THE INFLUENCE OF BRAND IMAGE, PRICE AND TRUST TOWARDS PURCHASE INTENTION AT LINE SHOPPING IN PRESIDENT UNIVERSITY AREA

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SKRIPSI ADVISOR
RECOMMENDATION LETTER

This skripsi entitled “THE INFLUENCE OF BRAND IMAGE, PRICE AND TRUST TOWARDS PURCHASE INTENTION AT LINE SHOPPING IN PRESIDENT UNIVERSITY AREA” prepared and submitted by Andre Handoko in partial fulfillment of the requirements for the degree of Bachelor in Faculty of Business has been reviewed and found to have satisfied the requirement for a skripsi to fit to be examined. I therefore recommend this skripsi for Oral Defense.

Cikarang, August 28, 2017

Acknowledged by, Recommended by,

Dr., Dra. Genoveva, MM Ir. Erny Hutabarat, MBA
Head of Management Study Skripsi Advisor
DECLARATION OF ORIGINALITY

I declare that this skripsi, entitled “THE INFLUENCE OF BRAND IMAGE, PRICE AND TRUST TOWARDS PURCHASE INTENTION AT LINE SHOPPING IN PRESIDENT UNIVERSITY AREA” is to the best of my knowledge and beliefs, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, August 28, 2017

Andre Handoko
The Panel of Examiners declares that the skripsi entitled “THE INFLUENCE OF BRAND IMAGE, PRICE AND TRUST TOWARDS PURCHASE INTENTION AT LINE SHOPPING IN PRESIDENT UNIVERSITY AREA” that was submitted by Andre Handoko majoring in Management from faculty of business was assessed and approved to have passed the Oral Examination on September 18, 2017.

Filda Rahmiati, MBA
Chair-Panel of Examiners

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ACKNOWLEDGEMENT

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Andre Handoko
ABSTRACT

A new paradigm of customer behavior of shopping context has emerged, however, the advent of technology which is internet is the factors of phenomenon happens. People nowadays shop online in many e-commerce store that has emerge. LINE Shopping is one of the growing emergence of e-commerce site as the marketplace or online marketplace. The brand image of LINE Shopping has already been good since it is the branch or the features of LINE CORP from Japan, hence, it still has a lower brand image than other e-commerce. The price offered in the Line Shopping are varies but still compared with the other e-commerce, LINE Shopping set a higher price amongst all competitor. The low level of trust that can be seen from the comparison between active users and total users of LINE still considered as the problem that can influence customer purchase intention. Hence, the researcher interested to have a quantitative research on The Influence of Brand Image, Price and Trust Towards Purchase Intention at LINE Shopping a study case of President University area. This study used the non-probability sampling with purposive sampling, 250 respondents were taken part, and the data was tested by using structural equation modeling (SEM) with SPSS and AMOS2.2. The result of the findings showed that Brand Image has no significant influence on purchase intention, while Price has significant influence on purchase intention and Trust has significant influence on purchase intention.

Keywords: Brand Image, Price, Trust, Purchase Intention.
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CHAPTER I

INTRODUCTION

1.1 Background

In a traditional shopping context, basically, customers are passive recipients of information. Passive in the sense that the customer is only faced with the goods provided by the seller and it is difficult to get another option other than the one displayed by the merchant (Dubinsky, Huang and Schrank, 2012). With the advent of technology which is internet, however, a new paradigm of customer behavior of shopping context has emerged. They changed rather than being merely a passive recipients of marketing information, they are afforded to be a good, active and coproducers of goods. According to Kompas (2017), Customers can easily search and find out the information of the goods or the review of the goods in order to create the intention to buy towards an item in the online shopping context. Moreover, Internet shopping is becoming an accepted way in which to purchase various types of goods and services.

Nowadays, online shopping is not a new thing for Indonesian. Online shopping is a natural thing to do for many people of all ages. Ranging from buying furniture, clothing, gadgets, electronic appliances, food to the service sector that can be order through online. There are many online applications provided by the developers, hence, the customers can easily get what everything in short. It can be concluded that online shopping can increase people's purchase intention because of the time, price offered is fairly cheap and reliable because it comes from a place that already has a good reputation. Seen from its development, the growth rate of e-commerce has been very fast. According to BPS (2016), data has registered an increase of 17% or now has penetrated the number 26.2 million online-based business since 2006. Moreover, Based on data from the Bolton Consulting Group (2013), in the year 2013, population of middle level class in Indonesia has reached 74 million people and will rise to 141 million people on 2020, or about 54% of the total population in Indonesia.
According to Morinez et al., (2007), purchase intention is the willingness of a customer to buy a certain product and the factors of purchase intention come from external and internal sides. Buying interest can be grown by several core factors that can support a buyer to desire to buy.

The marketplace which understand the desires of customers to buy a product, enable to influence purchase intention and have a better ability to win the market competition. Signal theories and extrinsic and intrinsic cues are among the most frequently mentioned topics in previous risk investigations, with brand name being the most frequently used signal that customers rely on to evaluate the products they purchase (Zhang, 2015). When individuals shop online, they may have certain concerns that are not present in a traditional shopping mode. Whether a product’s brand name — which can serve as a risk reduction cue — decreases online customers’ fear about such concerns or threats is virtually unknown. In other words, people will choose to shop in a good brand image of marketplace rather than the unknown one.

Price competition becomes one of the important factors in the formation of people's purchase intention so that the customers want to switch from traditional store to online store. Trust is one of another key factors on building the purchase intention of a person. Online marketplace should persuade the customers in order to gain the trust from the customer. According to Wang (2011), The reason more people have yet to shop online or even provide information to Web providers in exchange for access to information, is the fundamental lack of faith between most businesses and customers on the Web today. In essence, customers simply do not trust most Web providers enough to engage in “relationship exchanges” involving money and personal information with them.

In the society, there are several top of mind brands of online marketplace that exist in Indonesia and one of those is LINE Shopping. Line Shopping is an online marketplace that categorized as the low-budget online marketplace because they only promote their online marketplace in broadcasting technique without any
advertisement or else. LINE Shopping is one of many features of LINE Corporation has. Price offered by LINE Shopping categorized as similar as in Lazada, Tokopedia and Bukalapak. LINE Shopping offered as the trusted online marketplace in messenger applications because they provide a good way system of payments by doing top-up and already have 5.6 Million account users whether seller or buyer (Kurniawan, 2016). Factors affecting the sales of the Line Shopping products are determined by their price, brand image and trust to the customer which can build the customer’s purchase intention. Researcher chose LINE Shopping as the object of study because of LINE Shopping is under LINE CORP with good reputation and brand image inside. Another reason is because LINE Shopping is easy to use application which the users of LINE Messanger do not need to go outside of the application of LINE instead they can directly go to the LINE Shopping.

