

Structural Equation Modeling of Brand Love, Brand Trust, Brand Respect, Brand Loyalty and Brand Equity in Indonesia E-Commerce

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Abstract

Increasingly sophisticated technology has a positive impact on their users. One of their positive effect was making internet users to shop online. Interest in online shopping is considered very high in Indonesia, it can be seen from the significant development of e-commerce in Indonesia every year. Therefore, researchers have interest in conducting this research to determine the basis of consumers in choosing Shopee as number one e-commerce in Indonesia, by reviewing the extent to which the relationship between brand trust, brand love, and brand respect can affected brand loyalty and brand equity. It is a new research, which makes this research more interesting to discussed. The results showed that two hypotheses are supported theoretically but not statistically significant, namely brand trust and brand loyalty. It can be concluded that consumers will be loyal to the marketplace when consumers have brand equity, have a sense of love, and respect for the marketplace. However, when consumers trust a marketplace, it is not certain that consumers will be loyal to the marketplace.

Keywords: Brand Love; Brand Trust; Brand Respect; Brand Loyalty; Brand Equity; Marketplace; e-commerce; Online Shopping

1. Introduction

According (United States Census Bureau, 2020), Indonesia is listed as the fourth country with high population, namely 267,026,366 people. This is certainly has an impact on the increasingly advanced development of the internet. The development of internet users in Indonesia has grown since 2006 until now (Yudhi Lazuardi, 2017) and the largest number of internet users in Indonesia are in the city of Jakarta with 3,450,000 users (Yudhi Lazuardi, 2017). Along with the increasingly rapid development of the internet, a lot of e-commerce was created or entered Indonesia. For this study, the authors chose Shopee, an e-commerce from Singapore because Shopee was in the first position with the number of users and visitors on its application. Interest in online shopping in Indonesia is considered quite large, therefore researchers have an interest in knowing the basis of consumers in choosing Shopee, by reviewing the extent to which the relationship between brand trust, brand love, brand respect has a relationship with brand loyalty and brand equity. Consumer trust is a major feature of the relationship between consumers and companies (Atulkar, 2020). Therefore, companies must be able to build and maintain consumer trust. "Trust also refers to positive beliefs from consumers in the products or services offered". With the established trust, it will result in a long-term relationship between consumers and the marketplace. In addition, in his research (Liu et al., 2012) said that brand loyalty has a relationship to the level of consumer interest, which is also called brand love. With consumer love for a marketplace, brand loyalty will automatically be created. This is supported by a research

conducted by (Noel;dkk Albert, 2013) that, "brand love has a relationship with brand loyalty". Reflection of a brand that is in tune with consumers will generate love for a brand, and consumers who evaluate the brand positively will generate brand loyalty (Kressmann et al., 2016; Raed Salah Algharabat, 2017).

The success of a brand in the long term depends on the loyalty of consumers to buy products where these consumers are the main contributors to increasing brand equity (Amine., 1998; Hardeep Chahal and Madhu Bala., 2010). According to (Hardeep Chahal., 2017) brand loyalty is a major factor in the creation of brand equity, if brand equity has been formed, no matter the brand changes price or features on the product, consumers will still buy the product.

2. Theoretical Framework and Hypothesis

Brand is the most important asset while running a business. Brand can be defined as a collection of tangible or intangible attributes designed to create awareness and identity, build a reputation for a product or service, person, place, or organization (Sammuto-Bonnici, 2015).

Brand Trust

According to his research (Song, Wang, et al., 2019) states that an attitude of trust in a person can be seen with a sense of security, and has a foundation based on individual behavior that is motivated and led by a desire for the welfare and interests of their partners. In his research, (Song, Bae, et al., 2019) also stated that trust is considered to be dependent on the availability of a confident partner exchange. According to (Kwan Soo Shin et al., 2019) the most important thing in marketing is to distinguish productive and effective relational exchanges from unproductive ones. Through his research (Kwan Soo Shin et al., 2019) said, although there are other contextual factors that contribute to success and the reverse relationship, it can be said that commitment and trust are the keys to success for a successful relationship marketing.

H1: Brand Trust has a relationship with Brand Equity

Brand Love

Brand love was introduced by Shimp and Madden., (1988) . According to Carrol (2006) brand love, can be categorized as an intimate and attractive relationship, where brands and consumers have reached a high level of relationship, and can be seen from the reciprocity and efforts of consumers in having products and services from certain brands, (Bairrada, 2019). Meanwhile, according to the literature presented by (Coelho et al., 2019) "brand love consists of passion for a brand, interest in a brand, evaluation or feedback and positive emotions towards a brand, as well as a statement of love for the brand". In his research (Noel Albert & Merunka, 2013) says brand love has three important components, namely passion, intimacy, and commitment. Earlier in her research, (Gracella Lumba, 2019) said that love for brands involves three important dimensions, namely, affiliation and need for dependence, predisposition to help, and exclusivity and absorption.

