

THE ROLE OF E-TRUST AND BRAND IMAGE ON REPURCHASE INTENTION SHOPEE FOOD

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Abstract: *The objective of this study is to examine the impact of E-trust and brand image on the association between E-Service Quality and sales promotion about Shopee Food consumer repurchase intention. The research methodology used is quantitative, with the sampling technique being convenience sampling. A total of 105 students from universities in Surakarta were selected as the research subjects. Research analysis employs PLS-Structural Equation Modeling (SEM). The findings of this study indicate that E-Service Quality, sales promotion, brand image, and E-Trust have a favourable and statistically significant impact on repurchase intention. The association between E-Service Quality and sales promotion and Shopee Food consumer repurchase intention is influenced by Brand image and E-Trust. The findings of this study can inform marketing strategies for marketplace platforms by optimizing E-Service Quality, sales promotion, Brand Image, and trust. These characteristics have been empirically shown to enhance consumer repurchase intention.*

Keywords: *E-Trust, brand image, E-Service Quality, sales promotion, repurchase intention*

1. Introduction

During the 2020 COVID-19 pandemic, the government issued a policy limiting mobility outside the home which caused consumers to avoid eating out and switch to delivery services, either via applications or ordering directly from restaurants. To survive, food delivery services are a solution for food businesses because they receive high demand (Pratiwi et al., 2023). During the implementation of this policy, around 40% of stalls or eateries were temporarily shuttered due to the prohibition of dine-in services. They were only permitted to offer takeout or takeaway orders. Hence, nearly all food establishments employ delivery service application middlemen as a crucial tactic to sustain their business during this crisis (Sugiyanto et al., 2022; Vania & Simbolon, 2021).

Indonesian people's dependence on food delivery services cannot be avoided. In early 2022-2023, 19.85 million Indonesian citizens will use online food ordering services such as GrabFood, GoFood, Shopee Food and others. That figure rose 16.5% year-on-year (YoY) or an increase of 2.8 million people from the previous period. Total transactions for food delivery services during the year reached US\$1.2 billion or the equivalent of Rp. 18.2 trillion. The nominal value increased 26.3% from the previous year. This shows that on average, Indonesian people spend US\$60.49 or the equivalent of IDR 918 thousand to order food via GrabFood, GoFood, Shopee Food and others in one year (We Are Social, 2023).

The digital transformation of the food delivery service platform will become increasingly competitive with the presence of Shopee Food in 2021. Starting in 2022, one of Shopee's breakthroughs will be developing an affiliate program. This Shopee Affiliate Program has given birth to more new creators or KOLs with a total increase of up to 2.5 times in 2022 compared to 2021 (Setyowati, 2023). In 2022, Shopee Food's turnover will grow from 2021 of US\$ 276 million, in 2022 it will increase to US\$ 315 million. Based on research results, food delivery services are used by most young people more than four times a month. The percentage reached 28.2% and this is the highest number based on the intensity of product purchase orders via online applications (Setyowati, 2023).

The increase in sales at Shopee Food is interesting to study the factors that influence Shopee Food consumers' repurchase intention. Customer perceptions in purchasing decisions are influenced by various aspects, including the quality of the purchasing service, the user-friendliness of the application, the price of the order, and the attitude of the customer (Hidayatullah et al., 2018). Research of Febriani & Cahya (2022) shows the influence of E-Service Quality and sales promotion on the decision variable to use the Shopee Food feature. Sugiyanto et al. (2022) conducted a study that examined the impact of service quality and pricing on consumer repurchase intention in messaging services provided by the three leading food delivery platforms in Indonesia: Go Food, Grab Food, and Shopee Food. The study conducted by Nababan, Simanungkalit, & Nurlinda (2021) determined that sales promotions and service quality have a significant impact on the purchasing decisions of Shopee users. Angeline & Utami (2023) found that service quality and sales promotions have a significant effect on repurchase intention.

