THE EFFECT OF TRUST AND PRICE ON PURCHASE DECISIONS THROUGH BRAND IMAGE AS INTERVENING VARIABLES (CASE STUDY OF SHOPEE USERS IN MAKASSAR CITY)

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ABSTRACT
The influence of trust and price on purchasing decisions through brand image as an intervening variable Shopee builder in Makassar (guided by Muh. Asdar and Abdul Razak Munir). This study aims to explain the effect of trust and price on purchasing decisions through brand image as an intervening variable (a chase study of Shopee users in Makassar). The research sample of 100 Shopee users. The analytical method used is path analysis with the help of SPSS 25 application. The results showed that the trust and price variables had a positive effect on purchasing decisions through brand image.

Keywords: trust, price, brand image, and purchasing decisions.

INTRODUCTION
Technological advances that can be felt in everyday life are technological advances in communication and technology, one example is the internet. Many people in Indonesia think that the internet brings convenience and change. People are now easily connected to other internet users, even with several users in different countries. Internet users also continue to grow from year to year, this is evidenced by the data published by We Are Social, now there are 88.1 million Indonesians who use the internet from a total population of 259 million. The data quoted from the Digital, Social, and Mobile Report in 2016 explains that active users in Indonesia have increased by 15 percent compared to January 2015 ago. Meanwhile, internet penetration in Indonesia this year is 34 percent compared to last year's penetration of 28 percent (techno.id - February 2016).

Source: Indonesian Internet Service Providers Association and PUSPAKOM UI. 2015
Chart 1.1 Number of Internet Users in Indonesia from 2005-2014
In 2015, the Indonesian Internet Service Providers Association in collaboration with the Center for Communication Studies at the University of Indonesia released data on internet users in Indonesia from year to year. This data can be seen in Figure 1.1. Based on this figure, it can be seen that internet users in Indonesia have increased every year. Not only the number, but also the penetration of users. The increase in internet users is estimated to have an influence on changes in consumer behavior significantly. One of the changes in consumer behavior that changes with internet use is in online shopping. Looking further at what became our penome, as soon as we experienced the digital revolution 4.0. I sometimes think that there are things that are so important, for example, first we will be directly at a point in the global world, when digital becomes without boundaries. what we experience of course (borderless) means what do we always mean by digital technology to be ourselves as a global activity that we cannot handle. Second, digital technology will make us more professional. gadget in hand helps provide you with a variety of information and easy analysis in making decisions. On the other hand, in any form of institutional organization, digital technology is able to shorten business processes, so that it will be more effective and efficient, and a kind of paradox arises here, when digital technology provides a wider social space, at the same time we increasingly want to be served in a personal. This is a result of our personal data that we are increasingly transparent, everything becomes open. Hermawan Kartajaya) which is relevant in this digital era in a marketing perspective is direct person-to-person communication. It can be seen that internet users in Indonesia have increased every year. One of the changes in consumer behavior that changes with internet use is in online shopping. Based on figure 1.1 the behavior of internet users in Indonesia shows that as much as 62% of commercial content used is for online shopping. Meanwhile as much 34.2% access personal business, and as much as 3.8% fall into other categories.

Source: Indonesian Internet Service Providers Association. 2076

**Figure 1.1**

**Indonesian Internet User Behavior**

The advantages of shopping online for consumers include providing convenience, where customers do not need to wrestle with traffic, do not need to look for a parking space and walk from store to store. Consumers end up having the perception that less effort is put into shopping online compared to shopping directly with come to the desired shop. These things are considered by business activists to enter into new business models, one of which is later known as electronic commerce or e-commerce. Electronic commerce itself is not
something new in the international world, the application of electronic commerce began in the early 1970s, with the existence of Electronic Fund Transfer (EFT). At that time, the application level was still limited to large companies, financial institutions, and several small companies. Next came Electronic Data Interchange (EDI), which developed from financial transactions to processing other transactions. The number of participating companies has grown large, ranging from financial institutions to manufacturing companies. Large company participation makes ecommerce. And there is data on the use of e-commerce in each city as follows. Kotler (2016) argues that future business transactions are predicted to move from a market place (shop or a place) to a market space (online). The low cost and easy way to shop have made many entrepreneurs open up and even switch to online media. Companies with online sales media compete by presenting a comfortable, safe and easy online shopping experience, and they also continue to innovate in providing sales services and providing products for sale.

