

ANALYSIS OF BRAND IMAGE, BRAND TRUST, AND CUSTOMER LOYALTY TO BRANDING STRATEGIES AFFECTING SALES INCREASE AT PT SHOPEE INTERNATIONAL INDONESIA

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Abstract: E-commerce platforms Shopee focused on increasing sales and market share. Since Shopee has potential sales growth, this study aims to the influence of brand image, brand trust, and customer loyalty on branding strategies and their effect on sales increase at PT Shopee International Indonesia. The problem is brand image, brand trust, and customer loyalty have a significant impact on branding strategies and sales increase. A non-probability sampling method was used, targeting active Shopee users. Data were collected through an online survey with mandatory questions to screen respondents based on predetermined criteria, and Smart PLS 4.0 was used to test the hypotheses and analyze direct and indirect variable effects. The results show that brand image, brand trust, and customer loyalty positively affect branding strategies. Additionally, branding strategies significantly influence sales increase and revealed that brand image, brand trust, and customer loyalty have an indirect effect on increasing sales through branding strategies.

Keywords: *brand image, brand trust, customer loyalty, branding strategy, sales increase*

1. Introduction

In today's increasingly advanced and dynamic digital era, making everything easier and faster. This progress occurs in almost all aspects of human life, including trade in goods and services. Currently, trade in goods and services can not only be done face-to-face, but people can carry out these activities online through the internet media. Before the rapid development of technology as it is now, business actors used conventional patterns in conducting and supporting their business activities. But along with the times, humans demand practicality in carrying out their activities. This is utilized by business people to conduct electronic trading or e-commerce (Hotana, 2018). Therefore, nowadays many businesses tend to rely on the internet media as the main means of carrying out their business activities. Internet utilization has become an important part of people's lifestyle, even a necessity. In line with the increasing number of internet users, the e-commerce sector has also experienced tremendous growth in recent years (Astuti et al., 2023). Based on data released by the website databooks.data.co.id (2021), a survey conducted by We Are Social in April 2021 showed that 88.1% of internet users in Indonesia use online shopping services, making it one of the highest in the world. The UK ranked second with 86.9%, followed by the Philippines with 86.2%.

Electronic Commerce or commonly referred to as e-commerce is a technology that allows trade transactions to be carried out online using the internet. With e-commerce, sellers can promote a wide range of products and services online, facilitating the process of shopping, transactions, and delivery effectively and efficiently. So e-commerce has become an integral part of everyday life. The rapid development of e-commerce has given rise to many marketplaces in Indonesia, where the competition for marketplaces or online shopping sites in Indonesia is currently getting tighter, so companies must face challenges in maintaining and increasing their competitive advantage. The use of e-commerce at this time is a requirement for an organization or company, so that the company can compete globally.

Many studies emphasize efficiency in the use of e-commerce. In addition, many researchers also see the positive impact provided by e-commerce compared to its negative impact. Now many companies, both small companies and large companies utilize e-commerce as an effort to improve their business.



Figure 1.1 Predicted Number of E-commerce Users in Indonesia 2024

Source: (Tempo. co, 2020)

One of the e-commerce applications that is mushrooming and rising in Indonesia is Shopee. Shopee is one of the most popular selling sites in Indonesia. Shopee is the best place for people who are looking for a variety of products ranging from fashion, beauty, to household needs with a choice of prices that are very varied and affordable by the Indonesian people, most of whom are middle to lower class economically (Serly, 2020). In addition, there are things that make Shopee even more attractive where there are many features available on the e-commerce, these features make shopping activities easier as well as fun. For example, an easy and secure payment system with various options ranging from bank transfers to digital wallets that ensure that buyers can make transactions comfortably and without worry. Shopee often provides various promos with attractive discounts and offers free shipping for its users, which is one of its attractions. Shopee also comes with a fun games feature, so that users not only shop but can also play games, which can later be exchanged for coins that will provide discounts.



