

Research Article

The Influence of E-Service Quality, Price, and Brand Image on Purchase Intention Islamic Perspective (Case Study on Shopee Customers in Cilegon City)

Ana Sulfiya*, Syihabudin, Ahyakudin

Sultan Ageng University Tirtayasa, Indonesia

ORCIDAna Sliya: <https://orcid.org/0009-0003-9851-6688>**Abstract.**

This study aims to investigate how consumers' purchase decisions are influenced by the quality, cost, and brand perception of e-services. The sampling strategy utilized in this study is simple random sampling because it is not possible to sample every consumer in the city of Cilegon. The study's sample consisted of 140 participants. The measurement method used is the Likert scale, and the data collection was done using a questionnaire. Among the analytical methods used are validity and reliability checks, normality checks, multicollinearity checks, heteroscedasticity checks, multiple linear regression analysis, hypothesis testing (t-test and f-test), and R2 tests for the coefficient of determination, using IBM SPSS Statistics 23 as a statistical tool. The results showed a strong correlation between brand perception, pricing, purchase intent, and e-service excellence.

Keywords: E-Service quality, price, brand image and purchase intention

Corresponding Author: Ana

Sulfiya; email:

Anasulfiyaa@gmail.com

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1. Introduction

Shopee is an e-commerce business founded in Singapore that is part of the SEA Group (formerly known as Garena). Tencent Holdings Ltd., China's largest international technology corporation, has invested the most money in Shopee. Forrest Li launched Shopee as a start-up business in 2009. Forrest Li was born in Xiandong, China, and attended Shanghai Jiao Tong for his undergraduate studies (www.gamedia.com)

e-commerce competition in Indonesia seen from annual website visitors for the 2017 – 2021 period:

In the world of *e-commerce*, Shopee has shown quite good growth in the last 5 years, but in the wider development of *e-commerce*, *Shopee has not been able to stay in first place with the most total e-commerce visitors* in Indonesia. Shopee's main competitor

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TABLE 1: Data on *E-commerce Competition* in Indonesia.

YEAR	LAZADA	TOKOPEDIA	BUKALAPAK	BLIBLI	SHOPEE
2017	337,658,333	306,253,667	199,331,333	154,623,333	64,999,000
2018	262,684,300	550,123,800	390,660,900	149,384,900	171,914,100
2019	158,043,900	411,468,800	287,159,800	119,309,100	301,638,600
2020	105,357,100	355,556,000	142,913,700	77,015,600	390,826,700
2021	114,313,300	598,446,700	119,516,700	70,043,400	527,556,700

Source : www.iprice.co.id (Data processed, 2022)

in the last 3 years is Tokopedia. In 2019, Shopee was ranked second in terms of the number of *e-commerce visitors* in Indonesia with 301 million visitors, while Tokopedia ranked first with 411 million visitors. Then, in 2020, Shopee managed to dominate with a total of 390 million visitors, while its main competitor, Tokopedia, had 355 million visitors. Then in 2021 Tokopedia again won first place with a total of 598 million visitors, while Shopee only had 527 million (iprice.co.id)

e-commerce visitors can have an impact on people’s buying interest and also the company’s income. If it continues to decline, it means that people no longer use *e-commerce*, Shopee as a place for their *online shopping*.

Banten province has the second lowest *e-commerce* users on the island of Java due to relatively low *e-commerce* transactions when compared to other provinces on the island. This is due to the pattern of people’s behavior, the level of public education, and the population of Banten Province which is quite large. The low *e-commerce* transaction data processed by Bank Indonesia in Banten Province from the four largest *e-commerce* in Indonesia, namely from the side of transactions, buyers, and sellers in *e-commerce*.