In 2015, Shopee was first launched in Singapore as the first social-centric mobile marketplace where users can browse, shop and sell at any time. Integrated with Logistics and payment support that aims to make online shopping easy and safe for both sellers and buyers. After that Shopee, which is based in Singapore, expanded to other ASEAN countries and opened Shopee Indonesia, Shopee Malaysia, Shopee Thailand. Shopee Taiwan. Shopee Vietnam and Shopee Philippines. Here are online mall data. Data analytics and digital consultants, One Data Science released a study of positioning and the growth of consumer goods e-commerce in Indonesia during the first and second quarters of 2017. The study was conducted using com score data covering 67 million total digital population to measure and evaluate how e-commerce and consumer goods marketplaces compete between each other. At the end of the second quarter, calculated from the number of unique visitors, the top ten rankings the four e-commerce and six marketplaces. be defines a marketplace as an online shopping facilitator that does not have its own inventory of goods. Dita Cmpoled Some of the key findings from the study are based on written information received by VIVA.co.id, Friday, August 25 2017. The results show shopee is in 6th place of all e-commerce with 11.30T million unique visitors, while for the marketplace category. Independent application data analysis institute. App Annie released data that Shopee is the e commerce with the highest number of total app downloads in Southeast Asia with Lazada taking second place. Shopee had a total GMU value in 2018 of US $ 2.7 billion, up 153 percent from 2017 Shopee received an award as one of the winners of "The Best in Marketing Campaign" at the prestigious Marketing Award 2017 presented by Marketing Magazine last September 2017. Shopee's selection is in recognition of the success of previous year's user-centric marketing campaigns, such as Mobile Shopping Day 2076 and the "Cheapest Birthday Campaign which contributed significantly to Shopee's business performance and the e-commerce industry in general. Shopee received an award at the "Bright Awards Indonesia 2017" in the Advertising category Most Memorable (The Brightest Ad) outperformed 6 other nominees. Shopee's election was the result of recognition from the voting of the Indonesian public for the success of Shopee's advertisement entitled "Parody of Jokowi". This advertisement carries the theme of President Joko Widodo's frequent local closeness provide bicycles for the people of Indonesia. And one of the most important variables in online sales is trust. Trust is a person's desire to fight with other people or something that he feels can guarantee confidence (Fatimah, Parawansa, Munir, & Entrepreneurship, 2020). Trust is a mental condition that is felt by a person's situation and social context.

According to Kotler and Armstrong (2008: 345), price is the amount billed for a product, or the amount of value exchanged by customers to obtain benefits from owning or using a product or service. Meanwhile, Monroe (in Hendri and Sumanto, 2010) states that price is an economic sacrifice made by customers to obtain a product or service. Chandra
(2005:149) defines the term price as the amount of money (monetary unit) or other (non-monetary) aspects that contain certain utilities or uses that can be required to obtain a product. According to Cleland and Bruno (in Bilson, 2003: 57), there are only two things that consumers consider in making repeat purchases, namely: the price factor and not the price. Non-price factors consist of product and non-product factors. Product factors are attributes that are directly related to the product. Meanwhile, non-product factors are brand reputation, price, product supply availability, easily available products and resale price. Based on the background described above, the formulation of the problem in this study is: Does the trust dimension have a significant and positive effect on purchasing decisions? Does the price dimension have a significant and negative effect on purchasing decisions? Does trust partially have a significant and positive effect on brand image? Does the price partially have a significant and negative effect on brand image? Does the brand image dimension have a significant and positive effect directly to the purchase decision? The purpose of this study was to examine the effect of trust through the online shopee brand image, to examine the effect of price through the brand image in shopee, to simultaneously test the effect of trust and price on brand image through purchases at the mall. online shop.

LITERATURE REVIEW

Marketing (marketing) is a managerial and social process in which individuals and groups get what they need and want through the creation offering and exchange of products that value them with other people or groups. Marketing consists of the various activities a company undertakes to liaise with its market profitably. Marketing is identifying and meeting human and social needs. One good and short definition of marketing is meeting needs in an inti profitable way. "When ebay realized that people couldn't find some of the items they wanted most, the company created an online auction. At lower prices, the company creates inexpensive furniture. These two companies demonstrate marketing acumen and turn personal or social needs into profitable business opportunities. Marketing management is the planning and coordination of all these activities in order to achieve a successful integrated marketing program. The main task of marketing management - in any organization - is to design and implement an effective marketing program.

2.1.1 Marketing of Services

In services, there is always an aspect of interaction between the consumer and the service provider, although the parties involved are not always aware. Services are also not goods, services are a process or activity, and these activities are intangible. According to Rangkuti (2015: 90) states that services are the provision of performance, or an invisible act from one party to another. In general, services are produced and consumed simultaneously, where the interaction between service providers and service recipients affects the results of these services Kotler (2012: 42) states that service marketing is any action or performance that one party can offer to another, which is basically intangible and does not result in ownership of something. The production may or may not be related to the physical product. Marketing services is not the same as product marketing. First, marketing services are more intangible and immaterial because the products are invisible and intangible. Second, the production of services is carried out when consumers are dealing with officers so that quality control is carried out immediately. This is more difficult than controlling a physical product. Third, the interaction between consumers and officers is important to realize the product (Rangkuti, 2015: 19).