1.2 Problem Identification

Shopping is activity that has been done by society. People can do shopping instantly with the advance of technology,. According to Detik.com (2016), People are begin to do transition from traditional shopping to online because online shopping provides an advantage in terms of time where the hectic activities happen. People go to work in the early morning and go home late.

According to DI Market Research (2016), 77% Indonesian internet population shopping online with Lazada, Tokopedia and Bukalapak as the most well-known E commerce sites and online shopper know E-commerce site mostly through Facebook (79%) and TV ads (72%). Therefore, a good brand image will lead the intention to buying of customers to buy online. According to Tsai (2014), Brand image is the most important issue on how to choose a good brand to one’s sake.

According to Katawetawaraks and Wang (2011), price is one dominant factors in online shopping. Customers can buy anything at anytime without going to the store; they can find the same product at a lower price by comparing different websites at the same time. Besides that, price offered at LINE Shopping is
relatively high, but still there are many customers want to buy products at LINE Shopping.

According to Yu and Wu (2007), Lack of trust, seems to be the major reason that impedes customers to buy online. Trust is one of the important thing to influence the purchase intention in online shop, because customers tend to buy product and service from the seller who they trust, or brand that they are familiar with (Prasad and Aryasri, 2009). The active users of LINE Messanger still are not trust at LINE Shopping’s credibility because it still considered as a new market. According to Lukman (2016) as the reporter in Techinasia Indonesia (id.techinasia.com) stated that, “Nowadays, from 20 million active users of LINE Messanger in Indonesia, there are only 1.9 million active users of Line Shopping whether they are a seller or buyer”. Therefore, based on the description above, the the problem of this research is the researcher interested to find the, “The influence of Brand Image, Price and Trust Towards Purchase Intention at Line Shopping in President University Area”.

1.3 Research Questions

Based on the description above, the problem of this research is, “The Influence of Brand Image, Price and Trust Towards Purchase Intention at LINE Shopping in President University area.

As for the research questions of this study are as follows:

1. Does Brand Image Influence purchase intention at LINE Shopping?
2. Does Price Influence LINE Shopping’s customer purchase intention?
3. Does Trust Influence LINE Shopping’s customer purchase intention?
4. Do Brand Image, Price and Trust simultaneously Influence LINE Shopping’s customer purchase intention?
1.4 Research Objectives

1. To determine the partial significant influence of Brand Image towards Purchase intention at LINE Shopping.
2. To determine the partial significant influence of Price towards Purchase intention at LINE Shopping.
3. To determine partial significant influence of Trust towards Purchase intention at LINE Shopping.
4. To determine simultaneously significant influence of 3 variable towards purchase intention at line shopping.
5. 

1.5 Significance of the Study

The significance of doing this research would consist of several things that can be expected to provide an overview of research results to other authors who want to do research on the influence of brand image, price and trust towards purchase intention a study case at Line Shopping. The results of this study also may be useful in providing reference and expansion of knowledge for readers. For the company, may be a feedback on the those factors that can influence the purchase intention in the future.

1.6 Limitation

The limitation of this research is people aged 16 to 35 above who ever buying with online especially in Line Shopping’s marketplace by spreading the questionnaires through the Google Docs. Researcher chooses the respondents in President University area because mostly student and young people around use line instant messenger. Researcher chooses that type of respondent because they are the major buyers of Online Shop’s Products.

Among all variables influence purchase intention this research is limited for 3 variable those are brand image price and trust other variables will not be discuss.
1.7 Organization of Skripsi
This skripsi consists of five chapters, which are Introduction, Literature Review, Methodology, Data Analysis and Conclusion. Chapter 1 provides the overview of entire research study which contain research background, followed by problem statement, research questions and objectives, significance of the study, limitation and organizational of skripsi. Chapter 2 provides review of literature each variables and research gap. Chapter 3 consists of theoretical framework, hypotheses, operational definitions, Instrument, Sampling. Chapter 4 consists of descriptive analysis and inferential analysis. And the last is Chapter 5 consists of conclusion of the research.
CHAPTER II
LITERATURE REVIEW

2.1 Introduction

In this chapter the researcher reviews literature of study. All the theories inside of this chapter related with variables of the research. The review will transfer incredibly on information acquired from published reference materials like books, digital books, and previous journal. Researcher does the review towards of several studies that had been studied in relation of purchase intention, brand image, price and trust.

2.2 Purchase Intention

Purchase intention can be defined as individual’s intention to buy a specific brand individuals who want to buy a specific brand which they has chosen for themselves after certain evaluation; there are variables by which we can measure purchase intention for instance consider the brand for purchasing and expecting to purchase the brand in the future (Khan, 2012). Purchase intention is a studies of the customers reason to buy a certain brand (Shah et al., 2012). Morinez et al. (2007) define purchase intention as the situation of where the customers tends to buy a certain product in a certain condition. Doing purchase intention for a specific brand requires assessment of all brands available in market (Teng, Laroche and Huihuang, 2007). It is shown that approaches toward a specific brand have great effect on brand purchase, and brand attitude has positive relation with purchase intention. It is also found that a customers intention is settled by attitude toward the same and other brands which are present in his consideration set (Ghauri, 2012).

One of the complex process in the customers behavior is the purchase intention. It because purchase intention usually is related to the factors such as the behavior, perceptions and attitudes of customers. Purchase behavior is a key point for customers to access and evaluate the specific product. Researchers have proposed
six stages before deciding to buy the product, which are: awareness, knowledge, interest, preference, persuasion and purchase (Kotler & Armstrong, 2012). Customers always think that buying with several aspects such as a low cost, good brand and little-known product is a high risk since they the quality of these products is not trustable (Gogoi, 2013).

Kotler (2011) said, “customers behavior occurred when customers stimulated by external factors and come to purchase decision based their personal characteristics and decision-making process”. Model AIDA is an element of the purchase intention as described by Kotler & Armstrong (2011). AIDA Model comprises: (1) Attention. Linkages between customers and product, in this case in which a company can pay attention customers with the approach that customers are aware of the existence product and its quality. (2) Interest. The sensitivity of customers to the product, in this stage, companies were grown and created a sense of customers interest in the product. (3) Desire. The desire of customers to try and to have the product, the curiosity of the customers to the product directed to an interest in buying. (4) Action. Customers action retrieve the decision to make a purchase.