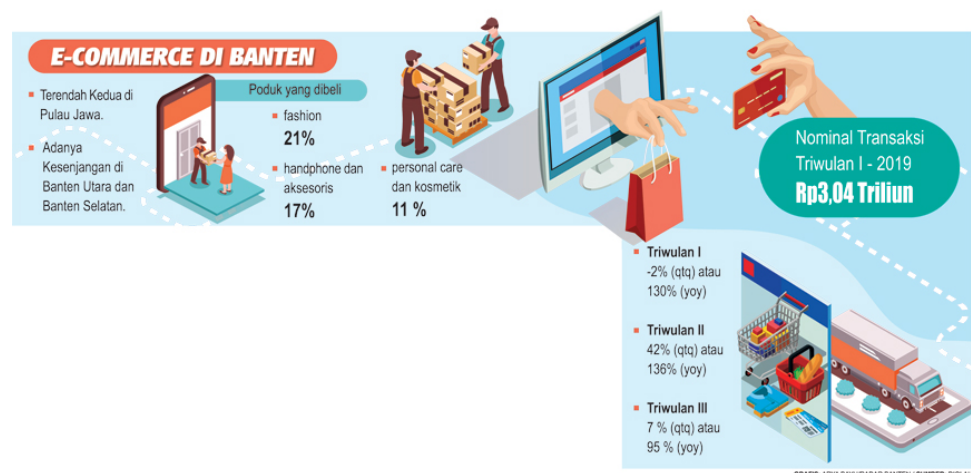


Figure 1: Source : www.radarbanten.co.id (November,2019).

One of the factors that encourage people to be interested in buying a product is e-service quality. E-service quality is a key tool for building competitive advantage in e-commerce. In online shopping activities, consumers consider the quality of electronic services offered in purchasing decisions [2]. Several studies on e-service quality have been conducted by [3], [4], [2], [5] showing that e-service quality has a positive effect on purchase intention.

Price and the effectiveness of the e-service both have an impact on a person's desire to buy a goods. The price of a good or service is the amount that is charged for it, or the amount that consumers are willing to pay in exchange for the benefits of obtaining the good or service.

Price has a large influence on consumer buying intentions, especially for consumers who are price sensitive. This is because in general, price-sensitive consumers are very concerned about the price of the products offered [6] In research conducted, [7]and [8] stated that the price variable has an influence on buying interest.

Another factor that can influence purchase intention is brand image. Brand image is defined as a set of consumer beliefs about various brands. In essence, brand image is a description of consumer associations and beliefs about a particular brand. Brand image is the public's view of a company or product [9]. Based on research conducted by [10], [11], [6], [12], and [13] shows that brand image has a positive and significant effect on buying interest.

Based on the results of a pre-survey conducted on twenty-eight (28) respondents who use e-commerce in the city of Cilegon, it is known that more than 90 percent of respondents use e-commerce shopee. And there are less than 10 percent using other e-commerce. It can be concluded that in the city of Cilegon, many people use Shopee as a place to shop online.

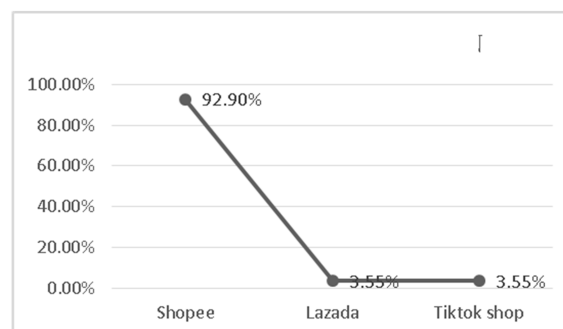


Figure 2: Pre data survey Study.

When researchers conducted pre-survey research, consumers complained about alleged flaws in the online buying and selling system (e-commerce). such as lengthy product delivery, the provision of incorrect products, frequently deficient apps, etc. Islam itself has therefore established several *muamalah* fiqh laws. Let's live our lives according to the Al-Qur'an and the Sunnah as Muslims, especially while dealing with situations related to this theme. Because this is novel from both a public and Islamic perspective. The MUI Fatwa Council as a result issued a fatwa that, when viewed from a Sharia perspective, regulates matters related to online buying and selling.

This research refers to research conducted by [6] with the title Effect of Price, Advertising and Brand Image on Buying Interest of Honda Scoopy in Yogyakarta, as well as research conducted by [3] with the title Effect of E-Service Quality And discounts on buying interest on online sites on the Zalora.co.id website in Surabaya and research conducted by [14] entitled factors affecting young customers smartphone purchase intention during the covid-19 pandemic. The difference between this study with previous studies lies in the different research objects. So, this study aims to determine the influence and relationship of E-service Quality, Price, and Brand Image on Purchase Intention from in Islamic Perspective (Case Study on Shopee Customers in Cilegon City).”

