



ABSTRACT

The influence of brand image and trust on purchasing behavior has been widely studied. However, there is still little that connects it to brand preferences, especially in the context of different e-commerce platforms. This study investigates the effect of brand image and trust on e-commerce website preferences on three platforms: community-based Kaskus, classified advertising OLX, and marketplace Tokopedia. For this reason, the author recruited 219 respondents aged 17-60 years with junior high school education and above who made one of the three e-commerce platforms their favorite shopping sites. Data analysis using linear regression and path analysis shows that brand image and brand trust directly affect Kaskus and Tokopedia. In OLX, only brand trust affects brand preference. In addition, the brand image also affects brand preference for Kaskus and Tokopedia, while OLX does not. There are indications that brand image and brand trust work in relative terms. Future research could examine this indication.

Keyword:

Brand image, brand trust, brand preference, community-based e-commerce, classified advertising, marketplace

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Research Article

How image and trust determine preference: A case of Kaskus, OLX, and Tokopedia

Shannen Bonfilio^{1*}

¹

*Email address: shannen.bonfilio@gmail.com

INTRODUCTION

The main challenge in the development of e-commerce is the perception of risk. Two risks that most customers care about. The first is financial risk, namely the concern that the money transferred is lost because the seller does not send the goods purchased. The second functional risk occurs when the sender sends goods, but the specifications are not as promised. It can also be as promised, but it does not match the particular needs of the buyer (Glover & Bensabat, 2014). The first two risks are minimized by marketplace-based e-commerce. The trick is that the platform provider functions as a transaction judge. With this function, the shopper sends money to the platform provider. The seller sends the goods to the shopper. The money is only transferred to the seller when the goods have arrived and the specifications are as promised (Betan, 2021). In this way, the marketplace platform dominates the world e-commerce market, including Indonesia.

In Indonesia, apart from being marketplace-based, there are also classified ads platform e-commerce and community-based e-commerce. In 2022, Tokopedia now is the number one marketplace-based e-commerce in Indonesia. Classified-ads is still occupied mainly by OLX. Kaskus remains community-based eCommerce number one.

Perceived risk and trust are the major determinants of online purchase decisions (Inidiani et al., 2015). Those determinants should trigger the market development of the three e-commerce. In other words, the shoppers' preference for an e-commerce site should be created strongly perceived risk and trust. Therefore, it is interesting to verify whether the three e-commerce sites differ in perceived risk and trust. Besides, answering the question about the influence of those determinants on each eCommerce preference is also challenging.

The original contribution of this study lies in the study's context. The previous study majorly focuses on the particular context, namely marketplace-based e-commerce. This study adds two other contexts. They are classified ads and community-based contexts. Besides uncovering the differences between perceived risk and trust, this study can also investigate and compare their behavioral influence in each context.

LITERATURE REVIEW

E-Commerce

There are many definitions of e-commerce. Haerulah and Ismiyati (2017) stated that e-commerce contains customer service and collaboration with business partners and the implementation of electronic transactions within an organization. Laudon and Laudon (2014: 88) argue that e-commerce is a part of the electronic business of buying and selling goods and services via the internet. E-commerce also includes transaction support activities, such as advertising, marketing, customer support, security, shipping, and payments.

Meanwhile, according to Serfiani et al. (2013), e-commerce can be interpreted as exchanging goods or services via the internet or other electronic media. The exchange includes communication, transactions, and settlement of payment mechanisms following the basic principles that apply to traditional trade, where buyers and sellers exchange goods or services and payments through the media.

Serfiani et al. (2013) classify electronic commerce (e-commerce) into four types: online malls and online markets, which are defined as gathering places for sellers and buyers on a website. In the online mall model, payments and deliveries are integrated, making transactions easy to track. Examples: Tokopedia, Blibli, Bukalapak, Shope, and Lazada.

The second model is an online retail or online shop, defined as a retail sales company that sells products through the internet network. These companies usually come from retail companies already successful in the real world and are expanding to set up businesses in cyberspace. Examples: Gramedia Online, Bhinneka.com, Marthatilaar.com, and Alfa Online. Online retailers or online stores can also take the form of companies that have focused on establishing businesses in cyberspace from the start, such as Amazon.com and Zalora.com.

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The model is classified advertisements. In this model, the site provider only provides advertising services through the website and classified ads in real newspapers (offline). Business transactions in this model occur because of classified ads on the website. This business model is the most difficult to track because most transactions happen in the real world (offline). Online classifieds only function as a medium of information, not a place for transactions. Example: Tokobagus.com, Berniaga.com (now OLX.co.id).

The fourth model is a daily discount or daily deal. This model is an online business that offers discounts every day through internet sites. This online business model benefits customers because there are always discount programs and attractive offers every day. The more potential buyers, the bigger the discount. Interestingly, the daily deal business is the discount that can reach 10% to 70% of the regular price. Examples: Groupon, DealGoing.com, DealKeren, Disdus.

The author adds one more model in this study, namely community-based e-commerce. In this model, sellers and buyers are joined in one community. In addition to online communication, the members also conduct online consumer-to-consumer (C-to-C) transactions. Kaskus.com is a leading community that uses this model.