Figure 1.2 Number of Shopee Users in 2023

Source: (Katadata.co.id, 2023)

It can be seen from Figure 1.2 that Shopee is the e-commerce with the highest number of site visits in Indonesia in 2023, Shopee occupies the most superior e-commerce consistently every year. It can be said that this online shopping application which has an orange characteristic is very popular with the Indonesian people. Shopee has a strong brand image, it is said that brand image is a thought that exists in the minds of the public about a good or service that they already know and have used or consumed. Brand image has an important role in a plan, because the brand is an asset owned by the company in the long term, so that by building the right brand image can provide satisfaction and arise customer loyalty (Yana, 2015). Shopee brand image is very influential in increasing customer trust and loyalty. Shopee uses brand image in its marketing branding strategy, it shows that Shopee's strong brand image can increase consumer confidence and the emergence of customer loyalty so that they prefer to buy products offered through Shopee. In addition, Shopee believes that having a strong brand image can affect sales increase.

The number of users makes Shopee strive to improve brand image, brand trust and customer loyalty through various branding strategies. It is not easy for Shopee to maintain this position, this involves a deep understanding of understanding the needs and desires of consumers, and must have the ability to read changes in market share in the future. So that Shopee will still be able to push its branding strategy to improve brand image, brand trust and customer loyalty, this of course will affect the sales increase at PT Shopee Internasional Indonesia. The purpose of this study was to determine and analyze whether brand image, brand trust and customer loyalty to branding strategies affect sales increases at PT Shopee Internasional Indonesia.

2. Literatur Review

Brand Image (X1)

Brand image is the judgement given by consumers to a brand, which is formed from their information and experiences related to the brand. In other words, brand image is the public's perception of the products or services they have known and used, where consumers will remember the advantages and disadvantages of these products (Miati, 2020). A strong brand image is a valuable asset for products because it can influence consumer perceptions, which will usually have a positive view of the brand (Laras & Firmanyah, 2019).

Brand Image aims to increase sales, expand market share, build customer loyalty, maintain company reputation, and enable further innovation and expansion. A strong and positive brand image is formed from various factors that support each other, such as affordable prices, product variety, ease of use, innovation, progressivity, and responsiveness to customer complaints and feedback. Brands like Shopee have shown how a combination of these elements can increase customer confidence, build loyalty, and create a mutually beneficial long-term relationship between the brand and its customers. By focusing on these factors, a brand can establish a favorable perception in the eyes of consumers, which will ultimately support overall business success and growth.

Brand Trust (X2)

In Lau and Lee's (1999) study, brand trust was identified as one of the important factors in creating consumer loyalty. To build loyalty, companies need to first instil trust in consumers towards their brands. Brand trust is a major force for companies in building solid relationships with customers (Esa Sekar Hastari et al., 2023). This trust is an important basis for companies in creating and maintaining positive relationships with customers. Trust arises from the characteristics of the brand itself. Products or services that are consistent in terms of quality, promised features, and satisfying experiences provide reasons for users to trust the company. This consistency forms a positive consumer view of the brand, which is

ensured through the reliability of the product or service, the integrity of the company in its operations, and the relevance and satisfaction gained from the experience with the brand. Building trust is essential as trust is the key to long-term brand sustainability.

This is proven by Shopee having built strong trust among its customers. This trust increases customer loyalty and affirms Shopee as a safe and reliable shopping platform, resulting in long-term profitable relationships. Through various well-designed strategies, Shopee has built this trust, consumers have felt safe when transacting with Shopee due to its reputation as a trustworthy online shopping e-commerce platform. With strong privacy policies and security systems, consumers are confident that their personal data will be safe. In addition, customers' trust in Shopee increases due to its clear and fair return or refund policy, as well as its fast return process and refund guarantee if there are any issues with the product, which gives customers a sense of security that their rights will be well protected. Meanwhile, Shopee shows itself as a reliable brand and values its customers through honesty and transparency in communicating with customers through information that is conveyed clearly and without being hidden. In this study, brand trust indicators were assessed using an instrument developed by Giovanis and Athanasopoulou (2017) with 5 indicators in accordance with the instrument developed by, among others: according to expectations, not disappointing, satisfying in all efforts, satisfying in all efforts, gaining confidence and solving problems. Based on this, these indicators are designed to evaluate how the product or service meets customer expectations, prevents disappointment, provides overall satisfaction, increases confidence, and solves customer problems. By evaluating all these aspects, the research aims to measure how much trust customers have in the brand and how this affects their loyalty and perception of the brand.