Contrary to the aforementioned research findings, the research results of Febriana et al. (2018) shows that e-service quality has no effect on repurchase intention. Research conducted by Prasetyo & Yusran (2022) and Atmaja, Rivaldo, & Sundari (2021) did not find a direct influence of e-service quality on repurchase intention. There is a gap in the research results, several researchers tested the indirect relationship using several E-Trust variables as mediating variables (Alawiyah & Mochlasin, 2021; Mahdyvianra et al., 2021; Wuisan et al., 2020), and using brand image as a mediating variable (Armayani & Jatra, 2019; Elpanso & Helmi, 2022). Apart from being a mediating variable, E-trust is a strong predictor that influences repurchase intention (Aulia & Yuniar, 2023; Wuisan et al., 2020). Mahdyvianra et al. (2021) and Jayaputra & Kempa (2022) conducted studies to examine the connection between service quality and E-Trust. Their findings indicate that E-Service Quality has a notable and beneficial impact on E-Trust. Whereas Yudhistira & Patrikha (2021) and Alawiyah & Mochlasin (2021) found a significant effect of sales promotion on trust.

The relationship between service quality, sales promotion and brand image and repurchase intention has been widely studied and brand image is a factor that influences repurchase intention (Atmaja et al., 2021; Elpanso & Helmi, 2022; Febriana et al., 2018; Jayaputra & Kempa, 2022; Wiradireja & Susan, 2023). The brand image that is established can serve as an emblem and manifestation of the business actor or owner's vision, exceptionalism, quality benchmarks, service, and dedication (Kotler & Keller, 2013). Research result of Wiradireja & Susan (2023) and Aulia & Yuniar (2003) found the positive influence of service quality on Brand Image. Meanwhile research of Elpanso & Helmi (2022) and Armayani & Jatra (2019) found that sales promotions have an effect on Brand Image.

Research findings vary when investigating the impact of E-service quality and sales advertising on the level of interest in acquiring online food ordering services. This study uses E-Trust and Brand Image as mediators because no previous research has done so. This study investigates how E-Trust and Brand Image affect the relationship between E-Service Quality, Sales Promotion, and online food delivery. Figure 1 displays the framework model for this research, which is based on the research questions.

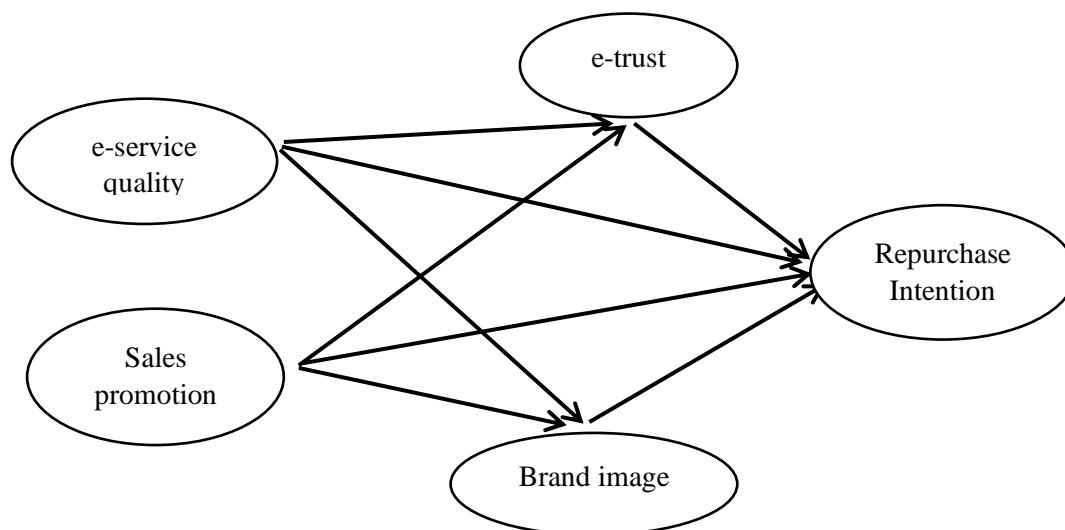


Figure 1. Framework

2. Research Methods

The participants of this study consisted of students in Surakarta who had utilized the Shopee Food service. Consequently, the research utilized samples consisting of pupils who made use of Shopee Food. Specimens were collected from students at five universities in Surakarta with the highest enrollment. The research used convenience sampling as the sampling technique, which involves selecting samples based on specific criteria that make them ideal for the study (Sugiyono, 2016).