Brand Image

The product name can be just a name. It can also have an image (Kotler & Keller, 2016). As an image, to facilitate the description of a brand image, consumers form associations with that brand. Brand image is created through a unique set of associations that marketers seek to create and maintain. A brand with various inherent associations will provide its value and impression (Aaker, 1990).

The following are some definitions and understanding of brand image from brand and marketing experts. According to Deheshti et al. (2016), brand image is the first word or image that comes to the customer's mind immediately after hearing the brand name. Kotler and Keller (2016) state brand image as "The perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory." memory of a consumer himself. This perception can be formed from consumers' information or past experiences with the brand.

Wijaya (2013) defines brand image as representing the overall perception formed from information and knowledge about the brand. Adiwidjaja et al. (2017) define the brand image as a set of associations perceived by consumers towards a particular brand. Kotler and Keller (2012:10) state, "All companies strive to build a brand image with as many strong, favorable, and unique brand associations as possible." So, all companies try to create a good and strong brand image by creating a unique brand; maybe that can be profitable.

According to Shrimp (2003), there are three ways to measure brand image. The first part is brand attributes, namely the characteristics or various aspects of the advertised brand. Attributes are also divided into two parts: things that are not directly related to the product (e.g., price, packaging, users, and usage image) and things directly related to the product (e.g., color, size, design).

According to Shrimp (2003), the second part of brand image is the benefit, which consists of functional, symbolic, and experiential benefits. Functional benefits are solutions to consumption problems or potential problems that can be experienced by consumers, provided that a brand has specific benefits that can solve these problems. The symbolic benefits are directed at consumers' desires to improve themselves, are valued as members of a group, affiliation, and a sense of belonging. Experience benefits represent consumer desires for products that provide pleasure, variety, and cognitive stimulation.

According to Schiffman et al. (2012), the factors that form the brand image are as follows:

- (1) Quality is related to the quality of goods offered by producers with specific brands.
- (2) Can be trusted or relied on, relating to opinions or agreements formed by the community about a consumed product.
- (3) Product usefulness or benefits.
- (4) Service that reflects the duty of producers in serving their consumers.
- (5) Risk is the size of the consequences or gains and losses that consumers may experience.
- (6) Price, which in this case relates to the high or low or the amount of money spent by consumers to influence a product, can also affect the long-term image.
- (7) Brand image manifested as the views, agreements, and information related to a brand of a particular product.

Brand Trust

Here are some definitions and understanding of brand trust from various points of view. According to Sari and Widowati (2014), brand trust is the willingness of consumers to trust a brand with all the risks. Consumers have expectations that trusted brands provide positive results, so consumers are loyal to the brand. According to Revanto (2016), brand trust is formed by believing that brands are reliable and responsible for providing positive results.

Ahmed (2014) says that brand trust lies in the brand's promise to meet customer expectations. Brand trust is an essential item that helps customers be loyal to the brand. According to Gecti and Zengin (2013), brand trust is an essential determinant of consumer behavior before and after product purchases, which leads to long-term loyalty. In short, we can state that brand trust is the openness of consumers to accept risks in using a product because of a feeling of security over the transaction and its results, which creates a solid long-term relationship with customers.

According to Delgado (2005: 188), brand trust is reflected by two dimensions, brand reliability, and brand intentions. Reliability is the trust or the dependence of consumers on a brand or company. This dimension contains a technical nature that comes from perceiving that the brand can meet or satisfy consumer needs. This perception relates to consumer confidence that the brand fulfills the promised value. This dimension is the basis of trust in the brand. When considering a brand as a promise of future performance, consumers will experience future satisfaction. Therefore, reliability is a fundamental requirement of brand trust in all transaction activities.

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Brand Intentions are based on the consumer's belief that the brand prioritizes the interests of consumers when unexpected product consumption problems arise. Intentions reflect a sense of security and consumer trust beyond the evidence, which makes consumers feel safe and assured that the brand would be responsible and caring when changes occur. So, the intention is related to the belief that the brand will not take advantage of consumer ignorance.

According to Lau and Lee (1999:344), three factors influence trust in brands: brands, brand owners, and consumers. These three factors relate to the three entities involved in the relationship between brands and consumers.

Brand characteristics have a significant role in the formation of brand trust. This critical role is caused by the tendency of consumers to evaluate before purchasing. These characteristics include brand predictability, reputation, and competence.

Company characteristics can also affect consumer confidence in the brand. These characteristics include trust, reputation, motivation, and company integrity.

Consumer-brand characteristics are two groups that influence each other and affect brand trust. These characteristics include the similarity between the consumer's emotional concept and brand personality, brand preference, brand experience, and brand satisfaction.

Brand Preference

There are several definitions of brand preference. Hellier et al. (2003) said that brand preference is the tendency of consumers to prefer the brand of a product over other similar brands. Ardhanari (2008) states that this tendency may be due to good habits or past experiences with a brand.

Halim et al. (2014) define brand preference as the tendency of a consumer to prefer a brand over others, which continues with the desire to buy the preferred brand. According to Akbar and Haryadin (2013), brand preference is a brand that is chosen among several preferred brand options. According to Mohan and Ananth (2016), brand preference involves subjective and conscious judgments that affect consumers' brands' predisposition.