2. Literature Review

Islam instructs when offering services from companies, whether in the form of commodities or services, not to provide poor- or low-quality services to others. Verse 267 of the Al-Qur'an Surah Al-Baqarah mentions this and reads: “O you who believe, spend (in the way of Allah) some of the results of your good efforts and some of what we spend from the earth for you and do not choose the bad and then you spend from it even though you do not want to take it but by squinting at it. And know that Allah is Rich, Most Praised”.

The verses of Al-Qur'an and Al-Hadith of the Prophet SAW which form the basis of Islamic jurisprudence, contain rules about the value of the Word of Allah SWT. Verse 29 of QS An-Nisa means: “O you who believe, do not consume your neighbor's property in false ways, except in the way of business that takes place in harmony between you. And do not kill yourself, indeed God is Merciful to you”

To do branding, image brands need to adopt an honest approach, which is very important when promoting. it will show identity and positive qualities by developing a good name. As a result, being honest about the state of an item or service must

take into account its condition, and it is very important to disclose the advantages and disadvantages that it has. In other words, the brand of goods must be the responsibility of the corporation, as stated in the Al-Qur'an Surah An-Nisaa verse 58 as follows: between men, you may judge fairly. Verily Allah gives you the best teaching. Verily, Allah is All-Hearing, All-Seeing. “

3. Methods

Approach quantitative with studies associative applied on findings this. Because No Possible is known in a way that is Certain of Who only will enter in population study this, every shop in the town of Cilegon was made into a population, and since that is the case, the population used is population infinity. Approach Non-Probability Sampling is used to choose a sample for studying this. A total of 140 respondents collected with the technique is simple random sampling, which is based on on measurement of goodness of fit for each parameter is estimated. Questionnaire (questionnaire) and documentation used as a method of data collection. In the findings in this case, IBM SPSS 23.0 and Microsoft Excel were used for data analysis.

4. Results and Discussion

The correlation (Pearson correlation) was used To give an evaluation validity questionnaire. Test reliability is applied to determine how much big measurement can trusted. Cronbach Alpha is Wrong One method that can used in test reliability. Data stated is original and can be dependable based on findings testing. After that, test assumption classic run, which includes inspection normality, multicollinearity, and heteroscedasticity. Data considered has passed the test assumption classic based on the findings test.

4.1. Multiple Linear Regression Analysis Test

The purpose of this multiple linear regression analysis is to show the direction of the relationship between the dependent variable and the independent variable and to measure the relationship between two or more variables. Where this study determines the effect of e-service quality (X1), price (X2), and brand image (X3) on buying interest (Y). This research model can be explained using a linear model as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

TABLE 2: Multiple Linear Regression Analysis Test Results.

Model		Coefficients ^a		
		Unstandardized Coefficients		Standardized Coefficients
		B	std. Error	Beta
1	(Constant)	2079	.847	
	E-service Quality	.264	.097	.210
	Price	.175	.081	.180
	Brand Image	.634	.098	.487

a. Dependent Variable: Purchase Intention
 Source: Results of data processing with SPSS 23 (2023)

In the regression test table above, it can be seen that the multiple linear regression model is as follows::

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e_i$$

$$Y = 2.079 + 0.264X_1 + 0.175X_2 + 0.634X_3 + e_i$$

By Because it , seen from equality test multiple linear regression that mark constant is 2.079. Connection positive between E-Service Quality and Interest Buy (Y) is indicated with mark coefficient variable E-Service Quality (X1) of 0.264. With mark coefficient 0.175, variable price (X2) shows positive correlation with interest buy (Y). While Brand Image (X3) has mark coefficient of 0.634 which shows exists connection positive between Brand Image (X3) with Interest buy.

4.2. Results Test hypothesis

4.2.1. Test Statistical t (Test partial)

t test especially used To show the impact on individuals from every variable independent to variable dependent. The t-test has the rule as as follows: if t count < t table then H1 is rejected, whereas if t count > t table then H1 is accepted, and if the Sig value < 0.05 then H1 is accepted.

Based on table 3 , shows _ that E-service Quality (X1), Price (X2) and Brand Image (X3) have an effect positive And significant because t count > t table as well as level significance more small from 0 .05.

TABLE 3: Partial Significance Test Results (t-test).

