

# Mediating Role of Employee Readiness to Change in the Relationship of Change Leadership with Employees' Affective Commitment to Change

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## Abstract

*This study aims to analyze the effect of Brand Awareness and Brand Image on Trust and Purchase Intention of online shop consumers in South Sulawesi. This research is included in the type of causal research because this study aims to determine the causal relationship between variables, one variable causes or determines the value of another variable. The sample in this study amounted to 150 people with random sampling method. The results obtained by all independent variables have a significant effect on Purchase Intention and Brand Awareness and Brand Image variables have a significant effect on Purchase Intention through Trust.*

## Keywords

brand awareness; brand image; trust; purchase intention



## I. Introduction

Global competition at this time requires companies to compete with each other in marketing and selling their products. Companies must use the right strategy to maintain their products so that they are consumed by consumers continuously. Therefore, the important thing that every company needs to do and pay attention to is creating new customers and retaining old customers. Marketing is generally only seen as an activity to sell goods or services. But marketing is more of a process where the activities of creating products or services, offering and delivering them to consumers. To get to the hands of consumers, the product or service must be introduced first to consumers. In addition, communication is also important in maintaining the product. Communication carried out by the company is through promotion. Promotion is a form of marketing communication, what is meant by marketing communication is a marketing activity that seeks to disseminate information, influence / persuade, and / or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. (Ambler & Kokkinaki, 1997).

Advertising is one of the marketing strategies that spearhead a business carried out by companies that have the aim of making a profit, increasing sales volume and having an increasing market share and at the same time creating loyal customers. Advertising can be delivered from various media such as magazines, newspapers, radio, television and others. Television is the most popular medium for advertising products to be known by consumers, but over time television media is no longer effective, this is because more and more consumers have ignored the existence of these advertisements. Therefore, an alternative is needed to approach consumers in marketing products or services. One way that many companies do at this time is product placement. The purpose of advertising through film media or often called product placement is to increase consumer awareness of the existence of the brand from the brand image that has been built through other marketing strategies so that the company will know the performance of the brand in the market. This advertising media is considered more effective because the form of product

placement in film media is the inclusion of a product or product brand in the film scene, either as a background called screen placement, the mention of product brands by actors called verbal placement and product inclusion in the plot. According to research (Marliawati & Cahyaningdyah, 2020) The choice of film as a media placement was due to several reasons, namely: 1. Higher audience involvement in films, especially films currently being screened in cinemas, compared to regular television programs. 2. Product placement on the film has a longer life. We can see this with the proliferation of video rental places that allow tenants to re-watch the products in certain films. In addition, films have a high probability of being screened on television. 3. Development of local Indonesian film industry and foreign films in Indonesia.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

At this time the company's competition is getting tighter with the existence of various marketing strategies, such as promotional strategies. But not only promoting the functional attributes of the product, but must be associated with a brand, the brand is an important factor in introducing products to consumers. Brands can also create associations with a product so that it can stick in the minds of consumers. By having a brand, the product will be more easily recognized by consumers and as a means of distinguishing one product from another. Brand equity or the strength of a brand is an asset. Brand equity can have a positive impact on the company because the company knows that the brand name is responded to by consumers. (Chevalier & Mayzlin, 2006). According to (Aaker & Keller, 1990), brand equity is a multi-dimensional concept of brand loyalty (brand loyalty), Brand Awareness (brand awareness), perceived quality (perceived quality), brand associations (brand associations) and other proprietary brand assets (other brand assets). Temporary (Kotler & Keller, 2007) explain brand equity using the dimensions of brand knowledge (brand knowledge), comprising Brand Awareness (a promising brand awareness) and Brand Image (brand image). And (Chevalier & Mayzlin, 2006) stated that the establishment of a Brand Image is a critical effort in building brand equity. Because through a strong brand image, customers will have a positive view of the brand of the products offered so that consumers will not hesitate to buy these products.

