypothesis Testing Results

	Original Sample	T Statistics	P Values	Information
Brand Image -> Trust	0,461	6,828	0,000	Received
Brand Image -> Purchase Decisions	-0,061	0,972	0,332	Rejected
Online Service Quality -> Trust	0,204	2,574	0,010	Received
Online Service Quality -> Purchase Decisions	0,412	6,860	0,000	Received
Ease of Use -> Trust	0,232	2,556	0,011	Received
Ease of Use -> Purchase Decisions	0,233	3,683	0,000	Received
Trust -> Purchase Decisions	0,370	4,531	0,000	Received

Based on Table 8 it can be seen that the construct or variable Brand Image has a positive and significant influence (OS = 0.461) with the construct or variable Trust, the t-statistical value for the influence of this construct is 6.828 > 1.96, and the p-value is 0.000 <0.05. So the hypothesis which states Brand Image has a positive and significant effect on Trust is accepted. The construct or variable Brand Image has a negative and significant influence (OS = -0.061) with the construct or variable Purchase Decision, the t-statistical value of the effect of this construct is 6.972 <1.96, and p-value 0.332 > 0.05. So the hypothesis which states Brand Image has a positive and significant effect on Purchase Decision is rejected.Then the construct or variable of Online Service Quality has a positive and significant influence (OS = 0.204) with the construct or variable Trust, the t-statistical value of the effect of this construct is 2.574 > 1.96, and the p-value is 0.010 <0.05. So that the hypothesis that online service quality has a positive and significant effect on trust is accepted.

The construct or variable of Online Service Quality has a positive and significant influence (OS = 0.412) with the construct or variable Purchase Decision, the t-statistical value of the influence of this construct is 6.860 > 1.96, and the p-value is 0.000 <0.05. So that the hypothesis which states that Online Service Quality has a positive and significant effect on Purchasing Decisions is accepted.Furthermore, the construct or variable Convenience has a positive and significant influence (OS = 0.232) with the construct or variable Trust, the t-statistical value of the influence of this construct is 2.556 > 1.96, and the p-value is 0.011 <0.05. So the hypothesis which states that ease has a positive and significant effect on trust is accepted. Construct or variable Convenience has a positive and significant influence (OS = 0.233) with the construct or variable Purchase Decision, the t-statistical value of the effect of this construct is 3.683 > 1.96, and p-value 0.000 <0.05. So the hypothesis which states that convenience has a positive and significant effect on purchasing decisions is accepted. As for the construct or variable Trust has a positive and significant influence (OS = 0.370) with the construct or variable Purchase Decision, the t-statistical value of the influence of this construct is 4.531 > 1.96, and the p-value is 0.000 <0.05. So that the hypothesis stating Trust has a positive and significant effect on Purchase Decisions is accepted.

Discussion of Research Results

The Effect of Brand Image on Trust

Based on the first hypothesis test (H1) in this study, it was found that there was a significant positive effect between brand image and trust. This is indicated by the Original Sample value of 0.461 and the value

of T Statistics > T table (6.828 > 1.96) and the first hypothesis in this case is accepted, meaning that Brand Image is proven to have an effect on Trust. It can be said that the good image given by the company to consumers is very important for consumers to pay attention to so that they have confidence in making transactions in e-commerce. The highest indicator on the brand image variable is a dynamic indicator with the question "Shopee Association is very good from a sponsor's point of view". Brand association is a relationship with a brand with a certain concept that consumers remember when they meet the brand. This unique set can include concepts, emotions, objects, experiences, personalities, relationships, people, things, or images. It can be tangible or intangible and can be directly, indirectly or completely unrelated to the brand offering. But it is something that makes customers remember and recognize the brand. The results of this study are reinforced by previous research by Puspita, Yunus, and Sulaiman (2017) in their research explaining that brand image has a positive and significant effect on trust. Research by Erlinda, et al (2016) gives the results that brand image has a positive and significant influence on trust. Research by Sulibhavi & Shivashankar (2017) The results show that brand image has a significant effect on brand trust.

The Effect of Online Service Quality on Trust

Based on the second hypothesis test (H2) in this study, the results showed that there was a positive and significant influence between Online Service Quality on Trust. This is indicated by the Original Sample value of 0.412 and the value of T Statistics > T table (6.860 > 1.96) and the second hypothesis, in this case, is accepted, meaning that Online Service Quality is proven to affect Trust. It can be said that the quality of service provided by the seller is something that consumers expect so that they get more information and services so that they will trust the seller. In the study, respondents considered that the quality of customer service to consumers was very good. The highest indicator in the online service quality variable is the personal data security indicator with the question "Seller at Shopee promises the security of my data as a buyer". Thus Shopee can provide security for its users by not divulging customer confidential data to others. With this security guarantee, customers feel safe and don't have to worry about making transactions on Shopee. The results of this study are in line with previous research by Pramana & Rastini (2016) in his research explaining that service quality has a positive and significant effect on trust. The results of Chou's (2014) research also show that there is a positive relationship between service quality and consumer trust. Aziz's research (2016) shows that there is a positive relationship between service quality and consumer trust.

