**The influence of brand image, product quality, and trust on fashion consumer purchase decisions on Shopee**

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**Abstract**

This research aims to analyze the influence of brand image, product quality, and trust on fashion consumers' purchasing decisions in the Shopee marketplace, particularly at the Missyshop store in Makassar City. Using a quantitative approach, this study employs multiple linear regression analysis to examine the impact of the independent variables on the dependent variable. The sample consists of 160 respondents who are active consumers of Missyshop on Shopee, with the sample size determined using the Malhotra formula. Data collected through an online questionnaire were analyzed using SPSS version 29. The findings reveal that brand image, product quality, and trust all have a positive and statistically significant effect on consumer purchase decisions, as indicated by significance values of less than 0.001. These results highlight the importance of enhancing brand image, ensuring high product quality, and fostering consumer trust in driving consumer behavior on e-commerce platforms. The findings are consistent with previous studies which emphasized the role of product quality and trust in shaping consumer satisfaction. However, this study also acknowledges limitations, such as the potential response bias from a sample of active Shopee users. Future research is recommended to expand the sample size and explore additional factors such as pricing, user reviews, and digital marketing effectiveness to improve generalizability.

**Keywords:** brand image, product quality, trust and purchasing decisions

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1. **Introduction**

In the modern era, many companies prefer utilizing marketplaces over traditional online selling and purchasing methods. Marketplaces encompass all processes from product development, marketing, sales, shipping, customer service, to payment, supported by a network of business partners worldwide. The marketplace system heavily relies on internet resources and various other information technologies to facilitate these processes.

The increasing competition in the fashion industry in Makassar, particularly for businesses like Missyshop, necessitates strategies to attract and retain customers. With a plethora of brand and product options available, consumers have become more selective in their purchasing decisions. Key factors such as brand image, product quality, and trust in the brand play a crucial role in influencing consumer purchase decisions.

Consumer trust in a product can be established by delivering products that meet the specifications advertised on the company's website. This trust is reflected in the honesty of producers or marketers in conveying the characteristics of the products or services offered in detail to consumers. Quality is paramount for consumers when deciding to purchase products from a company; the better the quality of the products sold, the greater the opportunity for the company to succeed.

According to Kotler (2018), marketing is a managerial and social process through which individuals or groups obtain what they need and want by creating and exchanging valuable products with others. Marketing activities aim to achieve the company's objectives by anticipating customer needs and directing them toward goods and services that fulfill those needs.

Understanding purchase decisions is crucial for Shopee to expand its application usage and maintain its position as the leading marketplace in Indonesia. Based on the findings related to purchase decision-making, several stages align with theoretical frameworks, including: 1) problem recognition; 2) information search; 3) alternative evaluation; 4) purchase decision; and, 5) definition of brand image

According to Firmansyah (2019), brand image is the representation of the overall perception of a brand, shaped by past information and experiences related to that brand. Brand image is associated with attitudes that reflect beliefs and preferences toward a particular brand. As stated by Ririn (2020), product quality encompasses the characteristics and attributes of a product that can influence its ability to satisfy consumer needs. The higher the quality of a product, the more likely it is to attract consumer interest.

Consumer trust, which arises from within, significantly influences consumer attitudes when making purchase decisions, especially in e-commerce contexts. Trust is the belief held by one party (in this case, the consumer) in another party (the seller) (Siagian & Cahyono, as cited in Nasution, Limbong, & Ramadhan, 2020).

Based on the relationships among the variables in the conceptual framework, the following research hypotheses are proposed:

H1 : There is a significant influence of brand image on fashion purchase decisions at Missyshop in Makassar.

H2 : There is a significant influence of product quality on consumer purchase decisions for fashion at Missyshop in Makassar.

H3 : There is a significant influence of consumer trust on fashion purchase decisions at Missyshop in Makassar.