The creation of a positive brand image will generate consumer buying interest. (Hennig-Thurau et al., 2004) defines buying interest as the tendency of consumers to buy a brand or take action related to purchasing decisions as measured by the level of probability of consumers making a purchase. Based on the description of the background above, it can be concluded that the better the Brand Image of Tridaya's tutoring can not ensure that it will affect consumer buying interest, then a research was appointed with the title: Improving Consumer Trust And Interest To Buy Online Shop, Reviewing From Brand Awareness And Brand Image.

## II. Review of Literature

### 2.1 Brand Awareness

According to (Suri & Monroe, 2003) Brand awareness (Brand Awareness) is a basic dimension in brand equity. From this point of view, a brand has no equity until consumers are aware of the existence of the brand. In order to create the right products, services and programs to serve the market and embrace all elements in the organization to be service-oriented. According to (Aaker & Keller, 1990) Brand awareness is the ability of someone who is a potential buyer to recognize or recall a brand that is part of a product category. Brand awareness (Brand Awareness) is divided into four parts, namely: 1). Unaware of brand This category includes brands that remain unknown even though aided recall has been carried out. 2). Brand Recognition (Brand Recognition) This category includes product brands that are known to consumers after being reminded through assistance. 3). Brand Recall (brand recall) This category includes the category of a product that is mentioned or remembered by consumers without having to be reminded again, termed unaided recall. and 4). Top Of Mind The brand name that is first published by consumers and is the peak of the minds of consumers themselves.

Building brand awareness is usually done over a long period of time because memorization can work with repetition and reinforcement. In fact, brands with high recall rates are usually old brands (Grewal et al., 1998).

### 2.2 Brand Image

Brand image is an image about a brand which is considered as a group of associations that connect consumer thoughts to a brand name. A positive brand image is created by a strong, unique and good brand association (Kotler & Keller, 2007). Understand brand strengths and weaknesses (Semuel & Lianto, 2014). Brand belief will form a brand image, where the brand image for consumers will vary depending on their experience with the brand which is filtered by the effects of selective perception, selective distortion and selective retention (Sitinjak and Tumpal, 2005). Brand image tends to be a systematic memory about the brand that contains the target market's interpretation of product attributes, benefits, situations, uses, users and company characteristics. While Brand Image according to (Bone, 1995) is a description of associations and beliefs about a particular brand. Meanwhile, according to (Jalilvand & Samiei, 2012) An effective brand image can reflect three things, namely: 1). Build product character and provide value proposition. 2). Delivering the product's character in a unique way so that it is different from its competitors and 3). Gives emotional power of rational power.

Every company is competing to create positive products for products, services, company names, and brands, so that service products, company names, and brands are well known and accepted by customers to have a product image, service image, company name image and brand image or brand. Image (Jalilvand & Samiei, 2012). According to (Suri & Monroe, 2003) that the brand image is a complex symbol that has 6 (six) levels of meaning or understanding: attributes, benefits, values, culture, personality and users. It was concluded that to create interest in the brand a product must be based on a lot of experience and appearance to communicate it. As above, consumers can immediately remember so that they can form an image about the brand or often referred to as a Brand Image.