The criterion for the sample included actively enrolled students who have utilized Shopee Food and were affiliated with colleges in Surakarta. The data collection method employs an internet-based questionnaire. The research used the PLS Structural Equation Modeling (SEM) technique for data analysis, with Smart PLS version 2.3.8 as the data analysis tool. Experiments were conducted on the structural model to examine the correlation between hidden constructs (Sekaran & Bougie, 2016).

3. Results and Discussion

3.1. Evaluation of the Measurement Model

A validation and reliability assessment of the measurement model was performed to ascertain its accuracy and consistency (Ghozali, 2016). According to Chin (1988), a measurement scale is considered adequate for early stage research if its loading value falls between 0.5 and 0.6 (Latan & Ghozali, 2012). The loading factor limit employed in this study was set at 0.70.

Table 2. Outer Loading Indicators

| | Brand Image | E-Service Quality | E-Trust | Repurchase intention | Sales Promotion |
|------------|-------------|-------------------|---------|----------------------|-----------------|
| Brand1 | 0.938 | | | | |
| Brand2 | 0.928 | | | | |
| Brand3 | 0.895 | | | | |
| Brand4 | 0.939 | | | | |
| Brand5 | 0.910 | | | | |
| Brand6 | 0.875 | | | | |
| E.Service1 | | 0.921 | | | |
| E.Service2 | | 0.946 | | | |
| E.Service3 | | 0.835 | | | |
| E.Service4 | | 0.889 | | | |
| E.Service5 | | 0.906 | | | |
| E.Service6 | | 0.947 | | | |
| E.Trust1 | | | 0.927 | | |
| E.Trust2 | | | 0.872 | | |
| E.Trust3 | | | 0.893 | | |
| E.Trust4 | | | 0.910 | | |
| E.Trust5 | | | 0.906 | | |
| E.Trust6 | | | 0.844 | | |
| MB1 | | | | 0.943 | |
| MB2 | | | | 0.864 | |
| MB3 | | | | 0.917 | |
| MB4 | | | | 0.939 | |
| MB5 | | | | 0.938 | |
| MB6 | | | | 0.837 | |
| Promosi1 | | | | | 0.920 |
| Promosi2 | | | | | 0.878 |
| Promosi3 | | | | | 0.905 |
| Promosi4 | | | | | 0.910 |
| Promosi5 | | | | | 0.919 |
| Promosi6 | | | | | 0.917 |

Table 2 demonstrates that most indicators for each variable in this study have loading values ranging from 0.830 to 0.942, which exceeds the threshold of 0.70. This indicates that indicators with loading values above 0.70 possess a high level of validity, satisfying the criteria for convergent validity.

To ensure that each construct or latent variable concept is distinct, discriminant validity is used. According to Latan & Ghozali (2012), a model has strong discriminant validity when the correlation between a concept and its measurement items is higher than that of other constructs.