Customer Loyalty (X3)

Consumer behavior as part of human activity continues to change along with the surrounding environmental and social influences. One form of consumer behavior that companies want is loyalty, where the loyalty in question is consumers who make repeated purchases. The level of brand loyalty is strongly influenced by the level of consumer satisfaction or dissatisfaction with the brand, which is reflected in their perception of product quality over a certain period of time. (Sriana, 2020) states that customer loyalty is a deep commitment to continue to make repeat purchases of certain products or services consistently in the future. Customer loyalty to the brand is formed from a combination of satisfaction and complaints, where satisfaction is obtained from the company's performance in minimizing complaints, so that consumers make long-term purchases (Rahayu & Harsono, 2023). Customer loyalty is the key to the company's success both in the short and long term, because the more loyal the customer, the greater the profit the company will get.

At Shopee, customer loyalty is very important as it can increase revenue and become an effective marketing tool through the support of loyal customers. Customer loyalty at Shopee is strengthened by several approaches, such as positive product reviews that reinforce trust in product quality, loyalty programs such as Koin Shopee or ShopeePay, and special promotions such as cashback and free shipping that provide incentives to continue shopping. In addition, recommendations from customers to friends or family help expand the customer base and add trust to the platform. By implementing all these strategies, Shopee is able to increase customer satisfaction and drive sustainable growth of the platform.

Branding Strategy (Z)

Branding strategy is a long-term plan or effort from a company to build and strengthen positive perceptions of a brand in the minds of consumers. Branding strategy is a form of marketing communication in introducing products in order to be able to develop among the

public by emphasizing the brand or brand. Branding strategy is very important in a business (Satryawati, 2018).

A successful branding strategy usually does the planning in a structured manner, as Shopee has several strategies such as discount promotions, creating game features, and smart advertising campaigns. Discount promotions provide direct incentives to consumers to make purchases, increase sales volume, and attract new customers. Game features, which are often based on apps or online platforms, create a fun and interactive experience for users, thus increasing customer engagement and loyalty. Advertising campaigns designed with a well-thought-out strategy can build strong brand awareness. The use of social media and other digital platforms allows brands to reach target users more effectively and efficiently. Through data analysis and audience segmentation, brands can deliver messages that are relevant and attractive to each target group, thus increasing the likelihood of interaction. By implementing a good branding strategy, it will help build consumer trust in the brand and form a sense of loyalty to a company.

Sales Increase (Y)

Sales is one of the key activities carried out by companies to keep the business growing and obtain the desired profits (Zaini Miftach et al., 2019). Sales not only involve transactions, but also have a broader purpose, namely increasing the value of products or services and ultimately driving increased sales. Increased sales serve as an indicator of demand and company competitiveness in the industry (Iskandar, 2021). In other words, increasing sales is a company's effort to increase the sales volume of products or services in order to increase revenue and competitiveness in the market. To achieve effective upselling, companies must implement integrated strategies, such as strengthening brand image to build trust and encourage repeat purchases, offering promotions and discounts to attract interest and increase purchase volume, and ensuring fast and reliable delivery to increase customer satisfaction and loyalty. The combination of all these elements creates synergies that support sales growth and strengthen the company's position in the market. Sales growth also plays an important role in working capital management, because by knowing the growth rate, companies can predict the potential profits to be obtained (Khafidin, 2018). Consistent and increasing sales in a company make it easier for the company to get additional sources of funds from outside or loans to increase its operational activities, besides that the company can survive for a long time.

Conceptual framework

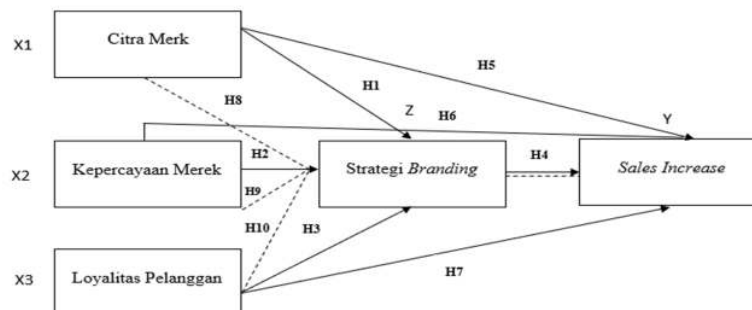


Figure 2.1 Research Models

Hypothesis Development

- H1: The effect of brand image on branding strategies at PT Shopee Internasional Indonesia.

