
The Effect of Information Quality and Brand Image on Shopee Food Repurchase Interest Mediated by Customer Trust

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Abstract:

The purpose of this study is to examine how Customer Trust mediates the relationship between information quality and brand image and repurchase interest in Shopee food. Specifically, the study will look at Yogyakarta-based Shopee e-commerce users. In order to gather data for this study, a descriptive-quantitative research method was employed. A sample of 104 people was required, and surveys were completed online using Google Forms and distributed via Facebook, Instagram, and Whatsapp. The data was then processed using SPSS 25 software to determine the findings. After analysis, it was discovered that repurchase interest (Y) is influenced by information quality (X1), brand image (X2), and Customer Trust (Z). Information quality (X1) and brand image (X2) are influenced by consumer trust (Z), and consumer trust variable is able to mediate the relationship between information quality, brand image, and consumer trust.

Keywords: *Information Quality, Brand Image, Repurchase Interest, Customer Trust*

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1. Introduction

E-commerce has become an integral part of daily life, with many people turning to online platforms to buy and sell goods. Initially, e-commerce was primarily used for purchasing and selling fashion items and home appliances on platforms such as Shopee, Lazada, and Tokopedia. However, over time, e-commerce has expanded to include food delivery services like Grab Food, Go Food, and Shopee Food. These delivery services provide an alternative for those who are too busy working, studying, or managing other responsibilities to prepare meals themselves. According to Vania and Simbolon (2021), the Shopee Food platform was launched in April 2020 and, by 2021, had begun fulfilling food and beverage orders in partnership with various food and beverage businesses, attracting numerous driver partners to deliver these orders to customers. Since its inception in 2020, Shopee Food has grown significantly, becoming the second most popular food ordering service in Indonesia.

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Recent research shows that 76% of users prefer GoFood, 72% prefer Shopee Food, and 64% prefer GrabFood. This indicates that Shopee Food is highly competitive with other food delivery services in Indonesia, holding a strong position in the market.

Despite the rapid growth of e-commerce and food delivery services, there is a gap in understanding the factors that influence customer trust and repurchase interest. Repurchase interest, as defined by Sartika (2017), is based on previous purchasing experiences and is indicative of high trust levels. However, the relationship between information quality, brand image, and customer trust in the context of Shopee Food remains underexplored (Istri & Raka 2021). Previous studies have focused on the individual impact of these factors on repurchase interest, but there is a lack of comprehensive research examining their interrelationships.

Customer trust is seen as a perception of reliability based on past experiences, particularly through transactions or interactions where expectations related to product performance and satisfaction are met (Melania, Sulistiono, & Setiawan, 2013). Information quality, defined as the clarity and accuracy with which vendors provide information to customers, has been shown to significantly affect purchasing decisions (Agustina & Tholok, 2019; Wijaya & Kempa, 2018). Additionally, research by Widiani, Indiani, and Wahyuni (2019) found that high-quality information significantly impacts consumers' interest in repurchasing.

Brand image, which encompasses the overall perceptions that consumers have about a brand (Kotler & Armstrong, 2018), also plays a crucial role in influencing purchase decisions. Studies by Prabandini and Rachmawati (2021) and Widiani, Indiani, and Wahyuni (2019) confirmed that brand image significantly affects repurchase intentions.

A study by Saputra (2020) on the impact of product quality, price, design, and brand image on repurchase interest for shoe products revealed that these factors accounted for 56.5% of repurchase intentions, leaving 43.5% influenced by other unexamined factors. This indicates a research gap where the role of information quality in combination with brand image and customer trust needs further investigation.

This study aims to fill this gap by examining how customer trust mediates the relationship between information quality, brand image, and repurchase interest in the context of Shopee Food. By introducing customer trust as a mediating variable, this research provides a novel approach to understanding the dynamics influencing repurchase interest.

The primary objective of this study is to investigate the mediating role of customer trust in the relationship between information quality, brand image, and repurchase interest among Shopee Food users. By doing so, this research aims to provide a comprehensive understanding of the factors that drive customer loyalty and repeat purchases in the e-commerce food delivery sector.