Table 3. Discriminant Validity

| | <i>Brand Image</i> | <i>E-Service Quality</i> | <i>E-Trust</i> | <i>Repurchase intention</i> | <i>Sales Promotion</i> |
|------------|--------------------|--------------------------|----------------|-----------------------------|------------------------|
| Brand1 | 0.938 | 0.850 | 0.858 | 0.894 | 0.854 |
| Brand2 | 0.928 | 0.844 | 0.843 | 0.889 | 0.862 |
| Brand3 | 0.895 | 0.831 | 0.806 | 0.773 | 0.824 |
| Brand4 | 0.939 | 0.873 | 0.865 | 0.869 | 0.857 |
| Brand5 | 0.910 | 0.796 | 0.836 | 0.789 | 0.811 |
| Brand6 | 0.875 | 0.776 | 0.773 | 0.786 | 0.773 |
| E.Service1 | 0.797 | 0.921 | 0.841 | 0.860 | 0.841 |
| E.Service2 | 0.892 | 0.946 | 0.901 | 0.886 | 0.878 |
| E.Service3 | 0.731 | 0.835 | 0.793 | 0.796 | 0.792 |
| E.Service4 | 0.798 | 0.889 | 0.841 | 0.799 | 0.845 |
| E.Service5 | 0.833 | 0.906 | 0.878 | 0.838 | 0.838 |
| E.Service6 | 0.879 | 0.947 | 0.898 | 0.872 | 0.874 |
| E.Trust1 | 0.814 | 0.859 | 0.927 | 0.837 | 0.828 |
| E.Trust2 | 0.768 | 0.819 | 0.872 | 0.768 | 0.785 |
| E.Trust3 | 0.810 | 0.840 | 0.893 | 0.806 | 0.788 |
| E.Trust4 | 0.812 | 0.856 | 0.910 | 0.843 | 0.857 |
| E.Trust5 | 0.850 | 0.870 | 0.906 | 0.888 | 0.837 |
| E.Trust6 | 0.808 | 0.821 | 0.844 | 0.830 | 0.877 |
| MB1 | 0.887 | 0.879 | 0.882 | 0.943 | 0.887 |
| MB2 | 0.736 | 0.807 | 0.808 | 0.864 | 0.800 |
| MB3 | 0.840 | 0.865 | 0.848 | 0.917 | 0.857 |
| MB4 | 0.871 | 0.858 | 0.869 | 0.939 | 0.881 |
| MB5 | 0.867 | 0.884 | 0.872 | 0.938 | 0.851 |
| MB6 | 0.759 | 0.749 | 0.777 | 0.837 | 0.748 |
| Promosi1 | 0.848 | 0.849 | 0.832 | 0.840 | 0.920 |
| Promosi2 | 0.769 | 0.770 | 0.787 | 0.768 | 0.878 |
| Promosi3 | 0.840 | 0.854 | 0.862 | 0.878 | 0.905 |
| Promosi4 | 0.858 | 0.885 | 0.859 | 0.872 | 0.910 |
| Promosi5 | 0.812 | 0.842 | 0.841 | 0.835 | 0.919 |
| Promosi6 | 0.820 | 0.867 | 0.876 | 0.839 | 0.917 |

Cross-loading estimation results in Table 3 show that the construct correlates more with its indicators than with other constructs. Thus, all constructions or latent variables have good discriminant validity, with construct indicator block indicators outperforming other blocks. The outer model can be evaluated for convergent and discriminant validity, as well as construct or latent variable reliability. A construct is reliable if its composite reliability rating and Cronbach alpha value surpass 0.70 (Latan & Ghazali, 2012). The SmartPLS output findings show composite reliability and Cronbach alpha values in Table 3.

Table 3. Composite Reliability and Cronbach Alpha values

| | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) |
|--|------------------|-----------------------|----------------------------------|
|--|------------------|-----------------------|----------------------------------|

| | | | |
|----------------------|-------|-------|-------|
| Brand Image | 0,961 | 0,968 | 0,836 |
| Repurchase intention | 0,957 | 0,965 | 0,823 |
| Sales Promotion | 0,957 | 0,966 | 0,825 |
| e-Service quality | 0,957 | 0,966 | 0,824 |
| e-Trust | 0,949 | 0,959 | 0,796 |

The SmartPLS output results in Table 2 indicate that the composite reliability and Cronbach alpha values for all constructions above the threshold of 0.70. Therefore, it can be inferred that all constructions exhibit satisfactory reliability, meeting the minimum threshold necessary. The average variance extracted (AVE) value exceeds 0.5, indicating that the tested variables meet the specified criteria.

3.2. Structural Model Evaluation

Experiments were conducted on the structural model to examine the correlation between underlying constructs. Table 4 displays the outcomes of hypothesis testing.

