

ANALYSIS OF THE INFLUENCE OF TRUST AND BRAND IMAGE ON CONSUMER SATISFACTION IN PRODUCT PURCHASES ON THE TOKOPEDIA APPLICATION AND IMPACT ON CUSTOMER LOYALTY (Case Study on Tokopedia Customers in Lubuklinggau, South Sumatra)

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Abstract

This study aims to analyze the influence of trust and brand image on consumer satisfaction in purchasing products through the Tokopedia application, and to evaluate its impact on customer loyalty. Along with the rapid development of e-commerce in Indonesia, trust in online buying and selling platforms has become an important factor influencing consumer decisions. On the other hand, a strong brand image also contributes to forming positive perceptions regarding product and service quality. In this study, data were collected using questionnaires distributed to Tokopedia customers in Lubuklinggau, South Sumatra, with a representative sample. The analysis method used was multiple linear regression to test the relationship between variables. The results showed that both trust and brand image have a significant positive effect on customer satisfaction. Furthermore, customer satisfaction has been shown to contribute significantly to customer loyalty, indicating that satisfied consumers tend to make repeat purchases at Tokopedia. This research provides important contributions to marketing practices and strategy development to improve brand trust and image, which can ultimately support increased customer satisfaction and loyalty in this digital era. Therefore, Tokopedia marketing managers need to consider the results of this study in formulating effective policies and strategies to attract and retain customers.

Keywords: *Brand Image, Consumer Satisfaction, Customer Loyalty, Tokopedia Application, Product Purchase*

INTRODUCTION

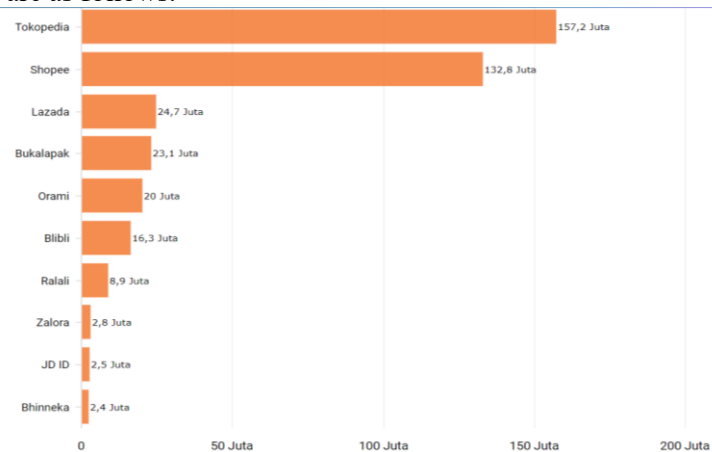
The development of information and communication technology today certainly has a significant impact on people's lifestyles. In carrying out daily activities, people today cannot be separated from the internet. Based on the survey results of the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period which was 210.03 million users. The number of internet users is equivalent to 78.19% of Indonesia's total population of 275.77 million people. When compared to the previous survey period, Indonesia's internet penetration rate this year has increased by 1.17 percent compared to 2021-2022 which was 77.02% (Sadya, 2023).

Currently, almost all sectors have utilized technological developments to innovate both in the industrial sector, information systems and the financial sector. Technology is used in almost all aspects of life with the aim of making it easier for humans to carry out their activities ranging from shopping, transportation, finance, tourism to making donations and other economic activities can be accessed digitally. The development of digital technology has changed the lifestyle of today's society, people's lives that are close to gadgets and the Internet and supported by digital technology-based service facilities make people's daily activities simpler by using gadgets in their hands (Nurdin et al., 2020).