Consumer preferences for a brand can be measured using the direction of Fongana (2009), namely: (1) I prefer certain brands compared to other brands, (2) I will use certain brands compared to other brands, (3) I prefer certain brands compared to other brands, and (4) I am more likely to buy certain brands than others.

Simamora (2003) said that two factors are considered in decision-making. First product-based choice. Consumers need to know the attributes of a product and how the quality of these attributes in making decisions. Second attitude-based choice. Decisions are made based on general impressions, intuition, and feelings. Decision-making can occur in products that are not yet known or have not been evaluated by consumers.

Research Model

Based on the above underlying theories, this study holds that brand trust and brand image affect brand preference individually or jointly (Figure 1). Its supporting arguments are described below.

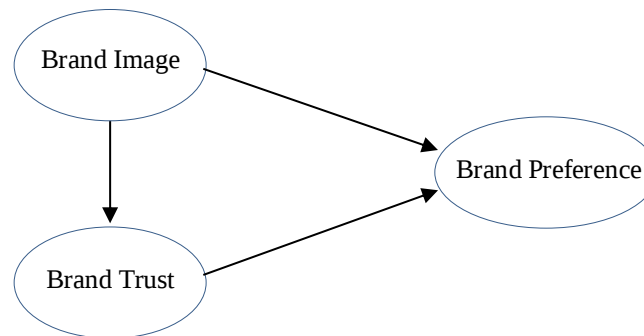


Figure 1. Conceptual Model

Effect of Brand Image on Brand Preference.

Brand image is a set of brand associations that are formed and embedded in the minds of consumers, which can influence consumers to buy and use brands, especially trusted and well-known brands (Lolowang & Adeline, 2014). According to Hsieh et al. (2004), a successful brand image enables consumers to identify needs and differentiate the brand from its competitors, which increases the likelihood that consumers will buy the brand.

Reputation is the image attached to the product or company's name (brand image) that gives a strong impression of the name (Widiyanto & Prasilowati, 2015). Xu and Yadav (2003) and Li, Browne, and Chau (2006) mention that reputation can strengthen a person's attitude towards online shopping sites. An online shopping site with a good track record, positive feedback, and good consumer testimonials reinforce consumer preferences. Halim (2014) concludes that the better the brand image, the better the consumer's preference for the brand. Based on this description, a hypothesis is proposed by the author as follows:

H1: Brand image influences brand preference positively

Effect of Brand Trust on Brand Preference:

Ling et al. (2010) argue that trust is needed when individuals place orders online and buyers send their data to sellers. When making transactions online, the first consideration for shoppers is whether the seller and the sites they visit are safe and trustworthy or not. The absence of face-to-face causes buyers' trust in sellers and online buying and selling sites to become a significant factor. Only those who have the trust want to make transactions online. Without trust, e-commerce transactions cannot occur. Brand trust is a person's willingness to depend on a brand with all the risks accompanied by the hope

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that the brand will provide positive results (Lau and Lee, 1999). Trusted brands are bought more often, and consumers are more loyal (Lolowang & Adeline, 2014).

Brand loyalty is a commitment to consistently repurchase or repurchase a preferred product in the future, leading to repeated brand purchases, despite situational influences and marketing efforts that have the potential to shift behavior. The above description is formalized in the following hypothesis:

H2: Brand trust influences brand preference positively.

Effect of Brand Image on Brand Trust:

According to Fischer (2015), consumer confidence in the brand itself is formed by two factors, namely factors related to consumers, such as consumer satisfaction, brand image, and others, as well as factors related to the company, such as brand competence and the country of origin of the brand. Consumer satisfaction relates to a person's feelings after comparing the product's perceived performance to the expected performance. According to Delgado and Munuera (2001), satisfaction will generate trust because it reflects the brand's ability to consistently fulfill promises to protect and maintain consumer welfare.

Faircloth (2005) says that brand image is the consumer's perception of a brand that includes the brand's uniqueness, i.e., something that other brands do not own. Martenson (2007) states that it forms consumer trust and loyalty, as Dewi (2009) found. The following hypotheses are formulated in these arguments.

H3: Brand image influences brand trust positively

Effect of Brand Image on Brand preference through Brand Trust

Martenson (2007) states that if a brand's image is considered reasonable by consumers, there will be a positive impact on consumer behavior towards the brand, such as increasing trust, which will form consumer loyalty to a brand. Dewi (2009) stated that brand image provides a positive relationship and influences brand trust and brand loyalty. According to Lolowang and Adeline (2014), brand loyalty is a firm commitment to repurchase the preferred product (brand preference). Because shopping through the web is a repetitive activity, the brand preference referred to in this study is for such activities. Therefore, in this study, the author believes that the influence of brand image on brand trust will be transmitted to brand preference, as stated in the following hypothesis:

H4: Brand trust mediates the effect of brand image on brand preference.

RESEARCH METHODS

Research Context

This study conducted research in three contexts, namely community-based e-commerce, classified advertisement, and marketplace. The most prominent players are taken from each context, namely Kakus, OLX, and Tokopedia.

