

Brand Image, Brand Trust, and Brand Ambassador on Purchase Decisions of Shopee E-Commerce Users in Pekanbaru City

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ABSTRACT

This study addresses the pressing need to understand the dynamics influencing purchase decisions among Shopee users in Pekanbaru City. With the exponential growth of e-commerce platforms, such as Shopee, understanding the factors that drive consumer behavior is crucial for businesses to develop effective marketing strategies. By examining the impact of brand image, brand trust, and brand ambassador on purchase decisions, this research provides valuable insights for businesses operating in the e-commerce sector. The findings can inform marketing initiatives aimed at enhancing brand perception and fostering customer loyalty, thereby contributing to the sustainable growth of e-commerce businesses in Pekanbaru City. The study involves a sample of 150 respondents consisting of Shopee e-commerce users in Pekanbaru City, providing a comprehensive understanding of the factors influencing their purchase decisions.

ABSTRAK

Studi ini mengungkapkan urgensi untuk memahami dinamika yang memengaruhi keputusan pembelian di kalangan pengguna Shopee di Kota Pekanbaru. Dengan pertumbuhan eksponensial platform e-commerce, seperti Shopee, memahami faktor-faktor yang mendorong perilaku konsumen penting bagi bisnis untuk mengembangkan strategi pemasaran yang efektif. Dengan menguji dampak citra merek, kepercayaan merek, dan duta merek terhadap keputusan pembelian, penelitian ini memberikan wawasan berharga bagi bisnis yang beroperasi di sektor e-commerce. Temuan ini dapat memberikan informasi bagi inisiatif pemasaran yang bertujuan meningkatkan persepsi merek dan memupuk loyalitas pelanggan, sehingga berkontribusi pada pertumbuhan berkelanjutan bisnis e-commerce di Kota Pekanbaru. Studi ini melibatkan sampel 150 responden yang terdiri dari pengguna e-commerce Shopee di Kota Pekanbaru, memberikan pemahaman menyeluruh tentang faktor-faktor yang memengaruhi keputusan pembelian mereka.



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INTRODUCTION

In today's digital era, marketing competition is becoming increasingly fierce. Therefore, the use of marketing strategies plays a crucial role in attracting consumers' attention. Over time, every business player is required to continuously innovate to maintain their existence in the industry. The development of technology and information systems requires every business player to keep up with the times. According to Databoks (2022), the number of internet users in Indonesia reached 204.7 million in 2022. This data indicates that technological advancements have enabled business activities to shift to digital platforms, with e-commerce being one example used to reach a wider consumer base. The use of e-commerce in Indonesia continues to increase from year to year, driven by digital

technology growth and changing consumer behavior, which increasingly favors online shopping, (Launtu, 2021).

This phenomenon contributes to the high competition among e-commerce platforms. In Indonesia alone, there are numerous e-commerce platforms competing against each other. According to CNBC Indonesia, several well-known e-commerce platforms include Shopee, Lazada, Bukalapak, Tokopedia, and others. Recognizing the high potential of e-commerce to compete in the industry, besides substantial investments due to the high user interest, e-commerce companies must focus on using marketing strategies to survive in this increasingly competitive market. In the process of deciding to purchase a product or brand, consumers are influenced not only by the perceived product quality but also by brand image (Ramadhani & Widodo, 2021). Moreover, trust in a brand also plays a crucial role in purchasing decisions. In this regard, consumers believe that a brand with a positive image ensures the product quality, and they feel confident in transactions because they expect their partners to deliver as promised (Maulana et al., 2021). Additionally, brand ambassadors are essential as a tool to promote brands and build stronger emotional connections with consumers, indirectly influencing purchasing decisions.

