

The Impact Of Brand Image On Online Purchase Decisions Of Sociolla Marketplace Users In Surabaya

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Entered : November 20, 2024
Accepted: December 25, 2024

Revised : December 22, 2024
Published : December 29, 2024

ABSTRACT

Technological and economic developments in the current era have led many companies in Indonesia to further maximize the function and role of marketing in entering the era of globalization. The internet doesn't have to be accessed via a computer anymore, but simply by using a smartphone. The purpose of this research is to analyze the impact of brand image on online purchase decisions. Online shopping is an activity of purchasing goods or services carried out via the internet, or online buying and selling services without having to bring buyers and sellers together directly. The trend towards purchasing branded beauty products is growing rapidly due to the high level of public enthusiasm for purchasing these products. The type of this research is a quantitative research using simple linear regression analysis. The population in this research are all Sociolla marketplace users. The sampling method used in this research is purposive random sampling as many as 50 people. The results of this research show that consumer brand image has a positive and significant effect on online purchase decisions.

Keywords: Brand Image ; Online Purchase Decisions ; Sociolla

INTRODUCTION

Technological and economic developments in the current era have led many companies in Indonesia to further maximize the function and role of marketing in entering the era of globalization. The internet doesn't have to be accessed via a computer anymore, but simply by using a smartphone. Today's internet is no longer a medium for obtaining information and communication, but has become a necessity for every individual, including in terms of doing business. Technological developments also cause lifestyle changes, including consumption patterns and buying and selling transactions in society, which makes people's need for the internet increase from year to year. People in the current era use information technology to buy and sell goods or services via the internet. Online shopping is an activity of purchasing goods or services carried out via the internet, or online buying and selling services without having to bring buyers and sellers together directly. The trend towards purchasing branded beauty products is growing rapidly due to the high level of public enthusiasm for purchasing these products. Beauty products are very diverse in Indonesia. This shows that the competitive conditions for cosmetic products are very competitive while still providing business opportunities that still have the potential to grow and develop in line with the very large attractiveness of this product industry.

Technological developments encourage people to carry out transactions online, including buying cosmetic products. Online buying and selling activities that are carried



out by many people today through various marketplaces are very popular with the public because they have the advantages of security and convenience in every transaction. There are several beauty product marketplaces, one of which is Sociolla. Sociolla is a marketplace that sells various trusted and most complete beauty products in Indonesia. The features in this marketplace are also very complete and make it easy for users to access and search for the beauty products they want. Currently, Sociolla is recorded as having more than 150 official brands and more than 5,000 product choices. The difference between online and offline purchases is the mindset of consumers in analyzing a product they see, resulting in interest in the product and ultimately making a purchasing decision. According to Tjiptono (2020) consumer purchasing decisions are a process where consumers recognize the problem, look for information about a particular product or brand. Buying and selling transaction activities carried out online without bringing sellers and buyers directly together certainly cause consumers to be influenced by several factors in making purchasing decisions. Several factors include brand image. The high level of competition indicates that there are many product brands of the same type circulating on the market. This causes competition between brands to become very high. Therefore, it is necessary to create a good brand image in the eyes of consumers. The high level of competition shows that there are many product brands of the same type circulating on the market. This causes competition between brands to become very high. Therefore, it is necessary to create a good brand image in the eyes of consumers. The better the brand image of a product, the consumer purchasing decisions for that product will also increase according to research conducted by Anhar *et al.* (2025), Wang. (2025), and Puspita (2025) which states that brand image has a positive and significant effect on purchasing decisions.

METHODS

This research uses simple linear regression to analyze research data. Simple linear regression analysis is a data analysis tool that aims to determine how much influence the independent variable has on the dependent variable. The independent variable in this research is brand image (X), while the dependent variable is the purchasing decision (Y).

Population is a combination of all things or people who have similar characteristics to be the focus of a study (Ferdinand, 2020). Based on this understanding, the population in this study The population in this study is all consumers who buy products online through the Sociolla marketplace. The sample is a subset of several members of the population as representatives of all members of the population. The sampling method used in this study is purposive random sampling, which is a method that uses certain considerations in determining the sample. The criteria used are respondents must be 17 years old, respondents must be made online purchases through Shopee in the last 3 months.