Based on the classification of the World Trade Organization (WTO), the scope of the service business classification includes (Lupiyoadi 2013: 19):
1. Business services
2. Communication services
3. Construction services and engineering services
4. Distribution Services
5. Educational services
6. Environmental services
7. Financial services
8. Health services and social services
9. Tourism services and travel services
10. Recreational, cultural and sports services
11. Transportation services
12. Other services

Customer service in service marketing is seen more as a result of distribution and logistics activities, where services are provided to consumers to achieve satisfaction. Consumer services include activities to provide time and place use, including services before transactions, during transactions, and after transactions.

### 2.1.2 Service Characteristics

According to Griffin (2010) services have the following characteristics:

1. Intangibility, meaning that services cannot be seen, touched, tasted, heard, or smelled before the service is purchased. The important value of this is the intangible value experienced by consumers in the form of pleasure, satisfaction, or a sense of security.
2. Inseparability, meaning that the service does not recognize the inventory or storage of the products that have been produced. This characteristic is also called inseparable (inseparability) considering that generally services are produced and consumed simultaneously.
3. Customization means that services are often designed specifically for customer needs as in insurance and health services.

While the characteristics of services generally have four characteristics (Kotler, 2012:375), namely as follows:

a) intangibility (intangibility), namely services that cannot be felt, seen, smelled, heard, touched or consumed.

b) inseparable inseparability), namely services that are generally sold first then produced and consumed together.

c) varies (variability), that is, services are non-standardized outputs where available variations in form, quality and service, but depending on who, where and when services generated.

d) perishability, which means that services are unsustainable commodities long time and cannot be saved with issues that exist at a time when demand fluctuates.

Then his own services by Basu Swastha in general can be classified into two group (Basu Swastha. 2009:378), namely as follows:

a) Industrial Services. provided to organizations in a broad form including processing, mining, agriculture, non-profit organizations and government.

b) Consumer Services, namely services that are widely used by the public as

1. Convenient Services

   Namely consumer services whose purchases occur frequently and people buy them with minimal effort. Here, location is an important marketing variable element for consumers. In this case the price is not an important factor in purchasing conventional services.

2. Shopping Services
It is a consumption service that is chosen or purchased by the community after making a comparison of quality, price and reputation. Here consumers "really need information to compare shopping services that communication is more important than location as a marketing variable.

3. Special Services

This includes consumption services in which the buyer must make a special purchase business in a certain way or by making a larger payment. The emphasis in this service is placed on developing production and providing satisfaction to consumers. Product development in this service also means giving time and attention to customers. Prices and location are relatively only secondary factors in the marketing of special services so that even though the location is far and the price offered is high people will still look for it. Because for companies that do marketing like this the most important thing is to provide satisfaction for consumers and the company itself and with the standard of work high.

2.1.3 Trust

According to Ryan (2002) trust is built because of the expectation that other parties will act according to the needs and desires of consumers, when someone has trusted the other party, they are sure that expectations will be fulfilled and there will be no more disappointment". "Lau and Lee (1999) state that trust in a brand is the willingness of consumers to trust the brand at all costs because of the expectations promised by the brand in providing positive results for consumers". "According to Lau and Lee (1999), there are three factors that influence brand trust, namely (1) the brand itself, (2) the characteristics of the brand-making company, and (3) consumer characteristics". Furthermore, Lau and Lee position that trust in a brand will lead to buying interest. "The relationship between these three factors and brand trust described as follows:
1. Brand Characteristic

Brand characteristics have a very important role in determining consumer decision making to trust a brand. This is because consumers make an assessment before buying. Brand characteristics related to brand trust include predictability, reputation and competence.

2. Company Characteristic

The company characteristic behind a brand can also affect the level of consumer confidence in the brand. Consumer knowledge about the company behind the brand of a product is the initial basis for consumer understanding of the brand of a product.

3. Consumer Brand Characteristic

Consumer Brand Characteristics are two groups that influence each other. Therefore, consumer-brand characteristics can influence brand trust. These characteristics include the similarity between the emotional concept of the consumer and the brand personality, liking for the brand, and the experience of the brand.

It can be concluded that trust is the willingness of consumers to trust the brand with all the risks because of the expectations promised by the brand in providing positive results for consumers (Lau and Lee. 1999)". "The measurement of trust variables in this study uses indicators adopted from Lau and Lee (1999) which include: the brand itself, the characteristics of the brand-making company, and the characteristics of consumers".

2.1.4 Price

In order to be successful in marketing a good or service, every company must set its price appropriately. Price is the only element of the marketing mix that provides income or income for the company, while the other three elements (product, distribution, and promotion) cause costs (expenses). In addition, price is an element of the marketing mix that is flexible, meaning that it can be changed quickly (Tjiptono, 2008). From a marketing point
of view, price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership or use rights for a good or service (Tjiptono, 2008).