1. **Research Design and Method**

The type of research used in this study is quantitative research. This study requires data collection. Data collection used in this study is a Questionnaire (Questionnaire) A questionnaire or questionnaire is a data collection technique that involves questions that have been systematically arranged. Respondents are asked to provide responses that can be measured through predetermined answer options with 160 respondents. This study was conducted from December to February 2025. This study was conducted by distributing questionnaires to consumers who had shopped at the shopee marketplace at Missyshop official. Testing tools using the Classical Assumption Test, Multiple Linear Regression Analysis, Patial Test (t Test), Simultaneous Test (f Test) and Coefficient of Determination Test (R2)

1. **Results and Discussion**

***Statistical Result***

Validity test

In this study, to calculate the level of validity, the software used is the Statistical Package for Social Science (SPSS) for window version 29. If R count > R table, then the instrument is said to be valid. If r count < r table, then the instrument is said to be invalid. Table 1 shows that the total R count for each question item is higher than the R table (0.203), so each question item is valid.

**Table 1. Results of Validity Test**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable** | **Question Item** | **R count** | **R table(df=N-2)** | **Information** |
| Brand Image (X1) | X1.1 | 0,531 | 0,203 | Valid |
| X1.2 | 0,582 | 0,203 | Valid |
| X1.3 | 0,584 | 0,203 | Valid |
| X1.4 | 0,639 | 0,203 | Valid |
| X1.5 | 0,524 | 0,203 | Valid |
| X1.6 | 0,537 | 0,203 | Valid |
| X1.7 | 0,657 | 0,203 | Valid |
| X1.8 | 0,565 | 0,203 | Valid |
| Product Quality (X2) | X2.1 | 0,692 | 0,203 | Valid |
| X2.2 | 0,668 | 0,203 | Valid |
| X2.3 | 0,614 | 0,203 | Valid |
| X2.4 | 0,599 | 0,203 | Valid |
| X2.5 | 0,588 | 0,203 | Valid |
| X2.6 | 0,661 | 0,203 | Valid |
| X2.7 | 0,568 | 0,203 | Valid |
| X2.8 | 0,609 | 0,203 | Valid |
| Trsut (X3) | X3.1 | 0,713 | 0,203 | Valid |
| X3.2 | 0,676 | 0,203 | Valid |
| X3.3 | 0,654 | 0,203 | Valid |
| X3.4 | 0,592 | 0,203 | Valid |
| X3.5 | 0,675 | 0,203 | Valid |
| X3.6 | 0,572 | 0,203 | Valid |
| X3.7 | 0,539 | 0,203 | Valid |
| X3.8 | 0,655 | 0,203 | Valid |
| Purchase Decision (Y) | Y.1 | 0,649 | 0,203 | Valid |
| Y.2 | 0,644 | 0,203 | Valid |
| Y.3 | 0,725 | 0,203 | Valid |
| Y.4 | 0,619 | 0,203 | Valid |
| Y.5 | 0,657 | 0,203 | Valid |
| Y.6 | 0,660 | 0,203 | Valid |
| Y.7 | 0,709 | 0,203 | Valid |
| Y.8 | 0,764 | 0,203 | Valid |

**Table 2. Results of Reliability Test**

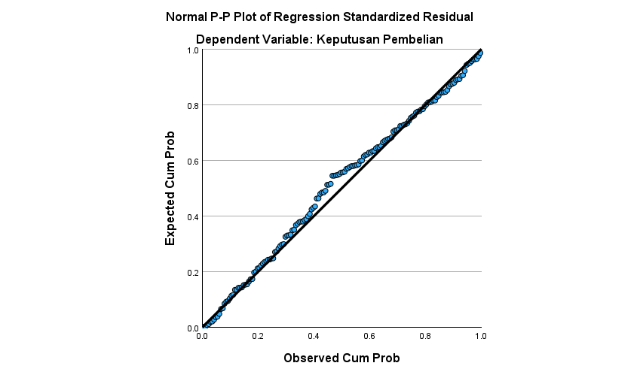
|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | **Cronbach’s Alpha** | **Reliability Standard** | **Information** |
| Brand Image (X1) | 0,715 | 0,60 | Reliabel |
| Product Quality (X2) | 0,777 | 0,60 | Reliabel |
| Trust (X3) | 0,786 | 0,60 | Reliabel |
| Purchase Decision (Y) | 0,831 | 0,60 | Reliabel |