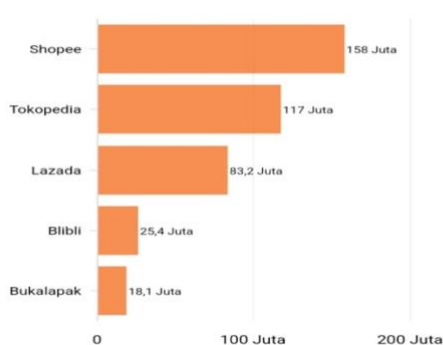


Figure 1 E-Commerce with the Most Visitors in the First Quarter of 2023

Shopee, a subsidiary of the SEA Group established in 2015, has now become the second-largest e-commerce platform in Indonesia. With millions of users, Shopee dominates the online market with the highest website visits in Indonesia, totaling 158 million per month in the first quarter of 2023. Shopee consistently employs advantageous strategies, including the use of brand ambassadors, to attract consumer attention. The company is committed to pouring innovation and creativity into product marketing. Notably, Shopee often collaborates with famous artists and public figures in their marketing strategies, aiming for success. Every company employs various methods to maintain its existence in the business world and become a top brand to strengthen its business.

According to research by Dadang Suhardi (2022), one way for a company to become a top brand is by maintaining its brand, which strengthens the company's existence in its business sector, thus boosting sales. Several factors can influence sales, including brand image and brand trust. Moreover, in the age of influencers, brand ambassadors can compel the public to purchase products endorsed by their idols. Brand ambassadors are used as a

promotional tool and are part of the company's strategy through instant messenger service providers by conveying information through celebrity endorsements or advertisements (Prasetyo, 2016). By utilizing brand ambassadors, companies enhance brand image and brand trust, thereby influencing purchasing decisions. Brand ambassadors play a crucial role in facilitating marketing activities, both locally and globally (Sagia & Situmorang, 2018).

THEORITICAL FRAMEWORK

Brand Image

Brand image, or the overall perception of how a brand is viewed, is shaped by past information and experiences with the brand. Its influence on a product is closely linked to consumer beliefs and preferences. As stated by Supriyadi *et al.* (2017) The public's perception of a company or its products, known as brand image, holds significant sway. A positive image can benefit a company as consumers tend to naturally recommend such products, while a negative image can lead to negative word-of-mouth. Mohammad's study (R. Iswanto, 2016) identified three indicators of brand image: consumer perceptions of a company's credibility, perceptions of product or service usage, and perceptions of a product or service itself.

Brand image guides consumers in discussing and recommending products to others. A positive brand image can influence consumers to discuss and recommend the product to others. It encompasses aspects such as product quality, brand image, and brand associations. Positive perceptions of brand image have been shown to increase consumer trust. In the dynamic e-commerce environment, brand image significantly impacts purchasing decisions. Consumer perceptions of quality, reliability, and other positive aspects related to brand image are driving factors for online purchases. Previous research by Alif Fianto *et al.* (2014) and Garut and Purwanto (2023) found that brand image positively and significantly influences purchasing decisions.

H1: Brand image has a significant effect on Purchase Decision

Brand Trust

Brand trust refers to a brand's ability to be relied upon based on consumers' beliefs that the product can fulfill promised values and the brand's intent prioritizes consumer interests. (Effriena Brillianty & Anton P.W. Nomleni, 2022) Trust arises from the expectation of action to fulfill needs and trusting that the brand is reliable. Consumer trust in a brand reflects the brand's reliability, based on experiences or a series of transactions and interactions with the brand. This trust emerges when the brand meets expectations and promises, delivers satisfaction, and generates positive outcomes in consumer experiences. In other words, brand trust develops when consumers feel confident that the brand is dependable and consistently meets their expectations (Dharmawan & Wardhana, 2021). According to (Wulandari & Nurcahya, 2015) Brand trust has three indicator components related to the three entities included in the relationship between brands and consumers, including: (1) Brand Characteristic, (2) Company characteristic, (3) Consumer-brand characteristic.

Brand trust, an essential element in understanding consumer behavior, especially in the context of purchasing decisions on e-commerce platforms, creates a crucial foundation in the relationship between consumers and brands. It reflects consumers' confidence in the product quality, services, and brand integrity. Consumers who trust a brand are more likely to make purchases, especially in online environments that may be perceived as less direct and more anonymous. Previous research by Rahmawati & Nilowardono (2018) indicates that brand trust significantly contributes to purchasing decisions. Furthermore, consumer attitudes play a significant role in purchasing decisions, serving as a mediator linking the positive influence of brand trust to consumer purchasing decisions. In other words, brand trust can shape positive consumer attitudes, which, in turn, influence their purchasing decisions. Supported by Wijaya and Pahar (2022), their research indicates that brand trust significantly impacts purchasing decisions.