Table 4. Path Coefficient

| | Path Coeff | T Statistics | P values | Decision |
|---|------------|--------------|----------|-------------|
| <i>E-Service Quality -> Brand Image</i> | 0.456 | 3.412 | 0.001 | H1 Accepted |
| <i>E-Service Quality -> E-Trust</i> | 0.613 | 6.319 | 0.000 | H2 Accepted |
| <i>E-Service Quality -> Repurchase intention</i> | 0.230 | 2.208 | 0.028 | H3 Accepted |
| <i>Sales Promotion -> Brand Image</i> | 0.484 | 3.481 | 0.001 | H4 Accepted |
| <i>Sales Promotion -> E-Trust</i> | 0.358 | 3.560 | 0.000 | H5 Accepted |
| <i>Sales Promotion -> Repurchase intention</i> | 0.243 | 2.098 | 0.036 | H6 Accepted |
| <i>Brand Image -> Repurchase intention</i> | 0.240 | 2.644 | 0.008 | H7 Accepted |
| <i>E-Trust -> Repurchase intention</i> | 0.269 | 2.157 | 0.031 | H8 Accepted |

The findings from the data analysis presented in Table 4 indicate that all hypotheses have been confirmed, demonstrating a substantial impact of e-service quality on e-trust, brand image, and repurchase intention. Sales promotion exerts a substantial impact on e-trust, brand image, and purchasing interest. The factors of e-trust and brand image exert a substantial impact on the level of interest in making a purchase.

3.3. Mediation Test

The results of calculating indirect effects can be seen in Table 5.

Table 5. Spesific Indirect Effect

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P values |
|--------------------------------|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Sales Promotion -> Brand Image | 0.116 | 0.116 | 0.056 | 2.068 | 0.039 |

| | | | | | |
|---------------------------------|-------|-------|-------|-------|--------------|
| -> Repurchase intention | | | | | |
| e-Service quality -> Brand | | | | | |
| Image -> Repurchase intention | 0.109 | 0.114 | 0.056 | 1.945 | 0.052 |
| Sales Promotion -> e-Trust -> | | | | | |
| Repurchase intention | 0.096 | 0.093 | 0.053 | 1.811 | 0.071 |
| e-Service quality -> e-Trust -> | | | | | |
| Repurchase intention | 0.165 | 0.157 | 0.080 | 2.051 | 0.041 |

According to Table 5, Brand Image mediates the relationship between E-Service Quality and repurchase intention. The t value is 1.945 and the p value is 0.052, indicating that Brand Image mediates the relationship. E-Trust significantly mediates the connection between E-Service Quality and repurchase intention (p value = 0.041 < 0.05).

In Table 5, Sales Promotion influences buying interest through Brand Image, with a p value of 0.039 (p < 0.05). This suggests that Brand Image strongly mediates the relationship between Sales Promotion and buying interest. Sales Promotion and buying interest are mediated by E-Trust with a non-significant p value of 0.071 > 0.05. This research's structural model is shown in Figure 2.