H2: Brand Love has a relationship with Brand Equity

Brand Respect

Through his research, (HakJun Song, 2019) customer respect will appear if there is an emotional connection between the customer and the brand he likes. According to (HakJun Song, 2019) in his research, it states that customers in this modern world are no longer tied to brand loyalty, but customers are bound to the love marks theory. The theory of love marks itself motivates customers to have an emotional attachment to the product or service being offered. Through his journal (HakJun Song, 2019) stated in his research respect is very important to support long-term relationships, which must be established between customers and the brand itself, in his research, he said that it is like a relationship between human beings when two people love each other but don't. there is respect, the relationship will not last long. "Brand respect is customer awareness of a brand and is formed by the existence of 3 main components: performance, trust, reputation" (HakJun Song, 2019; page 7).

H3: Brand Respect has a relationship with Brand Equity

Brand Equity

Brand equity can be defined as a set of assets and liabilities to the name and symbol of the brand (Keller, 1993). Brand equity is considered very important for the company. According to brand equity, it will reflect the quality, awareness and loyalty of the brand. High brand equity will directly represent a series of positive brand associations and perceived quality of the brand (Keller, 1993). In previous research, (Ke Ma., 2020)said that if the company has high brand equity, if a failure or problem occurs, the company will find it easier to recover from the service failure; and consumers will feel satisfied with the service recovery if they have high brand equity.

H4: Brand Equity has a relationship with Brand Loyalty

Brand Loyalty

The concept of brand loyalty has attracted the attention of researchers for three decades, and a lot of literature on brand loyalty has developed. The most complicated conceptualisation of brands, put forward by (Kwan Soo Shin et al., 2019; page 5) is when they call it a response to biased (non-random) behaviour, it can be expressed by several factors from decision making over time, mutually a relationship between one or more brands, for example such as an alternative brand of the range of brands, can be called a function of a psychological process. According to (Anaya-Sánchez et al., 2020; page 2-3) trust is a psychological state that involves the willingness to accept someone's words in the hope that the other party will be respectful.

H5: Brand Trust has a relationship with Brand Loyalty

H6: Brand Love has a relationship with Brand Loyalty

From the explanation of those hypothesis so the conceptual model of this study will be depicted in Figure 1 below.

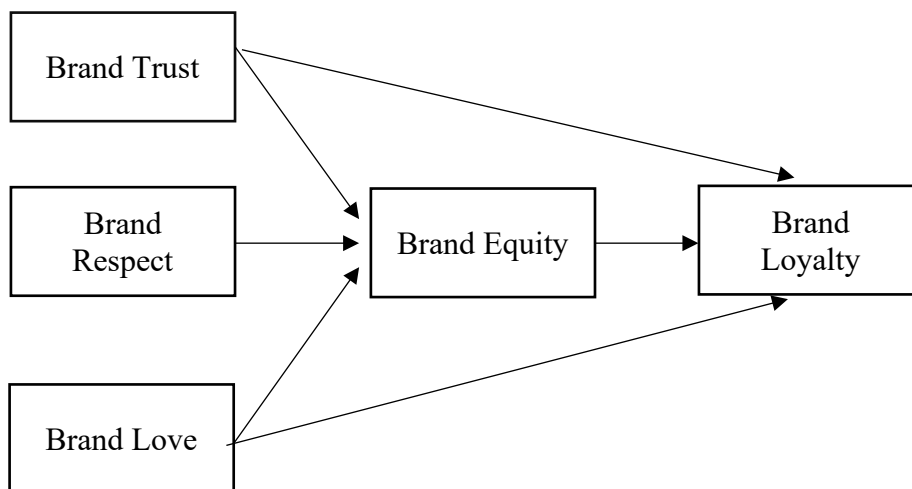


Figure 1. Conceptual Model
 Source: Developed by the author

3. Research Methods

In this study, the authors chose an online-based marketplace, Shopee. As well as the author, see and feel the strong relationship between Shopee and consumers. Because in this study, the authors wanted to see whether brand love, brand trust, brand respect had an effect on brand loyalty, as well as the implications for brand equity in the marketplace in Indonesia. The research subjects chosen by the researchers in this study were people who had transacted at Shopee. As previously explained, this study consisted of five variables, namely brand love, brand trust, brand respect, brand loyalty and brand equity. Where brand love, brand trust, and brand respect are independent variables. Brand loyalty and brand equity as dependent variables. As a questionnaire measurement, the author uses the Likert, according to (William G. Zikmund; dkk, 2013) the Likert scale is a valid measurement that can be used by respondents to answer the questions given, researchers use a Likert scale of 1-5. Primary data can be collected by conducting surveys, distributing questionnaires, and interviews to obtain data directly from sources / respondents. Researchers collected data by distributing questionnaires. Secondary data are generally interpretations of primary data (obtained from second sources). Secondary data, researchers obtained through journal articles, basic theory books, and online articles and news articles. This research consists of 22 indicators, therefore based on theory (Joseph F. Hair; dkk., 2017) 22 x 10 respondents are at least 220 respondents as shown in Table 1 below.