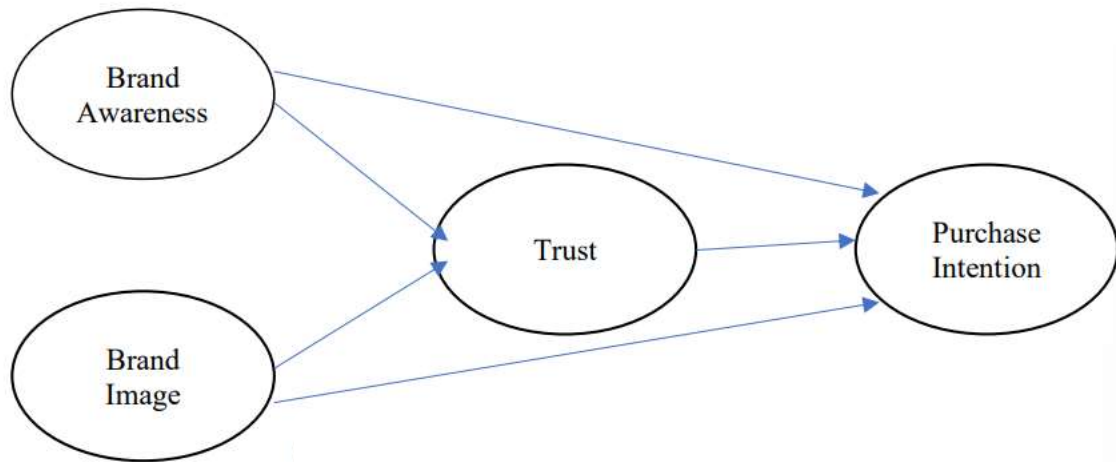
### 2.3 Trust

Trust is another person's belief in the meaning of other people's behavior. Thus, consumer trust is defined as the consumer's expectation that the producer can be relied on or able to give a sense of trust to fulfill its promises (Semuel & Lianto, 2014). Consumer trust in certain brands can be obtained if the company organization can grow and always maintain positive emotional bonds with consumers (Shahid et al., 2017). Consumer commitment to the product is a belief in using a product which includes recommendations and trust (Shahid et al., 2017). Trust as a condition when one of the parties involved in the exchange process believes in the reliability and integrity of the other party (Grewal et al., 1998). According to (Bone, 1995) There are three points of a person's trust factor which are explained as follows: Ability: refers to the competence and characteristics of the seller/organization in influencing and authorizing a specific area. (Dawar & Pillutla, 2000) states that ability includes competence, experience, institutional approval, and ability in science. Benevolence: is the willingness of the seller to provide mutually beneficial satisfaction between himself and the consumer. According to (Dawar & Pillutla, 2000) benevolence includes attention, empathy, confidence, and acceptance. Integrity: relates to how the behavior / habits of property agents in running their business. (Dawar & Pillutla, 2000) argues that integrity can be seen from the point of view of fairness, fulfillment, loyalty, candor, relevance.

### 2.4 Buying Interest

According to (Ambler & Kokkinaki, 1997), interest is one of the psychological aspects that have a large enough influence on behavioral attitudes. Interest can also be a source of motivation that will direct someone to do an activity or action. Buying interest is a psychological activity that arises because of feelings (affective) and thoughts (cognitive) towards a desired product or service. Buying interest can be interpreted as a happy attitude towards an object that makes individuals try to get the object by paying for it with money or sacrifice. (Ambler & Kokkinaki, 1997). Meanwhile, according to (Jalilvand & Samiei, 2012) Buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented. (Jalilvand & Samiei, 2012) said that buying interest is different from purchase intention, purchase intention is a continuation of consumer buying interest where the confidence to decide to buy is already in a large percentage. So it can be said that purchase intention is the final step in buying interest in the form of confidence before a purchase decision is taken. According to (Chevalier & Mayzlin, 2006), buying interest can be defined through the following indicators: 1). Transactional interest, namely the tendency to buy the product. 2). Transactional interest, namely the tendency to buy the product. 3). Preferential interest, which is an interest that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the product of his preference and 4). Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

Based on the description above, the conceptual framework in this study is:



*Figure 1. Conceptual Framework*

Based on the description and conceptual framework in Figure 1, the hypotheses in this study are:

- H1: Brand Awareness has a positive effect on online shop consumer confidence
- H2: Brand Awareness has a positive effect on online shop consumer confidence
- H3: Brand Awareness has a positive effect on online shop consumer confidence
- H4: Brand Awareness has a positive effect on online shop consumer confidence
- H5: Brand Awareness has a positive effect on online shop consumer confidence

### III. Research Method

Research methods are divided into two categories, namely exploratory research and conclusive research. This research belongs to the type of causal research because this study aims to determine the causal relationship between variables, one variable causes or determines the value of another variable. The location of the research was carried out in South Sulawesi. This research was conducted for six months from December 2018 to May 2019. The types of data in this study are quantitative data and qualitative data. While the data sources in this study consisted of primary data and secondary data.