This opportunity is certainly not ignored by business actors, by making breakthroughs in internet-based trading applications (e-commerce) that provide various needs for buying and selling transactions in the community and can be easily accessed in real time, e-commerce is a buying and selling activity using applications or electronic media. The emergence of e-commerce in Indonesia has proven to have an impact on people's shopping behavior which is greatly facilitated by the presence of various e-commerce in Indonesia. The development of e-commerce in Indonesia is very rapid, as evidenced by the increasing number of e-commerce that has emerged in Indonesia,

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one of which is Lazada.com (Masiaga et al., 2022). The e-commerce sites with the largest number of users in Indonesia (Quarter I 2022) are as follows:



Source: APJJ Survey report (2023)

Figure 1.1 Ranking of 10 E-Commerce with the Most Visits

Based on the diagram above, it can be seen that in the first quarter of 2022, Tokopedia ranked first as an e-commerce with the largest number of users in Indonesia with an average number of monthly users of the Tokopedia page reaching 157.2 million users throughout Indonesia (Dihni, 2022). However, even though in the first quarter of 2022, Tokopedia had become the e-commerce with the most visits and users, in the second-fourth quarter of 2022. Tokopedia experienced a decrease in the number of users and page visits which resulted in a decrease to second place as an e-commerce with the largest number of users and visits. This can be seen in the following table:

Table 1.1 Number of visits to Tokopedia 2022 Q2-IV

No	Shopee / Visit	Tokopedia / Visit	Lazada / Visits	Blibli / Visit	Bukalapak / Visits
1.	179,000,000	139,100,000	67,800,000	30,200,000	20,300,000
2.	173,600,000	129,700,000	73,700,000	33,900,000	20,300,001
3.	191,600,000	136,700,000	83,200,000	37,400,000	19,700,000

Source: DataBoks (2022)

Based on SimilarWeb data, above it can be seen that there was a very significant decrease in the number of users and page visits that occurred on Tokopedia e-commerce in the previous quarter compared to quarters II, III and IV of 2022. The decrease in the number of users and old visits to Tokopedia is inseparable from the impact of the sense of customer loyalty as users of the e-commerce application who feel dissatisfied and switch to using other e-commerce applications that are more trusted and have a better brand image in their use. (Ahdiat, 2023). The rapid growth of the e-commerce business is influenced by several factors, one of which is the consumer loyalty factor, so that they choose Tokopedia as an e-commerce to shop for their needs. Providing good service to consumers by a company will create consumer satisfaction, if consumers are satisfied they will make repeat purchases and recommend others to buy in the same place, consumer loyalty is the most important thing in repeat customer purchases. According to (Kotler & Keller, 2016) consumer loyalty is an attitude held by consumers and directly affects repeat purchases. According to in order to obtain continuously and want the desired goods again in the future even though there is an influence of the situation. To win the competition and gain loyalty from consumers, companies must be able to provide a competitive advantage by satisfying the needs of their consumers. Consumers must be satisfied because if they are not satisfied, it will cause the frequency of consumers using the service to decrease and switch to the products or services of competing companies. With more and more consumers switching to customers of competing companies' products, it can be predicted that the company's income will

decrease. Because this affects the size of the profit that will be obtained, it is a measure of management's success in managing its company (Harahap, 2020).



Figure 1.2 Tokopedia Promotional Advertisement With BTS

However, building a brand image or positive public assumption of an online shopping media is not easy. There are errors in shipping goods, inconsistencies in the products ordered also become. The existence of untrustworthy figures often becomes an e-commerce problem in transactions.

LITERATURE REVIEW

A. Marketing

Marketing is a very important element in the development of a company, especially companies that do business about products and services. Marketing is an activity carried out by a company in order to maintain the potential of the company. Develop and make money, the progress of the company is certainly influenced by its success in marketing.

B. Consumer Loyalty

According to Kotler & Keller, (2016), customer loyalty is a deeply held stance to continuously obtain and want the desired goods again in the future even though there is a situational influence. According to Griffin (2016) stated that loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services from a selected company. Based on the definition above, it can be interpreted that customer loyalty is a result obtained from customer satisfaction with a product or service, this loyalty has a positive impact on the company such as loyal customers making repeat purchases of the company's products.