Respondents

Respondents were differentiated for the three study contexts. Their loyalist represents each study context. Forty-four respondents represented Kaskus, 45 respondents represented OLX, and 134 respondents represented Tokopedia. The size of the samples has been adjusted to the share of their visitors.

Respondents were selected by judgment. Apart from being loyal to each e-commerce platform, the respondents are those aged 17-60 years old, used to shopping online through their platform, and have junior high school education and above.

Measurements

The measurements were adapted from previous researchers, namely brand image from Shrimp (2003), brand trust from Delgado (2005), and brand preference from Fongana (2009). Each respondent received a statement regarding the sites they frequently visit. For example, "Kaskus has an attractive and easy-to-use website" is aimed at Kaskus fans. OLX and Tokopedia fans got specific questions about their favorite sites. Responses were recorded using a Likert lime level scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Table 1).

Measurement has satisfied content validity, where each item has a value of 0.70 or more, and Cronbach's alpha is above 0.70. However, it is necessary to announce two brand trust items whose value is below 0.70 but still above 0.60.

Data Analysis Technics

In each study, brand trust and image influence on brand preference are analyzed using multiple linear regression. Simple regression is utilized to analyze the influence of brand image on brand trust. The regression coefficient is tested using the student t-test.

To test the mediating effect of trust on the relationship between brand image and brand preference, the author utilizes the method suggested by Kenny (2021, May 4). He suggested that the causal relationship between the independent variable or X (brand image) and the dependent variable or Y (brand preference) or coefficient 'c' in Figure 1A must be significant. Second, the causal relationship of X (brand image) and mediating variable M (trust), represented by coefficient 'a' in Figure 1B, must be significant. Third, in the multiple linear regression using X (brand image) and M (trust) as predictors and Y as the dependent variable, the influence of mediating variable (M) on the dependent variable (Y) is visualized by coefficient 'b' in Figure 1B, must be significant. Fourth, the multiplication of coefficient 'a' with 'b' or 'a*b' must be significant at $\alpha \leq 0.05$.

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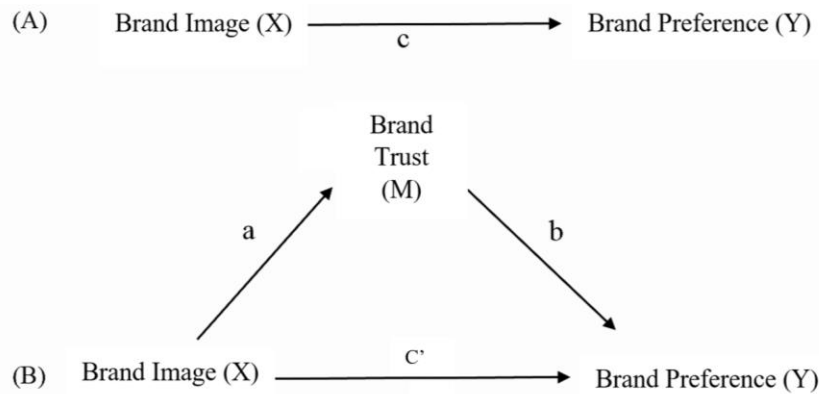


Figure 1. The Principle of Simple Mediation

Source: Adapted from Kenny, D.A. (2018). Mediation. <http://davidakenny.net/cm/mediate.htm>

As Kenny (2021, May 4) suggested, this study uses the Sobel test to test the mediating effect of M. This test calculates the value of Z using the following equation:

$$Z = \frac{a*b}{s_{ab}} \dots\dots\dots (1)$$

$$s_{ab} = \sqrt{a^2 * s_b^2 + b^2 * s_a^2}$$

Where a =value of coefficient a , s_a =standard error of a , b =value of coefficient b , s_b =standard error of b , s_{ab} =standard error of $a*b$. If $Z=1.96$, the mediation is significant at $\alpha=0.05$. If the value of Z is less than 1.96, mediating effect of M is not significant, and we must conclude that the effect of X on Y occurred directly (Kenny, 2018). Mediation cannot be computed if the path from M to Y is not significant. Then, the influence of X on Y should also be viewed as direct.

To get the value of each coefficient, its standard error, and statistical significance, the author uses general linear modeling (GLM). Three equations are used: equation 1 for the linear relationships of X and Y, equation 2 for the linear relationships of X and M, and equation 3 for the multiple regression of X and M on Y. In those three equations, α =constant, c , c' , a , and b , represent the coefficient depicted in Figure 1. M_n = n -th group's self-efficacy. Y_{ij} =brand preference j -th group, X =brand image, M =brand trust, and ε is errors or residuals.