Price is something that is given up in exchange for a good or service. Price in particular is an exchange of money for goods or services. Also the sacrifice of time for waiting to obtain goods or services (Lupiyoadi, 2001). Managers usually strive to charge a price that will yield a decent profit. To Make a profit, managers must choose a price that is equal to the perceived value for the target consumer. If a price is set too high in the minds of consumers, the perceived value will be smaller than the cost, and sales opportunities will be lost (Lupiyoadi, 2001).

Price according to Kotler & Armstrong (2008) is the amount of money billed for a product or service. More broadly, price is the sum of all the value that a customer provides for the benefit of owning or using a product or service.

According to Stanton (2004), several factors that usually influence decision price, making inside:

A. Product demand

Estimating the total demand for a product is an important step in pricing a product. There are two steps that can be taken in estimating product demand, namely determining whether there is a certain price expected by the market and estimating the sales volume based on different prices.

B. Target market share

A company seeking to increase its market share can set its price more aggressively at a lower price than other companies that simply want to maintain its market share. Market share is influenced by the company's production capacity and ease of entry into market competition.

C. Competitor reactions

The existence of both existing and potential competition is a factor that has an important influence in determining the base price of a product. Competition is usually influenced by the existence of similar products, substitutes or substitutes, and the presence of different products but looking for the same consumers or market share.

D. Use of a pricing strategy: average filter penetration

For new products, it is common to use a filter pricing strategy. This strategy is in the form of fixing prices that are high within the scope of the expected prices or the price that consumers expect. Meanwhile, the next strategy is the penetration pricing strategy. This strategy is to set a low initial price for a product in order to get a large number of consumers in a fast time.

E. Products, distribution and promotion channels

For some types of products, consumers prefer to buy products at lower prices with the quality and criteria they need. A company that sells its products directly to consumers and through distribution sets a different price. As for promotion, product prices will be cheaper if the cost of product promotion is not only borne by the company, but also to retailers.

F. Costs of producing or buying a product

An entrepreneur needs to consider the costs in production and the changes that occur in the quantity of production if he wants to be able to set prices affatively.

Price is often used as an indicator of value when the price is related to the benefits felt for a good or service. Many things have to do with price which is why buyers choose a product because they really want to feel the value and benefits of the product.

Price has two main roles in the buyer's decision-making process, namely the role of allocation and the role of information (Tjiptono, 2008):

1. The allocation role of price, namely the price function in helping buyers to decide how to obtain the highest expected benefit or utility based on their purchasing power. Thus, the existence of prices can help buyers decide how to allocate their purchasing power to various
types of goods and services. The buyer compares the prices of the various alternatives available, then decides on the desired allocation of funds.

2. The role of price information, namely the function of price in educating consumers about product factors, such as quality. This is especially useful in situations where the buyer has difficulty objectively assessing the product's factors or benefits. The prevailing perception is that high prices reflect high quality.

Price is one of the determining factors for buyers in determining a purchase decision for a product or service. Especially if the products or services to be purchased are daily necessities such as food, drinks and other basic necessities, the buyer will pay close attention to the price. Entrepreneurs need to pay attention to this, because in business competition, the price offered by competitors can be lower with the same quality or even with better quality. So that in determining the price of a product or service being sold, even large companies and small businesses must pay attention to their buyers and their competitors.

2.1.5 Purchase Decision

1. Definition of Purchase Decision

Basically, a purchase decision is an action or behavior of the consumer whether or not to make a purchase or transaction, whether or not the number of consumers in making decisions is one of the determinants of whether or not the company's goals are achieved (Isurara, 2016). "Consumers are often faced with several choices in using a product (Iswara, 2016)." This causes consumers to consider carefully before making a decision to buy suara, 2016) Acccordingnto Kotler and Armstrong (2008), it is argued that: a purchase decision is a stage of the decision process where consumers actually purchase a product. Decision. according to Follet (In Hasan, 2002), is the result of solving the problems it faces firmly, a decision is a definite answer to a question, a decision must be able to provide answers to questions about what is discussed in the relationship with planning.

Meanwhile, the definition of decision making according to Terry (in Hasan, 2002) is the selection of a certain alternative behavior (behavior) from two or more existing alternatives." Decision making occurs when a person is faced with several choices and he was choose the most appropriate one to fulfill wants and needs, simply decision making is a process used to select an action as a way of solving a problem (Stoner, in Hasan, 2002)

2. Purchase Decision Process

According to Kotler and Armstrong (2008) the purchasing decision-making process consists of five stages: the introduction of information seeking needs, evaluating alternatives, purchase decisions and post-purchase behavior”.

A. Need recognition

Need recognition is the first stage of the purchasing decision process where consumers recognize a problem or need. Buyers feel that there is a difference between the actual state and a number of desired conditions, that need can be triggered by intemat stimulants when one of the normal needs of hunger thirst sexrises to a high enough level to become a driving force (Kotler and Armstrong, 2008).