Table 1. Measurements Scales

Variables	Items	Code	References
Brand Trust: is a reference that is show	I trust Shopee as a place to shop	BT 1	(Kwan Soo Shin

that brand trust is a part of important of loyalty consumers and intentions repurchase (Gibreel et al., Et al., 2020)	I rely on Shopee as a online shopping	BT_2	et al., 2019)
	I feel that Shopee is honest with consumers	BT_3	
	I feel safe shopping at Shopee	BT_4	
Brand Respect: an awareness against a brand and formed by three main concepts, which is performance, trust and reputation. Robert (2005).	I admire Shopee as a e-commerce	BR_1	(Song, Wang, et al., 2019)
	In my opinion Shopee is a honest marketplace	BR_2	
	I admire Shopee's competitiveness	BR_3	
	Shopee have a good relationship with consumer through interesting promotions	BR_4	
	Shopee has a great communication with consumers	BR_5	
Brand Love: can be defined as emotional level and passion possessed by current consumers feel satisfied with the brand certain (Coelho et al., 2019)	I feel happy to shop at Shopee	BLv_1	(Huang, 2017)
	I like shopping in Shopee	BLv_2	
	I have attachment with Shopee	BLv_3	
	Shopee comes first to my find as a marketplace	BLv_4	
Brand Loyalty: a commitment which is held by consumer for repurchasing the product or make the service liked consistently (Oliver., 1997; in Sally Baalbaki., 2016)	Shopee becomes the main places for daily needs	BLoyal_1	(Kwan Soo Shin et al., 2019)
	I will continue to shop at Shopee	BLoyal_2	
	I committed to keep continue shopping at Shopee	BLoyal_3	
	I will choose Shopee, even though other e-commerce offers cheap price for the same product	BLoyal_4	
Brand Equity: focusing on previous investment in the brand before, so the marketers can make a planning for the future branding (Leung, 2016)	I have a positive image to Shopee	BE_1	(Pallavi R. Kamath, Yogesh P. Pai, 2019)
	If there is a problem in the transaction, I feel satisfied with Shopee's handling	BE_2	
	I feel Shopee is different with others marketplace	BE_3	
	I feel like, it is easy to like Shopee	BE_4	
	I will keep offering Shopee compared with others e-commerce	BE_5	

4. Data Analysis and Discussion

Researcher got a total of 267 respondents. In this questionnaire, profile data respondents include information on gender, age, and latest education as depicted in Table 2 below. Questionnaire shared with the main target of this research is individuals who have shopped or made transactions on Shopee.

Table 2. Description of Respondents

Brand	Demographics	Category	Frequency	Percentage
Shopee	Gender	Female	124	56%
		Male	96	44%
	Age	17 – 22 years old	58	26%
		23 – 28 years old	41	19%
		29 – 34 years old	11	5%
		35 – 40 years old	16	7%
		41 – 46 years old	25	11%
		>47 years old	69	31%
	Education	SMA	54	25%
		D3	16	7%
		D4/S1	132	60%
S2		18	8%	

Namely do the actual test. For the actual test, researchers used several the calculation model is inferential statistics to test the hypothesis, the measurement model with using the Outer Model which includes validity and reliability, the measurement model with using the Inner Model which includes r-square and q-square. In conducting testing

hypothesis, the researcher will use the bootstrapping method on SmartPLS. Before testing the hypothesis to predict the relationship between latent variables in the structural model, the researcher evaluates the measurement model to ascertain the indicators and latent variables to be tested. In Table 3 it can be seen that all the values of the factor loadings show values above 0.7. Therefore, it can be said that all variables can explain the variance of each indicator that measures it. Furthermore, the measurement can be seen from the value of composite reliability, Cronbach's Alpha and convergent validity (AVE) which are listed in Table 3 below. Judging from the composite reliability value and Cronbach's Alpha value, it shows that the five variables have a reliability value above 0.7 means that predetermined indicators can be used to measure each variable properly and the five measurement models are declared reliable. The better the convergent validity value can be seen by the higher the correlation between the indicators that make up a construct. The AVE value shown in Table 3 shows that the five latent variables have an AVE value above the minimum criterion, namely 0.5 so that the convergent validity measure is good or can be said to have met the convergent validity criteria.

Table 3. Variables, Factor Loading, Composite Reliability, Cronbach's Alpha, and AVE

Variables	Code	Mean	Standard Deviation	Factor Loading	AVE
Brand Trust CR= 0.897 CA= 0.848	BT 1	4.264	0.728	0.824	0.760
	BT 2	3.418	1.111		
	BT 3	3.968	0.828	0.885	
	BT 4	4.173	0.773	0.904	
Brand Respect CR= 0.922 CA= 0.895	BR 1	3.614	0.920	0.829	0.707
	BR 2	3.923	0.803		
	BR 3	4.045	0.857	0.838	
	BR 4	4.136	0.797	0.856	
	BR 5	4.050	0.816	0.841	
Brand Love CR= 0.933 CA= 0.905	BLov 1	4.100	0.797	0.904	0.778
	BLov 2	4.114	0.874	0.887	
	BLov 3	3.545	1.092	0.866	
	BLov 4	3.664	1.089	0.871	
Brand Loyalty CR= 0.930 CA= 0.899	BLoyal 1	3.232	1.139	0.836	0.769
	BLoyal 2	3.741	0.944	0.870	
	BLoyal 3	3.373	1.086	0.940	
	BLoyal 4	3.077	1.202	0.858	
Brand Equity CR= 0.922 CA= 0.894	BE 1	4.077	0.785	0.848	0.704
	BE 2	3.809	0.924	0.789	
	BE 3	3.673	0.950	0.847	
	BE 4	3.991	0.879	0.885	
	MBE 5	3.545	1.050	0.822	

After that, the researcher proceed to the Heterotrait-Monotrait (HTMT) calculation stage, which resulted in all the variables meeting the requirements as depicted in Table 4 below. Where according to (Henseler, 2014) the value of HTMT must be below 0.9. It can be seen in Table 4 that the HTMT value criteria are met.