$$Y_j = \alpha + c(X) + \varepsilon \dots\dots\dots (2)$$

$$M_n = \alpha + aX + \varepsilon \dots\dots\dots (3)$$

$$Y_{ij} = \alpha + c'(X) + bM + \varepsilon \dots\dots (4)$$

Table 1
Summary of Validity, Reliability, and Descriptive Analysis

Variable	Items	Sperman Correlation	Cronbach h Alpha	Kaskus		OLX		Tokopedia	
				UR	FR	UR	FR	UR	FR
Brand Image (Shrimp, 2003)	Kaskus/OLX/Tokopedia has an attractive and easy-to-use website	0.842	.731	28.89	71.11	27.50	72.50	20.90	79.10
	Kaskus/OLX / and Tokopedia provide online buying and selling site convenience in shopping			26.67	73.33	10.00	90.00	8.20	91.80
	Kaskus/ OLX / Tokopedia are in line with consumer expectations	0.810		44.44	55.56	35.00	65.00	22.39	77.61
Brand Trust (Delgado, 2005)	Kaskus/ OLX/ Tokopedia are in line with consumer expectations.	0.625	.876	33.33*	66.67*	24.17*	75.83*	17.16*	82.84*
	Consumers believe that Kaskus/ OLX/ Tokopedia online buying and selling sites are more popular than other buying and selling sites.	0.714		44.44	55.56	35.00	65.00	29.85	70.15
	Kaskus/OLX/Tokopedia never disappoints consumers	0.738		53.33	46.67	67.50	32.50	40.30	59.70
	Kaskus/OLX/Tokopedia provide satisfaction guarantees to consumers.	0.796		71.11	28.89	65.00	35.00	66.42	33.58
	Kaskus/OLX/Tokopedia will be honest and sincere in buying and selling transactions	0.666		64.44	35.56	52.50	47.50	39.55	60.45
	Kaskus/ OLX/ Tokopedia will be honest and sincere in buying and selling transactions			35.56	64.44	37.50	55.56	32.84	67.16
Brand Preference (Fongana, 2009)	Kaskus/ OLX/ Tokopedia guarantees the interests of both the seller and the buyer so that both parties feel safe	0.762		48.89	51.11	40.00	60.00	20.15	79.85
	Kaskus/ OLX/ Tokopedia can be relied on when there is a problem that occurs to consumers.	0.782		57.78	42.22	60.00	40.00	41.79	58.21
	Kaskus/ OLX/ Tokopedia will provide optimal solutions if there are problems in using the product by consumers.	0.778		62.22	37.78	67.50	32.50	47.01	52.99
	I prefer Kaskus/OLX/Tokopedia compared to other brands of online buying and selling sites	0.914	0.931	54.72*	45.28*	53.13*	46.87*	39.74*	60.26*
	I will use Kaskus/OLX/Tokopedia compared to other online buying and selling site brands	0.934		53.33	46.67	62.50	37.50	22.39	77.61
	I will choose Kaskus/OLX/Tokopedia brand compared to other brands of online buying and selling sites	0.895		60.00	40.00	62.50	37.50	26.87	73.13
Brand Preference (Fongana, 2009)	I am more likely to buy goods / services offered by Kaskus/OLX/ Tokopedia compared to other online buying and selling site brands	0.898		60.00	40.00	60.00	40.00	19.40	80.60
	I am more likely to buy goods / services offered by Kaskus/OLX/ Tokopedia compared to other online buying and selling site brands			66.67	33.33	62.50	37.50	29.85	70.15
	I am more likely to buy goods / services offered by Kaskus/OLX/ Tokopedia compared to other online buying and selling site brands			60.00*	40.00*	61.88*	38.13*	24.63*	75.37*

RESULTS

Study 1: Kaskus

Study 1 was conducted among Kaskuser, the name for Kaskus fans. As we can see in Table 1, the brand image of this site is still a surplus of feelings, where respondents who gave a favorable response (66.67%) were more than those who were not favorable (33.33%). However, this site has a deficit in brand trust and preference (45.28% vs. 54.72% and 40.00% versus 60.00%). Fans use Kaskus more as social media than for economic transactions.

Effect of Brand Image and Brand Trust on Brand Preference in Study 1

The equation that displays the influence of brand image and brand trust on brand preference lies in the following standardized linear equation:

$$\text{Brand preference} = 0.369 (\text{brand image}) + 0.560 (\text{brand trust}) \dots (5)$$

Referring to Figure 1B, the coefficients are $b=0.560$ and $c'=0.369$. This equation fulfills classical assumptions prerequisites. The Kolmogorov-Smirnov and Shapiro-Wilks tests show that the residuals are normally distributed (Table 2).

Table 2
Normality Test 1 in Study 1

	Kolmogorov- Smirnov			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
	0.082	44	0.200*	0.961	44	0.144
Fact	Sig.>0.005			Sig.>0.05		
Decision	Residuals are normally distributed			Residuals are normally distributed		

Notes: Df=degree of freedom, Sig.=Significance

The residuals should be evenly distributed around the mean line, a homoscedasticity condition required to ensure the linearity of the equation. The Glatzer test is used to check the fulfillment of that condition. In this test, the two variables are positioned as the independent variable and the residuals as the dependent variable. The t-test fails to reject H_0 : "The i-th variable affects the residual," as shown by a p-value that exceeds 0.05 (Table 3). Thus, the equation meets the homoscedasticity condition.