B. Information Search

Information search is the stage where consumers seek additional information to assist in the decision-making process where consumers can obtain Information from various sources (Kotler And Armstrong, 2008). The sources include: sources personal (family, friends, neighbors, colleagues), commercial sources (advertising. sales. retailers, packs, websites, etc.), public sources (mass media, rating organizations). and experiential sources (holding, researching using the product) (Kotler and Armstrong, 2008).
According to Kotler and Armstrong (2008), evaluating alternatives is a stage of the buyer's decision process where consumers use information to evaluate various alternative brands in a series of choices.

D. "Determining Purchases"

According to Kotler and Armstrong (2008) determining the purchase is a stage of the decision process where consumers actually make a product purchase. In general, consumer purchasing decisions will buy the most preferred brand, but there are two factors that arise between the purchase tendency and the purchase decision".

E. Behavior after purchase

Kotler and Armstrong (2008) say post-purchase behavior is stage of the consumer buyer's decision process to take further action after purchase based on their satisfaction or dissatisfaction, what determines whether the purchase is satisfied or not lies in the relationship between consumer expectations and perceived product performance, if the product is far below consumer expectations, then consumers are disappointed. if the product meets consumer expectations satisfied. If it exceeds expectations, then Very happy."

3. Purchase Decision Making

consumers will "According to Sutisa (2003) there are two consumer involvement in purchasing decisions which include: situational involvement, namely situational involvement only occurs instantaneously in certain situations and is temporary, for example there is a need for new clothes before the day. Eid, and durable order that lasts longer and is permanent, for example: consumers always buy clothes with certain brands because they feel they can afford it expressing self-image and self-concept (Sutrisna, 2003)

4. Purchase Decision Indicator

The decision to buy, which is taken by the consumer, is actually a collection of a number of decisions. "According to Simamora (2002) every buying decision is related to 5 decisions, namely":

a. Decision About product types

Consumers can make decisions to buy the form of product offered by a particular company. This decision also concerns size, quality and style. In this case the company must conduct marketing research to determine consumer preferences about the product in order to maximize its attractiveness as well.

b. Decisions about product form

must make purchasing decisions based on the form of the product to be purchased, in this case the company must know how to make product visuals as attractive as possible.

c. Decisions about brands

Consumers must make decisions about which brand to buy, in this Case The company must know how to choose a brand.

d. Decisions about the seller

Consumers have to make decisions about where the product to be purchased includes, namely about where the product is sold.

e. Decisions about the number of products

Consumers can make decisions on how many products to buy at a time. In this case the company must prepare the product according to the different desires of the consumer.

Purchasing decisions in this study are measured using 5 Indicators adopted from Simamora (2002), which include: decisions about product types, decisions about product shapes, decisions about brands, decisions about the seller, decisions about the number of products."

2.1.6 Brand Image

Brand is the identity of the goods or services. A well-known and trusted brand is an invaluable asset. The brand has grown to be the biggest source of assets and is an important
factor in the Company's marketing activities. The most unique skill of the professional marketer is his ability to create, maintain and protect and enhance the brand. This is reinforced by the statements of marketers who say that branding is an art and the most important part of marketing. Because one of the important marketing decisions in product strategy is a decision about the brand. The definition of a brand according Kotler and Keller (2007:76) is a term sign, symbol, or a design or a combination thereof which are intended to identify a seller or group of seller goods or services and to differentiate them from other products or services designed to satisfy the same need. Kotler (2005:13) adds that a brand is a complex symbol that explains six levels of understanding, namely:

1. Attributes: the brand provides a memory on certain attributes of a product
2. Benefits: the product attributes that can be remembered through the brand must be translated into benefits both functionally and emotionally.
3. Value: the brand reflects the value that is owned by the procedure of a product
4. Culture: the brand represents a particular culture
5. Personality: brands can project on a certain personality
6. Users: brands classify the types of consumers who will buy or consume a product.

The definition of brand Image according to (Kotler, 2002: 67) is the consumer's perception of the company or its product. Images cannot be implanted in a consumer's mind overnight or transmitted through a single medium. On the contrary, the image must be conveyed through every available means of communication and disseminated continuously because without a strong image it is very difficult for a company to attract new customers and retain existing customers. Brand image allows consumers to know a product, evaluate the quality of the product and can create a low purchase risk. Consumers generally prefer well-known brands even though the prices offered are sometimes more expensive. Wicaksono (2007: 52) suggests the importance of developing brand image in purchasing decisions. A Well-managed brand image will have positive consequences. including:

1. Increase understanding of aspects of consumer behavior in making purchasing decisions.
2. Enriching the consumption orientation towards things that are symbolic more than the function of the product function
3. Increase consumer confidence in the product
4. Increasing sustainable competitive advantage, considering that technological innovation is very easy for competitors to imitate.