RESULTS AND DISCUSSION

Study use SPSS application Version 16 in processing the data . Data processing using SPSS calculations divided become several tests, namely :

Results

Data Validity and Reliability Test

Validity Test

Table 1. Validity Test Results Of The Brand Image Variable

Variable	Item	r _{count}	r _{table}	Conclusion
Brand Image	X _{1.1}	0.612	0.2787	Valid
	X _{1.2}	0.741	0.2352	Valid
	X _{1.3}	0.425	0.2352	Valid
	X _{1.4}	0.21	0.2352	Valid

Source : Data is processed

In accordance with the data obtained in Table 1, it can be concluded that each indicator contained in the research questionnaire has an **r-count** that is greater than **r-table**, this means that all the indicators used for the brand image variable in this study are declared valid for use as data collection tools.

Table 2. Validity Test Results Of The Purchase Decisions Variable

Variable	Item	r _{count}	r _{table}	Conclusion
Purchase Decisions	Y _{1.1}	0.689	0.2787	Valid
	Y _{1.2}	0.713	0.2787	Valid
	Y _{1.3}	0.597	0.2787	Valid
	Y _{1.4}	0.543	0.2787	Valid

Source : Data is processed

In accordance with the data obtained in Table 2, it can be concluded that each indicator contained in the research questionnaire has an **r-count** that is greater than **r-table**, this means that all the indicators used for the purchase decisions variable in this study are declared valid for use as data collection tools.

Realibility Test

Table 3. Reliability Tes Results

Variable	Cronbach Alpha	r _{table}	Conclusion
X	0.638	0.2787	Reliable
Y	0.710	0.2787	Reliable

Source : Data is processed

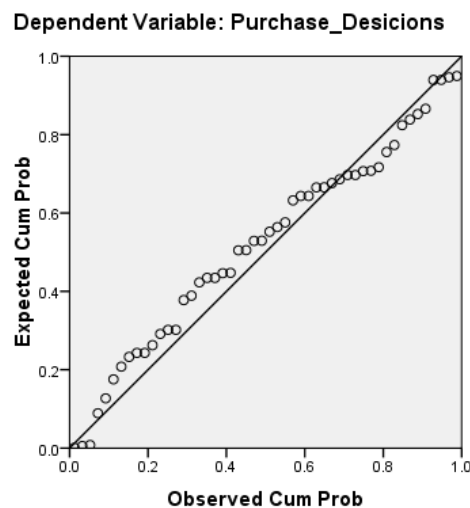
Based on Table 3, it can be concluded that all the variables used in this research are reliable, because they have a Cronbach Alpha value that is greater than r table with a significance level of 5%, besides that the Cronbach Alpha value for each variable is also greater than 0.60 so that all variables are said to be reliable.

Classical Assumption Test

Normality Test

Graph 1. Normality Test Results

Normal P-P Plot of Regression Standardized Residual



Source : Data is processed

Based on Graph 1 above, it can be seen that the points are spread around the diagonal line, this shows that the regression model is normally distributed and meets the assumption of model normality.