2.3 Brand Image

According to Zhang, (2015), the construction and maintenance of the brand image is prerequisite to the brand management. Theoretically, all products and services could be demonstrated by functional, symbolic or experimental elements, through which brand image is established. Up to now, scholars haven’t come to an agreement on the definition of brand image. Throughout prior literature, researchers define brand image mainly from four perspectives: blanket definitions, meanings and messages, personification, cognitive or psychological elements. According to Zhang (2015). Blanket definitions is the customer’s general perception and impression of a brand. Meanings and messages definition is the customer’s perception and recognition of a product’s symbolic attribute. Personification definition is the Image of the brand resembles human personality.
Cognitive or psychological elements definition is the customer’s general perception about the brand feature’s association.

Following The American Marketing Association (2008) defines brand image as “a name, term, sign, symbol, design or combination, intended to identify goods and services and to differentiate them from the competition”. Kotler (2008) claimed that “brand is a name, term, symbol, design or all the above, and is used to distinguish one’s products and services from competitors”.

In the perspective of corebrand image and in the context of extension of a brand one obvious issue is the strength of a brand which is vital part when extending the brand process. Older studies ended that the strength of the brand is perceived both as objectively or subjectively. Shwu-lng and Chen-Lien (2009) said that market share, channel stronghold, distribution, and promotional and advertising costs are pointing out objectively. He further explained that overall assessment of the customers to the brand which are on the top normally produces more publicity and share in the market so as a result these brands are perceived by the customers as superior. Brand Image also define as a attributes (the thing which exists and can be distinguished from each other) that are rational might be in true sense viewed as “causes” to the image of the brand rather saying than the image itself. (Da Silva and Alwi, 2006)

Brand image is also regarded as a description of the offer of the company which includes the symbolic meaning associated customers through specific attributes of the products or services (Winarso, 2012). Not only that, the brand image may also reflect some of the strongest associations of a brand such attributes are intangible, abstract benefits and customer attitude at every different product categories above if a brand of product or service associated with products in diverse categories (Fianto and Hadiwidjojo, 2014). Brand image is a perception in the mind of the customers a good impression of a brand (Hawkins, Best, & Coney, 2008). The good impression could arise if the brand has a unique advantage, good reputation, popular, trustworthy and willing to provide the best service.
Brand image could affect the purchase intention like the previous research made by Majeed (2015) said that, “Impact of advertisement and knowledge about brand to their image will affect the purchase intention of the people of Punjab, increases as customer age increase”. Lifestyle of different people will see the brand image in different ways and will affect the customer purchase intention. Previous research made by Wang & Tsai (2014) said, “Superior customer in case of the upper level customer will see the brand as the first option in making the purchase intention of a product”. This shown that brand image is having a positive relation towards the purchase intention. Trasorras (2009) said, “In the modern customer-centred era, brand image is a strategic weapon in attracting and retaining customers.”

### 2.4 Price

Price is the element of the marketing mix that generates revenue, while the other is cost. Price is also a more customizable marketing program; Product features, networks, and more communication takes a lot of time. Price is not just a number on the label. Price comes from many forms and performs many functions. Rent, school fees, travel expenses, toll rates, tenants, salaries, and commissions are all the price we pay for products or services (Kotler and Keller, 2014).

According to Fuad (2005), price is the amount of compensation in the form of money or goods needed to obtain a combination of goods or services. More broadly, price is the total value that customers exchange for a gain on ownership of a product or service. Price is also an indicator of quality and companies might reduce the quality of the product to minimize the cost. Thus, to them the higher price is a signal of a better quality (Bao and Sheng, 2011).

The right price concept was not so much on the manufacturer side but reflecting the acceptance to pay by customers. Hence, the interest on the product would be wasted assuming price set well outside of the affordability boundary of the interested buyers (Johnson, Christensen & Kagermann, 2008). Price pricing plays an important role in the business competition. Thus pricing policies are very important and should be carefully considered for the purpose of the company to
be achieved (Davidson, 2007). According to Stanton (2008), indicators that characterize the price used in this study, namely: affordability of price, price compliance with product quality, price competitiveness and conformity of price with benefits.

In the society, price is the vital thing before doing a purchase activities. Previous research made by Asamoah and Chovancova (2011) said that “price is the sensitive matter to people in making the purchase intention”. It is shown in the result of the Zeithaml (2008) that price has a positive influence to the purchase intention in Cereal Food in Canada. Chandrawati (2015) said that “Jakarta people tend to see the price before the brand before they intend to buy a product”. It is also shown at the previous journal made by Fauzi (2016) about the factors influencing purchase intention of the hybrid cars. Fauzi (2016) said that “people tend to look the price before the quality of a product before they do the purchase intention of a product”.

2.5 Trust

Consumers perceptions of the quality of the brand created by informational cues associated with the brand (Schiffman & Kanuk, 2010). According to Kim et al., (2008), Trust as the most significant long-term barrier for understanding the potential of e-commerce to customers in online environment. People make important buying decisions based on their level of trust in the product, salesperson, and/or the company.

According to Evans (2008), trust can reduce uncertainty created by other people or artifacts and is therefore essential for ecommerce. It has been shown to affect customers’ fears of unreliability and risks of being cheated. Trust in the online environment is particularly important because of the complexity and diversity of online interactions and the resulting possibility of insincere and unpredictable behavior (Hasan & Rahim, 2008). According to Blau (2007), trust can reduce uncertainty created by other people or artifacts and is therefore essential for e-commerce. It has been shown to affect consumers’ fears of unreliability and risks of being cheated. Trust in the online environment is particularly important.
because of the complexity and diversity of online interactions and the resulting possibility of insincere and unpredictable behavior (Leeraphong and Mardjo, 2013). Kim et al., (2008), claimed, in an online shopping context, consumers are vulnerable and likely to expose themselves to loss if they: (i) provide the email address (with the vulnerability of spam email); (ii) provide their shipping information (with the vulnerability of privacy invasion); (iii) provide their credit card information (with the vulnerability of credit card fraud) or (iv) complete online purchase transaction (with the vulnerability to quality and service inadequate).