H2: Brand trust has a significant effect on Purchase Decision

Brand Ambassador

Brand ambassadors serve as a tool for companies to communicate and connect with the public, effectively increasing sales and representing a product or company. Their aim is to convey information about the product and potentially have a positive impact on the business process. Typically, companies utilize brand ambassadors as a strategy to promote their products or services. These ambassadors are usually well-known individuals such as celebrities, idols, or public figures who agree to represent a specific brand. According to Karim (2019), the use of brand ambassadors is considered essential to ensure that the brand remains memorable to the public. Brand ambassadors act as representatives capable of interpreting and communicating the essence of a brand to the public. Ghadani et al. (2022) identified three indicators of brand ambassadors: (1) Transference, (2) Congruence, and (3) Credibility.

Brand ambassadors are key elements in influencing purchasing decisions and serve as an identity or icon representing a product, communicating and connecting with the public space. According to Pramesti & Sujana (2022), brand ambassadors play a crucial role in influencing consumer decisions and have the potential to change consumer attitudes. The attributes of brand ambassadors should be able to trigger purchasing decisions and have the potential to change a consumer's attitude. The presence of brand ambassadors has a positive and meaningful impact on purchasing decisions. This finding is consistent with the research conducted by A. F. Iswanto & Sanaji (2021), which states that the influence of brand ambassadors on purchasing decisions has a positive and significant impact.

H3: It is suspected that brand ambassadors significantly influence purchase decisions.

Purchase Decision

Purchase Decision, or purchasing decision, is the process in which consumers decide to buy a particular product and brand variation, starting from analyzing needs, seeking information, evaluating information, making the purchase, and then evaluating the decision after the purchase. Consumers, in making decisions, prefer certain brands,

especially those they favor the most (Wibowo and Karimah, 2012). Essentially, consumers consider brand image, brand trust, and brand ambassadors as crucial elements of a product. Therefore, the better and more positive the brand image, the greater its influence on consumer purchasing decisions (Effriena Brillianty & Anton P.W. Nomleni, 2022). In her research, Lailiya (2020) stated that the purchasing decision is a stage in the consumer decision-making process where they factually make a product purchase. There are five stages in the purchasing decision-making process, as follows: (1) Recognition of needs, (2) Search, (3) Evaluation of various alternatives, (4) Purchase decision.

H4: It is suspected that Brand Image, Brand Trust, and Brand Ambassador significantly influence Purchase Decision.

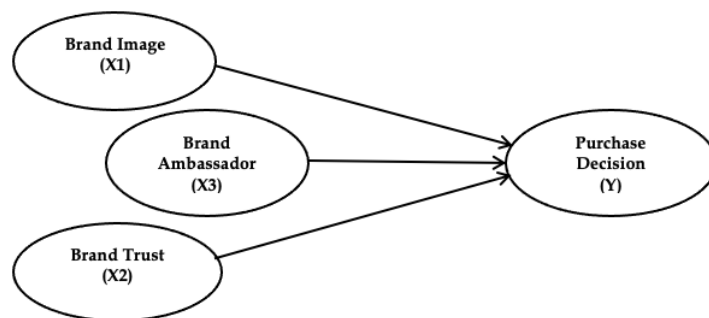


Figure 2 Framework

RESEARCH METHODS

The type of research conducted is quantitative descriptive research aimed at identifying the extent of the influence of brand image, brand trust, and brand ambassador on purchase decisions on the Shopee e-commerce platform in the city of Pekanbaru. Data collection was carried out through primary methods by distributing questionnaires to respondents. Meanwhile, secondary data was obtained through literature research, documents, previous studies, and interviews with managers or leaders related to the research object. Hypothesis testing in this study used a Structural Equation Model (SEM) approach based on Partial Least Squares (PLS). The population focused on in this study is Shopee e-commerce users in the city of Pekanbaru. According to (Waruwu, 2023), the population can be defined as a generalization area that includes objects or subjects with certain qualities and characteristics established by the researcher. Respondents selected for this study are individuals aged 20-35 years. The selection of this age range is based on the consideration that individuals in this age group are actively using social media to shop online through e-commerce platforms. Other criteria for sampling include respondents who have made purchases through e-commerce in the city of Pekanbaru and have either male or female gender, in line with the research focus on e-commerce users in the city. Research respondents are generally described by presenting characteristics based on gender, age group, and Shopee usage intensity. The total number of respondents used in this study is 150.