		Coefficients ^a				
Modell		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Beta		
1	(Constant)	2079	.847		2,454	.015
	E-service Quality	.264	.097	.210	2,733	.007
	Price	.175	.081	.180	2.163	.032
	Brand Image	.634	.098	.487	6,434	.000

a. Dependent Variable: Purchase Intention
 Source: Results of data processing with SPSS 23 (2023)

4.2.2. f Test (Simultaneous)

The F test is used to determine whether each independent variable in the research model has an influence on the dependent variable simultaneously. The criteria for the test are: If F count > F table then Ho is rejected and Ha is accepted and if the Sig value <0.1 then Ha is accepted.

TABLE 4: F Test Results.

		ANOVA ^a				
Model		Sum Squares	of Df	MelanSquarel	F	Sig.
1	Reglression	675,492	3	225,164	70,567	.000 ^b
	residual	433,949	136	3,191		
	Total	1109,441	139			

a. Dependent Variable: Purchase Intention
 b. Predictors: (Constant), Brand Image, E-service Quality, Price

Simultaneous Significance Test Results (Test F)
 Source: Results of data processing with SPSS 23 (2023)

F table yields 2.67 seconds significance = 0.05, the regression (df 1) is 3, and the residual (df 2) is 136. Based on the results test significance simultaneous (test F) above, F count of 70.567 meanwhile F table is 2.67; then H4 is accepted Because F count > F table (70.567 > 2.67). Besides that, is, the Sig value of the study is 0.000, meaning if Sig 0.05 (0.000 0.05), then Ha is accepted. Description This leads to the conclusion that e-service quality, price, and image brand everything has a substantial impact on trend customer Shopee For do purchases in Cilegon City.

4.2.3. Determination Coefficient Test (R^2)

Utility main from coefficient determination (R^2) is To show the connection between variable dependent And variable independent (independent), or so far where variable independent e-service quality (X1), price (X2), and image brand (X3) influence variable dependent (interest buy). Following is findings from test coefficient determination (R^2) research:

TABLE 5: Test Results for the Coefficient of Determination (R^2).

Summary Model ^b				
Model	R	R Square	Adjusted Square	std. Error of the Estimate
1	.780 ^a	.609	.600	1.78628

a. Predictors: (Constant), Brand Image, E-service Quality, Price

b. Dependent Variable: Purchase Intention

Source: Results of data processing with SPSS 23 (2023)

Based on Table 4.18 above, seen clear that coefficient determination is represented by mark Adjusted R Square of 0.600 which indicates that the contribution variable independent only can explain or influence variable dependent by 60.0%, with the remaining 40.0 % explained or influenced by other variables that are not covered in study this.

4.3. Discussion

4.3.1. The Effect of E-Service Quality on Purchase Intention

Results variable data analysis e-service quality show a mark significant of 0.007 which is smaller than 0.05 ($0.007 < 0.05$). This shows enough impact big from variable quality service electronic on intention buy. And if seen from the coefficient Beta regression has the mark of 0.264 or 26.4% indicating that factor e-service quality causes a change in interest buys customer Shopee by 26.4%. The result, hypothesis variable e-service quality is accepted.

Besides it, p This is supported by the results test hypothesis, where $t \text{ count} > t \text{ table}$, or $2.733 > 1.978$, and $\text{Sig. } 0.007 < 0.05$. this shows that the e-service quality (X1) effect is positive and significant to interest buy (Y). Consequently, the theory presented research confirmed.

Findings study This is in line with the study Moh. Nasir (2017) entitled “The Influence of E-Service Quality and Discounts on Purchase Interest on Online Sites at the Zalora.co.id

Website in Surabaya” and Rahmadini and Muslihat (2022), entitled The Influence of Online Customer Reviews and E-Service Quality on Buying Interest in the Lazada Marketplace on Facebook social media.

The results analysis above shows that variable e-service quality influences to interest in customers Possible Shopee is caused by more customers knowing and understanding about e-service quality. With so, increasing Lots knowledge about e-service quality owned customers, increasingly big possibility they will buy from the company.

4.3.2. The Influence of Price on Buying Interest

Variable data analysis price produces a mark significance of 0.032 which means not enough of 0.05 ($0.032 < 0.05$). this shows How to factor the price in a manner that significantly influences interest buy. If we use coefficient regression, will see that the beta gets the value of 0.175, or 17.5%, which indicates that interest buy customer Shopee has changed as a consequence of factor price, which gives the value of 17.5% for the beta coefficient. Consequently, the hypothesis variable price is accepted.

