The Influence of Brand Image, Product Quality and Sales Promotion on Shopping Interest in Online Marketplaces

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ABSTRACT: The Republic of Indonesia is currently undergoing a transformative phase known as the Fourth Industrial Revolution. The fourth industrial revolution, sometimes referred to as Industry 4.0, entails the integration of automation technology and data interchange within the realm of manufacturing technology. The swift advancement of the industrial revolution serves as a catalyst for commercial entities to enhance their operational efficiency. During the contemporary era of industrial revolution, commercial entities have undertaken numerous endeavours to ensure that the products they promote adhere to consumer standards. In order to investigate the extent to which brand image, product quality, and sales promotion impact sales in the online marketplace, the researcher conducted a study named "The Influence of Brand Image, Product Quality, and Sales Promotion on Shopping Interest in the Online Marketplace." The present study employed quantitative research methods, specifically utilising a correlational research design. The findings indicated that the variables of brand image, product quality, and sales promotion exert an impact on the level of student interest in engaging in online marketplace transactions. This study examines the relationship between the variable X1, representing brand image, and data adequacy. The findings indicate that X1 has the biggest influence on data adequacy, with a coefficient of 0.848. Furthermore, the indicators X1.1 and X1.2, which pertain to firm image and customer image respectively, exhibit the strongest influence on the dependent variable Y.

KEYWORDS: brand image, marketplace, product quality, sales promotion, shopping interest

I. INTRODUCTION

Indonesia is presently undergoing the fourth industrial revolution. The Industrial Revolution 4.0 refers to the integration of automation technology and data interchange within the realm of manufacturing technology. The current industrial period facilitates the utilisation of contemporary technology that is capable of functioning across all sectors of the economy. The inception of the fourth industrial revolution, commonly referred to as Industry 4.0, commenced in the year 2016. This era is characterised by the emergence of the digital economy, big data analytics, the Internet of Things (IoT), robotics, and cloud computing systems. These technological advancements continue to shape contemporary activities. The objective of the Industrial Revolution 4.0 initiative is to stimulate and enhance Indonesia's economy, positioning it among the top 10 global economies by 2030 through the augmentation of export operations. The Ministry of Industry in Indonesia actively promotes the advancement of Industry 4.0, as seen by the establishment of the Kominfo page (2019). The Government of Indonesia must make preparations for the advent of the fifth-generation network, commonly referred to as the 5G network, as part of their efforts to embrace Industry 4.0. The industrial revolutions have both positive and negative affects on many stakeholders and serve different purposes. The anticipation of the potential failure to attain the industrial revolution holds significant importance in view of the continuously escalating global issues. The advent of the Industry 4.0 era is intricately linked to the swift and widespread progress observed in the realm of commerce. This assertion can be substantiated by the emergence of digital enterprises that provide a wide array of advantages, hence generating substantial demand across various age demographics.

In order to enhance product sales outcomes and mitigate losses, the adoption of a brand image is a key strategy. Brand image refers to the evaluation and perception of consumers regarding the goods or services being promoted within a specific market, as stated by Aakel and Biel (1993) and Mahiri (2020). Consumers have the ability to develop this evaluation from personal experiences or by considering the reputation given by other individuals and various media outlets. Furthermore, Keller (2000) posits, as supported by Ikhbarul Kahfa and Wahjono (2023), that brand image refers to the consumer's perception of a brand or product, both in terms of its intended use and actual usage. This image encompasses multiple facets, specifically the brand's

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memorability, recognizability, and positive repute. The presence of a brand image facilitates consumer engagement and transactions, as well as enhances the accessibility of information regarding the range of products or services provided by the associated firm, including attributes such as durability, materials, prices, and more. The utilisation of brand image apps in the online marketplace is widely favoured by the younger demographic in contemporary times. Online marketplaces offer brands the opportunity to enhance brand recognition and drive sales, while concurrently facilitating brand discovery among untapped client segments. Moreover, these platforms enable firms to explore international markets, evaluate their viability, and effectively liquidate excess inventory within an off-price setting. Nevertheless, it is crucial for brands to acknowledge that engaging in marketplace sales might potentially exert strain on profit margins and impose restrictions on their ability to manage the consumer experience. In general, markets present a valuable avenue for businesses to access a diverse range of consumers and should be seen as a crucial component of a comprehensive brand strategy. The authors did a research study named "The Impact of Brand Image, Product Quality, and Sales Promotion on Consumer Interest in the Online Marketplace."

