



Faculty of Economics and Business

Universitas Pamulang

**INTERNASIONAL CONFERENCE & CALL FOR PAPER**

**ECONOMICS, BUSINESS, INNOVATION AND CREATIVITY (EBIC), 30<sup>th</sup> April 2025**

Vol : 2

No.: 1

No. E- ISSN: 3025-4086

**THE INFLUENCE OF ONLINE SHOPS AND BRAND IMAGE  
ON PURCHASING DECISIONS**

**Wahyu Kurniawan<sup>1</sup>, Aditya Bimo Saputra<sup>2</sup>, Keysa Ananda Salsabila<sup>3</sup>**  
Pamulang University

*Email : [wahyukurniawan217@gmail.com](mailto:wahyukurniawan217@gmail.com)<sup>1</sup>, [adityabimo12@gmail.com](mailto:adityabimo12@gmail.com)<sup>2</sup>,  
[kkeys95@gmail.com](mailto:kkeys95@gmail.com)<sup>3</sup>*

**ABSTRACT**

*The development of digital technology has brought significant changes to how consumers shop. Online shops have emerged as an alternative means, offering convenience and efficiency. Meanwhile, brand image continues to play a crucial role in shaping consumer perceptions and trust in a product. This article aims to conceptually examine how online shops and brand image influence consumer purchasing decisions. Through a literature review approach, this article concludes that the convenience, security, and ease of transactions on online platforms, along with a positive perception of the brand, can significantly drive consumers' decisions to purchase a product. This study provides insights into the synergy between digital platform characteristics and brand reputation in shaping consumer purchasing behavior in the digital era. combined with a positive perception of the brand—can significantly encourage consumers to make purchasing decisions.*

*Keywords: Online Shop, Brand Image, Purchase Decision, E-commerce, Consumer Behavior*

**ABSTRAK**

Perkembangan teknologi digital telah membawa perubahan besar dalam cara konsumen melakukan aktivitas belanja. Online shop menjadi sarana alternatif yang menawarkan kemudahan dan efisiensi. Di sisi lain, brand image atau citra merek tetap memainkan peran penting dalam membentuk persepsi dan kepercayaan konsumen terhadap suatu produk. Artikel ini bertujuan untuk mengkaji secara konseptual bagaimana online shop dan brand image memengaruhi keputusan pembelian konsumen. Dengan pendekatan kajian pustaka, artikel ini menyimpulkan bahwa kenyamanan, keamanan, dan kemudahan transaksi pada platform online, serta persepsi positif terhadap merek, secara signifikan dapat mendorong keputusan konsumen untuk membeli suatu produk. Studi ini memberikan wawasan tentang sinergi antara karakteristik platform digital dan reputasi merek dalam membentuk perilaku pembelian konsumen di era digital.

Kata Kunci: Online Shop, Brand Image, Keputusan Pembelian, E-commerce, Perilaku Konsumen



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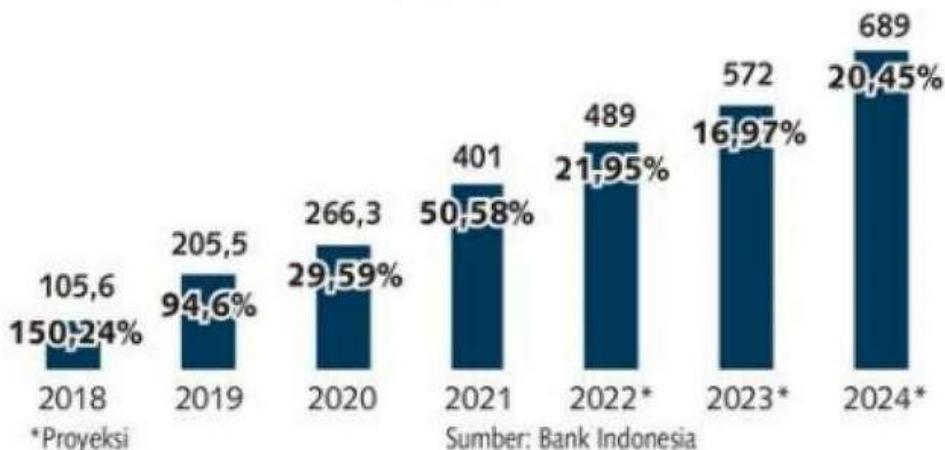
## 1. INTRODUCTION

In today's digital era, shopping activities are no longer limited to physical stores. The rise of e-commerce platforms, or online shops, has revolutionized how consumers search for, evaluate, and purchase products. Transactions can be completed with just a few clicks, eliminating the need for face-to-face interactions.