Reliability test

Reliability can be determined by the criteria of a Cronbach alpha value greater than 0.60. If the alpha value or r count is 0.8 - 1.0 then it is said to be good reliability. The variables of Brand Image, Product Quality, Trust and purchasing decisions are four variables that from the results of the reliability test above have a Cronbach Alpha value > 0.60, which indicates that these indicators are considered reliable or can be trusted as measuring instruments.

Normality Test

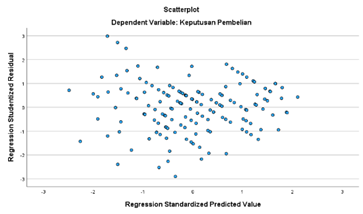
Figure 4.1 shows a Normal P-Plot with data points spread along the diagonal line, indicating that the data is normally distributed and the regression model meets the normality assumption.



**Figure 1. Result of Normality Test**

**Table 3. Results of Multicollinearity Test**

|  |  |  |  |
| --- | --- | --- | --- |
| **Model** |  | **Collinearity Statistics** | |
| **Tollerance** | **VIF** |
| 1 | Brand Image | .522 | 1.916 |
|  | Product Quality | .458 | 2.185 |
|  | Trust | .547 | 1.829 |



**Figure 2. Result of Heteroskedasticity Test**

Multicollinearity test

Based on Table 3, it can be seen that the Tolerance Value for all independent variables (Brand Image, Product Quality, and Trust) is greater than 0.10. The VIF value for all independent variables is less than 10. Thus, it can be concluded that there are no significant symptoms of multicollinearity in this regression model.

Heteroskedasticity test

Figure 2 shows that the points in the scatterplot appear to be randomly distributed around the zero line on the vertical axis. This indicates that the residual variance tends to be constant throughout the range of predicted values. There are several points that are relatively far from the other points (outliers). From a visual assessment of the scatterplot, it appears that the assumption of homoscedasticity (absence of heteroscedasticity) is met.

Multiple linear regression analysis

Table 4 shows that all independent variables (Brand Image, Product Quality, and Trust) have a Sig. value (<,001), which means they all significantly influence Purchase Decision.

**Table 4. Result of Multiple Linear Regression**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** |
| **B** | **Std. Error** | **Beta** |
| 1 | (Constant) | 7.677 | 1.994 |  | 3.849 | <,001 |
| Brand Image | .264 | .077 | .258 | 3.405 | <,001 |
| Product Quality | .277 | .078 | .286 | 3.541 | <,001 |
| Trust | .269 | .067 | .298 | 4.024 | <,001 |

**Table 5. Result of Multiple Linear Regression**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
| 1 | Regression | 807.016 | 3 | 269.005 | 59.358 | <,001b |
| Residual | 706.984 | 156 | 4.532 |  |  |
| Total | 1514.000 | 159 |  |  |  |
| Regression | 807.016 | 3 | 269.005 | 59.358 | <,001b |

**Table 6. Result of Determination Coefficient (R2)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
| 1 | .730a | .533 | .524 | 2.129 |

Partial test (t test)

Table 4 shows that all independent variables (Brand Image, Product Quality, and Trust) have a Sig. value (<,001), which means they all significantly influence Purchase Decision.

Simultaneous test (F test)

Based on table 5, the Sig. value (p-value) is <.001, which is much smaller than the commonly used significance level (e.g., 0.05). In other words, the overall regression model is statistically significant. This indicates that the independent variables (Brand Image, Product Quality, and Trust) simultaneously have a significant effect on the dependent variable (Purchase Decision).

Determination Coefficient (R2) Test

Table 6 shows the R Square value is 0.533. This means that 53.3% of the variation in “Purchase Decision” can be explained by the predictor variables used in the model, namely “Trust”, “Brand Image”, and “Product Quality”.