Consequently, purchase intention is influenced by attitude and risk. It is found that lack of trust generates a negative effect on willingness to online purchasing activities (Borle and Singh., 2010). Trust is one of the factors influencing the purchase intention. Previous research made by Leeraphong & Desarbo (2013) said that, “the digital shop will bring more benefits to the company if the trust of the company is reliable”. Previous Research made by Meskaran, Ismail & Shanmugam (2013) said that, “the only way to attract the customers to buy a product in a certain shop is to creating the trust for the customers”. On the previous research made by Khoza and Harjati (2012) trust has a positive influence to the customer purchase intention of Garuda Air. They said that, “customers tend to do a purchase in the trustworthy vendors rather than to find another vendors although it is more cheaper than the current vendors”.

2.7 Research Gap

The researcher will summarize the literature and discuss the research gap of this research in this part. On previous studies, some researchers talk about factors affecting purchase intention while in this research, researcher focusing the purchase intention in online shops or e-commerce which LINE Shopping as the object of the research. According to Wang and Tsai (2014) There are positive and direct effects among brand image, perceived quality, perceived value, and purchase intention. They also said that brand image indeed increases investors’
purchase intentions. In previous research made by Majeed and Zhang (2015), they talk about the influence of brand image towards behavior of customers to purchase the products also the effect of the brand image towards the sales volume until market share, while in this research, researcher only interested in the problem that related to the certain topic that is customers’ behavior that talks about is there significant influence of brand image towards purchase intention towards object of the research. Researcher use price because in the previous study made by Katawetawaraks and Wang (2011), they found in their research that price is the dominant factors when it comes to the online shops. They research also found that the price differences between online and offline store is the vital thing since the outcome of price at online shops are cheaper to convenience store. Previous research made by Asamoah and Chovancová (2011) found that the price is the most dominant factors when it comes to the product variances and price variances in the online shops. The research gap between this research and previous research is located on the object of the research. Previous research above were using the general online shops while this research is focusing to the LINE Shopping store. The researcher adds variable Trust with the study case of LINE Shopping Indonesia. Previous study made by Leeraphong and Desarbo (2013) found that trust and risk is one combination as a vital thing when it comes to the social media marketing and business. They also research about the influence of trust and risk towards the purchase intention at social media such as facebook and twitter and they found that trust and risk is affecting the most to the purchase intention. Researcher choose Trust as added variable because in the other previous research above also talk about Trust and it support to this skripsi to analyze the factors influence purchase intention in the study case of LINE Shopping Indonesia. Lastly this study is also different from the previous research in terms of location, period, and sample size taken. The study is conducted in President University area, on July until September 2017, with a sample size of 250 respondents to analyzing the influence of brand image, price and trust towards purchase intention at LINE Shopping Indonesia in President University area.
CHAPTER III
METHODOLOGY

3.1 Introduction
This chapter clearly defines the research methods used to conduct the study. The researcher will explain the techniques and methods by which data was gathered and analyzed are examined, research instruments, data sources, data collection techniques, data presentation techniques and analytical techniques used are given. The methodology used is quantitative methods and measures which emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational technique.

3.2 Theoretical Framework
Based on the previous research and background about factors influencing purchase intention, researcher conclude the theoretical framework as follows:

![Figure 3.1 Theoretical Framework](image)

*Figure 3.1 Theoretical Framework*

*Source: Majeed(2015), Zeithaml(2008), Khoza and Harjati (2012)*
3.3 Hypothesis

1. $H_{01}$: Brand image has no significant influence on purchase intention at LINE Shopping in President University area.
   $H_{a1}$: Brand image has significant influence on purchase intention at LINE Shopping in President University area.

2. $H_{02}$: Price has no significant influence on purchase intention at LINE Shopping in President University area.
   $H_{a2}$: Price has significant influence on purchase intention at LINE Shopping in President University area.

3. $H_{03}$: Trust has no significant influence on purchase intention at LINE Shopping in President University area.
   $H_{a3}$: Trust has significant influence on purchase intention at LINE Shopping in President University area.

4. $H_{04}$: Brand Image, Price and Trust has simultaneously influence on Purchase Intention at LINE Shopping in President University area.
   $H_{a4}$: Brand Image, Price and Trust has no simultaneously influence on Purchase Intention at LINE Shopping in President University area.

3.4 Operational Definition of Variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Definition</th>
<th>Indicator</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image (X1)</td>
<td>The construction and maintenance of the brand image is prerequisite to the brand management, the definition of brand image mainly constructed from four perspectives: blanket definitions, meanings and messages, personification,</td>
<td>1. Saliency 2. Reputation 3. Trustworthy</td>
<td>1. LINE Shopping is a well-known brand for e-commerce store. 2. LINE Shopping has a good brand reputation 3. I feel save when I buy products at LINE Shopping 4. LINE Shopping is a trustworthy e-commerce store.</td>
</tr>
</tbody>
</table>

*Source: Fianto and Hadiwidjojo (2014)*
<table>
<thead>
<tr>
<th>Variable</th>
<th>Definition</th>
<th>Indicator</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price (X2)</td>
<td>cognitive or psychological elements (Zhang, 2015).</td>
<td>Source: Fianto and Hadiwidjojo (2014)</td>
<td>1. The price product is very important to me.</td>
</tr>
<tr>
<td></td>
<td>Brand image as “a name, term, sign, symbol, design or combination, intended to identify goods and services and to differentiate them from the competition” (The American Marketing Association, 2008)</td>
<td></td>
<td>2. Product prices in LINE Shopping are cheaper than other e-commerce sites.</td>
</tr>
<tr>
<td></td>
<td>Brand is a name, term, symbol, design or all the above, and is used to distinguish one’s products and services from competitors” (Kotler, 2008).</td>
<td></td>
<td>3. LINE Shopping price offered is appropriate with quality.</td>
</tr>
<tr>
<td></td>
<td>Price is the amount of compensation in the form of money or goods needed to obtain a combination of goods or services (Fuad, 2005).</td>
<td></td>
<td>4. There are special discount for purchase activities at the LINE Shopping.</td>
</tr>
<tr>
<td></td>
<td>Price is also an indicator of quality and companies might reduce the quality of the product to minimize the cost. Thus, to them the higher price is a signal of a better price. (Chandrawati, 2015)</td>
<td></td>
<td>5. I can find varies price in a product i</td>
</tr>
<tr>
<td>Variable</td>
<td>Definition</td>
<td>Indicator</td>
<td>Questions</td>
</tr>
<tr>
<td>----------</td>
<td>------------</td>
<td>-----------</td>
<td>-----------</td>
</tr>
<tr>
<td>Trust (X3)</td>
<td>Customers perceptions of the quality of the brand created by informational cues associated with the brand (Schiffman &amp; Kanuk, 2010). Trust as the most significant long-term barrier for understanding the potential of e-commerce to customers in online shop. People make important buying decisions based on their level of trust in the product, salesperson, and/or the company (Kim et al., 2008). Trust can reduce uncertainty created by other people or artifacts and is therefore essential for ecommerce. It has been shown to affect customers fears of</td>
<td>1. Safeness 2. Belief 3. Reliable 4. Satisfaction</td>
<td>1. I believe that LINE Shopping’s vendor is consistent in quality and service. 2. I believe that LINE Shopping vendor is trustworthy. 3. Line Shopping never disappointing me. 4. I believe that LINE Shopping vendor has high integrity. 5. I feel satisfied with Line Shopping user interface.</td>
</tr>
</tbody>
</table>