To obtain good and appropriate data information with the assumption that the writing target can be achieved, the methods used to collect data in this study are: interview method, observation method and questionnaire/questionnaire method. The population in this study are consumers who have made online purchases on online shopping sites in Indonesia, but the number cannot be known with certainty. The sample set in this study was 150 respondents with the consideration that the sample size was five times the number of existing indicators ( $30 \times 5 = 150$  respondents). This sample size is still in the range of sample sizes that should be used, namely 100-200 respondents. While the sampling method used is Nonprobability Sampling. In analyzing the data, we used several kinds of analysis, namely descriptive analysis, classical assumption test and hypothesis testing.

## IV. Results and Discussion

### 4.1 Results

#### a. Respondents Overview

Respondents in this study are consumers who have made online purchases on online shopping sites in Indonesia, but the number cannot be known with certainty. the sample set in this study were 150 respondents:

**Table 1.** Description of Respondents by Gender

Jenis Kelamin	Frekuensi (orang)	Persentase (%)
Laki-laki	81	66
Perempuan	69	34
Jumlah	150	100

Sumber: Hasil Data Diolah, 2021

Based on table 1 above, it can be seen that most of the respondents were male as many as 81 people or 66% while female employees were 69 people or 34%. This shows that the respondents who filled out the list of statements on the questionnaire were dominated by men.

**Table 2.** Description of Respondents Based on Last Education

Pendidikan	Frekuensi	Persentase (%)
SMA	35	20
D3/ D4 Diploma	25	15
S1	59	50
S2 atau S3	31	15
Jumlah	150	100

Sumber: Hasil Data Diolah, 2021

Based on table 2 above, it can be seen that the respondents in this study were dominated by education with a Strata One (S-1) background as many as 59 people, then the final education of S2 and or S3 were 31 respondents.

**Table 3.** Description of Respondents Based on Online Shopping Sites Visited

Situs Belanja Online	Frekuensi	Persentase (%)
Tokopedia	68	38
Shopee	45	27
JD.ID	17	14
Bukalapak	13	12
Lazada	7	9
Jumlah	150	100

Sumber: Hasil Data Diolah, 2021

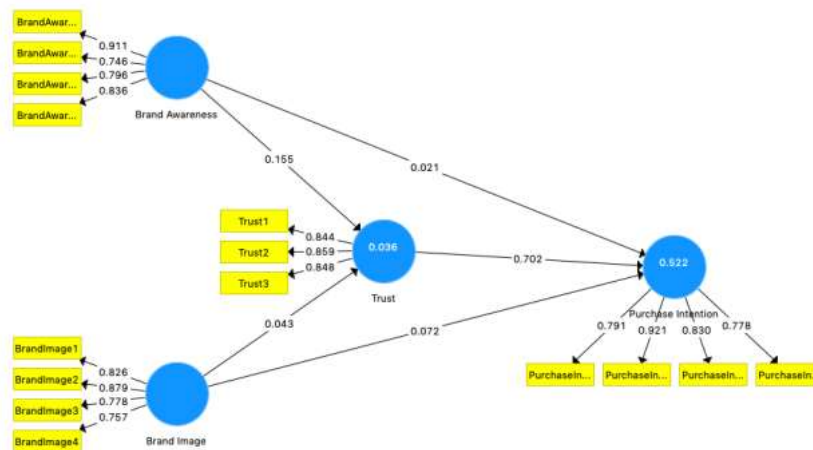
Seen in table 3, the respondents in this study were dominated by those who visited the online shopping site Tokopedia with 68 respondents with a percentage of 38%, followed by Shopee with 45 respondents with a percentage of 27%, then the online shopping site JD.ID with the number of respondents. as many as 17 people with a percentage of 14%, then the online shopping site Bukalapak where the number of

respondents was 13 people with a percentage of 12% and the online shopping site Lazada where the number of respondents was 7 people with a percentage of 9%.