Table 3
Homoscedasticity Test 1 in Study 1

Dependent Variable	Independent Variable	Standardized Coefficient	T-Value	Sig.
Unstandardized Residual	Brand Image	-0.032	-1.35	0.893
	Brand Trust	-0.006	-0.25	0.980

Table 4
The Summary of Regression Analysis 1 in Study 1

Dependent Variable	Independent Variable	F-Test		Standardized Coefficient BETA	T-Test		Sig./2	Tolerance	VIF	R ²
		Statistic	Sig.		Statistic	Sig.				
Brand preference	Brand image	65.276	0.000	0.369	3.188	0.0030	0.0015	0.434	2.303	0.749
	Brand trust			0.560	4.832	0.0000				

Tolerance values higher than 0.10 and VIF values below 10 indicate the absence of multicollinearity. This result implies that the correlation between the independent variables can be ignored (Table 4).

As we can see in Table 4. The model is fit ($F=65.276$, $Sig.=0.000 < \alpha=0.05$). T-test on the coefficient of the two variables succeeds in rejecting H_0 . Therefore, we can decide that brand image ($b=0.369$, $t=3.188$, $Sig./2=0.0015 > \alpha=0.05$) and trust ($c'=0.560$, $t=4.832$, $Sig./2=0.000 > \alpha=0.05$), influence brand preference. Therefore, hypothesis 1 and hypothesis 2 are confirmed. The variances of both variables can explain 74.90% of the dependent variable variance ($R^2=0.749$).

Effect of Brand Image on Brand Trust in Study 1

The effect of brand image on brand trust is analyzed using simple regression. The standardized linear equation is:

$$M(\text{brand trust}) = 0.754 * X(\text{brand image}) \dots (6)$$

Referring to Figure 1A, the coefficient in this equation is stated as $a=0.754$. This equation fulfills the principle of normal distribution (Table 5). There is also a homoscedasticity condition for the equation (Table 6).

Table 5
Normality Test 2 in Study 1

	Kolmogorov- Smirnov			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
	0.080	45	0.200*	0.977	45	0.501
Fact	Sig.>0.005			Sig.>0.05		
Decision	Residuals are normally distributed			Residuals are normally distributed		

Notes: Df=degree of freedom, Sig.=Significance

Table 6
Homoscedasticity Test 2 in Study 1

Dependent Variable	Independent Variable	Standardized Coefficient	T-Value	Sig.
Residual	Brand Image	0.000	0.000	0.0001

Table 7
The Summary of Regression Analysis 2 in Study 1

Dependent Variable	Independent Variable	F-Test		Standardized Coefficient	T-Test			R ²
		Statistic	Sig.		Statistic	Sig.	Sig./2	
Brand Trust	Brand image	56.349	0.000	0.754	7.507	0.000	0.000	0.557

The above equation is a good fit, as shown by the F statistic ($F=56.349$, $\text{Sig.}=0.000 < \alpha=0.05$). The t-test demonstrates that the coefficient symbolized as 'a' in Figure 1 is significant ($t=7.507$, $\text{Sig.}/2=0.000 < \alpha < 0.05$). Therefore, hypothesis 3 is confirmed in Study 1.

Mediation Test in Study 1

The requirements proposed by Kenny (2021, May 4) for a mediation analysis are satisfied in Study 1. The inputs for the Sobel test are displayed in Table 8. Using coefficient $a=0.754$ (equation 5), $b=0.560$ (equation 6), $\text{SE}_a=0.297$, and $\text{SE}_b=0.068$, Sobel test (equation 1) generated the Z-value of 2.423 (Table 8) that is higher than the cut-off limit of 1.96. Therefore, the mediating role of trust in the relationship between brand image and brand preference is significant (H4 is confirmed). Because the direct influence of brand image on brand preference is significant (equation 5), we find partial mediation of brand trust in Study 1.

Table 8. Mediation Analysis in Study 1

Input	Coefficient	Standard error of estimation (S.E.)
The simple linear regression coefficient of brand image on brand trust Kaskus (equation 5)	$a=0.754$	$\text{SE}_a=0.297$
The regression coefficient of brand trust on Kaskus brand preference in multiple linear regression (equation 6)	$b=0.560$	$\text{SE}_b=0.068$
Z-value	2.423	

Study 2: OLX

Effect of Brand Image and Brand Trust on Brand Preference in Study 2

The effect of brand image and trust on brand preference is stated in standardized linear regression equation 7. The requirements required by classical assumptions are described below.

$$Y (\text{brand preference}) = -0.119X (\text{brand image}) + 0.609M (\text{brand trust}) \dots\dots\dots (7)$$

Based on the Kolmogorov-Smirnov test (statistical value=0.064, $\text{sig.}=0.200 > \alpha=0.05$) and the Shapiro-Wilk test (statistical value 0.981, $\text{Sig.} 0.721 > \alpha=0.05$) it can be stated that the data are normally distributed (Table 9). The Homoscedasticity requirement is also satisfied (Table 10).

Table 9
Normality Test 1 in Study 2

	Kolmogorov- Smirnov			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
	0.064	40	0.200*	0.981	40	0.721
Fact	Sig.>0.005			Sig.>0.05		
Decision	Residuals are normally distributed			Residuals are normally distributed		

Notes: Df=degree of freedom, Sig.=Significance

Table 10
Homoscedasticity Test 1 in Study 2

Dependent Variable	Independent Variable	Standardized Coefficient	T-Value	Sig.
Residual	Brand Image	0.000	0.000	1.000
	Brand Trust	0.000	0.000	1.000

Equation 7 is free from multicollinearity (tolerance>0.10, VIF<10). Therefore, the correlation between brand image and brand trust can be ignored (Table 11).