Table 4. Heterotrait-Monotrait Ratio

	BE	BLov	BLoyal	BR
BLov	0.817			
BL	0.821	0.871		
BR	0.897	0.831	0.743	
BT	0.827	0.826	0.653	0.842

The next structural model evaluation stage is the next stage of the PLS-SEM analysis. The results of the CMB, GoF, R-square values, Q-square value will be shown at this stage, and the path coefficients (T-value and P-value) to directly or indirectly get the effects of each variable.

Table 5. Outer Variance Inflation Factor

Brand Equity		Brand Loyalty		Brand Love		Brand Respect		Brand Trust	
Indicators	VIF	Indicators	VIF	Indicators	VIF	Indicators	VIF	Indicators	VIF
BE 1	2.419	BLoyal 1	2.174	BLov 1	3.586	BR 1	1.853	BT 1	1.833
BE 2	1.916	BLoyal 2	2.637	BLov 2	3.305	BR 2		BT 2	
BE 3	2.463	BLoyal 3	4.550	BLov 3	2.344	BR 3	2.172	BT 3	2.046
BE 4	3.051	BLoyal 4	2.541	BLov 4	2.446	BR 4	2.417	BT 4	2.512
BE 5	2.039					BR 5	2.084		

The next measurement is variance inflation factor (VIF) in conducting CMB testing on the research model. VIF is used to determine the indicators of other independent variables regarding the standard error of the (Joseph F. Hair; 2018) regression coefficient. According to (Garson, 2016), the rule of thumb should not be more than 5. Through Table 5, an outer VIF is attached which shows that all indicators have a value of less than 5, therefore, it can be concluded that the model of this study is free from bias. In addition, through the results shown in Table 6 in the VIF column, it shows that all relations have a value less than 5 so that it can be said that the model is free from the problem of general method bias.

Table 6. Inner Variance Inflation Factor

	Brand Equity	Brand Loyal	Brand Love	Brand Respect	Brand Trust
Brand Equity		2.646			
Brand Loyal					
Brand Love	2.615	2.601			
Brand Respect	2.653				
Brand Trust	2.490	2.499			

Goodness of Fit is one of the indices proposed by (Joseph F Hair,Jr, 2017), and according to (J. H. 321 Joseph F. Hair, 2017) the goodness-of-fit index can be used as an operational solution to problems this, because it can be interpreted as an index to validate the PLS model globally. The normed fit index or NFI represents an additional fit measure. So it's getting many parameters in the model, if the NFI value is greater then the result will be better. NFI produces values 0 and 1, the closer NFI is to number 1, the better the match. According to (Joseph F Hair,Jr, 2017) the NFI value > 0.9 usually represents a fit that can be accepted. In their research, (Henseler, 2014) assessed effectiveness through standardized root mean square residual (SRMR). According to (J. dkk Joseph F. Hair, 2017) if the value at SRMR <0.08 defines a good fit. RMS-theta is used as a fit for an alternative model, following the thought which is the same as the SRMR. According to (J. dkk Joseph F. Hair, 2017) the RMS-theta value is <0.12 this indicates a fit model, whereas a value > 0.12 indicates a lack of fit. Table 7 explains the results of the calculation of goodness-of-fit (GOF), with perform measurements on the SRMR, with a value of 0.075 which means that the correlation have a perfect match. The next calculation is NFI, which shows a result of 0.805 which means the marginal fit and the last is RMS-theta with a result of 0.178, means that the model is not suitable.

Table 7. Model Fit Summary

	Saturated Model	Estimated Model	RMS-Theta
SRMR	0.075	0.075	0.178
NFI	0.805	0.805	

R^2 brand equity of 0.698. This means that 69.8% brand equity can be described by brand trust, brand love, and brand respect. While R^2 brand loyalty of 0.689. This means that 68.9% brand loyalty can be explained through brand trust, brand love, and brand equity. Based on the theory (Joseph F Hair, Jr., 2017) research This is moderate (moderate), because it has a value of > 0.50. "The relative size value for the prediction of relevance, with a value of 0.02, 0.15, and 0.35 indicate that the exogenous constructs have predictive relevance for size weak, moderate, and strong" (J.

dkk Joseph F. Hair, 2017). Thus, it can be said that the result of meets the criteria, with strong predictive relevance as shown in Table 8 below.

Table 8. R-squared and Q-squared Coefficients

	R ²	R ² Adjusted	Q ²
Brand Equity	0.698	0.693	0.485
Brand Loyalty	0.689	0.685	0.52

Through the measurement results in Table 9 below, conclusions can be drawn through the results calculation of the six hypotheses, there are 5 supported hypotheses and 1 unsupported hypothesis. Each of them has a strong influence to support, while H5 is not supported because it does not meet the requirements (P-value <0.50) (J. dkk Joseph F. Hair, 2017) with a value of 0.053, the t-statistic value does not meet the requirements (t-statistics > 1.96) (J. dkk Joseph F. Hair, 2017) with a value of 1,942 and has a negative original sample value of -0,143.