II.   LITERATURE REVIEW AND HYPOTHESES

In the study conducted by Pandiangan et al. (2021), it was found that brand image serves as a cognitive cue utilised by customers to assess a product in situations where they possess limited knowledge about it. The attitudes and inclinations of consumers towards a brand are strongly connected to the impact of brand image on a product. According to Bagas et al. (2017), corporations strategically develop distinct brand images for their products in order to establish differentiation from competitors within the market. According to Huda (2020), there is a positive correlation between the strength of a product's developed brand image and its ability to attract people for purchase. The establishment of a robust brand entails the construction of a distinct and memorable image, which serves to fortify its standing in the minds of consumers. This process involves the cultivation of perceptions that are shaped by the brand's interactions and connections with its client base (Winarto, 2011).

According to Kotler and Keller (2015), quality refers to the comprehensive set of attributes and features inherent in a product or service, which determine its capacity to meet consumer needs. According to Tjiptono in Mamahit's (2015) study, the concept of quality encompasses multiple elements within a product offering, which in turn result in advantageous outcomes for clients. According to Irawan and Japarianto (2008), product quality can be defined as a collection of properties inherent in a good or service that enables it to fulfil consumer needs. These attributes encompass several aspects such as durability, reliability, accuracy, ease of maintenance, and other pertinent characteristics of the product. Ernawati (2019) posits that the decision-making process of customers is strongly influenced by product quality, since it directly impacts their purchase decisions.

Sales promotion, referred to as promotional sales, is a marketing strategy that offers further value or incentives to salespeople, distributors, or end customers in order to stimulate swift sales (Belch & Belch, 2015: 529, as referenced in Adi, 2022). Kotler and Armstrong (2006: 441) assert that Anugrahita and Samiono (2015) contend that sales promotion is linked to immediate incentives aimed at stimulating the acquisition or sale of a product or service. Sales promotion is a strategic marketing activity aimed at enhancing sales and providing supplementary value for products and services to consumers (Hermansyah et al., 2022).

Kotler (2008), as cited in Sarah and Rahman (2019), posits that shopping interest or buying interest is a phenomenon that occurs in response to stimuli encountered when observing a product. Subsequently, an inclination to make a purchase arises with the intention of acquiring this commodity. According to a study conducted by Rizky and Yasin (2014), as referenced by Syahnaz and Wahyono (2016), purchasing interest is a prevalent inclination among purchasers, occasionally leading to conflicts with their financial circumstances. Buyer purchasing intent is a latent inclination residing within the cognitive realm of the buyer.

III.   RESEARCH METHOD

The research employed a quantitative methodology, utilising a correlation model. Quantitative research methods encompass systematic approaches to acquiring knowledge and addressing problems, utilising numerical data sets as the primary form of information (Nasehudin & Gozali, 2012). The purpose of this correlation study methodology is to establish associations or identify connections between two variables. This study examines the relationship between the independent variable and the dependent variable. The independent variables examined in this research include brand image, product quality, and sales promotion, while the dependent variable is shopping interest.

The author employs expert theory to establish and ascertain the demographic and research sample for the study. As stated by Margono in Hernaeny's (2021) study, the population mean refers to the aggregate data that is the primary subject of investigation within a specific domain and timeframe. When an individual presents data, the magnitude or quantity of the extant population will correspond to the provided numerical value, hence implying an association between population and data. The study's sample comprises students enrolled in the Faculty of Economics and Business at Surabaya State University, spanning the years 2020 to 2022.