- H2: The effect of brand trust on the branding strategy at PT Shopee Internasional Indonesia.
- H3: The effect of customer loyalty on the branding strategy at PT Shopee Internasional Indonesia.
- H4: The effect of branding strategies on sales increase at PT Shopee Internasional Indonesia.
- H5: The effect of brand image on sales increase at PT Shopee Internasional Indonesia.
- H6: The effect of brand trust on the sales increase of PT Shopee Internasional Indonesia.
- H7: The effect of customer loyalty on the sales increase of PT Shopee Internasional Indonesia.
- H8: The indirect effect of brand image on increasing sales through branding strategies at PT Shopee Internasional Indonesia.
- H9: The indirect effect of brand trust on increasing sales through branding strategies at PT Shopee Internasional Indonesia.
- H10: The indirect effect of customer loyalty on increasing sales through branding strategies at PT Shopee Internasional Indonesia.

3. Research Method

This study uses quantitative methods to test hypotheses with appropriate statistical data analysis, which aims to assess the effect of brand image, brand trust, and customer loyalty on branding strategies and their impact on increasing sales at PT Shopee International Indonesia. The research sample was taken by distributing questionnaires to Shopee E-commerce users and using non-probability sampling techniques involving 312 respondents. Data testing was carried out using Smart Partial Least Square (SmartPLS) version 4.0 software to analyze the relationship between the independent variables (brand image, brand trust, and customer loyalty) and the dependent variable (branding strategy and sales increase). In filling out the questionnaire, each respondent was asked to provide an assessment based on their personal experience using a Likert scale of 1-5. Starting from "Strongly Disagree" to "Strongly Agree".

Tabel 3.1

Measurement Variable

Variable	Indikator	Statement	Source
Brand Image	1. Company Image	A positive brand image contributes to customer perceptions of product quality, which can increase purchasing decisions.	(Nuryanti et al., 2023)
	2. Credibility		
	3. Reliability		
	4. Durability		
Brand Trust	1. Brand Reputation	Brand trust is a key factor in building long-term relationships with customers, thereby increasing loyalty and sales.	(Warusman & Untarini, 2016)
	2. Brand Confidence		
	3. Brand Competence		
Customer Loyalty	1. Return to use the service	High customer loyalty has the potential to generate repeat purchases, which has a direct impact on increasing sales.	(Winata & Evyanto, 2021)
	2. Give recommendations to others		
	3. Do not intend to switch services		
	4. Talk about good things		

Branding
Strategies

1. Brand Awareness
2. Brand Communication

An effective branding strategy can create differentiation in the market, attract new customers, and retain existing customers.

(Arianty & Andira, 2021)
(Stephen, 2016)

Increasead Sales

1. Sales Revenue

Peningkatan penjualan terjadi sebagai hasil sinergi dari citra merek yang kuat, kepercayaan pelanggan, dan strategi branding yang tepat.

(Wulandari & Sukaris, 2024)

4. Result and Discussion

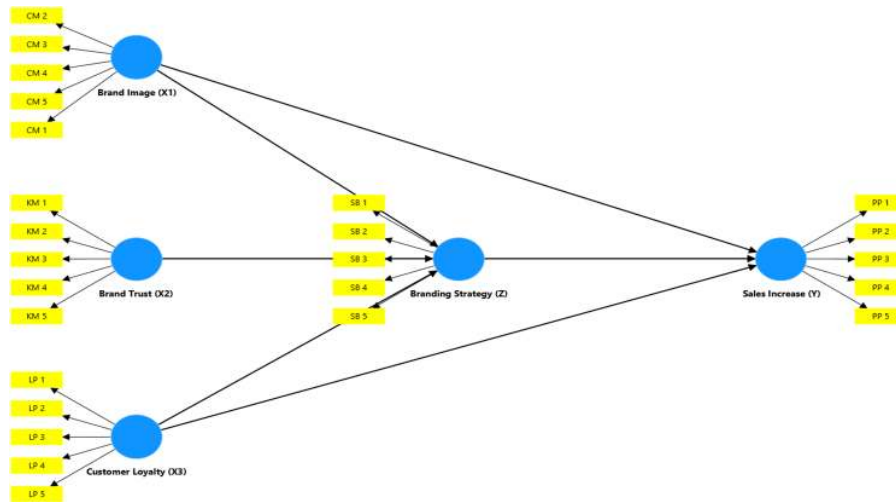


Figure 4.1 Initial Model

The initial model used in this study is as shown in Figure 1 where brand image, brand trust, and customer loyalty are exogenous variables while branding strategy and sales increase are endogenous variables whose values are determined in the model.

