

CHAPTER II

LITERATURE REVIEW

2.1 Previous Research

When conducting a finding, research requires a previous theoretical basis that will be used to support the proposed theory. There are several related journals and previous research results, namely as follows :

2.1.1 *Francisco Javier Blanco-Encomienda, Shuo Chen, David Molina-Munoz (2023)*

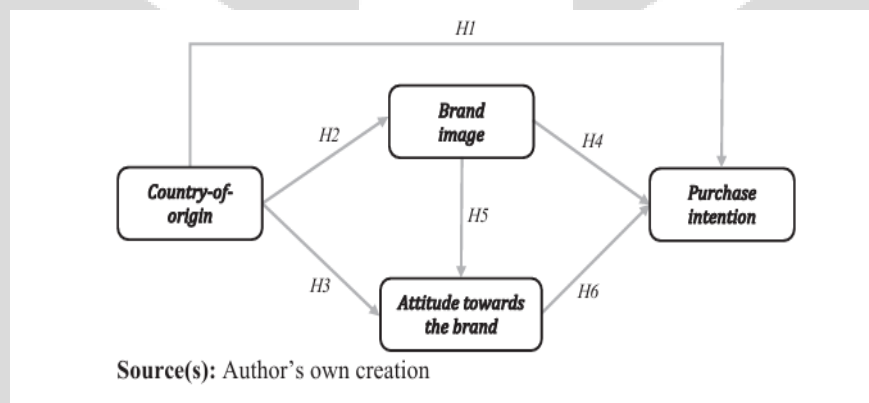
This study aims to examine the effect of country of origin image, brand image and attitude towards the brand on the purchase intention of mobile phone users. The method used in this research is an empirical study conducted based on information sources derived from respondents of Smartphone users. The technique used is the structural equation model (SEM) technique with the help of LISREL software to test the hypothesis. Data collection was carried out by collecting samples using web-based surveys and also links to anonymous questionnaires distributed through various social media with a total sample size of 340 valid respondents. The results showed that brand image and attitude towards the brand had a significant effect on consumer purchase intentions. The equation is as follows:

- a. Using the variable influence of brand image on consumer purchase intention.
- b. Collecting data using questionnaires to obtain respondent data

The differences are :

- a. In previous studies using Chinese respondent data and for the current study using Indonesian respondent data.
- b. The sample of respondents used in the current study were shopee users, while the previous study used a sample of respondents who used the China brand smartphone.

The research framework of Francisco Javier Blanco-Encomienda, Shuo Chen, David Molina-Munoz (2023) can be seen in Figure 2.1.



Source: Data processed by Fransisco et al (2023)

Figure 2.1

Research Framework Francisco Javier Blanco-Encomienda, Shuo Chen, David Molina-Munoz (2023)

2.1.2 *Tasya Amanda, Hery Winoto Tj, Aini Kusniawati, Surachman Surjaatmadja (2023)*

This study aims to analyse the effect of WOM, product quality and price on consumer purchase intention on the Imokey.Id brand. In this study, applying a verification research model with an explanatory survey method is research by collecting respondent data from some respondents who have the aim of knowing

the opinions of several respondents to the object under study. Hypothesis testing is carried out using the PLS-SEM method and supported by the SmartPLS application, data collection is taken through a questionnaire consisting of 100 respondents obtained from Imokey.Id followers on Instagram. The results of this study indicate that product quality does not have a significant effect on consumer purchase intentions. The similarities between previous and current research are :

- a. Researching the effect of product quality on purchase intentions on consumers

The differences are :

- a. In previous research using respondents from Imokey.Id followers, while in the current study using shopee user respondents.

Albari's research framework, Indah Safitri can be seen in Figure 2.2.