Creating an impression is one of the basic characteristics of modern marketing orientation through paying extra attention and creating a strong brand. The implication of this is that the brand of a product creates an image of the product itself in the minds of consumers and makes the basic motivation for consumers in choosing a product. A brand that is known by buyers will generate interest in making buyers' decisions. So that the impact of the symbol of a product glues meaning in consumer decision making because symbol and images are important in advertising and have an influence on consumer purchasing decisions. Brand image is the result of consumer perception and understanding of the brand of a product that is seen, thought about or imagined my creating a brand image of a product, of course it will be very useful for consumers, because in the future the brand image will greatly influence consumer perceptions and consumer assessment of the alternative brands they face (Ong and Sugiharto. 2013:2). Thus customers tend to choose brands that are already known because they feel safe with something that is known and think the brand is likely to be reliable and of accountable quality. Brand will influence purchasing decisions. The better the brand Image for consumers, the greater the purchase decision on the product.
RESEARCH METHODS

In this study, a descriptive approach is used to determine how consumers respond to service quality and customer loyalty and satisfaction. Quantitative methods are: *The quantitative method can be defined as a research method based on the philosophy of positivism, used to research specific populations or samples. Data collection uses research instruments, data analysis is quantitative statistician, with the aim of testing predetermined hypotheses. The variables in this study are the effect of trust and price on purchasing decisions through the brand image of shopee users in Makassar City, which means that the research location will be carried out in the city of Makassar, in 2019.

in this study are consumers of shopee users in the of Makassar city. The sample is part of the population drawn which is considered to be representative of the entire population to be observed and measured.

In relation to research using samples, Singarimbun (2004: 96) says that survey research is research that uses a sample with a non-probability sample formula as follows:

\[ \frac{Z^2}{4\text{moe}^2} \]

Information:
\[ N = \text{Number of samples} \]
\[ Z = \text{Level of confidence in sampling} \quad 90\% = 1.96 \]
\[ \text{Moe} = \text{The margin of error or the maximum error that can be tolerated, here is set at 10\%} \]

On this basis, it can be seen that the minimum sample size that must be achieved in this study is equal to:

\[ n = \frac{1.96^2}{4(0.1)^2} = 96.04 = 96 \]

Based on the formula above, the sample that can be taken from a large population is 96.04 people, when rounded, the number of samples is 96 samples, while the sampling technique uses purposive sampling, which according to Sugiyono (2016: 96) is the sampling technique. by using certain considerations or criteria while the criteria used to determine the number of samples are:

1. Is a shopee application user in the of Makassar city
2. Minimum time to become a user is 2 years
3. active users in making monthly purchases by asking directly.

Results and Discussion.
3.2.1 Validity test

After collecting questionnaire data from respondents, then what is done next is to test the validation of the data obtained. Validation shows the accuracy and precision of a measuring instrument in performing its measuring function.

The validation test was carried out by looking at the correlation between the scores of each item in the questionnaire with the total score to be measured, using the corrected item-total correlation in spss 25.0. If the corrected item-total correlation value is> 0.3 then it is said to be valid and if the corrected item-total correlation value is <0.3 it is said to be invalid. The results of the validation test can be seen in the following table:
Table 3.1 validation test results

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Indikator/item</th>
<th>Corrected item-total correlation</th>
<th>keterangan</th>
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</thead>
<tbody>
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<tr>
<td></td>
<td>X1.2</td>
<td>.753</td>
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</tr>
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<td>Valid</td>
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<td>Y1.4</td>
<td>.808</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Y1.5</td>
<td>.724</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Y1.6</td>
<td>.724</td>
<td>Valid</td>
</tr>
<tr>
<td>Buying decision</td>
<td>Z1.1</td>
<td>.832</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Z1.2</td>
<td>.779</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Z1.3</td>
<td>.713</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Z1.4</td>
<td>.871</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Z1.5</td>
<td>.693</td>
<td>Valid</td>
</tr>
</tbody>
</table>

*Source: the result output spss 25 (2020)*

Based on the test results table above, it is concluded that all question items originating from the trust variable (X1), price (X2), brand image (X3), and purchase decision (Z) are declared valid, which is indicated by the value of each item. The question has a positive coefficient value and is greater than 0.3. So it can be concluded that all indicators or questions raised are valid and can be analyzed further.

3.2.2 Reliability Test

Reliability is a measure of the stability and consistency of the respondent in answering matters relating to question constructs which are the dimensions of a variable and arranged in the form of a questionnaire.