Source: (Kim et al., 2008).  
Source: Chandrawati (2015)  
Source: (Bao and Sheng, 2011)
<table>
<thead>
<tr>
<th>Variable</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Intention (Y)</td>
<td>Purchase intention can be defined as individual’s intention to buy a specific brand individuals who want to buy a specific brand which they has chosen for themselves after certain</td>
</tr>
<tr>
<td></td>
<td>unreliability and risks of being cheated (Evans, 2008).</td>
</tr>
<tr>
<td></td>
<td>Trust in the online environment is particularly important because of the complexity and diversity of online interactions and the resulting possibility of insincere and unpredictable behavior (Hasan &amp; Rahim, 2008).</td>
</tr>
<tr>
<td></td>
<td>Trust in the online environment is particularly important because of the complexity and diversity of online interactions and the resulting possibility of insincere and unpredictable behavior (Leeraphong and Mardjo, 2013).</td>
</tr>
<tr>
<td>Indicator</td>
<td>1. Good Brand 1. I intend to buy products from LINE Shopping because LINE Shopping offers a good brand of product.</td>
</tr>
<tr>
<td></td>
<td>2. Benefit 2. I intend to buy products from LINE Shopping because LINE Shopping offers a good brand of product.</td>
</tr>
<tr>
<td></td>
<td>3. Discount 4. Promotion 2. I intend to buy products from LINE Shopping because LINE Shopping offers a good brand of product.</td>
</tr>
<tr>
<td>Variable</td>
<td>Definition</td>
</tr>
<tr>
<td>----------</td>
<td>------------</td>
</tr>
<tr>
<td>evaluation; there are variables by which we can measure purchase intention for instance consider the brand for purchasing and expecting to purchase the brand in the future (Khan, 2012).</td>
<td>Source: (Gogoi, 2013).</td>
</tr>
</tbody>
</table>

Customers’s intention is settled by attitude toward the same and other brands which are present in his consideration set (Ghauri, 2012).

Customers always think that buying with several aspects such as a low cost, good brand and little-known product is a high risk since they the quality of these products is not trustable (Gogoi, 2013).
3.5 Instrument (Questionnaire Design)

The research used filtering questions and the filtering question is “have you ever shopping in LINE Shopping before?” if the answer yes the respondent go to the next step, respondent profile, and 19 items in questionnaires with 5-point Likert scales (Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree) which is fit to the characteristic of respondents after the validity and reliability test were distributed to people who were in a leisure times and assumed are a user/buyer and were analyzed through SPSS and AMOS2.2 software.

3.6 Sampling

The population of this research was unknown. The sample needed was 250 people who are a user/buyer or a former user/buyer of LINE Shopping store and those who are living in President University area. This research is used nonprobablity sampling with judgemental technique. The number of 250 respondents was gained from the theory of Walker and Maddan (2007) that said that the minimum sample size for unknown population is 5 times from the number of questions in questionnaire. The equation is below:

\[
\text{Sample} = 5 \times 19 = 95 \text{ respondents}
\]

Therefore the number of 95 was the minimum and the researcher took the sample of 250 respondents because the sample size of data should be large which is more than 200. (Hair et. al. 2010)

3.7 Structural Equation Modeling (SEM)

Structural Equation Modeling is a multivariate statistical analysis technique that is used to analyze structural relationships. This technique is the combination of factor analysis and multiple regression analysis, and it is used to analyze the structural relationship between measured variables and latent constructs. This method is preferred by the researcher because it estimates the multiple and interrelated dependence in a single analysis.
Before processing the data to SEM, researcher needs to test the validity and reliability of the data. In order to know the validity of the data, researcher used spss to conduct the reliability and validity testing to the 30 respondent at first. According to Hair et al., (2010), an indicator is declared valid if the value if corrected item-total correlation ≥ 0.361 and according to Saragih (2016), to be reliable the value of Cronbach alpha should be more than 0.70 (> 0.70).

After researcher sure that the data was valid and reliable, researcher continued to the SEM. Researcher using this analyzing techniques because this research focuses on psychological variables that to be measured (Saragih, 2016). Below is table of tools for measuring model fit according to Tasmin and Woods (2010), and Arbuckle (2012)

<table>
<thead>
<tr>
<th>No.</th>
<th>Measurement</th>
<th>Degree of Compatibility</th>
<th>Description</th>
<th>Good Fit Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Chi Square</td>
<td></td>
<td>Testing whether the model fits the data (the estimated population covariance is equal to the sample covariance).</td>
<td>P &lt; 0.05</td>
</tr>
<tr>
<td></td>
<td>Normed Chi Square ($\chi^2/df$)</td>
<td></td>
<td>The ratio between the value of Chi Square and degree of freedom.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>The minimum sample discrepancy divided by degree of freedom (CMIN/DF)</td>
<td></td>
<td>Statistic Chi Square divided by degree of freedom</td>
<td>2 &lt; CMIN/DF &lt; 5</td>
</tr>
<tr>
<td>No.</td>
<td>Measurement</td>
<td>Degree of Compatibility</td>
<td>Description</td>
<td>Good Fit Value</td>
</tr>
<tr>
<td>-----</td>
<td>--------------------------------------------------</td>
<td>-------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>3.</td>
<td>Root Mean Square Error of Approximation (RMSEA)</td>
<td></td>
<td>The average delta in degree of freedom which is expected to occur in population (not the sample).</td>
<td>RMSEA ≤ 0.08</td>
</tr>
<tr>
<td>4.</td>
<td>Comparative Fit Index (CFI)</td>
<td></td>
<td>Feasibility test of the proposed model with the basic model. The indicator of highest level of fit is if the CFI value is closer to 1.</td>
<td>0.8 &lt; CFI &lt; 0.9</td>
</tr>
<tr>
<td>5.</td>
<td>Tucker Lewis Index (TLI)</td>
<td></td>
<td>Tested model against the baseline model comparison. The size measuring the combination of parsimony and comparative index between the proposed and null model.</td>
<td>0.0 &lt; TLI &lt; 0.9</td>
</tr>
<tr>
<td>6.</td>
<td>Incremental Fit Index (IFI)</td>
<td></td>
<td>In order to check if the hypothesis model is correct by subtracting the hypothesis models in the denominator.</td>
<td>IFI &lt; 0.9</td>
</tr>
</tbody>
</table>

Source: AMOS – Primary Data (2017)

To test the hypothesis, researcher will use the P Value from Regression weight from AMOS to see the significant influence level of variables. A variable can be concluded as significant if P Value < 0.05.