RESULTS AND DISCUSSION

The results of data collection are carried out data entry and tested for indicator feasibility using the smartPLS version 3 application before the Evaluation of Measurement Model is carried out. The first step is for researchers to evaluate the value generated by each statement item to measure reflective indicators. The limits of acceptable values according to (hair et al, 2018; Hair et al., 2021; Sarstedt et al., 2021) loading above 0.71 (excellent), loading 0.63 (very good), loading 0.5 (good), loading 0.45 (fair) and loading 0.32 (poor).

Evaluation of Measurement Model

Validity Test

According to Hair et al. (2018), an indicator is considered valid if its loading factor exceeds 0.7 (excellent) towards the variable construct under examination. However, for confirmatory research, values between 0.6 - 0.7 are still acceptable, particularly for exploratory studies. Conversely, in the stage of construct development, measurement scale, or research instrument development, Hair et al. (2010) state that a loading factor value of at least 0.4 - 0.5 is sufficient. Given that this study falls under the category of construct and measurement scale development, a minimum loading factor value of 0.4 is required to ensure convergent validity. Discriminant Validity Testing is conducted to ensure that there is no high correlation between different indicators or items measuring different constructs. According to practical rules, Discriminant Validity is achieved if the Square Root of the Average Variance Extracted (AVE) is greater than the correlation between latent constructs. As a guideline, the recommended AVE value is above 0.5 (Ghozali and Latan, 2015). The output of the validity testing using smartPLS Version 3 shows the loading factor results in the outer loading table as follows:

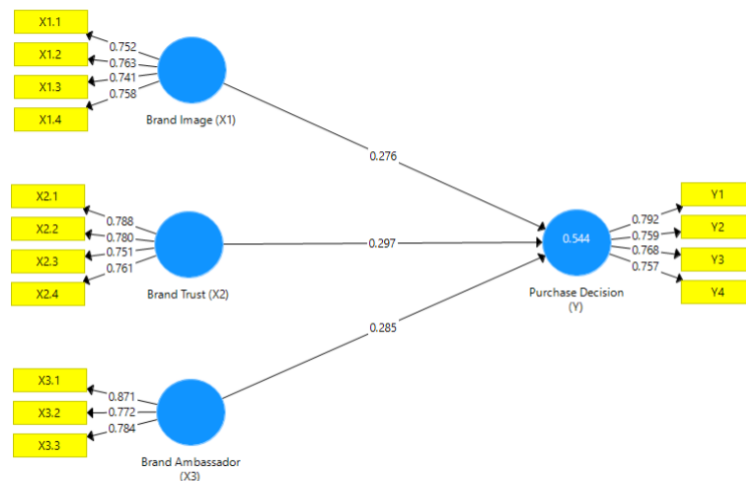


Figure 3 Diagram Path PLS Alogaritma

Source: Results of processed data from the smartPLS Version 3 application

Table 1 Result of Loading Factor

	Brand Image (X1)	Brand Trust (X2)	Brand Ambassador (X3)	Purchase Decision (Y)
X1.1	0,752			
X1.2	0,763			
X1.3	0,741			
X1.4	0,758			
X2.1		0,788		
X2.2		0,780		
X2.3		0,751		
X2.4		0,761		
X3.1			0,871	
X3.2			0,772	
X3.3			0,784	
Y1				0,792
Y2				0,759
Y3				0,768
Y4				0,757

Source: Results of processed data from the smartPLS Version 3 application

After calculating the loading factor, the loading value shows that strong indicators have a value above 0.7, which can be considered as "excellent". Further data analysis includes an assessment of the validity value possessed by each variable (AVE) in the context of reliability and validity, which can be described as follows:

Table 2 Construct Reliability and Validity Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image (X1)	0,747	0,747	0,840	0,568
Brand Trust (X2)	0,771	0,773	0,853	0,593
Brand Ambassador (X3)	0,738	0,755	0,851	0,656
Purchase Decision (Y)	0,771	0,777	0,853	0,592

Source: Results of processed data from the smartPLS Version 3 application

Analysis of the validity test results in table 2 above shows the Average Variance Extracted (AVE) value above > 0.5 for all constructs contained in the research model. Thus, the AVE values for the four variables meet the requirements of convergent validity.

Reliability Test

The composite reliability value above > 0.7 means that the construct can explain more than 50% of the variance of its indicators. All constructs in the estimated model meet the discriminant validity criteria. The lowest composite reliability value is 0.840 on the Brand Image construct. The reliability test is strengthened by Cronchbach's alpa in the smartPLS Version 3 output with the recommended value > 0.6, the table above shows the

Cronbach's alpha value for all constructs > 0.6, meaning that this study has met the reliability criteria.

Evaluation of Structural Model

The first step in evaluating the structural model is to analyze and check the presence of collinearity between constructs and the predictive ability of the model. Then proceed with measuring the predictive ability of the model using five criteria, namely the coefficient of determination (R²), path coefficients, cross-validated redundancy (Q²), and path coefficients (Sarstedt et al 2017). Coefficient of determination (R-square) to see the test value that is only owned by exogenous variables, evaluation through testing the significance of the influence of exogenous (independent) variables on endogenous (dependent) variables.

Table 3 Coefficient of Determination Results

	R Square	R Square Adjusted
Purchase Decision (Y)	0,544	0,535

Source: Results of processed data from the smartPLS Version 3 application

The test results show a value of 0.544 for the constructs of Brand Image, Brand Trust and Brand Ambassador on Purchase Decision. According to Sarstedt, et al (2017) in (Furadantin, 2018) the coefficient of determination is expected to be between 0 and 1, the R² value is 0.60 (strong), 0.50 (moderate), and 0.25 (weak). Based on the results of data processing, the R² value is 0.544 or 54.4%, meaning that the ability of the Purchase Decision variable to explain the variance of the dependent variable is at a moderate level.

Hypothesis Test

Based on data processing that has been carried out using smartPLS version 3 analysis to answer the hypothesis. Hypothesis testing in this study was carried out using the bootstrapping procedure. This study uses a confidence level of 95% so that the level of precision or limit of inaccuracy alpha 5% (0.05) while the T-table value is 1.97 If the T-table value > 1.97 then the hypothesis is accepted, as for the results of the bootstrapping analysis as follows:

Table 4 Bootstrapping Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (X1) -> Purchase Decision (Y)	0,276	0,281	0,106	2,596	0,010
Brand Trust (X2) -> Purchase Decision (Y)	0,297	0,296	0,117	2,544	0,011
Brand Ambassador (X3) -> Purchase Decision (Y)	0,285	0,283	0,078	3,652	0,000

Source: Results of processed data from the smartPLS Version 3 application

Hypothesis Testing (H1): Table 4 addresses the first hypothesis, indicating a significant influence between Brand Image and Purchase Decision, with a T-statistic value of 2.596 >

1.97. Furthermore, the p-value is smaller than alpha, at $0.010 < 0.05$, with a positive original sample value of 0.276.

Hypothesis Testing (H2): Table 4 addresses the second hypothesis, demonstrating a significant influence between Brand Trust and Purchase Decision, with a T-statistic value of $2.544 > 1.97$. Similarly, the p-value is smaller than alpha, at $0.011 < 0.05$, with a positive original sample value of 0.297.

Hypothesis Testing (H3): Table 4 addresses the third hypothesis, indicating a significant influence between Brand Ambassador and Purchase Decision, with a T-statistic value of $3.652 > 1.97$. The p-value is smaller than alpha, at $0.000 < 0.05$, with a positive original sample value of 0.285.