Table 9. Path Analysis and Hypothesis Test

Path	Original Sample	Standard Deviation	T-Statistic	P-Value	Conclusion
Brand Trust – Brand Equity	0.224	0.063	3.580	0.000	Supported
Brand Love – Brand Equity	0.245	0.069	3.537	0.000	Supported
Brand Respect – Brand Equity	0.448	0.069	6.499	0.000	Supported
Brand Equity – Brand Loyalty	0.407	0.084	4.873	0.000	Supported
Brand Trust – Brand Loyalty	-0.143	0.074	1.942	0.053	Not Supported
Brand Love – Brand Loyalty	0.594	0.076	7.812	0.000	Supported

Based on the results of this study, the first hypothesis (H1) To increase brand trust Shopee can take action by being an intermediate moderator buyers and sellers, with the hope that both the buyer and seller find a way exit that does not harm one side. In addition, Shopee can also take firm action against sellers who are found to be dishonest, such as selling fake products and writing down original products on the description. Even though the consumer consciously knows that such mistakes are not entirely the fault of Shopee, but suppose problems such as dishonesty sellers, of course, will have an impact on Shopee's image and low expectations of it Shopee for next. Shopee can also upgrade their security in shopping consistently by continuously improving the security system in payment accounts, and especially consumer personal data recorded in the application database Shopee. By communicating, being a moderator between consumers and sellers, as well collaborating with bona fide companies, is believed to increase trust consumer (brand trust), which was accompanied by an increase in brand equity (brand equity) from Shopee.

Furthermore, the second hypothesis (H2) The results of this hypothesis are also supported by the previous theory by (Gómez & Wilson Giraldo Pérez., 2018) saying that brand love and brand equity have a positive relationship. In addition, (André. & Wilson Giraldo Pérez., 2018) also said that brand love not only has a relationship with consumer loyalty, but also has a relationship with perceived quality, fame and association or differentiation. Shopee can also work with companies that are engaged in the Food and Beverage field, where consumers can exchange Shopee Coins at a discount for the food or beverage purchased. So that the exchange of Shopee Coins is not limited to spending discounts at Shopee only. In addition, Shopee can also cooperate with minimarkets, to make payments with Shopee Pay and provide cashback promotions, discounts, or free products. Shopee should focus on male consumers. By doing addition of categories and variants of men's products such as clothing, accessories, electronics and hobbies. So that Shopee's presence and quality can not only be felt by female consumers, but also male consumers have the same view for Shopee. By doing development of product variations, must also be supported by the development of attractive features from Shopee. Through the application, Shopee also has interesting features. Various features attractive and complete, makes Shopee superior to e-commerce others in Indonesia. Shopee can also maintain a brand image that continues to deliver free postage promos and lower prices. By continuing to make developments like that As described above, consumers will have a good shopping experience at Shopee so that it will bring out a sense of love (brand love) for Shopee, and of course it will increase the brand equity (brand equity) of Shopee.

The third hypothesis (H3) Consumers who have brand respect (brand respect) will certainly increase brand equity. Shopee itself has conducted the Shopee 1,000 trees program, where Shopee shows its caring side for the environment. Hopefully, this concern will not stop, but can continue to grow. Shopee can create special features to

donate. One of the environmental problems that often occurs in Indonesia is flooding. Where at the beginning of 2020 in West Java there was a big flood which harmed many parties. Here Shopee can take action, to create a special feature to donate. So that consumers can make donations through the Shopee application, which then the results of the donations will be given to victims of natural disasters and broadcast live, for example through the Shopee application and social media. In addition, Shopee can also hold blood donation events, where donors will get snacks, shopping vouchers, or free products. Based on the data before, it was found that female users were more dominant than men. Women are known to have more sensitive feelings than men. Therefore, Shopee can take this opportunity to do advertisements that not only promote products, but also provide useful values for the community, by raising issues about women. One example, Shopee can raise educational issues that are seen as not very important for a woman, especially in Indonesia. Shopee can create advertisements where, in this advertisement Shopee invites a line of artists, influencers, or public figures who are superior and of course inspire in achieving education.

The fourth hypothesis (H4) The results of this hypothesis are also supported by the previous theory in Chapter II that brand equity has a significant relationship to brand loyalty, the attachment between equity and loyalty will increase when the value of equity reaches a higher value (Cuong et al., 2020). To increase Shopee's brand equity, it can change people's perceptions as e-commerce that is not only for women, but also for men. So that it can expand the reach of consumers. Although in the application Shopee already sells men's products and has a Men Sale feature. Where in this feature Shopee only displays products specifically for men in the categories of men's fashion, care and health, sports and outdoor, cell-phones and photography, laptops and gaming, cheap electronics, hobbies, toys and music, as well as bill payments, pulses and entertainment. But Shopee is considered less aggressive in promoting men's products. So that not many male consumers know about the features of Shopee. In addition, Shopee can offer partnerships in the form of an official store so that Small and Medium Enterprises can open stalls at Shopee. The form of partnerships offered by Shopee can include additional discounts, promotional subsidies, and AdSense. In addition, Shopee can improve the quality of communication with consumers, this can be done through social media. For example, Shopee can interact with consumers via Twitter. Apart from that, it is not only developing in terms of product variations, but also through firmware, website, mobile app design, and maximum quality of consumer service.