## b. Evaluation of Model Measurement

### 1. Convergent Validity Testing

Construct validity evaluation was done by calculating convergent validity and discriminant validity. Convergent validity is known through the loading factor. An instrument is said to meet the convergent validity test if it has a loading factor above 0.7.



**Figure 2. Test Result SEM-PLS 3.0**

Based on Figure 2 above, it can be seen that more than 70% of the variance of each of the four indicators, namely BA1, BA2, BA3, and BA4 can be explained by the Brand Awareness latent variable. Purchase Intention latent variable can explain the variance of BI1, BI2, BI3, and BI4 indicators, each of which is more than 78%. The variances of T1, T2 and T3 can each be explained by the Trust latent variable above 80%. Meanwhile, the Purchase Intention variable is able to explain the variance of T1, T2, T3 and T4 each more than 70%. So, overall each latent variable has been able to explain the variance of each of the indicators that measure it above 70%.

### 2. Discriminant Validity Testing

Tests with discriminant validity are seen using cross loading with the criterion that if the loading value of an item/indicator in a corresponding variable is greater than the loading value of an item on other variables, the item is declared valid in measuring the corresponding variable.

**Table 4.** Outer loading

	Brand Awareness	Brand Image	Purchase Intention	Trust
BrandAwareness1	0,836			
BrandAwareness2	0,911			
BrandAwareness3	0,746			
BrandAwareness4	0,796			
BrandImage1		0,826		
BrandImage2		0,879		
BrandImage3		0,778		
BrandImage4		0,757		
PurchaseIntention1			0,791	
PurchaseIntention2			0,921	
PurchaseIntention3			0,830	
PurchaseIntention4			0,778	
Trust1				0,844
Trust2				0,859
Trust3				0,848

Sumber: Hasil Data Diolah, 2021

Based on the results of the outer loading value in the table above, it can be seen that all items used are worth above 0.7 so it can be said that the data used is valid. Thus, it can be stated that each indicator is able to measure the latent variable corresponding to the item. The next criteria are composite reliability and convergent validity (AVE) which are presented in the following table.

**Table 5.** Measurement of reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Awareness	0,852	0,894	0,679
Brand Image	0,828	0,885	0,658
Purchase Intention	0,850	0,899	0,692
Trust	0,809	0,887	0,723

Sumber: Hasil Data Diolah, 2021

The validity value can be strengthened by the AVE value which shows  $> 0.5$ . From the table above, it can be seen that each variable has an AVE value  $> 0.5$  so it can be said that each variable used in this study is valid. Calculations that can be used to test construct reliability are composite reliability and Cronbach alpha. The test criteria state that if the composite reliability value is greater than 0.7 and can also be strengthened by the Cronbach alpha value greater than 0.7 and then the construct is declared reliable. The reliability value can be strengthened by the Cronbach alpha value which shows  $> 0.7$ . From the table above, it can be seen that each variable has a Composite Reliability value and Cronbach Alpha  $> 0$ ,



### 3. Effect Test

Tests were conducted to determine the strength of the influence of exogenous variables on endogenous variables, either directly or indirectly. The loading results along with the t-statistics value obtained from the bootstrapping process using the number of samples for resampling of 150 and repetition of 500 times as follows.