Effect of Ease of Use on Trust

Based on the third hypothesis test (H3) in this study, it was found that there is a significant influence between Ease of Use and Trust. This is indicated by the Original Sample value of 0.233 and the T Statistics value < T table (2,556 > 1.96) and the third hypothesis in this case is accepted which means that Ease of Use has proven to have an effect on Trust. It can be said that the ease of operating shopping features at Shopee can affect their trust, consumers/respondents in this study assess the easier it is to use the application, the more they can trust Shopee e-commerce. The highest indicator for the convenience variable is the Easy to become proficient indicator with the question "Using the easy Shopee application provides speed to become proficient in operating it". Thus the Shopee application is very easy to use and can make customers who use it quickly proficient in operating it. The results of this study are supported by previous research conducted by Faradila & Soesanto (2016) stating that perceived convenience has a positive and significant effect on online trust. Ella et al. (2012) conducted research on the Fesh Shop, which is an industry engaged in online sales such as clothing, shoes, bags, watches, and various kinds of cosmetics, obtained the results of a study that the positive effect of the perceived ease of use variable on trust, meaning that the better perceived ease of use, then trust will also increase both in Fesh Shop online products.

The Influence of Brand Image on Purchase Decision

Based on the fourth hypothesis test (H4) in this study, the results showed that there was no significant effect between brand image and purchasing decisions. This is indicated by the Original Sample value of -0.061 and the value of T Statistics > T table (0.972 > 1.96) and the fourth hypothesis in this case is rejected, meaning that Brand Image is not proven to have an effect on Purchase Decisions. It can be said that the good image that Shopee provides to consumers does not necessarily influence their purchasing decisions. Consumers/respondents in the study considered that there were other factors that could influence purchasing

decisions at Shopee e-commerce. Brand image does not affect consumer decisions to buy Shopee e-commerce, because brands are relative to consumers. Now there are many good and well-known e-commerce brands with more attractive variants and affordable prices. At this time all companies are competing to dominate the market, therefore companies are always innovating and innovating on the brands they create. The results of this study are strengthened by previous research by Lubis and Hidayat (2017) which stated that brand image has no effect on purchasing decisions. Arfi (2019) states that brand image does not affect purchasing decisions. This study follows research conducted by Septiani and Rakmawati (2020), and Wowor and Lumanauw (2021) which state that brand image has no significant effect on purchasing decisions.

The Influence of Online Service Quality on Purchase Decisions

Based on the fifth hypothesis test (H5) in this study, it was found that there is a positive and significant influence between Online Service Quality on Purchasing Decisions. This is indicated by the Original Sample value of 0.412 and the value of T Statistics > T table (6,860 > 1.96) and the fifth hypothesis in this case is accepted, meaning that Online Service Quality is proven to have an effect on Purchase Decisions. It can be said that the quality of online services provided by sellers at Shopee greatly influences their purchasing decisions, starting from how their treatment of consumers will make them confident in deciding to buy products at Shopee. Research respondents stated that the quality of service at Shopee was very detailed so they could be more confident in buying products. The results of this study are reinforced by research from Prasetyowati (2017) which explains that there is a positive and significant influence between service quality on consumer purchasing decisions. Hartini's research (2018) says that service quality has a positive and significant effect on purchasing decisions. Research by Dapas. et al (2019) gives the result that service quality has a positive and significant effect on purchasing decisions.

Effect of Ease of Use on Purchase Decision

Based on the sixth hypothesis test (H6) in this study, the results showed that there was a positive and significant influence between Ease of Use on Purchase Decisions. This is indicated by the Original Sample value of 0.233 and the value of T Statistics > T table (3.683 > 1.96) and the sixth hypothesis, in this case, is accepted, meaning that Ease of Use is proven to affect Purchase Decisions. It can be said that the ease of use in the application of the Shopee platform provides a good level of purchasing decisions to consumers. Consumers certainly in their desire to shop online where they think that shopping online makes it easier for them so the e-commerce platform will certainly provide ease of use of the application to increase the level of their purchasing decisions. The results of this study are in line with research from Pratama et al (2019) which explains that there is a positive and significant influence between perceived ease of use (ease of use) on online purchasing decisions. Another study by Suhardi (2018) provides an answer that perceived ease of use has a positive and significant effect on purchasing decisions. Anggoroningsih's research (2018) states that there is a positive and significant influence between ease of use on purchasing decisions.

The Effect of Trust on Purchase Decisions

Based on the seventh hypothesis test (H7) in this study, the results showed that there was a positive and significant influence between Trust on Purchase Decisions. This is indicated by the Original Sample value of 0.370 and the value of T Statistics > T table (4.531 > 1.96) and the seventh hypothesis, in this case, is accepted, meaning that trust is proven to affect Purchase Decisions. It can be said that the trust built by Shopee in its consumers makes them make a certainty that they will decide to shop at Shopee. Consumers who are made to believe in online shopping platform providers, of course, will stay and will shop there because there are so many risky things that happen when shopping online. The results of this study are strengthened by research from Ciptaningrum (2019) which explains that there is a positive and significant influence between trust and online purchasing decisions. Hartini (2018) in his research also provides a statement that trust affects consumer purchasing decisions. Research by Rozieqy & Arifin (2018) states that there is a positive and significant influence between trust on purchasing decisions.

V. CONCLUSION

Based on the results of the research and discussion, it can be concluded that Brand Image has a positive and significant effect on Trust. Online Service Quality has a positive and significant effect on Trust. Ease of Use has a significant positive effect on Trust. Brand Image has a negative and insignificant effect on Purchasing Decisions. Online Service Quality has a positive and significant effect on Purchasing Decisions. Ease of Use has a positive and significant effect on Purchasing Decisions. Trust has a positive and significant effect on purchasing decisions.

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