Table 11
The Summary of Regression Analysis 1 in Study 2

Dependent Variable	Independent Variable	F-Test		Standardized Coefficient BETA	T-Test		Sig./2	Tolerance	VIF	R ²
		Statistic	Sig.		Statistic	Sig.				
Brand preference	Brand image	7.968	0.001	-0.119	-0.709	0.483	0.2415	0.667	1.498	0.263
	Brand trust			0.609	3.618	0.001	0.0005	0.667	1.498	

In equation 7, the influence of brand image on brand preference is not significant ($c' = -0.119$, $t = -0.709$, $\text{Sig.}/2 = 0.2415 > \alpha = 0.05$). On the other hand, trust influences brand preference positively and significantly ($b = 0.609$, $t = 3.618$, $\text{Sig.}/2 = 0.0005 < \alpha = 0.05$). These results affirm that in Study 2, H1 is not confirmed, and H2 is confirmed.

Effect of Brand Image on Brand Preference

The effect of brand image on brand preference is modeled in the following standardized simple linear regression:

$$\text{Brand trust (M)} = 0.577X (\text{brand image}) \dots\dots\dots (8)$$

This equation satisfies residual normal distribution (Table 12) and homoscedasticity condition (Table 13). The equation is also fit ($F = 18.931$, $\text{Sig.} = 0.000 < \alpha = 0.05$). Therefore, the significance of the coefficient 'a' can be tested.

Table 12
Normality Test 2 in Study 2

Kolmogorov- Smirnov			Shapiro-Wilk		
Statistic	Df	Sig.	Statistic	Df	Sig.
0.083	40	0.200*	0.983	40	0.789
Fact Sig.>0.005			Sig.>0.05		
Decision	Residuals are normally distributed		Residuals are normally distributed		

Notes: Df=degree of freedom, Sig.=Significance

Table 13
Homoscedasticity Test 2 in Study 1

Dependent Variable	Independent Variable	Standardized Coefficient	T-Value	Sig.
Residual	Brand Image	0.000	0.000	1.000

Table 14
The Summary of Regression Analysis 2 in Study 1

Dependent Variable	Independent Variable	F-Test		Standardized Coefficient	T-Test			R ²
		Statistic	Sig.		Statistic	Sig.	Sig./2	
Brand Trust	Brand image	18.931	0.000	0.577	4.351	0.000	0.000	0.315

Regression results displayed in Table 14 indicate that the influence of brand image on brand trust is positive and significant ($a=0.577$, $t=4.351$, $\text{Sig.}/2=0.000<\alpha=0.05$). Therefore, hypothesis 3 in Study 2 is confirmed.

Mediation Test in Study 2

The mediation test in Study 2 met the requirements specified by Kenny (2008) because the coefficients a and b are significant. Using the Sobel test, the author obtained the z value of 1.494, lower than 1.96. Therefore, the mediation effect is non-significant. Because the direct influence of brand image on brand preference is not significant (Table 11), in Study 2, brand image has no direct and indirect influence on brand preference.

Table 15. Mediation Analysis in Study 2

Input	Coefficient	Standard error of estimation (S.E.)
The simple linear regression coefficient of brand image on brand trust Kaskus (equation 5)	$a=0.577$	$SE_a=0.370$
The regression coefficient of brand trust on Kaskus brand preference in multiple linear regression (equation 6)	$b= 0.609$	$SE_b=0.117$
Z-value	1.494	

Study 3: Tokopedia

Effect of Brand Image and Brand Trust on Brand Preference

In Study 3, conducted in the context of Tokopedia, the effect of brand image and brand trust on brand preference is modeled in the following standardized multiple linear regression:

$$\text{Brand preference (Y)} = 0.307X (\text{brand image}) + 0.341M (\text{brand trust}) \dots (9)$$

This equation fulfilled the principle of residual normality, as shown by the Kolmogorov-Smirnov test (statistic=0.066, df=130, Sig.=0.200> α =0.05), and Shapiro-Wilk test (statistics=0.990, df=130, Sig.=0.459>0.05). It is free from multicollinearity, as shown by Sig. value that exceeds 0.05, which means that the correlation between brand image and brand trust can be ignored (Table 16). The equation also fulfills the Homoscedasticity condition, as shown by the Tolerance value that exceeds 0.10 and VIF that falls below 10 (Table 17).