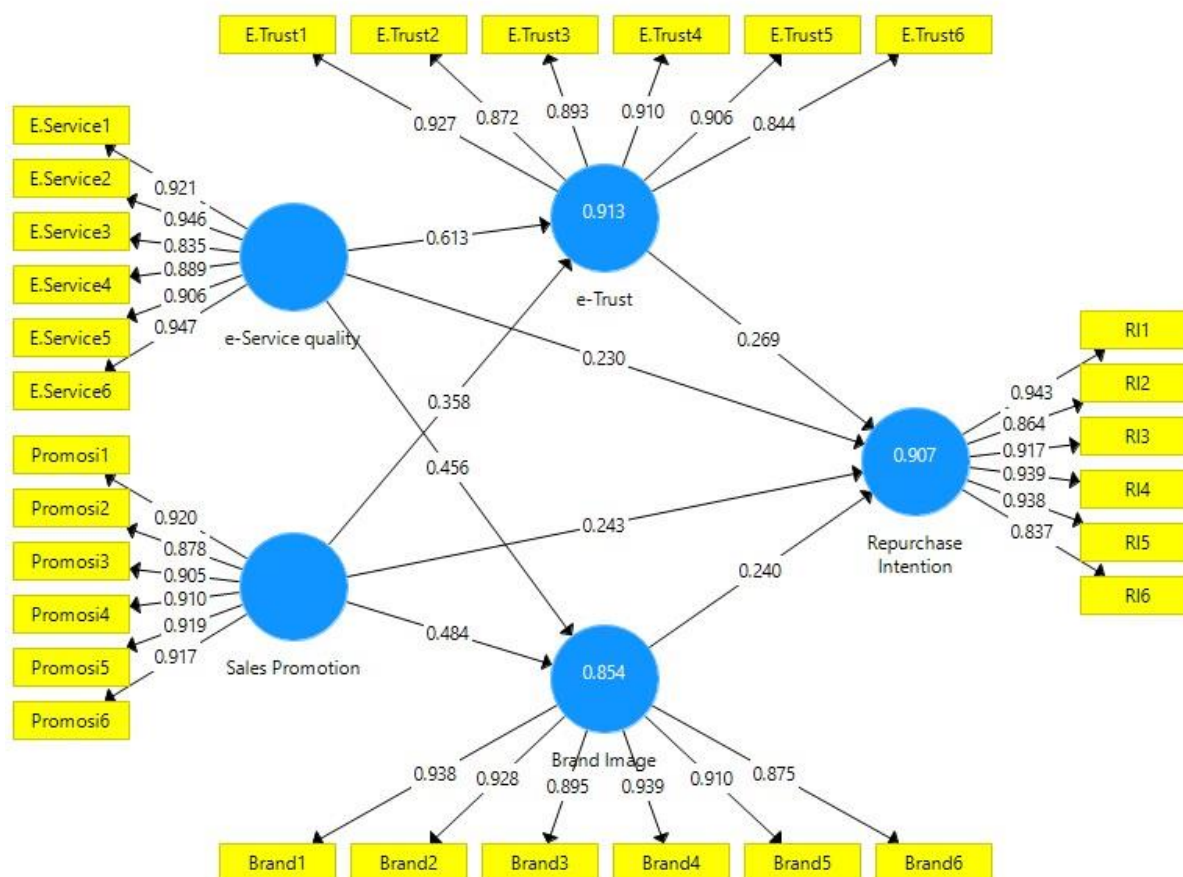


Figure 2. SEM results

3.4. Discussion

E-Service Quality is the quality of electronic service as a form of meeting customer needs (Tran & Vu, 2019). The findings of this study indicate that E-Service Quality has a favorable and substantial impact on repurchase intention. This demonstrates repurchase intention. According to the E-Service Quality indicator, the most highly valued elements are product availability and delivery accuracy. On the other hand, the lowest ratings are given to the features in Shopee Food. Consequently, Shopee Food is required to rectify or enhance the functionalities within the Shopee Food application. The findings of this study corroborate the research conducted by Sugiyanto et al. (2022), which shown a favorable impact of service quality on consumer purchasing intention in the realm of food delivery services, specifically Go Food, Grab Food, and Shopee Food. Moreover, a study conducted by Nababan et al. (2021) The study found that service quality had a significant impact on the purchasing decisions of Shopee users in Medan. Febriani & Cahya (2022) demonstrate a notable correlation between the E-Service Quality measure and the decision to utilize the Shopee-Food function.

The quality of online service, known as E-Service Quality, has a positive and significant impact on E-Trust. This implies that as the quality of online service improves, the level of confidence in Shopee Food's online platform will also increase. The E-Trust indicator reveals that customers place significant importance on the honesty of sellers when it comes to Shopee Food. Conversely, the aspect of Shopee Food that receives the lowest trust rating pertains to its capacity to fulfill client expectations. According to this evaluation, Sopee Food needs to enhance its capacity to fulfill client expectations. The findings of this study corroborate the research conducted by Mahdyvianra et al. (2021), which shown a favorable and substantial impact of E-Service Quality on E-Trust. Subsequent studies conducted by Jayaputra & Kempa (2022) and Wuisan et al. (2020) yielded consistent findings, indicating that E-Service Quality has a favorable and statistically significant impact on E-Trust.