Hypothesis Testing (H4): Table 3 addresses the fourth hypothesis, stating the simultaneous influence of Brand Image, Brand Trust, and Brand Ambassador on Purchase Decision, with an R2 value of 0.544 or 54.4%, indicating a moderate level of influence.

Discussion

The Influence of Brand Image on Purchase Decision

The research findings demonstrate that Brand Image significantly influences Purchase Decision. Based on the data analysis of respondents, this study supports previous research indicating that Brand Image has a positive and significant impact on Purchase Decision (Syamsurizal et al., 2020; Sterie, et al., 2019). Brand Image is a crucial element as it reflects consumers' perceptions of a brand and the products it offers. As a result of the interaction between consumers and the brand, Brand Image encompasses various aspects, including brand reputation, product quality, consumer trust, and user experience. The importance of Brand Image is evident from the findings that the more positive consumers' perceptions of Shopee's Brand Image, the more significant its influence on purchase decisions. Consumers tend to choose to make a purchase when they have a positive view of the brand. Conversely, a less positive Brand Image may hinder purchase decisions as consumers may doubt the product's quality or feel less confident about the brand.

In the context of Shopee as an e-commerce platform, consumer trust in the platform and the overall brand image can influence their decisions to make purchase transactions. A positive user experience, responsive customer service, and consistent product quality are contributing factors to the formation of a positive brand image. Therefore, these positive and significant findings indicate that a good Brand Image can be a primary driver in shaping consumer preferences and purchase decisions in the e-commerce environment, especially in the use of the Shopee platform. Companies should ensure that their brand positioning reflects the values desired by consumers and what the market needs. A positive brand image can influence consumer loyalty to Shopee. Consumers who have a positive experience with this platform and are satisfied with the products they purchase are more likely to return to Shopee for shopping. A strong brand image can create an emotional bond with consumers and encourage them to choose Shopee over competitors (Jusika et al., 2024).

The Influence of Brand Trust on Purchase Decision

The research findings indicate that Brand Trust has a significant impact on Purchase Decision. Based on the data analysis of respondents, this study supports previous research indicating that Brand Trust has a positive and significant influence on Purchase Decision (Maulana et al., 2021; Wijaya and Pahar, 2022). Brand trust is a key factor in shaping consumer purchase decisions. High levels of trust in a brand can play a significant role in motivating consumers to choose and purchase products or services from that brand. Trust in a brand establishes the foundation for a long-term relationship between the brand and consumers. Consumers who trust a brand believe that the brand will deliver the promised quality, respect consumer values, and provide a positive experience. This high level of trust can reduce consumer perception of purchase risk and help overcome uncertainty associated with products or services.

Purchase decisions are often influenced by consumers' perceptions of brand reliability and credibility. If a brand is perceived as trustworthy, consumers are more likely to choose products or services from that brand. Brand trust can also play a crucial role in situations where consumers are faced with many options, as they may tend to choose the brand perceived as most trustworthy. In the context of Shopee, consumers' trust in the platform can directly impact purchase decisions. If consumers have high trust in Shopee as a reliable e-commerce platform that is safe and provides good service, they are more likely to lean towards making purchase transactions through Shopee. Increasing consumer trust in the brand can be a determining factor in building consumer loyalty, expanding market share, and improving overall e-commerce business performance. Therefore, efforts to build and maintain consumer trust should be an integral part of Shopee's marketing and brand management strategy.

The Influence of Brand Ambassador on Purchase Decision

The research findings indicate that Brand Ambassador has a significant impact on Purchase Decision. Based on the data analysis of respondents, this study supports previous research indicating that Brand Ambassador has a positive and significant influence on Purchase Decision (Lailiya, 2020; Mananeke and Tampenawas, 2022). Brand ambassadors play a crucial role in shaping the brand image of a brand, and their impact can directly affect consumer purchase decisions. The trust built by consumers in the brand ambassador can act as a crucial trigger in motivating purchase decisions. Consumers often tend to trust individuals who are considered credible and relevant to a particular brand, so a positive relationship with the brand ambassador can create emotional bonds and identification that can influence their decisions to choose products or services associated with that figure.