2. Theoretical background

Information Quality

The quality of information presented in online businesses is critical for customer decision-making (Amirarasyi et al., 2023). Effective information quality involves providing detailed and accurate descriptions of the goods and services offered (Dhewi 2022). This data must be beneficial and pertinent in forecasting the caliber and utility of a good or service. It is essential that product and service information is kept current to meet the needs of consumers and online shoppers. Accurate information helps online shoppers make consistent, comprehensible judgments, thereby influencing their purchasing decisions (Davis & Gnanasekar, 2021). Studies have shown that high-quality information significantly impacts consumers' trust and their intention to repurchase (Wijaya & Kempa, 2018; Widiani, Indiani, & Wahyuni, 2019).

Brand Image

Brand image refers to the perception customers have about a product or company, distinguishing it from competitors. A strong brand image is essential as it fosters trust and loyalty among customers (Ginting et al., 2023). When customers identify with and trust a brand, they are more likely to develop a positive brand image. This positive perception can lead to higher customer trust in the product, making them more likely to repurchase (Ulya & Rahayu, 2016; Gunawan & Wayan 2022). Research by Prabandini and Rachmawati (2021) confirms that brand image significantly influences consumer purchase decisions, including their repurchase intentions.

Customer Trust

Customer trust is a crucial factor in the online business environment. According to Costabel in Melania and Setiawan (2013), consumer trust is based on reliability derived from past experiences, specifically from a series of transactions or interactions where expectations regarding product performance and satisfaction are met. Trust plays a pivotal role in shaping customer loyalty and encouraging repeat purchases. When consumers trust that a product or service will meet their expectations, they are more likely to continue engaging with the brand (Melania, Sulistiono, & Setiawan, 2013).

Repurchase Interest

Repurchase interest is essentially a customer's behavior where they express satisfaction with the services received and show an interest in returning or repurchasing items from a business. According to Cronin et al. in Hendarsono and Sugiharto (2013), repurchase interest reflects a high degree of customer satisfaction and trust in the business. It is influenced by previous positive experiences and the perceived reliability of the product or service. A high level of repurchase interest indicates that customers are likely to become repeat buyers, which is crucial for the long-term success of any business.

3. Methodology

This study employed a survey approach and quantitative research design, gathering data through the use of a questionnaire. All users or customers who make purchases in Yogyakarta through the Shopee food application comprise the population under study. In this study, the total number of samples is: Sample is equal to the number of indicators times eight, and this study's number of samples is 13 times eight, or 104 samples, depending on the indicators used. The Shopee food application users serve as the research sample. Purposive sampling allows for the sample technique to be categorized as non-probability.

Validity testing is the initial step in data analysis, which is then completed. (Abdillah & Hartono, 2015) state that the validity test is the primary criterion that researchers apply in their scientific endeavor. Data that matches the researcher's provided data is considered genuine, and after being deemed valid, accurate data is obtained. A reliability test is the following stage. Reliability, in the opinion of Abdullah and Hartono (2015), demonstrates the measurement device's accuracy. Utilizing Cronbach's Alpha ratings on indicators and composite reliability to evaluate internal consistency, Next, the t test and Sobel test, The t test is used to determine the effect of variable X on Y and the sobel test is used to determine whether variable Z can mediate the influence between variable X on Y.

4. Empirical Findings/Result

Validity test

Tabel 1. Validity test

Variable	Instrument	R-Count	R-Table	Conclusion
Information quality (X1)	P1.X1	0,498	0,192	Valid
	P2.X1	0,589	0,192	Valid
	P3.X1	0,624	0,192	Valid
	P4.X1	0,711	0,192	Valid
	P5.X1	0,677	0,192	Valid
Brand image (X2)	P1.X2	0,646	0,192	Valid
	P2.X2	0,441	0,192	Valid
	P3.X2	0,621	0,192	Valid
	P4.X2	0,383	0,192	Valid
	P5.X2	0,618	0,192	Valid
	P6.X2	0,612	0,192	Valid
Customer trust (Z)	P1.Z	0,712	0,192	Valid
	P2.Z	0,500	0,192	Valid
	P3.Z	0,728	0,192	Valid
	P4.Z	0,675	0,192	Valid
Repurchase interest (Y)	P1.Y	0,759	0,192	Valid
	P2.Y	0,621	0,192	Valid
	P3.Y	0,752	0,192	Valid

P4.Y	0,783	0,192	Valid
P5.Y	0,561	0,192	Valid
P6.Y	0,754	0,192	Valid
P7.Y	0,589	0,192	Valid

Validity testing is carried out by comparing the value of $r_{\text{calculate}}$ with r_{tabel} or by comparing the value of sig with the value of α . If the test results show $r_{\text{count}} > r_{\text{tabel}}$ it means that there is a correlation (H_0 rejected) or the question has validity. Based on Table 1.2 above, it can be seen that all R_{hitung} values of each research question item are greater than R_{tabel} at the level of significance $\alpha=5\%$ so that it can be concluded that all question items from each variable are valid.