C. Customer Satisfaction

Consumer satisfaction is the main goal that must be achieved in the marketing concept. Consumer satisfaction can be defined as a response or response from consumers regarding a product or service that they have used or enjoyed. Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (result) of the product that is thought to the performance (result) that is expected (Fandy, 2016).

Satisfaction is the level of a person's feelings after comparing the performance (results) they feel compared to their expectations. Customer satisfaction is a buyer's evaluation where the chosen alternative is at least the same or exceeds customer expectations, while dissatisfaction arises when the results (outcomes) do not meet expectations. Consumer satisfaction or dissatisfaction is a customer's response to the evaluation of the perceived discrepancy between previous expectations and the actual performance of the product felt after its use (Kotler & Keller, 2018). Meanwhile, according to Daryanto & Ismanto, (2014) stated that consumer satisfaction is an emotional assessment of consumers after consumers use a product, where the expectations and needs of consumers who use it are met.

D. Trust

Trust is a key variable in developing consumer desire for durable products and services to maintain long-term relationships, in this case customer relationships with financial institutions (lupioyadi, 2013). According to Kotler and Keller (2016) trust is the willingness of a company to rely on business partners. Trust depends on a number of interpersonal and interorganizational factors, such as company competence, integrity, honesty and kindness. Trust

is generally seen as a fundamental element for the success of a relationship. Without trust, a relationship will not last in the long term. Trust is an expectation given by consumers individually or in groups regarding words, promises, oral or written statements from an individual or other group can be realized (Rianto, 2014).

E. Brand Image

Brand image is a name, term, sign, symbol, design, or a combination of these. The purpose of which is to identify the goods or services of an individual or group of sellers and to differentiate them from the goods or services of one seller or group of sellers and competing services (Kotler & Keller 2018). Meanwhile, according to Setyawati & Farradia (2021), brand image is a set of unique associations that marketers want to create or maintain. Brand image is a series of tangible and intangible properties such as ideas, beliefs, values, interests and features that make it unique.

METHOD

A. Types of research

In this study, the researcher used quantitative data. According to Sugiyono (2015), quantitative can be interpreted as a research method based on the philosophy of positivism, used to research a certain population or sample, data collection using research instruments, quantitative data analysis and connecting intervening variables (Z), with the aim of testing the established hypothesis. This study consists of 3 variables, namely independent variables (Independent), dependent variables (Dependent) and intervening variables (Z). According to Ghazali, (2016) states that independent variables are variables that influence the emergence of changes from dependent variables (bound) ". While dependent variables (bound variables) are variables that are influenced or that are the result of the existence of independent variables.

B. Nature of Research

The nature of this research is replication, which is a repeat study of previous similar research but with different objects and periods. This study replicates research by (Juwita, 2020) entitled "The Influence of Customer Trust and Brand Image on Loyalty Through Satisfaction as a Mediating Variable on Customers of KMS Satay, Siteba Padang Branch". The difference from previous research lies in the object of the research.

C. Data source

1. Primary Data

According to Sugiyono, (2015) that primary data is a data source that directly provides information to data collectors. Data is collected by researchers directly from the source or first place where the research was conducted. Primary data in this study comes from data obtained from questionnaires that were distributed directly to the people of Lubuklinggau, South Sumatra who use the Tokopedia application when shopping online.

2. Secondary Data

The definition of secondary data according to Sugiyono, (2015) is that secondary data is a data source that does not directly provide information to data collectors, for example through other parties or through documents. Secondary data comes from theory books, scientific articles and scientific journals.

F. Method of collecting data

1. Observation

Observation is conducting systematic observations and recording of the phenomena being investigated. Data collection techniques through observation are used when the research concerns human behavior, work processes, natural phenomena and when the respondents being observed are not too many (Sugiyono, 2017).

2. Questionnaire

This research uses a questionnaire method. A questionnaire is a data collection technique that is carried out by providing a series of questions or statements to other people who are respondents. A questionnaire is a method used by researchers to obtain accurate information. The questionnaire is intended to measure each variable (Sugiyono, 2015).