Reliability Testing

Testing the outer model involves evaluating the composite reliability value to assess the reliability of the research variables. This assessment is necessary because variables considered valid must be reliable, although reliable variables do not always guarantee validity. (PATRICIA, 2023). The convergent validity of the measurement model is reflected in the correlation between the item or dimension scores and the construct score. According to the Smart PLS output in Table 1, all indicators have loading factors greater than 0.70 (Rahayu & Harsono, 2023).

	Cronbach's alpha	Composite reliability	AVE	Result
Brand Image	0.851	0.894	0.628	Reliable
Brand Trust	0.859	0.898	0.639	Reliable
Customer Loyalty	0.857	0.898	0.637	Reliable
Sales Increase	0.870	0.906	0.658	Reliable
Branding Strategies	0.852	0.895	0.630	Reliable

Table 4.1 of Reability Indicators

Based on the table above, it can be seen that based on the results of the smartPLS 4 output, all variables have a composite reliability value and Cronbach's alpha > 0.80 and > 0.90, this indicates that all variables have met the composite reliability requirements. Based on the data above, it can be concluded that all variables in this study are declared reliable, so it is appropriate to test the hypothesis.

Validity Testing

Discriminant Validity

Discriminant Validity is carried out with the aim of ensuring that each concept of each latent variable is different from other latent variables. To determine discriminant validity, it can be seen based on the Heterotrait-Monotrait ratio value (Suhanta et al., 2022). Fornell-Larcker Criterion, Cross Loading (Handayani et al., 2021) The results of discriminant validity research are carried out with the square value of AVE (Asbari et al., 2021).

Cross Loading

Cross Loading refers to the correlation between an indicator and its respective variable. To evaluate cross loading, the correlation value of an indicator with its own variable should be higher than its correlation with other variables. In this context, EPS had a loading factor of less than 0.6, leading to its removal from the model to ensure that the remaining indicators validly measure the variable. After excluding indicators with low loading factors, the calculation of the new loading factors was performed (Handayani et al., 2021).

	Brand Image	Brand Trust	Customer Loyalty	Increased Sales	Branding Strategy
BI 1	0.818	0.651	0.663	0.658	0.670
BI 2	0.812	0.643	0.696	0.708	0.674
BI 3	0.821	0.657	0.646	0.663	0.681
BI 4	0.783	0.608	0.631	0.625	0.609
BI 5	0.725	0.692	0.602	0.579	0.616
BT 1	0.633	0.814	0.648	0.645	0.676
BT 2	0.606	0.769	0.568	0.514	0.559
BT 3	0.705	0.768	0.652	0.631	0.671
BT 4	0.657	0.828	0.670	0.679	0.671
BT 5	0.668	0.816	0.669	0.648	0.660
CL 1	0.691	0.669	0.827	0.717	0.708
CL 2	0.652	0.621	0.815	0.700	0.694
CL 3	0.624	0.596	0.788	0.600	0.651
CL 4	0.646	0.668	0.777	0.612	0.655
CL 5	0.650	0.659	0.782	0.609	0.718
IS 1	0.675	0.668	0.667	0.822	0.725
IS 2	0.668	0.636	0.631	0.823	0.688
IS 3	0.640	0.589	0.636	0.779	0.659
IS 4	0.681	0.636	0.670	0.814	0.676
IS 5	0.652	0.649	0.695	0.816	0.690
BS 1	0.623	0.603	0.668	0.689	0.745
BS 2	0.608	0.641	0.669	0.606	0.779
BS 3	0.648	0.642	0.662	0.660	0.799
BS 4	0.691	0.704	0.731	0.696	0.837
BS 5	0.682	0.634	0.677	0.710	0.805

Table 4.2 Cross Loading

Source: SmartPLS4

Based on the table above, it shows that the correlation value of variables with indicators is higher than the correlation value with other variables, so it can be said that all variables have a good level of discriminant validity.

Fornell-Larcker

The Fornell-Larcker Criterion assesses the correlation between a variable and itself, as well as its correlation with other variables. To evaluate the Fornell-Larcker Criterion, the correlation value of a variable with itself should be higher than its correlation with any other variables (Handayani et al., 2021).