***Discussion***

The results of this study reveal that Brand Image, Product Quality, and Trust all have a significant influence on Purchase Decision, as demonstrated by the p-values (<.001) presented in Table 4. These findings were consistent with the initial hypotheses and align with prior research in the field of consumer behavior and online marketplace studies (Azhari and Fachry (2020), suggesting that these variables play a vital role in shaping consumer purchasing patterns, particularly in the fashion sector on e-commerce platforms like Shopee.

The significant p-value in Table 5 (<.001) confirms that the overall regression model is statistically significant, indicating that the independent variables — brand image, product quality, and trust — collectively contribute meaningfully to the prediction of purchase decisions. This supports the broader understanding that consumers consider multiple factors in tandem when making purchasing decisions online. The interconnectedness of trust, brand perception, and the perceived quality of the product are essential in reducing uncertainty and perceived risk in online transactions (Gefen et al., 2003).

Furthermore, Table 6 reports an R Square value of 0.533, implying that 53.3% of the variance in purchase decision can be explained by the three predictor variables used in this model. While this suggests a moderate to strong explanatory power, it also indicates that nearly half of the variance may be influenced by other factors not included in this study, such as price, customer reviews, promotions, or individual psychological variables (e.g., consumer motivation or prior experience with the platform).

From a theoretical perspective, the findings reinforce the Theory of Planned Behavior, which posits that consumer intention (and ultimately decision) is influenced by attitudinal beliefs (such as brand image), normative beliefs (such as trust), and control beliefs (such as perceived quality). Practically, this implies that businesses operating on digital marketplaces like Shopee — particularly in the fashion industry — must prioritize building a strong and consistent brand identity, maintaining high product quality, and fostering trust through transparency, secure payment systems, and responsive customer service.

Unexpectedly, the magnitude of influence from trust may warrant deeper attention. As fashion products are highly subjective and prone to issues like size mismatch or color variation, consumers' trust in sellers can significantly reduce hesitation, leading to quicker and more confident purchasing decisions. This underscores the importance of seller ratings, customer reviews, and return policies as mechanisms to build trust in the Shopee ecosystem.

Implications and Recommendations:

Given the increasing competition in e-commerce, especially in marketplaces like Shopee, this study highlights the need for small businesses such as Missyshop in Makassar to invest in branding efforts and quality control measures. Additionally, trust-building mechanisms — such as clear communication, reliable logistics, and authentic customer engagement — should be a central part of their digital strategy.

Limitations and Future Research:

While this study explains over half of the variation in purchase decisions, future research should explore additional variables such as social media influence, pricing strategy, or user interface experience of the Shopee platform. Comparative studies across different cities or product categories could also help in generalizing the findings more broadly across Indonesia or Southeast Asia.

1. **Conclusions**

This study empirically examined the influence of brand image, product quality, and trust on consumer purchase decisions in the fashion category on the Shopee marketplace. The findings reveal that all three independent variables have a positive and statistically significant effect on purchase decisions, as indicated by significance values of less than 0.001. These results suggest that enhancing brand image, ensuring high product quality, and building consumer trust are essential for influencing consumer behavior in e-commerce platforms.

The results are consistent with previous studies, such as Azhari and Fachry (2020), which emphasized the critical role of product quality and trust in shaping consumer satisfaction and purchase decisions. Although their research focused on the financial services sector, the findings remain relevant in the context of online fashion retail. This study contributes to the literature by highlighting key marketing factors that businesses can leverage to strengthen their competitive advantage on platforms like Shopee. The use of multiple linear regression analysis provides robust statistical support for the proposed model.

However, the study has certain limitations. Data collection through an online questionnaire may introduce response bias, as participants were limited to active Shopee users with specific shopping experiences. Future research is recommended to include a broader and more diverse sample to enhance generalizability and to explore additional factors such as pricing, user reviews, or digital marketing effectiveness.

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