The findings of this study also indicate that E-Service Quality has a favorable and substantial impact on Brand Image. This implies that the higher the quality of online service offered by Shopee Food, the greater the enhancement of Shopee Food's reputation among its clients. The Brand Image indicator that obtained the highest rating was the establishment of Brand Image in the thoughts of participants when inquired about the food marketplace, indicating that Shopee Food has effectively implanted its brand in the consciousness of consumers. Conversely, Shopee Food receives the lowest grade in terms of the user-friendliness of its features compared to other applications. This indicates the need for Shopee Food to enhance its features to ensure a more user-friendly experience for consumers. The findings of this study corroborate the research conducted by Wiradireja & Susan (2023), (Qalati et al., 2021) and Aulia & Yuniar (2023), which established a positive correlation between service quality and brand image.

Sales promotion is a crucial element in a marketing campaign, comprising a range of incentive measures, primarily of a temporary nature, intended to expedite or increase the acquisition of specific items or services by consumers or trade (Kotler & Keller, 2013). The findings of this study revealed a strong and statistically significant impact of sales promotion on purchasing intent. This indicates that the more effective and appealing the sales promotion conducted by Shopee Food, the greater the likelihood of stimulating purchasing intent among students. Consumers prioritize subscription discount offers as significant or favorable factors in

sales marketing. The Shopee Food food price discount is unfavourable. In order to capture consumers' interest and encourage purchases, Shopee Food could consider implementing additional reductions in food prices. The findings of this study corroborate the research conducted by Sugiyanto et al. (2022), which demonstrated that price exerts a favorable influence on consumer purchasing inclination towards food delivery service platforms in Indonesia, specifically Go Food, Grab Food, and Shopee Food. In addition, a study conducted by Nababan et al. (2021) revealed a correlation between sales promotions and purchasing decisions among users of the Shopee platform. According to a study conducted by Febriani & Cahya (2022), there is a notable impact of sales promotion on the choice to utilize the Shopee-Food feature.

Sales promotion exerts a favorable and substantial impact on E-Trust. The positive correlation indicates that as Shopee Food's sales promotion improves, there is a corresponding improvement in E-Trust. E-Trust is contingent upon the integrity of sellers at Shopee Food, as well as their competence in satisfying client expectations. The findings of this study corroborate the findings of Yudhistira & Patrikha (2021), who discovered a notable impact of sales advertising on trust. Alawiyah & Mochlasin (2021) conducted a study that discovered trust has a moderating role in the connection between sales promotions and decisions to save.

Sales promotion has a notable and favorable impact on Brand Image, indicating that the quality of sales promotion provided by Shopee Food will enhance Shopee Food's Brand Image even more. According to Kurniawati & Ariyani (2022) Brand Image or product image is important to maintain the existence and relevance of the store among buyers. This strategy is used to attract buyers' sympathy for the shop and the products being sold. Sellers can offer products while improving the image of the shop and products, as well as showing the advantages and selling value of the products being sold. This strategy is suitable for use when visits to the store are increasing, especially when the Shopee campaign is ongoing. If the seller follows the Shopee campaign, a special campaign tab will appear on the page containing promotional products, so that the seller can focus more on the shop category and shop decoration.. The results of this research support research conducted by Elpanso & Helmi (2022) and Armayani & Jatra (2019) who found that sales promotions had an effect on Brand Image.