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The research sample refers to a subset of the population that is selected for the purpose of study, with the intention of being representative rather than comprising the entire population (Supardi, 1993). In essence, the sample can be defined as a portion extracted from the population that is deemed adequate for representing the population as a whole. The research sample comprised students enrolled in the Faculty of Economics and Business at Surabaya State University between 2020 and 2022. The inclusion criteria for the sample were active enrollment as students and utilisation of online marketplace applications. The research employed a probability sampling technique, namely proportional random sampling. Proportional random sampling is a method that guarantees an equal opportunity for every individual within a population to be chosen. The Taro Yamane formula, as described by Imron (2017), was employed in this study to estimate the appropriate sample size. Consequently, a sample of 100 respondents was obtained.

This study employs primary and secondary data sources in its research methodology. Primary data sources refer to data that is collected directly from original sources, as stated by Pramiyati et al. (2017). Sugiyono in Batubara (2015) elucidates the concept of primary data sources, which he defines as the direct providers of data to researchers. The material utilised in this study was derived from the company's official statements and explanations that are directly pertinent to the conducted research. Alternatively, primary data sources can be defined as sources of data that are directly received from the original source, including but not limited to interviews, observations, or questionnaires. According to Sugiyono as cited in Batubara (2015), secondary data sources refer to data that are not obtained directly from the primary source. For instance, it originates from the field of literature and the discipline of literary studies. The data utilised in this study is derived from both primary and secondary sources. The research utilised questionnaires as the primary data source, while the secondary data source consisted of literature studies derived from publications in scientific journals, theses, and books. The data analysis techniques employed in this study encompass validity tests, reliability tests, communality tests, KMO Bartlett tests, Pearson correlation tests, and dimension reduction tests.

IV. RESULT AND DISCUSSION

Once the requisite data has been acquired, the subsequent step involves subjecting the data to testing using SPSS for Windows version 24. The tests conducted include the validity test, reliability test, Pearson correlation test, communality test, KMO Bartlett test, and dimension reduction test.

1. The Assessment of Validity

The validity test is employed by researchers to assess the validity of a questionnaire. According to Ghozali (2018: 51), the validity of an instrument or questionnaire is determined by its ability to elicit information that corresponds to the intended measurements. According to Raharjo (2014), the validity test determines the validity of a decision-making process by considering if the two-tailed significance value is less than 0.05. The results of the validity test for the variables of brand image, product quality, sales promotion, and shopping interest indicate that a total of 98 question items have been deemed valid. The given data satisfies the specified criteria, as indicated by a significance value of less than 0.05. Hence, a total of 98 question items meet the criteria for inclusion in the questionnaire.

2. Reliability Test

Table 1. Reliability Test X1

Reability Statistics	
Cronbach's Alpha	N of Itens
.894	15

The results of the reliability test conducted on the Brand Image (X_1) variable indicate that the Cronbach's alpha value for this variable is higher than the threshold value of 0.6, namely 0.894> 0.6. The findings of this study indicate that each statement in the questionnaire pertaining to the Brand Image (X1) variable can be considered reliable and trustworthy.

Table 2. Reliability Test X2

Reability Statistics	
Cronbach's Alpha	N of Itens
.938	39

The results of the reliability test conducted on the variable representing product quality (X_2) indicate that its Cronbach's alpha value is higher than the established threshold of 0.6, specifically 0.938. The findings from the reliability test conducted on the

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Product Quality variable (X$_2$) indicate that each statement within the questionnaire pertaining to the Product Quality (X2) variable may be considered reliable and dependable.

Table 3. Reliability Test X3

Reability Statistics	
Cronbach's Alpha	N of Itens
.935	14

The reliability test conducted on the sales promotion variable (X$_3$) reveals that its Cronbach's alpha value is higher than the threshold value of 0.6, specifically 0.935. The findings of this study demonstrate that all statements within the questionnaire pertaining to the Sales Promotion (X3) variable have been assessed as reliable and credible.

Table 4. Reliability Test Y

Reability Statistics	
Cronbach's Alpha	N of Itens
.900	30

The findings of the reliability test conducted on the shopping interest variable (Y) indicate that variable's Cronbach'alpha value is greater than the primary, namely 0.900> 0.6.. The findings of this study demonstrate that all items in the questionnaire assessing the variable of Shopping Interest (Y) have been determined to possess high levels of trustworthiness and dependability.