Researcher also want to see the highest and lowest variable influence the Purchase Intention on Standardize Regression Weight on AMOS also the Squared Multiple Correlations or (R²) from AMOS to be the predictors to indicate each variance.
CHAPTER IV

RESULTS AND DISCUSSIONS

4.1 Company Profile

LINE Corporation is a Japan-based company mainly engaged in the operation of LINE business portal business. Its LINE business portal segment includes communication and content service and advertising service. LINE Corporation develops and operates the LINE application for smartphones. The Company offers messenger services which include free messages, voice calls and video calls, as well as various marketing services. Communication and content service provides communication, contents and other services, such as LINE Pay, LINE FRIENDS, LINE Mobile and LINE Shopping. With the reign of President Director, Hae Jin Lee since 2012, Line Shopping has become one of the most influence features that LINE Corporation had. Platform launched on 1 September 2016 ago, it becomes the marketplace for sellers who peddle goods through LINE. There are currently 3000 sellers in LINE Shopping, including e-commerce elevenia, VIP Plaza, and Qoo10.

According to Kurniawan (2016), as the Managing Director of LINE Indonesia said that, “LINE Shopping users to date have reached 5.6 million people in 2017, dominated by women over the age of 20 who live in Jakarta and surrounding areas. In the next few weeks, we will also launch a payment feature within LINE Shopping,” said Ongki Kurniawan, Managing Director of LINE Indonesia. According to Pratama (2017) as the official Public Relations of LINE Indonesia, “With the integrity and easy to shop value that LINE Shopping had, they are confidence can strive to be one of the leading market share of e-commerce site to use in Indonesia on 2020.”
4.2 Descriptive Analysis

All of the respondents who filed the questionnaires are LINE Shopping users/buyers or former users/buyers and live in President University area. From the data below, this study is related to Kurniawan (2016), as the Managing Director of LINE Indonesia “LINE Shopping users to date have reached 5.6 million people in 2017, dominated by women over the age of 20”. The demographic profiles of 250 respondents were based on gender, age, level of education, occupation, and income per month. Shows at Figure below.

4.1 Gender

4.2 Age

4.3 Level of Education

4.4 Occupation
From respondent profile above, it can be concluded that most of the respondents were female students (both senior high school and university), aged 17-24 years old whose level of education was bachelor, with income less than IDR 1,500,000 and are the buyers/users or former users/buyer of Line Shopping.

4.3 Inferential Test

4.3.1 Validity Test

In order to check the validity of the data, researcher used 30 Respondents for sampling and used SPSS to calculate the Validity Testing. According to Hair et al., (2010), an indicator is declared valid if the value if corrected item-total correlation $\geq 0.361$. Below is the figure of Validity Test of this research.

Table 4.3.1: Validity Test

<table>
<thead>
<tr>
<th>Variables</th>
<th>Questions</th>
<th>Pearson Correlations ($r$)</th>
<th>$r_{table}$</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>BI1</td>
<td></td>
<td>0.697</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>BI2</td>
<td></td>
<td>0.665</td>
<td>0.361</td>
<td>Valid</td>
</tr>
</tbody>
</table>
From the Table 4.3.1: Validity Test, data shows that all the questions at distributed questionnaires are all valid since the value is > 0.361.

### 4.3.2 Reliability Test

**Table 4.3.2 Reliability Test**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image</td>
<td>.834</td>
<td>Reliable</td>
</tr>
<tr>
<td>Price</td>
<td>.836</td>
<td>Reliable</td>
</tr>
<tr>
<td>Trust</td>
<td>.920</td>
<td>Reliable</td>
</tr>
<tr>
<td>Purchase Intentin</td>
<td>.856</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: SPSS – Primary Data (2017)
if the value of Cronbach alpha more than 0.70 (> 0.70). The table above shows that the value of Cronbach’s Alpha of every variables are more than 0.7 which are remarked as reliable.

### 4.4 Structural Equation Modelling (SEM) Analysis

![Figure 4.3 Standardized Estimates Calculation of SEM (Proposed Model)](source: AMOS – Primary Data (2017))

As can be seen on Figure 4.3, researcher obtained the output as follows:

#### 4.4.1 Assessing the Goodness-of-Fit

<table>
<thead>
<tr>
<th>Goodness-of-Fit Index</th>
<th>Good Fit Value</th>
<th>Value</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>$X^2$ – Chi Square</td>
<td>$P &lt; 0.05$</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>CMIN/DF</td>
<td>$2 &lt; \text{CMIN/DF} &lt; 5$</td>
<td>5.883</td>
<td>Reasonable Fit</td>
</tr>
</tbody>
</table>
The result of SEM Model Fit that has been obtained from statistical software should be compared with the Good Fit cut-off value criteria as stated on previous journals, and make sure that the value should pass the criteria and interpreted as acceptable.

Table 4.2 shows the result of SEM Model Fit. The first step is measuring the Chi-square which indicates whether the model fits the data or indicates the different between the estimated population covariance and the sample covariance. The smaller value of Chi-square, the better it will be. The table above shows the value of Chi-square of 0.000 which is indicates the significance of the data. It also means that the difference of the estimated population covariance and the sample covariance is very low or can be concluded as equal.

The second step is measuring the CMIN/DF. CMIN/DF simply means the Chi-square divided by degree of freedom. Since the table above shows the value of CMIN/DF is 5.883 and it is not in between of 2.0 and 5.0 which is the standard of good fit value, therefore the model is reasonable fit.