Reliability Test

After the validity test is carried out, proceed with a reliability test using the Cronbach Alpha formula. The questionnaire can be said to be reliable if each variable has a Cronbach Alpha value of > 0.7 . Here are the results of the reliability test:

Tabel 2. Reliability Test

Variable	Cronbach Alpha	Conclusion
<i>Information quality</i>	0,743	Reliable
<i>Brand image</i>	0,722	Reliable
<i>Customer confidence</i>	0,754	Reliable
<i>Repurchase interest</i>	0,769	Reliable

Based on Table 3 above, it is known that each variable has a Cronbach Alpha value of > 0.7 . So it can be said that the questionnaire used in this study is reliable.

1. The value of advertising on social media is 0.261 which shows that advertising variables on social media have a positive impact on purchasing decisions. If advertising on social media goes up and other independent variables are assumed to be constant, it will increase purchase decisions.
2. The amount of product completeness is 0.188 which shows that the product completeness variable has no influence on purchasing decisions.
3. The magnitude of the brand image value is 0.486 which indicates that the brand image variable has a positive impact on purchasing decisions. If the brand image improves and other independent variables are assumed to be constant, it will increase purchasing decisions.

t test

The t test is intended to test the significant influence of independent and partially bound variables. Partial tests or t tests are used to determine whether in the regression model the independent variable individually (partially) has a significant effect on the dependent variable. The test was conducted using significance level 0.05 ($\alpha=5\%$). If the calculated t value $> t$ table and is significant < 0.05 then the independent variable partially influences the dependent variable.

Tabel 3. t test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.880	1.858		2.627	.010
	TX1	.306	.090	.329	3.388	.001
	TX2	.213	.074	.281	2.899	.005

a. Dependent Variable: TZ

1. The test results for the influence of the information quality variable (X₁) on consumer trust (Z) obtained a value of $t_{count}=3.388 > t_{tabel}(0.025,102) = 1.983$ and a significant value = $0.001 < 0.05$, so it was concluded that the information quality variable had an effect on the consumer trust variable
2. The test results for the influence of the brand image variable (X₂) on consumer trust (Z) obtained a value of $t_{count}=2.899 > t_{tabel}(0.025,102) = 1.983$ and a significant value = $0.005 < 0.05$, it was concluded that brand image had an effect on the consumer trust variable.

Tabel 4. t test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.468	2.869		1.209	.230
	TX1	.420	.142	.266	2.953	.004
	TX2	.332	.114	.257	2.901	.005
	TZ	.531	.149	.312	3.569	.001

a. Dependent Variable: TY

2. The test results for the influence of the information quality variable (X₁) on repurchase interest (Y) obtained a value of $t_{count}=2.953 > t_{tabel}(0.025,101) = 1.984$ and a significant value = $0.004 < 0.05$. It was concluded that the information quality variable had an effect on the repurchase interest variable. shopee food consumers.
3. The test results for the influence of the brand image variable (X₂) on repurchase interest (Y) obtained a value of $t_{count}=2.901 > t_{tabel}(0.025,101) = 1.984$ and a significant value = $0.005 < 0.05$. It was concluded that the brand image variable had an influence on the repurchase interest variable. shopee food consumers.
4. The test results for the influence of the consumer trust variable (Z) on repurchase interest (Y) obtained a value of $t_{count}=3.569 > t_{tabel}(0.025,101) = 1.984$ and a significant value = $0.001 < 0.05$, so it was concluded that the consumer trust variable had an effect on the repurchase interest variable to shopee food consumers.