**Table 6.** Direct and Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Brand Awareness → Purchase Intention	0,021	0,018	0,009	2,333	0,000
Brand Awareness → Trust	0,155	0,162	0,039	3,974	0,000
Brand Image → Purchase Intention	0,072	0,090	0,028	2,571	0,000
Brand Image → Trust	0,043	0,064	0,010	4,256	0,000
BA & BI → Trust → Purchase Intention	0,702	0,707	0,052	13,462	0,000

Sumber: Hasil Data Diolah, 2021

Based on the table above, it can be seen the value of T Statistics ( $|O/STDEV|$ ) for each variable. The T table value obtained by looking at the sign error of 0.05 with  $n = 150$  is 1.65508 so it can be concluded that the variable Brand Awareness on Purchasing Intention, Brand Awareness on Trust, Brand Image on Purchase Intention, Brand Image on Trust has a positive and significant effect and into the Direct Effect category, Meanwhile, the influence of Brand Awareness and Brand Image on Purchase Intention through Trust also has a significant effect, indicated by the P value  $>$  from 0.05. After testing the effect, the next step is to see the value of the coefficient of determination in the following table:

**Table 7.** Coefficient of Determination

	R Square	R Square Adjusted
Purchase Intention	0,522	0,505
Trust	0,360	0,130

Sumber: Hasil Data Diolah, 2021

The value of R Square shows a value of 0.522 so that the two variables tested are reflected in the Purchase Intention variable of 52.2% and the rest is described by variables that are not tested in this study.

### 4. Hypothesis Test

Hypothesis testing in SEM-PLS explains that a significant measure of hypothesis support can be used between the comparison of T-table and T-statistic values. If the T-statistic is higher than the T-table value, it means that the hypothesis is supported or accepted. In this study, the level of confidence used is 95 percent (or 5%;  $<0.05$ ), so the T-table value for the two-tailed hypothesis is  $>1.98$ . The following describes the hypothesis testing in detail in this study:

- a) *Brand Awareness* positive and significant effect on Purchase Intention  
 The test results show that the Brand Awareness variable has a positive and significant effect on the Purchase Intention variable, with a path coefficient of 0.021. Significant results are indicated by the P Value of 0.000 which indicates a value smaller than the significance value of 0.05. Thus, this shows that the Brand Awareness variable directly has an influence on Purchase Intention. Thus hypothesis No. 1 is accepted.
- b) H2. Brand Awareness has a positive and significant effect on Trust  
 The test results show that the Brand Awareness variable has a positive and significant effect on the Purchase Intention variable, with a path coefficient of 0.155. Significant results are indicated by the P Value of 0.000 which indicates a value smaller than the significance value of 0.05. Thus, this shows that the Brand Awareness variable directly has an influence on Trust. Thus hypothesis No. 2 accepted.
- c) H3. Brand Image has a positive and significant effect on Purchase Intention  
 The test results show that the Brand Image variable has a positive and significant effect on the Purchase Intention variable, with a path coefficient of 0.072. Significant results are indicated by the P Value of 0.000 which indicates a value smaller than the significance value of 0.05. Thus, this shows that the Brand Image variable directly has an influence on Purchase Intention. Thus hypothesis No. 3 accepted.
- d) H4. Brand Image has a positive and significant effect on Trust  
 The test results show that the Brand Image variable has a positive and significant effect on the Trust variable, with a path coefficient of 0.043. Significant results are indicated by the P Value of 0.000 which indicates a value smaller than the significance value of 0.05. Thus, this shows that the Brand Image variable directly has an influence on Trust. Thus hypothesis No. 4 accepted.
- e) H5. Brand Awareness and Brand Image have a positive and significant effect on Purchase Intention through Trust  
 The test results show that the Brand Awareness and Brand Image variables have a positive and significant effect on the Purchase Intention through Trust variable, with a path coefficient of 0.702. Significant results are indicated by the P Value of 0.000 which indicates a value smaller than the significance value of 0.05. Thus, this shows that the Brand Awareness and Brand Image variables indirectly have an influence on Purchase Intention through Trust. Thus hypothesis No. 5 accepted.