The fifth hypothesis (H5) has a P-value of 0.053. In calculations using Smart-PLS 3.0 the value of the P-value is red, which indicates that there is no significant relationship between brand trust and brand loyalty. The original sample value is negative -0.143, indicating that it has a weak relationship strength.

The sixth hypothesis (H6) This relationship can also be proven through previous research conducted by (Coelho et al., 2019) who said that brand love has an effect on brand loyalty. These results are also in line with the conclusion (A. Carrol, 2006) that brand love has a positive influence and can increase WOM. In addition (A. Carrol, 2006) also stated that brand love affects consumer loyalty.

Success in business can be judged successful by how much consumers love the products and services offered. Shopee itself can increase brand love through quality customer service. Many people believe that quality customer service is the key to the success of e-commerce, because they are the only part that deals directly with consumers. For that, customer service must not only have a good attitude, but also have quality by providing solutions to existing problems. In addition, Shopee can provide unconditional discounts, where there is no minimum purchase to get a free shipping voucher or a discounted shipping fee. The advantage of Shopee is that Shopee not only makes it easy to use the application, but Shopee also has many interesting features such as Shopee Games. With Shopee maintaining this, the author is sure that there will be a sense of loyalty caused by the love for Shopee through promos, services, and good experiences when shopping online. The number of attractive promos, of course, will form a sense of love (brand love) for Shopee and lead to loyalty (brand loyalty).

This study uses a new model so that no previous researchers have been found to conduct research like this research model. This study examines the relationship between consumer love, respect, and consumer trust in consumer loyalty and brand equity in e-commerce in Indonesia with the object of research for consumers who have shopped or made other transactions at Shopee. The questionnaire was created using Google Form which was then distributed via social media such as Instagram, WhatsApp, and Line. 3 discusses the profile of respondents divided into gender, age and last education of the respondent. Table 2 discusses the gender of 115 respondents, where the majority of respondents in this study were women with a value of 56% or as many as 124 respondents. This is in accordance with Shopee's target market, where the products offered are predominantly female products (clothes, cosmetics, and accessories) and household appliances. The percentage of age, where the majority of respondents are > 47 years old, with a percentage of 31% or as many as 69 respondents. The second order is respondents with age 17-22 years with a percentage of 26% or as many as 58 respondents.

Lastly, the percentage of education, where D4 / S1 education has the highest percentage of 60%, 132 respondents. So that the author can assume that the questionnaire filler understands the variables used in this study, of course this makes it easier for researchers to analyze the data, because most likely respondents did not fill out the questionnaire randomly or answered randomly. In addition, it can be assumed and proven from the results of this study that the results are valid and reliable. The requirement for the actual test data is n.10, there are a total of 22 indicators in this study so that the minimum data collected is 220 respondents. The first analysis is convergent validity and discriminant validity. The result of convergent validity states that all indicators are valid. The researcher also conducted a validity test to prove that the indicators were valid. Furthermore, the researcher tested the reliability to prove that all variables and indicators were declared reliable. Researchers took measurements with the R-square model and hypotheses testing. Through the test results from the r-square, the study was moderate (moderate). In the calculation of hypothesis testing, five hypotheses (H1, H2, H3, H4, and H6) are supported because the value of t-statistics is above the rule of thumb, while there is one hypothesis (H5), it is not supported because it has the original sample value, t-statistics, and low p-value. Based on the results of this study.

First hypothesis (H1) The results of this hypothesis are also supported by the previous theory by (Hardeep Chahal., 2017) where his research states that there is a strong relationship between brand trust and brand equity, because basically if consumers have confidence in a brand, 117 consumers will be increasingly understand and understand the brand so that there will be a desire to buy in the same place over and over again. In addition, according to (Hardeep Chahal., 2017) brand loyalty will emerge because of a sense of trust (brand trust) which in turn will affect equity (brand equity) and ultimately will create a sense of loyalty to a brand. Shopping online does not cover the possibility of fraud or other problems that often occur such as products not shipped, products not in accordance with product descriptions or photos, errors in size, model or color, insufficient orders, products not meeting expectations and delays in delivery. With this frequent problem, Shopee is expected to communicate well with customers by helping consumers solve problems when shopping online. To increase the brand trust, Shopee can take action by becoming a moderator between buyers and sellers, with the hope that both the buyer and seller will find a solution that does not harm one party. In addition, Shopee can also take firm action against sellers who are found to be dishonest, such as selling fake products and writing original products in descriptions. Although consumers knowingly know that such mistakes are not entirely the fault of Shopee, if they are problems such as dishonest sellers, it will certainly have an impact on Shopee's image and lower expectations of Shopee in the future. Shopee can also increase security in shopping by consistently improving the security system in payment accounts, and especially consumer personal data recorded in Shopee's 118 application database. By communicating, being a moderator between consumers and sellers, and collaborating with bona fide companies, it is believed that they can increase consumer trust (brand trust), which is accompanied by an increase in brand equity from Shopee.