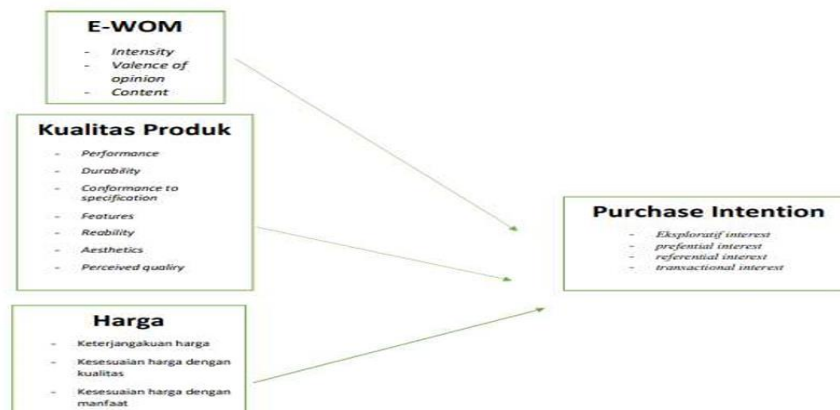


Figure 1. Reasearch Framework Model

Source: Data processed by Tasya Amanda et al (2023)

Figure 2.2

Research Framework Tasya Amanda, Hery Winoto Tj, Aini Kusniawati, Surachman Surjaatmadja (2023)

2.1.3 *Jian Mou, Wenlong Zhu, Morad Benyoucef (2019)*

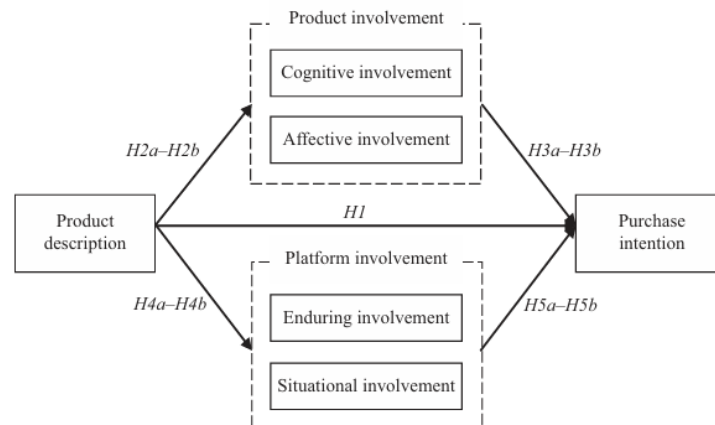
This study aims to examine the effect of product description and product involvement on consumer purchase intentions. The technique applied in this research is covariance-based structural equation modelling technique. This research collaborates with DHGate.com, a Chinese CBEC platform, this survey was conducted by distributing questionnaires to consumers through the platform. Based on the responses obtained, there were 473 valid respondents. The data obtained was then processed using SPSS 17.0 software and the results obtained showed that the description of high-quality products did not have a positive or significant effect on consumer purchase intention at CBEC in China. The similarities between previous research and current research are :

- a. Researching the effect of product descriptions on consumer purchase intentions
- b. Collecting data using questionnaires to obtain respondent data

The differences that exist are :

- a. In previous research, it only used respondents from CBEC, while the current research used shopee user respondents..
- b. Respondents used in previous studies were from various countries while in the current study using respondents from Indonesia

The research framework of Jian Mou, Wenlong Zhu, Morad Benyoucef (2019) can be seen in Figure 2.3.



Source: Data processed by Jian Mou et al (2019)

Figure 2.3

Research Framework Jian Mou, Wenlong Zhu, Morad Benyoucef (2019)

2.1.4 *Desi Patmawati, Miswanto Miswanto (2022)*

This study aims to determine the effect of social media influencers on consumer purchase intentions mediated by brand awareness. The sample used in this study consisted of respondents who actively use social media, totalling 210 participants. The software used to process data and test data is IBM SPSS Statistics version 15 to test validity and reliability data, then IBM AMOS version 22 is used to test hypotheses and sobel test for medisation test. The results of the study explain that social media influencers have a significant effect on consumer purchase intentions because using social media influencers in marketing products is proven to help companies convey messages related to a product. The similarities between previous research and current research are :