The technique that will be used to measure reliability behavior is Cronbach's Alpha by comparing the alpha value with the standard reliability of a variable construct if it has Cronbach's alpha > 0.60. The table below shows the results of reliability testing using SSS 25.00

Table 3.2 Reliability Test Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s alpha</th>
<th>N of items</th>
<th>information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust</td>
<td>.608</td>
<td>2</td>
<td>Reliabel</td>
</tr>
<tr>
<td>Price</td>
<td>.804</td>
<td>5</td>
<td>Reliabel</td>
</tr>
<tr>
<td>Brand image</td>
<td>.835</td>
<td>6</td>
<td>Reliabel</td>
</tr>
<tr>
<td>Buying decision</td>
<td>.836</td>
<td>5</td>
<td>Reliabel</td>
</tr>
</tbody>
</table>

*SOURCE : RESULT OF SPSS 25 (2020)*

Based on the table of reliability test results for the trust variable (X1), it can be seen that the Cronbach's alpha value is 0.608, which is greater than 0.6, which is based on the above provisions, the indicators in this study are reliable. For the reliability test results of the price variable (X2), it can be seen that the Cronbach’s alpha value is 0.804, which is greater than 0.6, which is based on the provisions above, the indicators in this study are reliable. As
for the reliability test results of the brand image variable (Y), it can be seen that the Cronbach's alpha value is 0.835, which is greater than 0.6 which is based on the above provisions, the indicators in this study are reliable. And for the reliability test results of the purchasing decision variable (Y), it can be seen that the Cronbach's alpha value is 0.836, which is greater than 0.6 which is based on the above provisions, the indicators in this study are reliable.

Based on the provisions that have been tested for truth, the indicators in this study are reliable. So it can be concluded that the variables of trust, price, brand image, purchase decisions are all declared reliable or can be trusted as measuring instruments, because Cronbach's alpha value is greater than 0.6.

3.2.3 Path Analysis

Path analysis is used to determine the pattern of relationships between three or more variables and cannot be used to confirm or reject the imaginary causality hypothesis. Statistical calculations in path analysis using regression analysis were used as a tool in this study and were assisted by the SSS for Windows version 25.0 program. the results of data processing using the SPSS program are as follows.

Summary of analysis results

So, the overall effect of trust and price on purchasing decisions that are mediated by the consumer's brand image, directly and indirectly, can be described in the following explanation:

Table 3.3 Regression Coefficient in Path Testing

<table>
<thead>
<tr>
<th>No</th>
<th>Information</th>
<th>Model</th>
<th>Significant</th>
<th>Not significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The influence of trust, price and brand image on purchasing decisions</td>
<td>Trust</td>
<td>0.248</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Price</td>
<td>0.117</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Brand image</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>R = 842</td>
<td>Se = 1.995</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>R^2 = 709</td>
<td>e1 = 0.539</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The influence of trust and price on brand image</td>
<td>Trust</td>
<td>0.824</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Price</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>R = 831</td>
<td>Se = 2.392</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>R^2 = 691</td>
<td>e2 = 0.169</td>
<td></td>
</tr>
</tbody>
</table>

SOURCE : RESULT OF SPSS 25 (2020)

Based on the aforementioned influence models, an influence path model called path analysis can be constructed. The effect of error on the first and second equations is as follows:

\[
Rm^2 = 1 - Pe_1^2 x Pe_2^2 \\
= 1 - (0.539)^2 x (0.169)^2 \\
= 0.991 
\]

Checking the validity of the model through the total coefficient of determination (Rm2) shows a value of 99.1%. Thus, the total data diversity that can be explained by the model is 99.1%. In connection with the description above, a path coefficient can be presented which can be seen in the following figure:
Based on all path coefficients from the existing causal relationships, it can be seen that the Direct Causal Effect (PKL) and Indirect Causal Effect (PKTL) from each of the variables studied. The following results are shown in tabular form:

**Table 3.4 Summary of Influence Results Based on Path Coefficients**

<table>
<thead>
<tr>
<th>Influence of variables</th>
<th>Path coefficient</th>
<th>Causal influence</th>
<th>Direct</th>
<th>Indirect</th>
</tr>
</thead>
<tbody>
<tr>
<td>The influence of trust on brand image</td>
<td>0.284</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Effect of price on brand image</td>
<td>0.000</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>The effect of trust on purchasing decisions</td>
<td>0.248</td>
<td>0.248</td>
<td>0.248 x 0.000 = 0</td>
<td></td>
</tr>
<tr>
<td>The effect of price on purchasing decisions</td>
<td>0.117</td>
<td>0.117</td>
<td>0.117 x 0.000 = 0</td>
<td></td>
</tr>
<tr>
<td>ε1</td>
<td>0.539</td>
<td>0.539</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>ε2</td>
<td>0.169</td>
<td>0.169</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

From the results of research that have been tested before, it is explained that the results of data instruments answered by respondents to measure the trust variable X1, the price of X, to the purchase decision (4) brand image (7) as an intervening variable is valid and reliable, so that the indicators and statement items in this study can be used later. Next will be presented in the discussion of each variable which will be described one by one as follows:

1. **The Effect of Trust on Purchasing Decisions of Shopee Users in Makassar City.**
   