	Brand Image	Brand Trust	Customer Loyalty	Increased Sales	Branding Strategy
Brand Image	0.793				
Brand Trust	0.819	0.799			
Customer Loyalty	0.818	0.805	0.798		
Increased Sales	0.818	0.784	0.814	0.811	
Branding Strategy	0.821	0.814	0.859	0.848	0.794

Table 4.3 Fornell-Lacker

Source : SmartPLS4

The data in the table above shows that the correlation between variables with these variables is greater than the correlation with other variables, so it can be concluded that the data in this study has good discriminant validity.

Heterotrait-Monotrait ratio

Heterotrait-Monotrait Ratio (HTMT) is the ratio of the average correlation between inter item variable measurements compared to the root of the root of the geometric product of the mean correlation between measurement items (Pratama Hafidz et al., 2023).

	Brand Image	Brand Trust	Customer Loyalty	Increased Sales	Branding Strategy
Brand Image					
Brand Trust	0.959				
Customer Loyalty	0.957	0.936			
Increased Sales	0.949	0.902	0.940		
Branding Strategy	0.962	0.947	1.005	0.984	

Tabel 4.4 Heterotrait-Monotrait ratio

Source : SmartPLS4

Among the three approaches, HTMT is the most moderate criterion, showing the lowest specificity in all simulation conditions. This means that HTMT is very effective in addressing discriminant validity issues in research scenarios where both HTMT and HTMT inference indicate that discriminant validity has been achieved. On the other hand, HTMT inference is the most flexible of the three new approaches. Even when two constructs have high but imperfect correlations close to 1.0, HTMT inference is less likely to indicate a lack of discriminant validity, especially when (1) factor loadings are consistently high or (2) sample sizes are large (Henseler et al., 2015).

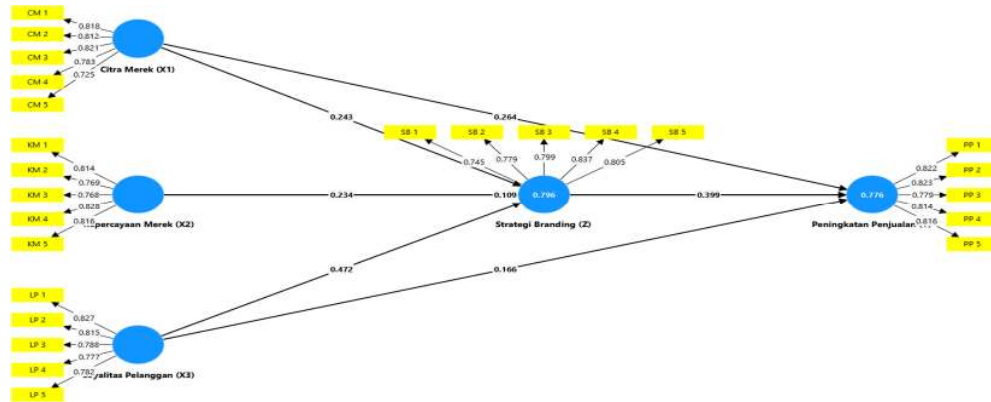


Figure 4.2 PLS Algorithm

Direct Effect

	Original sample (O)	T statistics	P values	Result
(H1) Brand Image -> Branding Strategy	0.243	4.783	0.000	Accepted
(H2) Brand Trust -> Branding Strategy	0.234	3.748	0.000	Accepted
(H3) Customer Loyalty -> Branding Strategy	0.472	8.119	0.000	Accepted
(H4) Branding Strategy -> Increased Sales	0.399	5.518	0.000	Accepted
(H5) Brand Image -> Increased Sales	0.264	3.993	0.000	Accepted
(H6) Brand Trust -> Increased Sales	0.109	1.689	0.091	Rejected
(H7) Customer Loyalty -> Increased Sales	0.166	2.788	0.005	Accepted

Table 4.5 Path Coefficients and T-Values

Source : SmartPLS4

Based on the hypothesis results on the Brand Image, Brand Trust, and Customer Loyalty variables, it is found that H1, H2, H3, H4, H5, and H7 show positive and significant results, respectively with T-Statistics values of 4.783, 3.748; 8.119, 5.518, 3.993 and 2.788, indicating that the hypotheses are considered true and sustainable, but in H6 with a T-Statistics value of 1.689, the hypothesis is not proven significant, indicating that brand trust

does not have a direct effect on increasing sales, but rather serves as a supporting factor in the branding strategy.