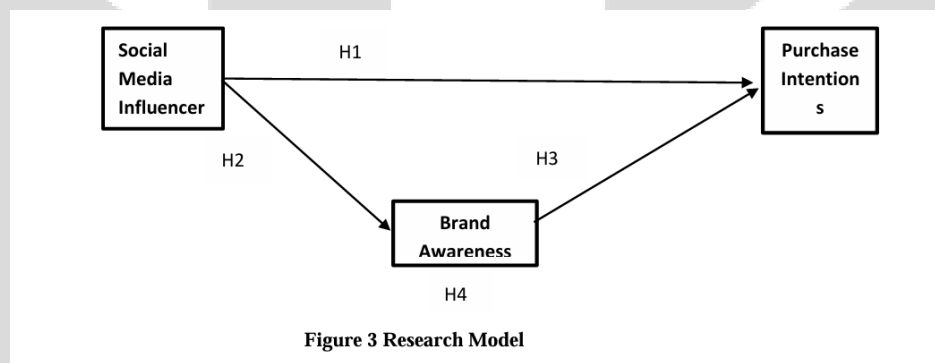
- a. Using questionnaires to obtain respondent data and questionnaires to obtain respondent data.

- b. examines the influence of social media influencers on consumer purchase intentions.

The differences are :

- a. In previous research using active social media user respondents, while in the current study using shopee user respondents

The research framework of Desi Patmawati, Miswanto Miswanto (2022) can be seen in Figure 2.4.



Source: Data processed by Desi Patmawati et al (2022)

Figure 2.4

Research Framework Desi Patmawati, Miswanto Miswanto (2022)

2.1.5 Fahni Agmeka, Ruhmaya Nida Wathoni, Adhi Setyo Santoso (2019)

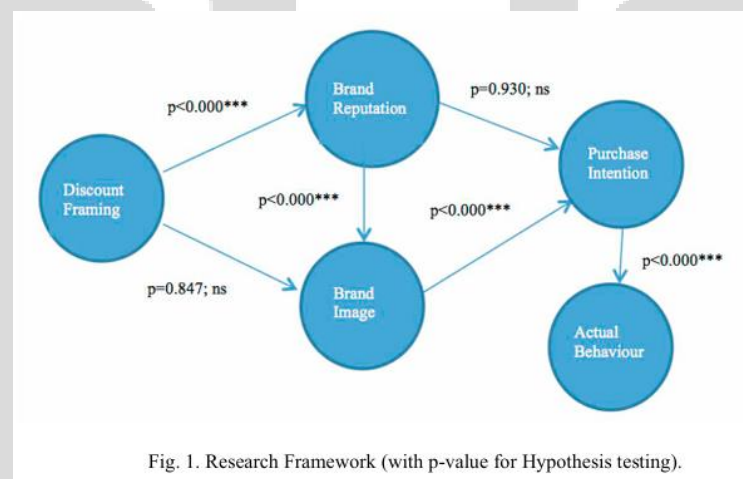
This study aims to determine the effect of discount framing on consumer purchase intention and actual behaviour mediated by brand image. The sample used was respondents who had made transactions at Lazada with a total of 307 valid data obtained by distributing questionnaires in the Jabodetabek area. The research conducted used SEM with SPSS Amos version 24 to carry out inferential analysis and test the hypothesis. The results of the study explain that brand image has a

significant effect on consumer purchase intentions. The similarities between previous research and current research are :

- a. Using a questionnaire to obtain respondent data.
- b. Researching the effect of brand image on consumer purchase intentions.

The difference is that the previous research used lazada user respondents, while the current research uses shopee user respondents.

The research framework of Desi Patmawati, Miswanto Miswanto (2022) can be seen in Figure 2.5.