RESULTS AND DISCUSSION

A. TokoPedia Profile



Figure 4.1 Tokopedia Logo

PT Tokopedia is an e-commerce company or often called an online store. Since its founding in 2009, Tokopedia has transformed into an influential unicorn not only in Indonesia but also in Southeast Asia. [3] Until now, Tokopedia is one of the most visited marketplaces by the Indonesian people. Tokopedia also supports Micro, Small and Medium Enterprises (MSMEs) and individuals to develop their businesses by marketing products online with the Government and other parties. One of the collaboration programs initiated by Tokopedia is the annual MAKERFEST event which has been held since March 2018. On May 17, 2021, Tokopedia and Gojek officially announced a merger and formed the GoTo Group. The name GoTo itself comes from the abbreviations Gojek and Tokopedia.

B. Respondents' Answer Description

The frequency distribution of respondents' answers regarding the Customer Loyalty variable statement (Y) is explained in the table below:

1. Frequency Distribution of Customer Loyalty Variable (Y)

Table 4.4 Distribution of Customer Loyalty Variable Item Answers (Y)

Item	1		2		3		4		5		Mean
	F	%	F	%	F	%	F	%	F	%	
1	-	-	-	-	26	27.1	41	42.7	29	30.2	4.03
2	-	-	1	1	30	31.3	43	44.8	22	22.9	3.90
3	-	-	-	-	27	28.1	40	41.7	29	30.2	4.02
MeanCustomer Loyalty(Y)											3.98

Source: Processed Primary Data (2022)

Based on Table 4.4, it can be seen that statement (1) shows the results that out of 96 respondents who answered strongly agree, 29 people with a percentage of (30.2%), 41 people answered agree (42.7%), 26 people answered neutral (27.1%), no respondents answered disagree and strongly disagree. In addition, the average score for item 1 was 4.03, which means that respondents tend to agree that they will make repeat purchases using the Tokopedia application.

2. Frequency Distribution of Trust Variable (X1)

The frequency distribution of respondents' answers regarding the trust variable statement (X1) is explained in the table below:

Table 4.5 Distribution of Answers to Trust Variable Items (X1)

Item	1		2		3		4		5		Mean
	F	%	F	%	F	%	F	%	F	%	
1	-	-	-	-	21	21.9	43	44.8	32	33.3	4.11
2	-	-	1	1	25	26	48	50	22	22.9	3.95
3	-	-	1	1	21	21.9	45	46.9	29	30.2	4.06
4	-	-	3	3.1	22	22.9	46	47.9	25	26	3.97
MeanTrust											4.02

Source: Processed Primary Data (2023)

Based on Table 4.5, it can be seen that statement (1) shows the results that out of 96 respondents who answered strongly agree, 32 people with a percentage of (33.3%), 43 people answered agree (44.8%), 21 people answered neutral (21.9%), no one answered disagree and strongly disagree. In addition, the average score for item 1 was 4.11, which means that respondents tend to agree and strongly agree that Tokopedia is a trusted and reliable e-commerce.

3. Frequency Distribution of Brand Image Variable (X2)

The frequency distribution of respondents' answers regarding the Brand Image variable statement (X2) is explained in the table below:

Table 4.6 Distribution of Answers to Brand Image Variable Items (X2)

Item	1		2		3		4		5		Mean
	F	%	F	%	F	%	F	%	F	%	
1	-	-	-	-	8	8.3	36	37.5	52	54.2	4.46
2	-	-	1	1	20	20.8	46	47.9	29	30.2	4.07
3	-	-	2	2.1	20	20.8	41	42.7	33	34.4	4.09
MeanBrand Image											4.20

Source: Processed Primary Data (2023)

Based on Table 4.6, it can be seen that statement (1) shows the results that out of 96 respondents who answered strongly agree, 52 people with a percentage of (54.2%), 36 people answered agree (37.5%), 8 people answered neutral (8.3%), no respondents answered disagree and strongly disagree. In addition, the average score for item 1 was 4.46, which means that respondents tend to agree and strongly agree that Tokopedia provides product or service excellence that focuses on consumer satisfaction.