Therefore, to increase the role of brand trust in supporting sales, companies can strengthen branding strategies through activities that highlight brand trust, such as increasing customer testimonials, providing good after-sales service, or conducting campaigns that focus on product safety and quality, so that brand trust indirectly helps drive sales through increased customer loyalty and trust.

Indirect effect

Effect	Original sample (O)	T statistics	P values	Result
(H8) Brand Image -> Branding Strategy -> Increased Sales	0.097	3.486	0.000	Significant
(H9) Brand Trust -> Branding Strategy -> Increased Sales	0.094	3.379	0.000	Significant
(H10) Customer Loyalty -> Branding Strategy -> Increased Sales	0.188	4.239	0.000	Significant

Table 4.6 Indirect Effect

Source : SmartPLS4

Here it can be concluded that the hypothesis of Brand Image, Brand Trust and Customer Loyalty has a direct effect on Increasing Sales through Branding Strategy based on the calculation of H8 has a positive influence with a T-Statistics value of 3.486. H9 tested positive with a value of 3.379. The results of the H10 T-Statistics test tested positive with a value of 4,239. With this, the existing hypothesis is considered correct and acceptable.

Goodness of Fit Test

The model fit test can be seen from the R-Square. R-Square shows the significance of structural path parameters (Handayani et al., 2023). R² values range from 0 to 1, with higher levels indicating a higher level of predictive accuracy. Determining the right R² value is not easy, as the appropriate standard may vary depending on the research area being covered.

Variabel	R-square	R-square adjusted	Result
Increased Sales	0.776	0.773	Strong
Branding Strategy	0.796	0.794	Strong

Table 7 R-Square

Source : SmartPLS4

Based on the data above, it can be concluded that the Sales Increase variable can be explained or can be influenced by the branding strategy variable, brand image, brand trust, customer loyalty by 77.6% while the remaining 22.4% is influenced by other variables not examined in this study. The branding strategy can be explained by brand image, brand trust, and customer loyalty by 79.6% while the remaining 20.4% variation is explained by other "variables" not examined by other studies.

5. Conclusion

Based on the data obtained and processed, it can be concluded that brand image affects the Branding Strategy with a value of 4,783. Brand Trust affects the Branding Strategy with a value of 3,748. Customer Loyalty affects the Branding Strategy with a value of 8,119. Branding Strategy affects the increase in sales with a value of 5,518. Brand Image affects the increase in sales with a value of 3,993. Brand trust in increasing sales is not significantly proven with a value of 1,689. Customer Loyalty has an effect on increasing sales with a value of 2,788. Furthermore, the adjusted square R value shows a sales increase correlation of 0.776 and a branding strategy of 0.796 which shows strong results, so it can be concluded that the sales increase variable can be explained or can be influenced by the branding strategy variable, brand image, brand trust and customer loyalty by 77.6% while the remaining 22.4% is influenced by variables outside this study.

This study found that brand image sensitivity, brand trust, customer loyalty to branding strategies have an effect on increasing sales even though there are still many obstacles such as highly competitive competition with other e-commerce competitors.

6. Implication

Based on research that has been conducted on brand image, brand trust, and customer loyalty at E-Commerce Shopee, it can be seen that the branding strategy is able to attract customer attention to make purchases through Shopee. This strategy is further strengthened by competitive prices and various attractive promotions that are often offered by Shopee, such as big discounts, cashback, and free shipping. The combination of effective branding, low prices, and many promotions is able to increase customer interest in shopping. By implementing this good branding strategy, and supported by favorable price offers and promotions, there can be a significant increase in sales. In the end, customers tend to make repeat purchases because they are satisfied with the value they get from shopping at Shopee.

7. Research Limitations

This study has several limitations that can be used as benchmarks and references as encouragement for future researchers to get better research results and add insight and knowledge in their fields. as follows:

- This study uses three independent variables, namely brand image, brand trust and customer loyalty as well as the dependent variable, namely branding strategy and sales increase.
- This researcher only examined 312 respondents of Shopee E-commerce users in Indonesia.
- Researchers conducted research at the time of implementation from June 2024 to August 2024.

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