Multicollinearity Test

Table 4. Multicollinearity Test Results

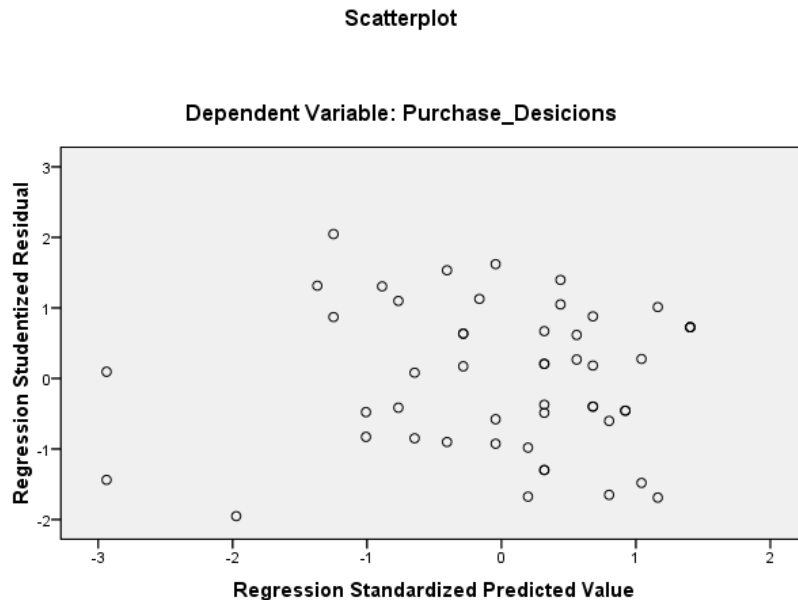
Variabel	VIF	Tolerance Value	Conclusion
X	2.235	0.429	No multicollinearity
Y	1.714	0.367	No multicollinearity

Source : Data is processed

Based on Table 4, it shows that the regression model for variables X and Y has a VIF value below 10 and a tolerance value > 0.1 . So it can be concluded that there is no correlation between the independent variables in this study or multicollinearity does not occur.

Heteroskedasticity Test

Graph 2. Heteroskedasticity Test Results



Source : Data is processed

Based on Graph 2 scatterplot, you can see the dots spreading above and below the number 0 on the Y axis in an unclear pattern, this means that the regression model has met the heteroscedasticity assumption.

Simple Linear Regression Analysis Test

Simple linear regression analysis is used to determine how much influence the independent variable has on the dependent variable. The independent variable in this study is brand image (X), while the dependent variable is the purchase decisions (Y). The results of the simple linear regression analysis calculation can be seen in the following table:

Table 5. Simple Linear Regression Analysis Coefficient Values

Independent Variables	Dependent Variable	Beta	t-count	p-value	Conclusion	R ²
X	Y	0.473	3.112	0.000	Significant	0.605

Source : Data is processed

Based on Table 5, it can be seen that the test results show that the brand image variable (X) towards purchase decisions (Y) has a beta value (β) of 0.473 or 47.3%. This means that if brand image (X) increases by 1 unit, it will increase purchase decisions (Y) by 0.473 or 47.3%. The test results also show that the t-count 3.112 greater than t-Table (2.011; df = 47) with α 0.05 so it can be concluded that the brand image variable (X) has a positive and significant effect on purchase decisions (Y).

Test Coefficient of Determination (R^2)

Based on table 5, it can be seen that the brand image variable (X) is able to influence purchase decisions (Y) by 0.605 or 60.5%, while the remaining 39.5% is influenced by other variables.

Discussion

The Impact of Brand Image on Online Purchase Decisions

Image is important for a company. This is because a consumer's first impression of a particular brand greatly influences their interest in purchasing the product itself. Brand image is all the knowledge possessed by consumers and all the conclusions consumers make about objects, attributes, and their benefits. While purchasing decisions are various things before making decisions where consumers actually purchase products or services. Brand image is very important for sellers to consider for consumers to get purchasing decisions for the products or services offered. Based on simple regression linear analysis test, the results obtained show that brand image has a positive and significant influence on the purchasing decisions of Sociolla marketplace users with a significance level of $\alpha = 5\%$. These results indicate that brand image has a positive and significant effect on online purchase decisions. The results of this study support research conducted by Anhar *et al.* (2025), Wang. (2025), and Puspita (2025) which states that brand image has a positive and significant effect on purchasing decisions, meaning that the higher brand image in the seller, the more often consumers will make purchasing decisions for the products or services offered. Conversely, the lower brand image in the seller, the less often consumers will make purchasing decisions for the products or services offered.

CONCLUSIONS

The results of this research indicate that brand image has a positive and significant effect on online purchase decisions. It means that the higher brand image in the seller, the more often consumers will make purchasing decisions for the products or services offered. Conversely, the lower brand image in the seller, the less often consumers will make purchasing decisions for the products or services offered.

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