However, in making a purchase decision, consumers consider more than just convenience or price. Brand image plays a vital role in shaping trust and perceptions of product quality. This article discusses how both online shopping platforms and brand perception interact in influencing consumer purchase decisions.

### Nilai Transaksi E-Commerce di Indonesia

(Rp triliun)



Source: Adapted from Business Insight

**Figure 1. Growth of Online Shop Users from 2018 to 2024**

Recent research strongly supports the significant role of online shops in influencing consumer purchase decisions. Studies highlight key elements such as e-service quality, usability, and perceived value. For instance, Kim and Kim (2018) found that the perceived quality of online services, including website design, information quality, and security, directly impacts consumer trust and behavioral intentions (e.g., purchase intention) in e-commerce environments. Similarly, Agag and El-Masry (2019) emphasized that perceived usefulness and ease of use of online shopping platforms, aligned with the Technology Acceptance Model (TAM), are crucial determinants for consumers' adoption and repeat purchases.

Moreover, the aspect of transaction convenience and efficiency offered by online shops continues to be a central theme. Hussain and Omotoye (2020) investigated how factors like simplified payment processes, fast delivery options, and responsive customer



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support in online shops contribute to higher customer satisfaction and, consequently, increased purchase likelihood. The rise of mobile commerce (m-commerce) has further amplified this convenience, with research by Huang et al. (2021) indicating that the seamless mobile shopping experience significantly boosts impulse purchases and overall consumer engagement.

The enduring power of brand image in the digital age remains undisputed. Contemporary research reinforces that a strong and positive brand image fosters consumer trust, reduces perceived risk, and enhances purchase intentions, even when transactions occur online. Loureiro et al. (2019) demonstrated that emotional connections and brand prestige, cultivated through consistent brand messaging and positive customer experiences, are powerful drivers for consumer loyalty and willingness to pay a premium. This suggests that a well-established brand image can act as a credibility heuristic in the often-anonymous online environment.

Furthermore, social media and online reviews have become critical in shaping brand image. Kumar and Anand (2020) highlighted how user-generated content, particularly positive reviews and recommendations on social media platforms, significantly enhances brand perception and influences the purchase decisions of potential customers. This indicates a shift where brand image is not solely controlled by the company but is increasingly co-created by consumers themselves through digital interactions.

Perhaps the most compelling area of recent research explores the synergistic relationship between online shop characteristics and brand image in shaping consumer behavior. Ali and Shabbir (2019) found that while the usability and attractiveness of an online store are important, the presence of a reputable brand often validates the online shopping experience, making consumers feel more secure in their transactions. In essence, a strong brand image can mitigate perceived risks associated with online shopping (e.g., product authenticity concerns, data security).

Conversely, excellent online shop experiences can also reinforce and enhance a brand's image. Grewal et al. (2020) argued that a seamless, personalized, and efficient online shopping journey can significantly contribute to positive brand perceptions, leading to increased customer satisfaction and loyalty. This means that brands must ensure their online presence aligns with and supports their desired brand image, as any friction or negative experience in the online shop can detrimentally affect how consumers perceive the brand as a whole. The findings suggest that companies must strategically integrate their digital channel strategies with their overall brand management efforts to optimize consumer purchase decisions.

## Research Questions

1. Does the existence of online shops influence consumer purchase decisions?
2. To what extent does brand image affect purchasing behavior?
3. How do online shops and brand image interact in influencing consumer decisions?

## Research Objectives

1. To determine the influence of online shops on consumer purchase decisions.
2. To analyze the effect of brand image on purchase decisions.
3. To explain the relationship between online shops and brand image in influencing consumer behavior.