Sobel test

The Sobel test is used to determine the influence of the mediating variable, namely the influence of variable

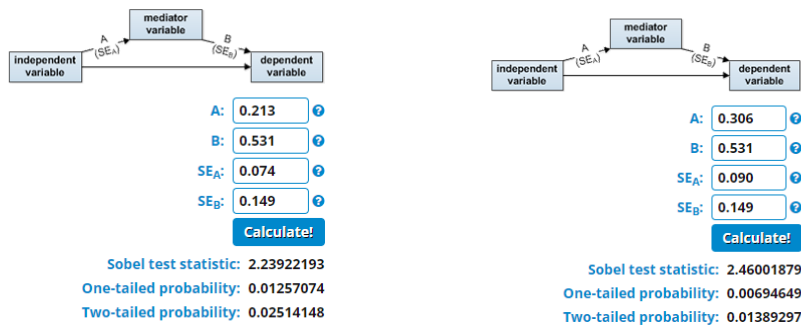


Figure 1. Sobel Test

1. In tabel 6 it can be seen that Customer confidence (Z) is able to mediate the influence of the Information quality variable (X1) on Repurchase interest(Y) because the value of the Two-tailed probability is $0.01389297 < 0.05$.
2. In tabel 7 it can be seen that the Customer confidence (Z) is able to mediate the influence Brand image variable (X2) on Repurchase interest (Y) because the value of the Two-tailed probability is $0.02514148 < 0.05$.

5. Discussion

The Influence of Information Quality on Repurchase Intention

The study found that information quality significantly influences repurchase intention among Shopee Food consumers. When consumers receive high-quality, accurate, and up-to-date information about products and services, their confidence in making purchasing decisions increases. This finding aligns with Davis and Gnanasekar (2021), who emphasized the importance of accurate information in helping consumers make consistent, informed judgments. Therefore, enhancing information quality on Shopee Food can lead to higher consumer satisfaction and increased likelihood of repeat purchases.

The Influence of Brand Image on Repurchase Intention

Brand image also significantly impacts repurchase intention. A positive brand image fosters trust and loyalty, making consumers more inclined to repurchase. This is consistent with the findings of Ulya and Rahayu (2016), who highlighted that a strong brand image is crucial for gaining consumer trust. A well-established brand image differentiates a company from its competitors and creates a positive perception among consumers, thus encouraging repeat purchases. Shopee Food's ability to maintain and enhance its brand image will be vital for sustaining customer loyalty and increasing repurchase rates.

The Influence of Consumer Trust on Repurchase Intention

Consumer trust was found to have a significant positive effect on repurchase intention. Trust is built through consistent positive experiences and the fulfillment of customer expectations, as noted by Melania and Setiawan (2013). When consumers trust a

platform like Shopee Food, they are more likely to continue using its services, demonstrating increased loyalty and repurchase intention. This underscores the importance of maintaining high levels of reliability and customer satisfaction to foster trust and encourage repeat business.

The Influence of Information Quality on Consumer Trust

The study also revealed that information quality positively affects consumer trust. When consumers perceive the information provided by Shopee Food as reliable and accurate, their trust in the platform increases. This finding supports the assertion by Wijaya and Kempa (2018) that high-quality information is crucial for building consumer trust. Shopee Food must continuously ensure that the information it provides is clear, accurate, and helpful to maintain and enhance consumer trust.

The Influence of Brand Image on Consumer Trust

Brand image significantly influences consumer trust, as a positive brand image can enhance consumers' perceptions of service quality and satisfaction. Prabandini and Rachmawati (2021) also found that brand image plays a crucial role in shaping consumer decisions. Shopee Food's ability to project a strong, positive brand image can lead to increased consumer trust, satisfaction, and loyalty. Implementing effective branding strategies will be essential for Shopee Food to strengthen its market position and build a loyal customer base.

The Mediating Role of Customer Trust

Customer trust mediates the influence of both information quality and brand image on repurchase intention. This indicates that the effects of information quality and brand image on repurchase intention are significantly enhanced when mediated by consumer trust. Essentially, high-quality information and a positive brand image build consumer trust, which in turn increases the likelihood of repurchase. This mediating effect underscores the integral role of trust in the consumer decision-making process, highlighting that efforts to improve information quality and brand image must also focus on building and maintaining consumer trust.

6. Conclusions

The study concludes that both information quality and brand image significantly influence repurchase interest among Shopee Food consumers. Additionally, consumer trust is crucial as it directly impacts repurchase interest and mediates the relationship between information quality, brand image, and repurchase interest. Higher quality information and a stronger brand image enhance consumer trust, which in turn boosts repurchase interest. To capitalize on these findings, Shopee Food should focus on maintaining and optimizing the quality of information provided to consumers and fostering a positive brand image. These efforts will build consumer trust and increase repurchase interest. Future research should consider expanding the scope of variables to better understand the factors influencing repurchase intention.

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