4. Frequency Distribution of Consumer Satisfaction Variable (Z)

The frequency distribution of respondents' answers regarding the Consumer Satisfaction variable statement (Z) is explained in the table below:

Table 4.7 Distribution of Responses to Consumer Satisfaction Variable Items (Z)

Item	1		2		3		4		5		Mean
	F	%	F	%	F	%	F	%	F	%	
1	-	-	1	1	19	19.8	48	50	28	29.2	4.07
2	-	-	-	-	24	25	43	44.8	29	30.2	4.05
3	-	-	-	-	26	27.1	38	39.6	32	33.3	4.06
4	-	-	-	-	25	26	36	37.5	35	36.5	4.10
Mean Customer Satisfaction											4.07

Source: Processed Primary Data (2023)

Based on Table 4.7, it can be seen that statement (1) shows the results that out of 96 respondents who answered strongly agree, 28 people with a percentage of (29.2%), 48 people answered agree (50%), 19 people answered neutral (19.8%), 1 respondent answered disagree and strongly disagree. In addition, the average score for item 1 was 4.07, which means that respondents tend to agree and strongly agree that the products sold or offered on the Tokopedia application are of good quality.

C. Data analysis

1. Validity Test

Table 4.8 Validity Test Results

Variable Y (Customer Loyalty)			
Statement	rhitung	rtable	Validity
1	0.873	0.361	Valid
2	0.859	0.361	Valid
3	0.824	0.361	Valid
Variable Z (Customer Satisfaction)			
Statement	rhitung	rtable	Validity
1	0.892	0.361	Valid
2	0.862	0.361	Valid
3	0.888	0.361	Valid
4	0.769	0.361	Valid
Variable X1 (Trust)			
Statement	rhitung	rtable	Validity
1	0.901	0.361	Valid
2	0.917	0.361	Valid
3	0.792	0.361	Valid
4	0.884	0.361	Valid
Variable X2 (Brand Image)			
Statement	rhitung	rtable	Validity
1	0.618	0.361	Valid
2	0.865	0.361	Valid
3	0.848	0.361	Valid

Source: Data processed from appendix 3 (2023)

Table 4.8 shows that all statement points for the Consumer Loyalty variable, trust variable, brand image variable and consumer satisfaction variable have a calculated r value that is greater than the table r value, so it can be concluded that all statements for each variable are declared valid.

2. Classical Assumption Test of Equation I
a. Normality Test of Equation I

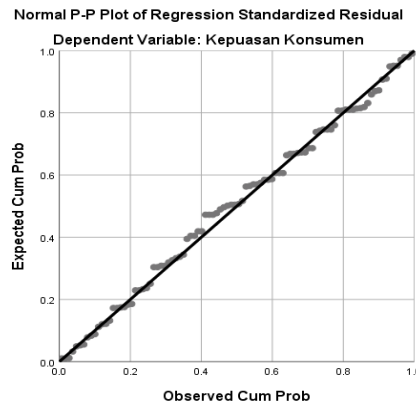


Figure 4.3 Normal P Plot of Equation I

Normally distributed data will form a straight diagonal line and the residual data plotting will be compared with the diagonal line, if the residual data distribution is normal then the line that describes the actual data will follow the diagonal line (Ghozali, 2016). The test results using SPSS 25.00 are as follows:

Table 4.10 One Sample Kolmogorov Smirnov Test I
One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual	
N		96	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.43456524	
Most Extreme Differences	Absolute	.066	
	Positive	.044	
	Negative	-.066	
Test Statistics		.066	
Asymp. Sig. (2-tailed)		.200 ^{c,d}	
Monte Carlo Sig. (2-tailed)	Sig.	.800 ^e	
	99% Confidence Interval	Lower Bound	.681
		Upper Bound	.919

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Based on 75 sampled tables with starting seed 2000000.