## **2. THEORETICAL FRAMEWORK AND HYPOTHESIS**

### **Online Shop**

Online shops are digital platforms that enable consumers to purchase goods or services online. According to Kotler & Keller (2016), factors such as website appearance, ease of navigation, payment methods, and customer service contribute to the overall online shopping experience. From the perspective of consumer behavior, online shops offer several benefits, including:

- Convenience: Consumers can shop anytime, anywhere.
- Time and cost efficiency: No need to travel to physical stores.
- Product information access: Through reviews, ratings, and product descriptions.

Despite the advantages, trust in online systems remains a challenge, especially regarding data security and product quality. Therefore, website design, secure payment systems, and responsive customer service are essential in shaping a positive online shopping experience.

### **Brand Image**

Brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory (Nuri & Vivin, 2023). A brand that can maintain its good image will always be remembered by consumers. Brand image concerns the reputation and credibility of the brand which then becomes a guideline for consumers to make purchasing decisions. According to Keller in Sipon (2023), there are three factors that make up brand image, including: (1) Brand favorability, namely a person's liking for a brand; trust; (2) Brand strength, namely how often someone thinks about information about a brand; and (3) Brand Uniqueness is creating a unique impression and meaningful difference among other brands.

### **Purchase Decision**

Purchasing decisions are the selection of an action from two or more alternative choices, for example when someone has a choice between buying or not buying, choosing between brand X or brand Y, and others. In the decision-making process, consumers often go through several stages, such as problem/need recognition, information search, alternative evaluation, decision making, and post-purchase evaluation (Alia & Uus, 2023). Marketers will certainly try to understand each stage to influence consumer purchasing decisions. A deep understanding of the factors that influence consumer purchasing decisions allows marketers to design more effective strategies in promoting products/services and better meeting consumer needs and desires. According to Ferdinand in Solehatin et al. (2022), purchasing decisions can be identified through four indicators, including: (1) Transactional interest: the tendency of consumers to always buy products (goods/services) produced by the company; (2) Referential interest: the tendency of consumers to refer products to others; (3) Preferential interest: interest that describes consumer behavior that has a primary preference for a product; and (4) Explorative interest: interest that describes consumer behavior that always seeks information about the products they are interested in.



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### **3. RESEARCH METHOD**

This study uses a qualitative descriptive method with a library research approach. This method was chosen to gain an in-depth understanding of the influence of Online Shops and Brand Image on Consumer Purchasing Decisions without collecting primary data.

Secondary data sources used in this study come from scientific journals, official reports from Bank Indonesia, publications from the Financial Services Authority (OJK), articles related to digital payment systems, and other relevant books and academic documents. The criteria for selecting literature include: (1) relevance to the topic of online shops, brand image, and purchasing decisions, (2) source credibility, and (3) publications in the last seven years.

Data analysis was carried out using the content analysis method, namely identifying thematic patterns from various sources, classifying findings according to research variables (digital transactions, consumer behavior, financial inclusion, and adoption factors), and compiling a synthesis to draw conclusions.

With this approach, it is hoped that the research will be able to provide a comprehensive picture of the empirical and conceptual conditions regarding the use of Online Shops and the influence of Brand Image in Indonesia.

### **4. DATA ANALYSIS AND DISCUSSION**

#### **The Influence of Online Shops on Purchasing Decisions**

Dimensions of Online Shops that Influence Purchasing Decisions

Several aspects of the online shop system that have been proven to influence purchasing decisions include:

- User Interface: Attractive website/application design, easy navigation, and page loading speed.
- Ease of Transaction Process: Including ease of login, checkout, payment methods, and courier integration.
- Security and Privacy: Personal data and transaction security systems, including the use of encryption and trusted payment systems.
- Product Descriptions and Consumer Reviews: Complete information about the product, accurate photos, and reviews from previous buyers as important references.
- Service and Delivery Speed: Responsive customer service and clear and fast shipping estimates increase consumer confidence.

Evidence of the Influence of Online Shops on Purchasing Decisions

Based on various empirical studies:

- Prasetyo (2021) found that ease of access and convenience when using an online shop platform increases consumers' desire and decision to buy products online.
- Nugroho and Sari (2022) stated that the quality of the system and services in e-commerce applications have a significant influence on purchasing decisions.