The importance of brand ambassadors also lies in the psychological impact they create. The association of a well-known figure with a brand creates an endorsement effect, where the positive image held by the brand ambassador can transfer to the brand itself. Thus, consumers tend to associate the positive values, lifestyles, or images held by the brand ambassador with the products or services represented by the brand. This psychological impact can play a crucial role in influencing consumer perceptions and, ultimately, their purchase decisions. In the context of Shopee, if the brand ambassador associated with the

platform successfully builds a positive image, trust, and identification with Shopee's target market, then a positive contribution to consumers' purchase decisions can be realized. Therefore, selecting the right brand ambassador and marketing strategies that incorporate the positive effects of the presence of celebrities can be key to shaping a strong brand image and influencing consumer purchasing behavior.

The Influence of Brand Image, Brand Trust, and Brand Ambassador on Purchase Decision

The research findings indicate that Brand Image, Brand Trust, and Brand Ambassador collectively influence Purchase Decision. Based on the data analysis of respondents, this study supports previous research indicating that Brand Ambassador (Nyoman and Utari, 2024; Lukitaningsih and Lestari, 2023). Brand image creates the foundation for consumer perceptions of the brand. A positive brand image, encompassing factors such as product quality, brand image, and user experience, can build brand attractiveness and uniqueness. A strong brand image provides a positive basis for brand trust and can support the positive image represented by the brand ambassador. Trust in the brand is closely related to brand image. The positive image generated from the brand image can increase consumers' trust in the brand. When consumers feel confident and believe in the quality, integrity, and values of the brand, the level of brand trust increases. Brand trust can reinforce the positive effects of brand image on purchase decisions. Brand ambassadors act as living representations of the brand image. The success of brand ambassadors in creating emotional connections with consumers can strengthen the brand image and build brand trust. Consumers who identify themselves with the brand ambassador may be more likely to trust the brand and consider it more convincing. In relation to purchase decisions, brand ambassadors can act as catalysts that accelerate the conversion process from preference to purchase action. This overall interaction forms a holistic experience that influences consumer preferences and actions. Thus, the simultaneous relationship between brand image, brand trust, and brand ambassador forms a complex ecosystem in shaping purchase decisions.

CONCLUSION

Brand Image has a positive and significant influence on Purchase Decision among Shopee users in Pekanbaru. Brand Trust also has a positive and significant influence on Purchase Decision among Shopee users in Pekanbaru. Brand Ambassador demonstrates a positive and significant influence on Purchase Decision among Shopee users in Pekanbaru. Brand Image, Brand Trust, and Brand Ambassador collectively have a significant simultaneous effect on Purchase Decision, with a moderate level of influence based on the determination test.

The responses from respondents indicate that Shopee's brand image needs improvement to have a greater impact on users' purchase decisions. Strengthening brand image can create a positive perception of Shopee's quality, trustworthiness, and value. Therefore, steps such as refining brand messaging, enhancing product presentation, providing positive user experiences, and utilizing relevant brand ambassadors or influencers need to

be taken. User responses indicate that Shopee's brand trust needs improvement to have a greater impact on purchase decisions. To strengthen brand trust, Shopee can focus on transparency regarding return and transaction policies, enhancing online transaction security, promptly responding to customer feedback, and consistently implementing corporate policies. Shopee can build customer trust, enhance its reputation, and ultimately influence consumer purchase decisions. To maximize the role of brand ambassadors in Shopee, focus on selecting relevant figures who can connect with users. Engage in creative collaborations in marketing campaigns to create positive experiences. Encourage brand ambassador participation in social activities aligned with Shopee's values. Shopee can enhance its brand image and influence user purchase decisions. Evaluate pricing and offer attractive discounts. Strengthen brand image through brand messaging, appealing product presentation, and positive experiences. Choose relevant brand ambassadors to reinforce brand image. Enhance consumer trust through transparency, transaction security, quick responsiveness, and consistent policy enforcement. With this approach, companies can build a strong brand image, increase trust, and influence purchase decisions. It is recommended to include variables that better represent purchase decisions among Shopee users in Pekanbaru.

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