3. Pearson Correlation Test

Table 5. Pearson Correlation Test

X1			X2	X3	Y
X1	Pearson Correlation	1	.800**	.642**	.607**
	Sig. (2-tailed)		.000	.000	.000
	N	102	102	102	102
X2	Pearson Correlation	.800**	1	.769**	.785**
	Sig. (2-tailed)	.000		.000	.000
	N	102	102	102	102
X3	Pearson Correlation	.642**	.769**	1	.500**
	Sig. (2-tailed)	.000	.000		.000
	N	102	102	102	102
Y	Pearson Correlation	.607**	.785**	.500**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	102	102	102	102

The table reveals a discernible association between the brand image variable (X$_1$) and shopping interest (Y). The Pearson correlation coefficient of 0.607 indicates a high positive link between brand image and shopping interest, placing it inside the category of strong correlation. The brand image's contribution may be calculated using the formula is $R^2 = r^2$ x 100%, where r represents the correlation coefficient. In this case, the correlation coefficient is 0.607. By substituting this value into the formula, we find that the brand image's contribution is equal to $(0.607)^2$ x 100%, which simplifies to 36.8%. This indicates that 36.8% of the variance in the shopping interest variable (Y) may be accounted for by the brand image variable (X$_1$), while the remaining 63.2% is attributable to other factors not examined in this study.

The table displays a discernible association between the variable of product quality (X$_2$) and the level of purchasing interest (Y). The Pearson correlation coefficient is calculated to be 0.785, indicating a high positive link between product quality and shopping interest. The contribution of product quality can be calculated using the coefficient of determination, denoted as R2. In this case, R2 is equal to the square of the correlation coefficient, r, multiplied by 100%. By substituting the given value of r (0.785) into the equation, the contribution of product quality is determined to be 61.6% ($R^2 = r^2$ x 100% = $(0.785)^2$ x 100% = 61.6%.). The findings indicate that the product quality variable (X$_2$) accounts for 61.6% of the variation in the shopping interest variable (Y), while the remaining 38.4% can be attributed to factors not examined in this study.

The table reveals a discernible association between the sales promotion variable (X$_3$) and shopping interest (Y). The Pearson correlation coefficient is shown to be 0.500, indicating a moderate positive link between sales promotion and shopping interest.

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The sales promotion's contribution can be calculated using the formula R2 = r2 x 100%, where R^2 represents the contribution and r represents the proportion. In this case, the proportion is 0.500, resulting in a contribution of 25% (R^2 = r^2 x 100% = (0.500)2 x 100% = 25%.). This implies that 25% of the variance in the shopping interest variable (Y) may be accounted for by the sales promotion variable (X_3), while the remaining 75% is attributable to other factors not examined in this study. The null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted based on the statistical significance level (sig. = 0.000 < 0.05). Consequently, it can be concluded that each variable examined in this study exhibits a statistically significant association.

4. Communalities Test

Table 5. Communalities Test X1

Reability Statistics	
Cronbach's Alpha	Initial
.765	1000

From the table, it can be seen that the value of X_1 is 0.765, this means that 76.5% of the X1 magnitude variable can be explained by the factors formed.

Table 6. Communalities Test X2

Reability Statistics	
Cronbach's Alpha	Initial
.927	1000

From the table, it can be seen that the value of X_2 is 0.927, this means that 92.7% of the variable amount of X_2 can be explained by the factors formed.

Table 7. Communalities Test X3

Reability Statistics	
Cronbach's Alpha	Initial
.927	1000

From the table, it can be seen that the value of X3 is 0.691, this means that 69.1% of the X_3 magnitude variable can be explained by the factors formed.

Table 8. Communalities Test Y

Reability Statistics	
Cronbach's Alpha	Initial
.927	1000

Based on the test results in the table above, it can be seen that the value of Y is 0.681, this means that 68.1% of the variable magnitude of Y can be explained by the factors formed.

