

**PENGARUH *BRAND AWARENESS* DAN *BRAND IMAGE* TERHADAP
PURCHASE DECISION E-WALLET SHOPEEPAY DENGAN *E-TRUST*
SEBAGAI MEDIASI**

By Adam Julianda Priyanto

ABSTRACT

This study aims to examine the effect of Brand Awareness and Brand Image on Purchase Decision with E-Trust as a mediating variable among ShopeePay users in the Jabodetabek area. This research used a quantitative approach by distributing an online questionnaire to 150 respondents who met the criteria as active ShopeePay users, with purposive sampling applied as the sampling technique. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that Brand Awareness has a positive and significant impact on Purchase Decision, indicating that higher brand awareness increases the likelihood of consumers choosing ShopeePay. On the other hand, Brand Image and E-Trust were found to have no significant effect on Purchase Decision, and further mediation testing confirmed that E-Trust does not mediate the influence of Brand Awareness or Brand Image on Purchase Decision due to the weak indirect effect. Overall, purchase decisions are predominantly driven by brand awareness rather than brand image or trust, and this study offers theoretical contribution to consumer behavior research in the e-wallet field as well as practical insights for companies to enhance user preference through better brand awareness strategies and improved user experience.

Keywords: *Brand Awareness, Brand Image, E-Trust, Purchase Decision, ShopeePay.*

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Brand Awareness dan Brand Image terhadap Purchase Decision dengan E-Trust sebagai variabel mediasi pada pengguna ShopeePay di wilayah Jabodetabek. Metode yang digunakan adalah pendekatan kuantitatif melalui penyebaran kuesioner online kepada 150 responden yang memenuhi kriteria sebagai pengguna aktif ShopeePay dengan teknik pengambilan sampel purposive sampling. Data yang terkumpul kemudian diolah menggunakan analisis Partial Least Square Structural Equation Modeling (PLS-SEM) melalui software SmartPLS 4. Hasil penelitian menunjukkan bahwa Brand Awareness berpengaruh positif dan signifikan terhadap Purchase Decision, yang berarti semakin tinggi kesadaran merek, semakin besar kecenderungan konsumen untuk menggunakan ShopeePay. Sementara itu, Brand Image dan E-Trust tidak berpengaruh signifikan terhadap Purchase Decision, dan hasil uji mediasi juga menunjukkan bahwa E-Trust tidak mampu memediasi pengaruh Brand Awareness maupun Brand Image terhadap Purchase Decision karena pengaruh tidak langsungnya sangat lemah. Secara keseluruhan, keputusan penggunaan lebih didorong oleh Brand Awareness dibandingkan Brand Image atau E-Trust, dan penelitian ini memberikan kontribusi teoritis dalam pengembangan kajian perilaku konsumen pada layanan e-wallet serta implikasi praktis bagi perusahaan dalam meningkatkan preferensi pengguna melalui penguatan strategi brand awareness dan pengalaman penggunaan aplikasi.

Kata kunci: Brand Awareness, Brand Image, E-Trust, Purchase Decision, ShopeePay.