Source: Data processed from appendix 4 (2023)

From the output in table 4.10, it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.800, the significance is more than 0.05, so the residual value is normal, so it can be concluded that all variables are normally distributed.

b. Multicollinearity Test of Equation I

Table 4.11 Results of Multicollinearity Test I

Model	Coefficientsa	
	Tolerance	VIF
1 (Constant)		
Trust	.652	1,533
Brand Image	.652	1,533

a. Dependent Variable: Consumer Satisfaction

Source: Data processed from appendix 4 (2023)

Based on table 4.11, it can be seen that the tolerance value of the trust variable is 0.652 and the brand image variable is 0.652 where all are greater than 0.10 while the VIF value of the trust variable is 1.533 and the brand image variable is 1.533 where all are less than 10. Based on the calculation results above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 10 so that there is no correlation symptom in the independent variables. So it can be concluded that there is no multicollinearity symptom between independent variables in the regression model.

DISCUSSION

Based on the results of the hypothesis testing that has been done, the next stage is the explanation of the relationship between the variables in this study which are then linked to customer satisfaction and repurchase interest, previous studies and management science so that they can support the previous statements. The explanation of the results is as follows:

1. The Influence of Trust on Consumer Satisfaction

Based on the results of the analysis of hypothesis 1, it can be seen that trust has a positive and significant effect on consumer satisfaction. This is in accordance with the results of previous research conducted by (Juwita, 2020) entitled *The Influence of Customer Trust and Brand Image on Loyalty Through Satisfaction as a Mediating Variable on Customers of KMS Satay, Siteba Padang Branch*. Where the results of this study show that trust has an effect on consumer satisfaction. According to (Jogiyanto, 2019) trust is an individual's assessment after obtaining, processing, and collecting information which will then produce various assessments and assumptions. If customers are satisfied, usually customers will not look at competitors and continue to buy products from the company because of the trust for customers in terms of the quality of the company (Hermanto, 2022).

2. The Influence of Brand Image on Consumer Satisfaction

Based on the results of the analysis of hypothesis 2, it can be seen that trust has a positive and significant effect on consumer satisfaction. This is in accordance with the results of previous research conducted by (Setyawati et al., 2022) entitled *Analysis of Service Quality and Brand Image on Consumer Satisfaction*. Where the results of this study show that brand image affects consumer satisfaction. The brand image of an e-commerce is also the most important part in building satisfaction.

3. The Influence of Trust on Customer Loyalty

Based on the results of the analysis of hypothesis 3, it can be seen that trust has a positive and significant effect on customer loyalty. This is in accordance with the results of previous research conducted by (Hermanto, 2022) entitled *"The Influence of Customer Satisfaction, Customer Trust, Brand Image, and Service Quality on Customer Loyalty at Tokopedia, Palembang City"*. Where the results of this study show that trust has an effect on customer loyalty. Trust is a key variable in developing consumer desires for durable products and services to maintain long-term relationships, in this case customer relationships with financial institutions (Fadzar et al., 2020). Trust is an expectation held by an individual or a group when words, promises, oral or written statements from an individual or other group can be realized (Shilawati, 2020).

4. The Influence of Brand Image on Customer Loyalty

Based on the results of the analysis of hypothesis 4, it can be seen that brand image does not have a significant effect on customer loyalty. This is in accordance with the results of previous research conducted by (Juwita, 2020) entitled *The Influence of Customer Trust and Brand Image on Loyalty Through Satisfaction as a Mediating Variable on Customers of KMS Satay, Siteba Padang Branch*. Where the results of this study indicate that brand image does not affect customer loyalty.

5. The Influence of Consumer Satisfaction on Customer Loyalty

Based on the results of the analysis of hypothesis 5, it can be seen that consumer satisfaction has a positive and significant effect on customer loyalty. This is in accordance with the results of previous research conducted by (Hapsari, 2018) entitled *Analysis of the Influence of Halal Labels, Brand Image and Product Quality on Customer Loyalty with Consumer Satisfaction as an Intervening Variable (Case Study of Wardah Cosmetics in Surakarta City)*. Where the results of this study indicate that consumer satisfaction has an effect on customer loyalty. Where the results of this study are in accordance with the theory presented by (Tjiptono, 2014) that satisfaction is something that is closely related to purchasing decisions.