5. KMO Bartlett Test

Table 9. KMO and Bartlett Test

Kaiser-Meyer-Olkin Measure of Sampling Adqeuncy		.729
Bartlett's Test of Sphericity	Approx. Chi Square	291.353
	df	6
	Sig.	.000

Table 10. Anti-image Metrics

	X1		X2	X3	Y
Anti-image Covariance	X1	.358	-.115	-.022	.013

	X2	-.115	.146	-.136	-.147
	X3	-.022	-.136	.379	.095
	Y	.013	-.147	.095	.358
Anti-image Correlation	X1	.848[a]	-.500	-.059	.036
	X2	-.500	.649[a]	-.577	-.643
	X3	-.059	-.577	.757[a]	.258
	Y	.036	-.643	.258	.720[a]

From the table, it can be interpreted that the significance value of the Kaiser- Meyer-Olkin Measure of Sampling Adqeuacy is 0.729 or this value is greater than 0.5. Likewise, the MSA value in the Anti image Matrices table is as follows:

X1 = 0.848 > 0,5

X2 = 0.649 > 0,5

X3 = 0.757 > 0,5

Y = 0.720 > 0,5

So it can be concluded that each variable in this study is sufficient for further analysis. And variable X_1 is the variable that has the highest influence on data adequacy.

6. Dimension Reduction Test

Table 11. Dimension Reduction Test

Component	Total	Initial Eigenvalues	Cumulative %	Extraction Sums of Squared Loadings		
		% of Variance		Total	% of Variance	Cumulative %
1	8.428	60.203	60.203	8.428	60.203	60.203
2	1.294	9.243	69.447	1.294	9.243	69.447
3	.854	6.102	75.549			
4	.672	4.802	80.352			
5	.483	3.448	83.799			
6	.453	3.236	87.035			
7	.376	2.688	89.723			
8	.328	2.341	92.064			
9	.274	1.960	94.024			
10	.229	1.633	95.657			
11	.204	1.457	97.114			
12	.168	1.199	98.312			
13	.128	.916	99.228			
14	.108	.772	100.000			

Based on the information provided in the table, it can be inferred that component 1 in the Initial Eigenvalues table has a value of 8.428%, which exceeds 1. Hence, the initial component accounts for 60.203% of the observed variation. In the above table, it can be observed that the value of component 2 is 1.294%, which can be interpreted as being more than 1. Hence, the initial component accounts for 9.243% of the observed variation. In components 3 to 14, the value is less than 1, so precluding it from being a factor. Therefore, it can be inferred that the variables with the most significant influence on Y are Indicator X1.1, also known as the Company Image Indicator, and Indicator X1.2, commonly referred to as the Consumer Image Indicator.

V. CONCLUSION

Based on the findings of previous studies conducted on students enrolled in the Faculty of Economics and Business at State University of Surabaya, it can be inferred that the factors of brand image, product quality, and sales promotion exert a significant impact on students' inclination to engage in online marketplace transactions. This study reveals that the variable X_1, representing brand image, exhibits the most significant impact on data adequacy, with a coefficient of 0.848. Furthermore, the indicators that exert the most influence on the dependent variable Y are Indicator X1.1 (Company Image Indicator) and Indicator X1.2 (Consumer

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Image Indicator). The research holds significant relevance due to the growing popularity of internet shopping among college students and the general population. Within the realm of business, possessing knowledge regarding the various aspects that exert an influence on the preferences of students when it comes to online buying holds significant strategic importance. This study offers a comprehensive examination of the strategies employed by corporations to enhance the appeal and engagement of online shopping among students, focusing specifically on the utilisation of brand image, product quality, and sales promotion. The findings of this study hold significant practical ramifications for internet enterprises and marketers. Organisations can leverage these research findings to develop robust branding strategies, enhance product quality, and devise more efficient promotional campaigns aimed at attracting college students as their online clientele. Furthermore, educational institutions may take into account the findings of this research when formulating a curriculum that caters to the specific needs and interests of students pursuing studies in marketing and e-commerce. Hence, the study not only enhances scholarly comprehension but also holds tangible implications in the realms of commerce and education.

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