The next step is measuring the RMSEA which is the average delta in degree of freedom which is expected to occur in population (not the sample). The table above shows 0.139 is the value of RMSEA in this research. This model is categorized as marginal fit because it is above the maximum value criteria, which is 0.08, but still can be conclude as a marginal fit through the AMOS calculation. Thus the model is concluded to be occurring in population.

Measuring TLI (Tucker-Lewis Index) is the next step after measuring RMSEA. TLI is the tested model against the baseline model comparison. The size of TLI is measuring the comparison between the proposed model and the possible
alternative model. The value of TLI based on the table above is 0.690 and concluded as a good fit. This model is good fit because the value is in between 0.0 and 0.9 which is the criteria of a good fit model.

In order to check whether the proposed model is correct or not, researcher needs to measure Incremental Fit Index (IFI) value. If the value of IFI is less than 0.9 (< 0.9), the model is acceptable and categorized as a good-fit. When the value is nearly more than 0.9 (> 0.9), the model is categorized as mediocre fit. The table shows that the value of IFI in this research is 0.760 which is nearly exceeding the criteria therefore the model is a mediocre fit and the proposed model is correct. The last step is measuring CFI which is in order to measure the improvement in non-centrality in going of the model. To get the good fit category of CFI, the value should be in between of 0.8 and 0.9 (0.8 < CFI < 0.9), while if the value is bigger than 0.9 thus the CFI is categorized as mediocre fit, and if it is less than 0.8 therefore the CFI value is categorized as marginal fit. The table above shows that the value of CFI is 0.757 therefore this model is a good fit because the value is exceeding the criteria.

After analyzing the measurement of Model fit index, it can be concluded that the models are acceptable in population and it also has marginal fit to reach reasonable level in real life application.
4.4.2 Interpretation of Model Estimates

4.4.2.1 Regression Weights

Regression Weights: (Group number 1 - Default model)

<table>
<thead>
<tr>
<th>Regression Model</th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.INTENTION &lt;- BRANDIMAGE</td>
<td>.116</td>
<td>.073</td>
<td>1.583</td>
<td>.113</td>
<td>par_16</td>
</tr>
<tr>
<td>P.INTENTION &lt;- PRICE</td>
<td>1.023</td>
<td>.148</td>
<td>6.924</td>
<td>***</td>
<td>par_17</td>
</tr>
<tr>
<td>P.INTENTION &lt;- TRUST</td>
<td>.215</td>
<td>.100</td>
<td>2.145</td>
<td>.032</td>
<td>par_18</td>
</tr>
</tbody>
</table>

Note: *** is P < 0.05

Figure 4.4.2.1 Regression Weight

Source: AMOS – Primary Data(2017)

Figure 4.4.2.1 or the regression weight is to measure and test the hypothesis. Estimate value reflects the relations between independent variable toward dependent variable. The figure above shows P value of Brand Image towards Purchase Intention is .113 or above 0.05. Thus the hypothesis of Brand Image towards Purchase Intention is not significant and not supported by the data.

The significance of the data happened in Price towards Purchase Intention. The figure above shows the P value of *** or below 0.05. It means that the hypothesis of Price towards Purchase Intention is significant and supported by the data.

The last hypothesis is Trust towards Purchase Intention. The figure above shows the P value of this hypothesis which is 0.032 and this value is less than 0.05. Thus, this hypothesis is significant and supported by the data.

Figure 4.3.2 explains that Price and Trust have significant influence Purchase Intention at LINE Shopping, while Brand Image has no significant influence towards Purchase Intention at LINE Shopping.
4.4.2.2 Standardized Regression Weights

<table>
<thead>
<tr>
<th>Standardized Regression Weights: (Group number 1 - Default n)</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>P. INTENTION (\rightleftharpoons) BRANDIMAGE</td>
<td>.136</td>
</tr>
<tr>
<td>P. INTENTION (\rightleftharpoons) PRICE</td>
<td>.830</td>
</tr>
<tr>
<td>P. INTENTION (\rightleftharpoons) TRUST</td>
<td>.189</td>
</tr>
</tbody>
</table>

Figure 4.4.2.2 Standardized Regression Weight

*Source: AMOS – Primary Data (2017)*

The results explain that Price have a highest influence towards Purchase Intention, while Brand Image has a low influence towards Purchase Intention. When Price goes up by standard deviation, Purchase Intention goes up by 0.830 standard deviations. When Trust goes up by standard deviation, Purchase Intention goes up by 0.189 standard deviations. When Brand Image goes up by standard deviation, Purchase Intention goes up by .136 standard deviations.

4.4.2.3 Squared Multiple Correlations

<table>
<thead>
<tr>
<th>Squared Multiple Correlations: (Group number 1 - Default model)</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>P. INTENTION</td>
<td>.743</td>
</tr>
</tbody>
</table>

Figure 4.4.2.3 Squared Multiple Correlations \((R^2)\)

*Source: Amos – Primary Data (2017)*
The square multiple correlation ($R^2$) table explains the ability of the predictors to indicate each variance. The result on table 4.3.2.3 is estimated that the predictors of Purchase Intention explain 74.3% of its variance. In other words, there are still 25.7% more variances that can influence the Purchase Intention.

This evidence showed that Brand Image is not significant and not supported by the data. This result is not in line with previous research by Majeed (2015) that “Impact of advertisement and knowledge about brand to their image will affect the purchase intention, the advertisement that bring knowledge and pride to the product will affect the purchase intention. This result also not in line with the previous research made by Trasorras (2009) said, “In the modern customer-centred era, brand image is a strategic weapon in attracting and retaining customers”. Trasorras stated in his research that, “brand image is the first aspects of all when customers want to buy goods or services”. In the case of LINE Shopping in President University, Brand Image is still to be considered as factors that less influence the purchase intention because they are still considered the price and trust to be the most aspect of factors influence of the purchase intention. Another factors that could be considered to the factors influence of purchase intention are such as packaging, product quality or product design, word of mouth and subjective norms.

Price has a significant influence and supported by the data. This result is in line with previous research made by Chandrawati (2015) stated in her research that, “price is the biggest factors influence the purchase intention”. This result also supported by previous research made by Fauzi that “people tend to look the price before the quality of a product before they do the purchase intention of a product”. The variety of product price help customer in processing the purchase intention and they will start to filtering the cheapest price to get the product that they want since the product quality is the same.