6. Consumer Satisfaction Mediates the Relationship between Trust and Customer Loyalty

Based on the results of the analysis of hypothesis 6, it can be seen that consumer satisfaction cannot mediate the relationship between trust and customer loyalty. This is in accordance with the results of previous research conducted by (Juwita, 2020) entitled *The Influence of Customer Trust and Brand Image on Loyalty Through Satisfaction as a Mediating Variable on Customers of KMS Satay, Siteba Padang Branch*. Where the results of this study indicate that consumer satisfaction cannot mediate the relationship between trust and customer loyalty.

7. Consumer Satisfaction Mediates the Relationship between Brand Image and Customer Loyalty

Based on the results of the analysis of hypothesis 7, it can be seen that consumer satisfaction cannot mediate the relationship between brand image and customer loyalty. This is not in accordance with the results of previous research conducted by (Juwita, 2020) entitled *The Influence of Customer Trust and Brand Image on Loyalty Through Satisfaction as a Mediating Variable on Customers of KMS Satay, Siteba Padang Branch*. Where the results of this study indicate that consumer satisfaction cannot mediate the relationship between brand image and customer loyalty. In addition, the brand image of an e-commerce is also the most important part in building customer satisfaction and loyalty.

CONCLUSION

This study tries to answer the research objectives, namely to find out. *Analysis of the Influence of Trust and Brand Image on Consumer Satisfaction in Purchasing Products in the Tokopedia Application and Its Impact on Customer Loyalty (Case Study on Tokopedia Customers in Lubuklinggau, South Sumatra)*". The results of hypothesis testing using multiple linear regression analysis and path analysis show that:

1. The first hypothesis is accepted, meaning that the trust variable has an effect on consumer satisfaction at Tokopedia Lubuklinggau, South Sumatra.
2. The second hypothesis is accepted, meaning that the brand image variable has an effect on consumer satisfaction at Tokopedia Lubuklinggau, South Sumatra.
3. The third hypothesis is accepted, meaning that the trust variable has an effect on customer loyalty in Tokopedia Lubuklinggau, South Sumatra.
4. The fourth hypothesis is rejected, meaning that the brand image variable does not influence customer loyalty at Tokopedia Lubuklinggau, South Sumatra.
5. The fifth hypothesis is accepted, meaning that the consumer satisfaction variable has an effect on customer loyalty at Tokopedia Lubuklinggau, South Sumatra.
6. The sixth hypothesis is rejected, meaning that the consumer satisfaction variable cannot mediate the relationship between trust and customer loyalty at Tokopedia Lubuklinggau, South Sumatra.
7. The seventh hypothesis is rejected, meaning that the consumer satisfaction variable cannot mediate the relationship between brand image and customer loyalty at Tokopedia Lubuklinggau, South Sumatra.

Suggestion

Based on the results of this study, the author provides the following suggestions or input:

1. Tokopedia is advised to conduct continuous evaluation of customer satisfaction to increase customer loyalty, this is because the results of this study indicate that customer satisfaction is not able to mediate the relationship between trust and brand image on customer loyalty affecting customer satisfaction. This explains that the satisfaction given by Tokopedia to consumers is not optimal so that it has not had a maximum impact on building trust and a good brand image in the Lubuklinggau community, South Sumatra to be more loyal and always shop using the Tokopedia application.
2. The results of the study show that companies should pay attention to the quality of service available on the Tokopedia application so that they can provide maximum consumer satisfaction. Such as providing special requirements for registered stores and providing punishment for stores that violate transaction rules so that they are more trusted and safe to use which can improve the image in the eyes of consumers to build loyalty for customers who use the Tokopedia application.
3. For further research, it is suggested to develop this research by using other variables in order to develop research on variables that can influence consumer satisfaction and loyalty.

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