Source: Data processed by Fahni Agmeka et al (2019)

Figure 2.5

Research Framework Fahni Agmeka, Ruhmaya Nida Wathoni, Adhi Setyo Santoso (2019)

Tabel 2.1
Previous Research

No.	Name and year	Title	Research Variable		Research Sample	Analysis Technique	Research Result
			Free	Bound			
1.	Fransisco Javier Blanco, Shuo Chen, David Molina (2023)	<i>The influence of country-of-origin on consumers' purchase intention : a study of the Chinese smartphone market</i>	Country of origin image, brand image, attitude towards brand	Purchase intention	340 respondent data of <i>smartphone</i> users in China	SEM analysis of LISREL software	<ol style="list-style-type: none"> 1. Brand image significantly affects purchase intention in consumers 2. Country of origin image has no significant effect on consumer purchase intention. 3. Attitude towards the brand also shows a positive relationship with purchase intention.
2.	Tasya Amanda, Hery Winoto, Aini, Surachman (2023)	<i>Effect of electronic word of mouth, product quality, and price on purchase intention</i>	<i>Electronic Word of Mouth</i> , product quality, price	Purchase intention	100 respondent data obtained from Imokey.Id followers on Instagram	Using the PLS-SEM method and supported by the SmartPLS application	<ol style="list-style-type: none"> 1. <i>Electronic Word of Mouth</i> has a significant effect on consumer purchase intention 2. Price has a significant effect on consumer purchase intention 3. Product quality does not have a significant influence on consumer purchase intentions.

3.	Jian Mou, Wenlong Zhu, Morad Benyoucef (2019)	<i>Impact of product description and involvement on purchase intention in cross-border</i>	Product description, product engagement, platform engagement	Purchase intention	473 respondent data obtained from China's CBEC platform	Using SPSS 17.0 and SEM analysis method in LISREL	1. Product descriptions with high quality do not have a positive influence on purchase intentions in consumers
4	Desi Patmawati, Miswanto Miswanto (2022)	<i>The effect of social media influencer on purchase intention: the role brand awareness as a mediator</i>	Social media influencers, brand awareness	Purchase intention	210 respondent data obtained from active social media users	Using IBM SPSS and IBM AMOS	1. Social media <i>influencers</i> have a positive and significant effect on purchase intention in consumers
5	Fahni Agmeka, Ruhmaya Nida Wathoni, Adhi Setyo Santoso(2019)	<i>The influence of discount framing towards brand reputation and brand image on purchase intention and actual behavior in e-commers</i>	Discount framing, brand reputation, brand image	Purchase intention, actual behaviour	307 respondent data obtained from lazada users	Using SEM with SPSS Amos	1. Brand image has a positive and significant effect on purchase intention in consumers

Source : Francisco & David., (2021), Tasya Amanda, Hery Winoto, Aini, Surachman (2023), Jian Mou, Wenlong Zhu, Morad Benyoucef (2019), Desi Patmawati, Miswanto Miswanto (2022), Fahni Agmeka, Ruhmaya Nida Wathoni, Adhi Setyo Santoso(2019)

2.2 Theoretical Foundation

The theoretical foundation is important as a basis and supporting tool for research. The factors that form the theoretical basis in accordance with the variables studied in this study are as follows :

2.2.1 Brand Image

Brand image is something important in determining customer trust. Brand image can be defined as an overall picture of the perceptions formed about a brand that comes from previous information and experiences that consumers feel about the brand (Chalil et al, 2020). According to Sutiyono & Brata (2020), brand image is a brand identity on products offered to consumers that serves to differentiate these products from competing products. Thus, brand image can be concluded as consumer perceptions about a brand which includes positive and negative assessments of the brand. Brand image has a role in this because consumers will tend to rely on their views of a brand in making purchasing decisions, especially when they have limited information or time about the product to be purchased. According to Blanco et al. (2023), brand image indicators include:

1. **Brand Trust** : The level of consumer confidence in the brand and the products offered.
2. **Positive Associations** : The positive relationship that exists between consumers and the brand, which includes the experience and reputation of the brand.

3. **Brand Differentiation** : The level of uniqueness of a brand when compared to its competitors.