Table 16
Homoscedasticity Test 1 in Study 3

Dependent Variable	Independent Variable	Standardized Coefficient	T-Value	Sig.
Residual	Brand Image	0.012	0.115	0.909
	Brand Trust	-0.033	-0.319	0.750

Table 17
The Summary of Regression Analysis 1 in Study 3

Dependent Variable	Independent Variable	F-Test		Standardized Coefficient		T-Test		Sig./2	Tolerance	VIF	R ²
		Statistic	Sig.	BETA		Statistic	Sig.				
Brand preference	Brand image	29.926	0.000	0.307		3.562	0.001	0.0005	0.722	1.385	0.310
	Brand trust			0.341		3.956	0.000	0.000	0.722	1.385	

The F-test shows that the equation is a good fit ($F=29.926$, $\text{Sig.}=0.000<\alpha=0.05$), therefore, we can examine the coefficients of both variables. The T-test shows that the influence of brand image ($c=0.307$, $t=3.562$, $\text{Sig.}/2=0.0005<\alpha=0.05$), and brand trust ($b=0.341$, $t=3.956$, $\text{Sig.}/2=0.000<\alpha=0.05$) are positive and significant.

Effect of Brand Image and Brand Trust

The effect of brand image on brand trust in the context of Tokopedia is stated in the following standardized simple linear equation:

$$\text{Brand trust (Y)} = 0.533X (\text{brand image}) \dots (10)$$

How image and trust determine preference

Equation 10 fulfills residual normality as stated by the Shapiro-Wilk test (statistic=0.986, df=134, Sig.=0.186> α =0.05). The residuals are also scattered around their mean, as shown by the non-significant influence of brand image on the residuals (t=0.000, Sig.=1.000>0.05).

The equation is good fit (F=52.280, Sig.=0.000<0.05). The coefficient a is also significant (a=0.533, t=7.230, Sig.=0.000< α =0.05). With this result, we can affirm that in Study 3, brand image influences brand trust positively and significantly. Therefore, hypothesis 3 is confirmed.

Mediation Effect of Brand Trust on the Relationship of Brand Image and Brand Reference in Study 3

All the prerequisites underlined by Kenny (2021, May 4) described before are met in the study. The coefficient a and b are significant. Next, we can examine whether brand trust mediates the relationship between brand image and brand preference, as stated by hypothesis 4. The Sobel test upon data displayed in Tabel 18 reveals the Z-value of 2.391, higher than 1.96. Therefore, the mediation is positive and significant. In other words, brand trust strengthens the influence of brand image on brand preference.

Table 18. Mediation Analysis in Study 3

Input	Coefficient	Standard error of estimation (S.E.)
The simple linear regression coefficient of brand image on brand trust Tokopedia (equation 5)	a=0.533	SE _a =0.207
The regression coefficient of brand trust on Tokopedia brand preference in multiple linear regression (equation 6)	b= 0.341	SE _b =0.053
Z-value	2.391	

As shown in equation 9, the brand image also directly influences brand trust. Therefore, the mediation role played by the brand trust is a partial mediation.

Summary of Hypothesis Testing Results

The summary of the hypothesis testing results is displayed in Table 19. All the hypotheses are confirmed in Study 1 (Kaskus) and Study 2 (Tokopedia). In Study 2, brand image has no direct or indirect influences on brand preference. In other words, in Study 2, H1 and H4 are unconfirmed.

Table 19
Summary of Hypothesis Testing Results

Hypothesis	Study 1 (Kaskus)	Study 2 (OLX)	Study 3 (Tokopedia)
H1: Brand image influences brand preference positively	Confirmed	Unconfirmed	Confirmed
H2: Brand trust influences brand preference positively	Confirmed	Confirmed	Confirmed
H3: Brand image influences brand trust positively	Confirmed	Confirmed	Confirmed
H4: Brand trust mediates the effect of brand image on brand preference	Confirmed (Partial Mediation)	Unconfirmed	Confirmed (Partial Mediation)

DISCUSSION

As displayed in Table 19, all hypotheses are confirmed in Study 1 and Study 3. In both studies, we can affirm that brand image and trust influence brand reference directly. In addition, the brand image also influences brand reference through brand trust.

Kaskus and Tokopedia received the same pattern of respondents' responses about brand image, brand trust, and brand preference (Table 1). Kaskus received a low percentage of favorable responses, and Tokopedia received a high percentage of favorable responses regarding the three variables. Interestingly, the decline in the popularity of Kaskus co-occurs with the increase in the popularity of the marketplace platform. This fact raises the question of whether the brand image and trust work relative, as is a brand preference?

A long time ago, Aaker (1991), Keller (2003), and Park and Srinivasan (1994) stated that brand equity is the result of evaluating the value of a brand compared to other brands. If a brand gets a positive response, at the same time, the favorability of rival brands will decrease. Therefore, the author suggests that future research needs to measure the relative brand image and brand trust.

An attractive response pattern occurred regarding OLX. This classified advertising has a good image. However, unfavorable responses are more prominent than favorable responses for matters of brand trust and brand preference. These results indicate that brand image does not always affect brand preference directly or through brand trust. This study also confirms that brand trust is the most important factor for brand preference.

It is interesting to study why the brand image does not affect brand preference in the context of classified advertisements. Is it because of image incongruity? Future research could examine this possibility.

CONCLUSION

Brand image influences brand preference directly and indirectly through brand trust in community-based e-commerce Kaskus and marketplace-type e-commerce Tokopedia. Brand trust influences brand preference in community-based e-commerce Kaskus, classified advertising e-commerce platform OLX, and marketplace-type e-commerce Tokopedia. The brand image does not influence preference in classified advertising e-commerce platform OLX.

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