Besides That, the matter is also proven by the results test hypothesis Where t count is bigger from the t table namely $2.163 > 1.978$ with Sig value. of $0.032 < 0.05$. That means, there is influence positive and significant between Price (X2) against Interest Buy (Y). Thus, the proposed hypothesis in the study This accepted.

The results of this study are in line with research conducted by (Japariato and Adelia, 2020) entitled “The Influence of Web Views and Prices on Purchase Intentions with Trust as Intervening Variables on E-Commerce Shopee” and also research conducted by (Irawan, 2020) who entitled “The Influence of Product Quality, Price and Promotion on Consumer Purchase Interest at Apt. Satria Nusantara Jaya” the results of this study state that price has a positive and significant influence on purchase intention.

The price variable, as shown by the results analysis, affects Shopee customers’ desire to buy. According to research findings, consumers use price to choose an appropriate price for a product while keeping in mind the quality of the finished product. This agrees with the claims that the main determinant of consumer choice is price. because it has been established that a consumer’s decision to buy a product is heavily influenced by price.

4.3.3. The Effect of Brand Image on Purchase Intention

Results variable data analysis image brand show mark significance of 0.000 or smaller of 0 .05 ($0.000 < 0.05$). this _ shows that variable image brand in a manner significantly influences the intention of consumers to purchase. Besides that, if see coefficient regression, Beta owns a value of 0.634 or 63.4% indicating that factor image brand has caused a change in intention buy user Shopee by 63.4%. So, the proposed hypothesis variable image brand is accepted.

This is also shown by the results of hypothesis testing, where $t \text{ count} > t \text{ table}$, or $6.434 > 1.978$, with a value of Sig. value $0.00 < 0.05$. This shows that brand image (X3) has a positive and significant effect on purchase intention (Y). As a result, the presented research theory is confirmed.

The results of this study are in line with research conducted entitled “The Influence of E-Service Quality and Brand Image on Purchase Intentions: Studies of E-Service Quality and Shopee Brand Image” and also research conducted by [11] entitled “The Influence of Brand Image and Product Quality on Consumer Purchase Interests of Xiaomi Smartphone Products (Case Study in West Jakarta)”, the results of the study stated that brand image had a positive and significant influence on purchase intention.

Findings This shows that the perception of a brand can influence the intention to buy a Shopee in Cilegon City. This shows that customers have a good perception of the brand Shopee. The stronger the influence in influence intention buy consumer, then the more preferred and the better the perception consumer to image brand something product or service. one component most important product or service, image brand can give a mark on offer. According to study theoretical and empirical others [6] revealed that image image-positive brands will increase the trust of consumers to believe in brand the and wish To take a decision to purchase, the result study This is consistent with the findings.

5. Conclusion

Following possible conclusions taken from the study and discussion that has been outlined previously about the influence of e-service quality, price, and image brand to interest buy customer shoppee through deployment questionnaires to customer shops in town Cilegon:

1. The results of the partial significance test (t-test) show that the e-service quality variable has a partial and significant effect on the purchase intention of Shopee

customers in the city of Cilegon. This is based on the results of the t-test which obtains $t \text{ count} > t \text{ table}$, namely $2.733 > 1.978$ and Sig value. $< \alpha$ which is equal to $0.007 < 0.05$.

2. The results of the partial significance test (t-test) show that the price variable has a partial and significant effect on the buying interest of Shopee customers in the city of Cilegon. This is based on the results of the t-test which obtained the value of $t \text{ count} < t \text{ table}$, namely $2.163 > 1.978$, and the value of Sig. $> \alpha$ which is equal to $0.032 < 0.05$.
3. The results of the partial significance test (t-test) show that the brand image variable has a partial and significant effect on the buying interest of Shopee customers in Cilegon City. This is based on the $t \text{ count} > t \text{ table}$, which is $6.434 > 1.978$, and the Sig. $< \alpha$ which is equal to $0.00 < 0.05$.
4. The results of the simultaneous significance test (f test) show that together e-service quality, price, and brand image affect the buying interest of Shopee customers in Cilegon city. This is based on the calculated F value $> F \text{ table}$, which is $70.567 > 2.67$, and the Sig. $< \alpha$ which is equal to $0.000 < 0.05$.

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