Trust is the inclination of an individual to be responsive to the behaviors of others, with the expectation that those individuals would fulfill specific activities towards the ones who place trust in them, without relying on constant supervision or control (Moriuchi & Takahashi, 2016). The trust that consumers have creates the courage to make transactions on a website, this concept is called E-Trust (Mahdyvianra et al., 2021). The research findings indicate a substantial and favorable impact of E-Trust on the intention to make a purchase. The correlation between consumer trust in Shopee Food and their purchasing interest is directly proportional. Online trust in Shopee Food will be established by its accountability in handling transaction errors, ability to fulfill buyers' needs and expectations, strong sense of responsibility, reputation for honesty, and commitment to buyer pleasure. This can enhance the inclination or enthusiasm of prospective Shopee Food purchasers. The findings of this study corroborate the research conducted by Wuisan et al. (2020), which shown that E-Trust had a favorable and substantial impact on the intention to repurchase. Consumers' future repurchase intention will be influenced by their level of E-Trust towards specific sales sites. E-Trust serves as the foundation for establishing enduring relationships between online merchants and customers, so enhancing the likelihood of repeat online purchases (Mahdyvianra et al., 2021; Wuisan et al., 2020).

Marketers intentionally establish a distinct image for each product on the market in order to

set it apart from competitors (Kotler & Keller, 2013). A product that can consistently uphold its superior image compared to competitors will secure a position in the affections of consumers and will endure in their memory. Brand image is the perception formed by consumers based on the collection of diverse information they receive (Salsabila et al., 2022). The results of this research also show that Brand Image has a positive and significant effect on repurchase intention. The positive influence shows that the better the Shopee Food Brand Image, the greater the consumer's buying interest. Brand Image can be built from the Shopee Food application which can stick in the minds of potential consumers, interesting content, popularity of the application, strong desire to access the application, and the capabilities of the Shopee Food application compared to other applications (Mei & Margaret, 2015). If this can be improved, it will further increase repurchase intention. The results of this research support research conducted by Salsabila et al. (2022) dan Wiradireja & Susan (2023) who found that Brand Image has a positive and significant influence on repurchase intention.

The mediation test results indicate that E-Trust has an impact on the link between E-Service Quality and repurchase intention. This demonstrates that an improvement in E-Service Quality, along with a strong sense of E-Trust towards Shopee Food, will result in a heightened level of consumer purchasing inclination. The findings of this study corroborate the investigations conducted by Mahdyvianra et al. (2021), Tran & Vu (2019), dan Wuisan et al. (2020), which shown that E-Trust acts as a mediator in the association between E-Service Quality and repurchase intention. Meanwhile, regarding sales promotion, e-trust does not mediate significantly. This shows that the promotions carried out by Shopee Food failed to increase prospective buyers' purchasing intentions due to low trust. The results of this research do not support the research of Alawiyah & Mochlasin (2021), Mahdyvianra et al. (2021), and Ratnaningsih (2022) who found that E-Trust mediates the relationship between sales promotion and repurchase intention.

The research shows that Brand Image is critical to the relationship between Sales Promotion and purchase intention. This demonstrates that the efficacy of sales promotion executed by Shopee Food, when coupled with a strong brand image, directly correlates with an escalation in the purchasing inclination of prospective Shopee Food customers. The findings corroborate the studies conducted by Armayani & Jatra (2019) and Elpanso & Helmi (2022), which identified the mediating role of Brand Image in the connection between sales promotions and purchase choices.

4. Conclusion

The research data analysis indicates a positive correlation between E-Service Quality and sales promotion with repurchase intention. These findings indicate that the E-Service Quality and sales promotion implemented by the Shopee Food platform significantly influence the repurchase intention in products on the platform. In addition to these two factors, E-Trust affects Shopee Food purchases. This means Shopee Food's E-Trust will increase consumers' buying intent.

This study also shown that E-Service Quality and Sales Promotion affect E-Trust. Consequently, the level of trust in E-Trust will continue to rise if vendors on Shopee Food consistently deliver excellent service and offer appealing incentives. In addition, E-Trust serves as an intermediary factor that impacts the connection between E-Service Quality and the desire to make a repeat purchase. The findings of this study can inform marketing strategies for market

place platforms by optimizing E-Service Quality, sales promotion, Brand Image, and trust. These characteristics have been empirically shown to enhance consumer buying interest. Future researchers on related topics should explore varied geographical regions or marketplaces and use qualitative methodologies or case studies to improve research results.

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