   On the results of data analysis in this study, it shows that trust has an effect positive and significant towards purchasing decisions on online shopee mall users in the of Makassar city. This means that consumer purchasing decisions for shopee are inseparable from trust. Basically, trust in using shopee requires mutual trust, because that is why we choose products from various forms based on our desires and then indirectly. So we need something called a belief, so it encourages the dynamics of the modern market with a constant search for new models, new styles, new sensations and experiences. It can be concluded that the belief in the evidence that proves various products or stores in the online shopee application is an
invitation for consumers to change their way of thinking to be more thorough or to multiply existing products in Shopee. This is in line with the results of research put forward by (Muhamad Gifari 2017) entitled The Effect of Trust and Ease of Use on Online Purchasing Decisions, (Survey on Registered Visitors at www.amble.footwear.com) "The results showed that there was a positive and Significance of trust which consists of activities, to consumer decisions to choose products either simultaneously or partially.

2. The Effect of Price on Purchasing Decisions of Shopee Users in Makassar City
   Based on the results of data analysis in this study, it shows that price has a positive and significant effect on purchasing decisions for shopee users in the city of Makassar. In a consumer purchasing process, the thing that is partially paid attention to is choosing a price based on a product that is in accordance with themselves because memeng is one of the factors that is price. And consumer perceptions of using shopee if prices fall, more spending so that prices become strategic strategies in selling a product The results of this study are supported by previous research conducted by Rahmawati (2018) with the research title The Effect of Price and Purchase Intention on Shopee Consumer Purchasing Decisions. "The results of this study indicate that prices on consumers affect purchasing decisions. The maximum price will make consumers make purchasing decisions.

3. The effect of Brand Image on Purchasing Decisions Shopee Users in Makassar City
   Based on the results of data analysis in this study, it shows that brand image has a positive and significant effect on purchasing decisions for shopee users in Makassar in the buying process, brand image is generally related to the quality and model that a product has to see and buy with certain products. Consumers' perceptions of brand image are well aware that a product with a trendy brand image has a high enough quality. So that almost all consumers, especially among teenagers who follow a brand choose a product that has a brand that is quite trendy because it affects their personality The results of this study are supported by previous research conducted by Faisal Munif Solm, Suharyono Yusri Abdillah (2016) and (Qalby, Munir, & Jusni, 2018).The influence of brand image on purchasing decisions (a study of sympathy prime card buyers at the Telkomsel Matos booth) the results of this study show that together they have a significant effect on purchasing decisions and partially have an effect but are not significant towards the purchasing decision is the favorability of brand association.

4. The Effect of Trust on Brand Image in Shopee Users in Makassar City.
   Based on the results of data analysis in this study, shows that trust hasan effect positive and significant towards the brand Image of shopee users in Makassar city. In this research it is because consumers prioritize experience, the rest is that consumers at that time are almost able to distinguish which ones are of real quality and which are not as good as consumer perceptions of the brand are already embedded, and indeed the brand must have meaning and meaning so that it is more can be trusted while in business or in the process of buying and selling the most important thing is to instill a trust in all consumers who are our ou target. Similar To what was stated by(Ryan 2002 and Lee 1999) when someone has trusted the other party, they believe that expectations will be fulfilled and there will be no disappointment while trusting a brand is the utingress of consumers to trust the brand at all costs because of the expectations promised by brand in providing positive results for consumers.
5. The Effect of Price on Brand Image on Shopee users in the of Makassar

Based on the results of data analysis in this study shows that trust has a positive and significant effect on the brand image of shopee users in Makassar city. This means that most consumers think that the shopee prices listed in the market provide various prices according to the market price and certain prices that are product quality so that some consumers Hst bevery awureand choose products that are more quality and durable. The results of this study are in line with research conducted by Rafael billy leksono herwin 2017 with the title the effect of price and promotion on brand image that affects purchasing decisions consumers of online-based transportation users. The results of this study indicate that positively significantly mediates the effect of price and promotion on brand image which influences decisions purchase of shopee users in the city of Makassar

CONCLUSION

Based on the research results that have been discussed in the above explanation regarding the effect of trust and price on purchasing decisions on brand image as an intervening variable, the following conclusions can be drawn:
1. There is a positive and significant influence between the trust variable (X1) on Purchasing Decisions on shopee Users in the of Makassar city.
2. There is a positive and significant influence between the price variable (x) on purchasing decisions on shopper users in the of Makassar city.
3. Against the positive and significant influence between the variable brand image (z) on decisions purchases at shopee users in the of Makassar city
4. Towards the positive and significant influence between the trust variable (X) on the brand image of shopee wars in the of Makassar city
5. Towards the positive and significant influence between the price variable (X.) on the brand image of showers in the of Makassar. city

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Tay, Vivienne. "Shopee found to be the most popular e-commerce site for Indonesian mothers". *Marketing Interactive (dalam bahasa Inggris)*. Diakses tanggal 2018-11-22.