Trust has a significant influence and supported by the data and in line with previous research that trustworthy vendors are the winning side in terms of online shopping, it is supported by previous research made by Khoza and Harjati
(2012) that stated trust has a positive influence to the customer purchase intention. It is also supported by another previous research made by Leeraphong & Desarbo (2013) stated that, “the digital shop will bring more benefits to the company if the trust of the company is reliable”.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

5.1.1 Hypothesis Discussion

1. Since the significance value of Brand Image is 0.113 which is more than 0.05, explains that Brand Image has no partial significant influence towards Purchase Intention. Therefore, the Null Hypothesis (H₀₁) is accepted and the Alternate Hypothesis (Hₐ₁) is rejected.

2. Since the significance value of Price is 0.000 which is below than 0.05, explains that Price has partial significant influence towards Purchase Intention. Therefore, the Null Hypothesis (H₀₂) is rejected and the Alternate Hypothesis (Hₐ₂) is accepted.

3. Since the significance value of Trust is 0.032 below than 0.05, explains that Trust has partial significant influence towards Purchase Intention. Therefore, the Null Hypothesis (H₀₃) is rejected and the Alternate Hypothesis (Hₐ₃) is accepted.

4. Brand Image, Price and Trust has a simultaneously influence towards Purchase Intention since the R² value is showed the high predictors in value of 74.3% that influence the purchase intention.

5.1.2 Variable Conclusion

1. Brand Image

Brand Image has no significant influence on Purchase Intention in LINE Shopping at President University area. From the Brand Image values, this
condition happened because respondents less give their attention to the store of brand, in this case is “LINE Shopping” as their factors to influence their purchase intention. This conclusion obtained from the answers of respondents which are most of them tend to neutral to agree that LINE Shopping is a well-known brand but the store brand is not their factors influence to their purchase intention.

2. Price

From the result, Price has significant influence towards Purchase Intention. This means respondents are highly sensitive with the high or low prices, and the changes of price can influence customer purchase intention on a product. The data from the respondents also shows that the varies price of wanted product is the dominant factors to influence the customer purchase intention.

3. Trust

From the result, Trust has significant influence towards Purchase Intention. Trust is the most influencing variable towards purchase intention of the Line Shopping in study case of President University area. Respondents are aware and sensitive with the trust and the integrity of LINE Shopping payment system and vendor or seller that placed their products to the LINE Shopping E-commerce market store. This result is obtained from the data of respondents which are tend to be neutral to agree that LINE Shopping give them a high trust and integrity in the business.

5.2 Recommendations

5.2.1 Company

From the research result, it is known that LINE Shopping price and trust have an effect on customer purchase intention, LINE Shopping is always expected to maintain, improve, and develop price whether in discount or create the more varies price of product and trust to integrity offered to customer so that customer purchasing intention on Line Shopping product is higher. Since the brand image is
not giving a positive influence towards the customer purchase intention, LINE Shopping is doing a right decision to not spending money on advertising of the brand, but still, a brand image or awareness needs to be improved in the future.

5.2.2 Future Research

Future research must be more complete in case of variables of Factors Influencing Customer Purchase Intention, because from the data obtained in this research there are still other 25.7% variances that affecting Purchase Intention in Line Shopping in President University area. Besides that, future research should take more number of samples of respondents. This research also expected can enhance the desire of researcher to do another research and add the body of knowledge. In researching a research, future researcher needs to be more active and read more journals, books, or other resources that might be valuable for the research.
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QUESTIONNAIRE

Dear respondents,

My name is Andre Handoko, a final year International Business Management student at President University. I am currently conducting my thesis research about “The Influence of Brand Image, Price and Trust Towards Purchase Intention (A Case Study of Line Shopping at President University)”. Therefore, in order to support this research, I need you to fill in this questionnaire truthfully. Thank you very much for your time to fill in this questionnaire. Your data would be very helpful for supporting my research. The information provided is confidential and is used for academic purpose only.

A. FILTERING QUESTION

Have you ever shopping in Line Shopping before?
If Yes go to the filling questionnaire and if no, thank you for your time and participation :) *
A. Yes
B. No

B. PROFILE OF RESPONDENT

Gender
A. Male
B. Female

Age
A. 17 - 24 y.o
B. 25 - 34 y.o
C. 35 - 50 y.o
D. > 50 y.o

Education Qualification
A. Senior High School
B. Diploma (D3)
C. Bachelor (S1)
D. Master (S2)
E. Doctor (S3)
F. Other
Monthly Expenditure
A. < IDR 1,500,000  
B. IDR 1,500,000 - 3,000,000  
C. IDR 3,000,000 - 5,000,000  
D. > IDR 5,000,000

Occupation
A. Student  
B. Employee / Entrepreneur  
C. Housewife  
D. Other

How many times have you ever bought product at Line Shopping?
A. 1 - 2 times  
B. 3 - 5 times  
C. 5 - 7 times  
D. Other

C. BRAND IMAGE

<table>
<thead>
<tr>
<th>No.</th>
<th>BRAND IMAGE</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>LINE Shopping is a well-known brand for e-commerce store.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>LINE Shopping has a good brand reputation.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>I feel save when I buy products at LINE Shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>LINE Shopping is a trustworthy e-commerce store.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### D. PRICE

<table>
<thead>
<tr>
<th>No.</th>
<th>Price</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The price product is very important to me.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Product prices in LINE Shopping are cheaper than other e-commerce sites.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>3.</td>
<td>LINE Shopping price offered is appropriate with quality.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4.</td>
<td>There are special discount for purchase activities at the LINE Shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>I can find varies price in a product i choose at Line Shopping</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### D. TRUST

<table>
<thead>
<tr>
<th>No.</th>
<th>Trust</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I belief that LINE Shopping’s vendor is consistent in quality and service.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>I belief that LINE Shopping vendor is trustworthy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Line Shopping never disappointing me.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4.</td>
<td>I belief that LINE Shopping vendor has high integrity.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5.</td>
<td>I feel satisfied with Line Shopping user interface.</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
### E. PURCHASE INTENTION

<table>
<thead>
<tr>
<th>No.</th>
<th>Purchase Intention</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I intend to buy products from LINE Shopping because LINE Shopping offers a good brand of product.</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>2.</td>
<td>I intend to buy products from LINE Shopping because LINE Shopping offers a bundle of discount.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>I intend to buy products from LINE Shopping because LINE Shopping offers a membership rewards.</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>4.</td>
<td>I intend to buy products from LINE Shopping because LINE Shopping offers cheaper price than others.</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>I intend to buy products from LINE Shopping because LINE Shopping offers a safe transaction model.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>