Furthermore, the second hypothesis (H2) The results of this hypothesis are also supported by the previous theory by (Gomez & Perez, 2018) saying that brand love and brand equity have a positive relationship. In addition (Gomez & Perez, 2018) who also say that brand love not only has a relationship with consumer loyalty, but also has a relationship with perceived quality, fame and association or differentiation. Shopee can increase brand love by doing flash sale promotions by adding more attractive product variants and increasing product availability. Shopee can also collaborate with companies engaged in the Food and Beverage sector where consumers can exchange Shopee Coins at a discounted price for the food or drink purchased. In addition, Shopee can also cooperate with minimarkets, to make payments with Shopee Pay and provide cashback promotions, discounts, or products for free from Shopee. Based on the results of the questionnaire, it was found that there were fewer male fillers than women, and had a difference of 28 respondents. Based on the results of these data, researchers can propose that Shopee can expand their target market, first by providing information that Shopee will focus on male consumers. By adding categories and variants of men's products such as clothing, accessories, electronics and hobbies. So that the presence and quality of Shopee can not only be felt by female consumers, but also male consumers have the same view for Shopee. By developing product variations, it must also be supported by the development of attractive features from Shopee. Shopee has also been able to maintain a brand image that continues to provide promos for free shipping and lower prices.

The third hypothesis (H3) Consumers who have brand respect for a brand will certainly increase their brand equity. Shopee can create special features to donate. Based on the results, it was found that female users were more dominant than men. Women are known to have more sensitive feelings than men. Therefore, Shopee can take this opportunity to do advertisements that not only promote products, but also provide useful values for the community, by raising issues about women. One example, Shopee can raise educational issues that are seen as not too important for a woman, especially in Indonesia. Shopee can create advertisements where, in this advertisement Shopee invites a line of artists, influencers, or public figures who are superior and of course inspire in achieving education. It is

hoped that by doing this kind of advertisement, Shopee will not only be loved by consumers, but also consumers will have respect for Shopee.

In a pandemic like now, many individuals are trying to survive, for that Shopee can show a sense of concern by promoting Small and Medium Enterprises (SMEs) through existing platforms. However, Shopee also has to carry out an analysis and establish strict conditions, especially for food or beverage products, so that this does not turn as a form of Shopee consumer disappointment with inappropriate products. By creating special features for donations, improving the quality of advertisements and ideas, developing quality in terms of customer service, and providing promotions specifically for SMEs, it proves that Shopee is not only focused on profit alone, but Shopee shows that with its presence Shopee can have a positive impact. through its concern for the community and the surrounding environment through its programs. Of course, consumers and potential consumers from Shopee certainly have a sense of respect and will see Shopee as an e-commerce with high brand equity. The fourth hypothesis (H4) The results of this hypothesis are also supported by the previous theory that brand equity has a significant relationship to brand loyalty, the attachment between equity and loyalty will increase when the value of equity reaches a higher value (Cuong et al., 2020). To increase Shopee's brand equity, it can change people's perception as an e-commerce that is not only for women, but also for men. So that it can expand the reach of consumers. Even though in the application Shopee already sells men's products and has a Men Sale feature. Where in this feature Shopee only displays special products for men with the categories of men's fashion, care and health, sports and outdoor, and photography, laptops and gaming, cheap electronics, hobbies, toys and music, as well as bill payments, pulses and entertainment. But Shopee is considered less aggressive in promoting male products. So that not many male consumers know about the features of Shopee.

In addition, Shopee can offer partnerships in the form of an official store so that Small and Medium Enterprises can open stalls at Shopee. The fifth hypothesis (H5) The original sample value is negative -0.143, indicating that it has a weak relationship strength. Unlike previous research conducted by (Kwan Soo Shin et al., 2019) stated that brand trust has an effect on brand loyalty. From the research results, it was found that trust and loyalty do not always have positive values. Usually, consumers like this are oriented towards prices and product reviews in the marketplace, so even though these consumers have confidence in Shopee, and find lower prices or product reviews that are more attractive, these consumers will not hesitate to shop on other e-commerce. Shopee can also overcome this by running a promo realization program where this program requires Shopee to compete on price and product quality from competitors. Of course, in shopping online, there must be possible problems such as the product not being sent, the product is damaged, the delivery delay, or the product does not match the photo and product description. Shopee can take firm action against sellers who are proven to have committed fraud, by terminating the status of Shopee seller members and both the telephone number, e-mail, and account number used at that time cannot be used in the next Shopee application. Shopee can also raise the standard for sellers, where the products displayed must have good resolution, clear images, and must match the original product, and provide a detailed description. Shopee also maintains an attractive application system and easy to use. In addition to increasing trust, Shopee provides clear information and encourages and educates consumers to always be careful with people who are not responsible for using the Shopee name, and are often used as a mode of online fraud.

By making improvements in terms of product photos, being firm in dealing with fraud, providing information, education, and appealing to consumers not to arbitrarily provide data to irresponsible parties will certainly help increase consumer trust (brand trust) in Shopee. However, this does not guarantee that consumers will be loyal to Shopee. Through data before, respondents with age > 47 years were found to be dominant. Of course, it greatly affects the results of the hypothesis, where individuals aged 47 years and over compare prices on Shopee with other e-commerce. Even though an individual has trust in Shopee, if there is a product with the same goods and quality at a lower price, of course that individual will prefer to shop at other e-commerce. So that with consumer trust (brand trust), consumers will not necessarily be loyal (brand loyalty) to Shopee. The sixth hypothesis (H6) This relationship can also be proven through previous research conducted by (Coelho et al., 2019) who said that brand love has an effect on brand loyalty. In addition (A. Carrol, 2006) also stated that brand love affects consumer loyalty. In addition, research on brand love for brand loyalty has also been carried out by (Khamwon & Niyomsart, 2015) which also shows that brand love has a positive relationship with brand loyalty.