2.2.2 Product Quality

Product quality is an important factor in determining consumer satisfaction and consumer interest. According to Maurencia (2021), product quality is defined as a description of the assessment of a product, which includes the ingredients, shelf life, and benefits of the product for its users. Good product quality can be a factor that differentiates products from competing brands and has an impact on the company's reputation. According to Suprano and Hermiati (2021), product quality includes all the characteristics of a product or service that are able to meet expressed needs. Consumers will feel satisfied if their judgement shows that the product used is of good quality. Product quality can also be interpreted as an effort to meet or exceed consumer expectations where the product must meet predetermined quality standards and quality is a state that is always changing because consumer tastes and expectations of a product are also always changing (Marpaung et al, 2021). Companies compete to strengthen their sales by maintaining and improving the quality of their products. According to Tasya Amanda et al., (2023) Indicators of product quality, namely:

1. **Performance**: Performance relates to the basic operating characteristics of a product
2. **Durability**: Durability refers to the lifetime of a product until the time it needs to be replaced. The more often consumers use the product, the more resistant the product is.

3. Conformance to specifications: Specifications refer to the basic characteristics of a product that meet certain consumer needs or desires, and are free from damage.
4. Features: Features refer to additional functions designed to improve product performance or to attract consumer interest in the product.
5. Reliability: Reliability is the likelihood that a product will function properly or unsatisfactorily within a certain period of time. The smaller the damage to the product the higher the reliability of the product.
6. Aesthetics: Aesthetics relates to how we judge the appearance of a product, which includes its shape, taste, smell, and design.
7. Perceived quality: Consumer perceptions of products are influenced by factors such as price, brand, advertising, reputation, and country of origin.

2.2.3 Product Description

Product description is important in providing information to consumers. According to Hasugian et al, (2023) product description is defined as information on the product so that consumers can find out whether the product they are looking for is correct and in accordance with customer demand and with the product description consumers are facilitated in finding the details of the desired product. Because without an understanding of a product consumers will not show interest or desire to own it, therefore there will be no further action taken by consumers (Zhu et al., 2019; Mou et al., 2019). When consumers search for products online, a brief description of the product will be displayed. The better, more interesting and clear the product description is, the more positive the

consumer's perception of the product will be. According to Jian Mou (2019), the indicators of social media influencers are:

8. Easy to understand product description.

2.2.4 Social Media Influencer

Social media influencers are important in building brands and introducing products. Influencers are defined as social media users who have many followers and are trusted by the public, they can easily spread information on social media that will reach and influence many other users (Herviani et al, 2020). Influencers are people who have a significant impact on social media or other digital platforms that can influence the decisions and views of their followers. The role of influencers is to promote products by conveying information and personal experiences related to the product. Today, social media is filled with individuals who have experience in various fields, making the utilisation of social media influencers as a marketing communication tool efficient and valuable for companies. Compared to using traditional media, social media influencers are more effective in conveying a lot of information to all their followers so that the information is more easily accepted by social media users (Saputra et al., 2020). According to Desi Patmawati (2022), the indicators of social media influencers are:

1. Trust: Trust can be defined as integrity and honesty, which reflects the extent to which customers trust the communicator in terms of its effectiveness in delivering the advert.

2. **Attractiveness:** Attractiveness is not only related to physical appearance, but also includes various characteristics that can be seen by many people, such as an athletic body, lifestyle, personality, and intelligence.
3. **Expertise:** Expertise refers to the impression that customers have of the model or celebrity regarding their knowledge and ability in relation to the product.

2.2.5 Purchase Intention

Purchase intention is something important in influencing the decision-making process in consumers. According to Marlina (2019), purchase intention is defined as a consumer's plan to buy a product that can meet their needs. According to Chen et al, (2021), purchase intention is the attractiveness of a product that encourages someone to want to buy the product after making various considerations. Purchase intentions relate to the attitudes, perceptions and behaviour of consumers who have the desire, plan, and intention to purchase products or services in the future. Purchase intention has an important role in marketing, as it can help companies understand consumer behaviour and design more efficient strategies to attract interest and influence purchasing decisions. According to Fahni Aghmeka et al, (2019), the indicators of purchase intention are:

1. Consumer desire to buy a product.
2. Recommending products to others.
3. Desire to see the product on an ongoing basis.
4. Desire to feel the benefits of a product.