## 4.2 Discussion

### a. Effect of Brand Awareness on Purchase Intention

*Brand Awareness* in this study shows a capacity that can be explained and has a strong value in relation to consumers, this is very helpful to find out the extent to which the brand is affiliated into the hearts of consumers which will ultimately increase the selling power of companies that are connected to online shopping sites of interest. consumer. This situation will greatly help existing brands to better know the interests and intentions of consumers by further understanding consumer enthusiasm in choosing the final product. This is in line with research conducted by (Kurniasari & Budiarmo, 2018) which states that Brand Awareness has a significant effect on Purchase Intention, inversely proportional to the research conducted by (Shahid et al., 2017) where Brand Awareness has no effect on Purchase Intention.

### **b. Effect of Brand Awareness on Trust**

The mediation variable aka Trust in this study emphasizes its existence as a variable that will explain the existence of Purchase Intention, the relation in this case is that consumers today are very considerate in selecting the products they will buy, the role of Trust is the extent to which consumers trust themselves to the brands that are presented in front of them everyday. The situation that occurs in this study is seen from the respondents' answers to the questionnaires that have been distributed, dominantly answering strongly agree or they support the brands to be purchased that have proven benefits in the wider community and have succeeded in convincing the wearer of its reliability and as a tool. meet the needs of consumers. This is in line with research conducted by(Sharma et al., 2017)where Brand Awareness has a significant influence on Trust, in contrast to the research conducted by(Seo et al., 2020)where the research results show that there is no significant effect on Trust with Brand Awareness as the independent variable.

### **c. Effect of Brand Image on Purchase Intention**

*Brand Image* in this study, it plays an important role in supporting Purchase Intention where it can be seen that the results obtained are significant by looking at the conditions in the field that the dominant respondents or prospective buyers always see the reality of the brands that are scattered out there divided into variations between images or impressions that are built by the brand which will ultimately imprint on the minds of consumers themselves both in terms of benefits and usefulness. This situation is in line with research conducted by(Seo et al., 2020)where Brand Image has a significant influence on Purchase Intention. Contrary to the research that has been done by(Solihin, 2021)which states that there is no significant effect on Purchase Intention with Brand Awareness as an independent variable.

### **d. Effect of Brand Image on Trust**

The mediation variable aka Trust in this study emphasizes its existence as a variable that will explain the existence of Purchase Intention, the relation in this case is that consumers today are very considerate in selecting the products they will buy, the role of Trust is the extent to which consumers trust themselves to the brands that are presented in front of them everyday. The situation that occurs in this study is seen from the respondents' answers to the questionnaires that have been distributed, dominantly answering strongly agree or they support the brands to be purchased that have proven benefits in the wider community and have succeeded in convincing the wearer of its reliability and as a tool. meet the needs of consumers. This is in line with research conducted by(Solihin, 2021)where Brand Image has a significant influence on Trust, in contrast to the research that has been conducted by(Sanny et al., 2020)where the research results show that there is no significant effect on Trust with Brand Images as the independent variable.

### **e. Brand Awareness and Brand Images affect Purchase Intention through Trust**

This study presents several interesting and different findings from previous research where conditions in the field show a collection of respondents giving varied statements but tend to answer strongly agree with regard to the habits and patterns of attention of consumers themselves to the brands they choose, we all know together how dominant the brand is. Existing brands try to give a diverse impression with their respective efforts in attracting consumers. Consumers in their capacity as kings will of course expect more value that they will get by paying more especially for certain products, it can be seen in this study that consumer trust plays an important role in achieving the ultimate goal of a

product to be purchased. it is evident that the Trust variable makes a major contribution to consumers in determining the final product of a brand. This condition is in line with research that has been carried out by (Sidharta et al., 2018) where Brand Awareness and Brand Images affect Purchase Intention through Trust.

## V. Conclusion

Based on the description above, the conclusions in our research are: 1). Brand Awareness plays a role both directly in forming Purchase Intentions and indirectly in forming Trust 2). Brand Image plays a role either directly in forming Purchase Intention or indirectly in forming Trust and 3). Trust plays a significant role in forming Purchase Intentions on online shopping sites.

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