Many people believe that quality customer service is the key to the success of e-commerce, because they are the only part that deals directly with consumers. For this reason, customer service must not only have a good attitude, but also have quality by providing solutions to existing problems. In addition, Shopee can provide unconditional discounts, where there is no minimum purchase to get a free shipping voucher or a discounted shipping fee. The advantage of Shopee is that Shopee not only makes it easy to use the application, but Shopee also has many interesting features such as Shopee Games. Where application users can play and get attractive prizes in the form of vouchers or selected products for free. However, of the nine games available, there are only two games that are well-

known and often played. With Shopee maintaining this, the author is sure that there will be a sense of loyalty caused by the love for Shopee through promos, services, and good experiences when shopping online. The number of attractive promos, of course, will form a sense of love (brand love) for Shopee and lead to loyalty (brand loyalty).

5. Conclusion, Implication, Suggestion, and Limitations

Through the results of calculations using SmartPLS 3.0 in hypothesis testing, there are six hypotheses. In this study it was found that brand trust, brand respect and brand love has a significant relationship to brand equity. Brand equity is also proven to have positive relationship to brand loyalty. Researchers also found that brand love has positive relationship to brand loyalty. But in this case, brand trust doesn't have influence on brand loyalty, attached through the results of the hypothesis testing. Here's a hypothesis supported:

H1: Brand Trust has a relationship with Brand Equity

H2: Brand Love has a relationship with Brand Equity

H3: Brand Respect has a relationship with Brand Equity

H4: Brand Equity has a relationship with Brand Loyalty

H6: Brand Love has a relationship with Brand Loyalty

In this study, there are six hypotheses that have been discussed previously. There is one hypothesis (H5) which is not supported and is stated to have no significant effect. The hypothesis is: H5: Brand Trust has no relationship with Brand Loyalty

Managerial Implication

In conducting this research, researchers used Shopee's e-commerce as an object main research. Through the first hypothesis (H1), the researcher suggests that Shopee can do more understand consumers by making a lot of improvements. One of which is increase consumer confidence, which not only can increase users from Shopee, but also can increase the attachment of the customer itself. From the second hypothesis (H2), the researcher found that there is a relationship between brand love and brand equity. Shopee can increase Brand love by increasing promotion in form discounted prices, free shipping, and more attractive flash sale products. Through research results and in the author's experience, Shopee is superior in selling women's products such as clothing, accessories, and makeup supplies. According to the author, the customer love for Shopee can improved view of the results of the questionnaire with a total of 220 respondents, 44% male. Through the third hypothesis (H3) through the results in this study, researchers realized that when consumers respect a brand, then consumers will also have good brand equity. For this, Shopee can do Corporate Social Responsibility (CSR) by reactivating assistance for Micro and Small Enterprises Medium (UMKM), which has been done by Shopee by spending Rp 50,000,000, - for bamboo businessmen in Yogyakarta in 2017. With this Corporate Social Responsibility (CSR) program, it is hoped that it will increase respect, both from sellers and consumers of Shopee itself. Through a hypothesis fourth (H4), the researcher finds that there is a relationship between brand equity and brand loyalty. To increase Brand equity, besides Shopee Plant and Shopee Candy as possible Shopee can add a variety of games that make consumers keep opening the application 130 Shopee and can invite others to join. In the fifth hypothesis (H6), the researcher also find that there is a relationship between brand love and brand loyalty. Shopee can improve the quality of customer service owned, because by increasing quality Shopee's customer service can show its concern for consumers, that is will automatically increase a consumer's love for Shopee. The final hypothesis (H5) is not supported, namely brand trust in brand loyalty. This proves that when a consumer believes in a brand, not necessarily the consumer will shop at the same place same. A customer doesn't just trust a brand to keep shopping on the spot the same thing although in this study it was proven that when someone has an attachment emotional and a good shopping experience, consumers will have confidence against a brand. However, back to the previous point even if one is customers have a good experience in shopping that makes consumers have a sense of trust in a brand, not necessarily consumers will shop in the same place continuously. This can be overcome in several ways, one of which is by increase the credibility owned by Shopee and revisit aspects of brand love which also affects brand trust in brand loyalty.

This research is far from perfect because there are still many in this research which can be improved and developed, as in this study only using 220 respondents. Where the number 220 is the minimum number of requirements respondents. This research also uses journals and books from various sources knowledge of all information is considered important and for the scope of information research taken can be interpreted according to the needs of the research topic, because the information obtained has different points of view which can be interpreted differently by each researcher. This research is classified as new research, because there is no research yet using the exact same variables and hypotheses. So that makes research this time does not have previous research, which causes researchers to use journals separated according to the existing hypothesis in this study. The research this time only

accepted five of the six hypotheses, where the hypothesis that is not accepted is the relationship between brands trust and brand loyalty. In accordance with the limitation owned by the researcher that the researcher suggests to increase the number of respondents, because the more respondents the more accurate it will be. Researchers also hope that this research can be used as the basis for further research further research becomes based on research that has been tested and researched previously.

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