2.3 Relationship between Variables

2.3.1 Brand Image and Purchase Intention

The relationship between brand image and purchase intention is significant. A positive brand image can increase trust and create an emotional connection in consumers which makes them more likely to prefer the brand when making a buyer decision. A strong brand image shapes consumers' perceptions of the quality and value of the product which ultimately increases their purchase intention. Francisco & David (2021) state that brand image has a positive effect on purchase intention.

2.3.2 Quality Product and Purchase Intention

Product quality is a characteristic of a product or service that depends on its ability to meet customer needs, both directly expressed and implied. At this time, companies compete to increase sales by maintaining and improving the quality of the products they offer. Companies are also trying to present new innovations, considering that consumers are increasingly selective in assessing the quality of products to be purchased. When customers feel that the quality of the product they get exceeds their expectations, this has a positive impact on their purchase intention. However, in Tasya & Hery Winoto's research (2023) found that product quality does not have a significant effect on consumer purchase intentions.

2.3.3 Product Description and Purchase Intention

A product description is information that describes the characteristics, features, benefits, and specifications of a product or service. Its purpose is to provide consumers with a detailed understanding of what is being offered, thereby assisting them in making a purchasing decision. An effective description includes relevant and interesting details and answers questions that customers may have. However, according to research by Jian Mou & Wenglong Zhu (2019) product descriptions have no significant effect on purchase intentions.

2.3.4 Social Media Influencer and Purchase Intention

Social media influencers are one of the important factors in brand building, their role is to promote products by sharing information and personal experiences related to the product. The main goal is for influencers to reach more consumers on digital platforms to promote brands. Influencers are used to build two-way communication on various online platforms, such as Facebook, YouTube and Instagram, in order to influence audiences to a particular brand or product. In research conducted by Desi Patmawati & Miswanto (2022) found that the relationship between social media influencers has a significant effect on purchase intention.

2.4 Research Framework

By looking at the relationship between variables based on theory and previous research, the effect of brand image, product quality, product description and social media influencers on consumer purchase intention on the shopee marketplace is presented in the framework shown in Figure 2.4.1.

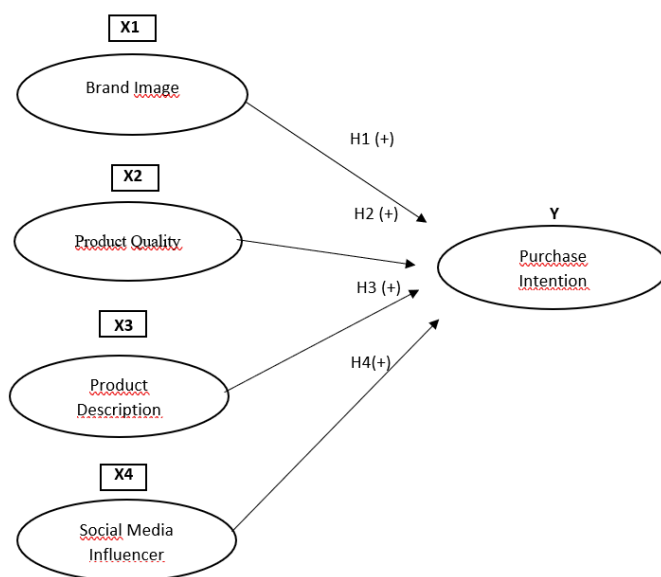


Figure 2.4.1

Research Framework Prisadena Ayang Vickananda (2024)

2.5 Research Hypothesis

Based on the previous research that has been described, the following research hypothesis can be made :

H1 : Brand Image has a significant effect on Purchase Intention in the Shopee marketplace

H2 : Product quality has a significant effect on Purchase Intention in the Shopee marketplace

H3 : Product description has a significant effect on Purchase Intention in the Shopee marketplace

H4 : Social Media Influencers have a significant effect on Purchase Intention in the Shopee marketplace