The Process of Influence of Online Shops on Purchasing Decisions

Online Shop → Perception of Value → Trust → Purchasing Decisions



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A user-friendly and trusted online shop platform will form a positive perception of product value and transaction convenience, which then increases consumer trust. This trust will encourage consumers to go through the evaluation stage and finally make a decision to buy.

**The Influence of Brand Image on Purchasing Decisions**

**How Brand Image Influences Purchasing Decisions**

Brand image can influence purchasing decisions directly or indirectly, by:

- Increasing consumer trust in a product or service.
- Reducing perceptual risk, especially when consumers cannot try the product directly (for example when shopping online).
- Forming brand preferences, namely the tendency to choose one brand over another.
- Helping decision making faster, because consumers feel familiar and comfortable with the brand.

**Related Research**

Several studies that support the influence of brand image on purchasing decisions:

- Keller (2003): A strong brand image increases brand equity and customer loyalty.
- Sutisna (2001): A positive brand image creates a high sense of trust and increases the chances of purchasing.
- Susanti & Marlina (2020): In their study, brand image had a significant influence on online fashion product purchasing decisions.

**The Influence of Online Shop and Brand Image on Purchasing Decisions**

Online shops and brand images complement each other. Consumers tend to buy on platforms that are easily accessible, and from brands they trust. This combination increases the likelihood of purchasing.

**Interaction between Online Shop and Brand Image**

Online shops act as distribution channels, while brand image is at the level of consumer perception and psychology towards products. When someone makes a purchase online, they not only consider the functionality of the online store (user interface, payment methods, product reviews), but also how they view the brand of the product they want to buy.

Example: A consumer may like the ease of shopping at Shopee, but they will be more confident and make a purchasing decision faster if the product they see is from a brand like Nike compared to an unknown brand.

In other words, brand image provides trust and justification, while online shops facilitate the purchasing experience. When both are of high quality, their effect on purchasing decisions will be much stronger than just one of them.

**Simultaneous Influence Mechanism**

Here is how the two work together:

<b>Online Shop</b>	<b>Brand Image</b>	<b>Impact on Purchasing Decisions</b>
Easy to use website	Consumers already trust the brand	Increase purchase conversion
Positive product reviews	The brand has a good reputation	Growing confidence and reducing doubt



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Fast & reliable delivery	Brand known for quality	Speed up the decision making process
Lots of promotions and discounts	Brand is synonymous with lifestyle	Adding perceived value to a product

## **5. CONCLUSION & SUGGESTION**

### **CONCLUSION**

Based on the literature review and previous research findings, the following conclusions can be drawn: Online shops have a significant influence on purchasing decisions. Features such as easy access, fast transactions, detailed product information, and secure payment systems enhance customer convenience and encourage consumers to complete purchases.

Brand image also plays a crucial role in influencing purchasing decisions. A strong and positive brand image builds trust, fosters loyalty, and shapes the consumer's perception of product quality, which significantly impacts their willingness to buy.

Simultaneously, online shops and brand image complement each other. While online shops serve as practical platforms for transactions, brand image affects consumers psychologically by shaping their confidence in the product. The combination of both elements significantly increases the likelihood of purchase decisions being made.

### **SUGGESTIONS**

For Business Owners: It is recommended not only to focus on selling products through e-commerce platforms but also to consistently build and maintain a strong brand image. Utilize social media, quality content, and excellent customer service to strengthen brand perception in the eyes of consumers.

For E-Commerce Platform Developers: Continual development of user-friendly features is essential, such as intuitive interfaces, transparent product reviews, and fast, reliable delivery services to enhance the consumer shopping experience.

For Future Researchers: Future research can expand on this topic by adding additional variables such as product quality, digital promotion, or consumer trust as mediating variables to gain a more comprehensive understanding of the factors influencing purchasing decisions.

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**INTERNASIONAL CONFERENCE & CALL FOR PAPER**

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Vol : 2

No.: 1

No. E- ISSN: 3025-4086

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