BRAND IMAGE, PERCEIVED QUALITY, EASE OF USE, TRUST, PRICE, SERVICE QUALITY ON CUSTOMER SATISFACTION AND PURCHASE INTENTION OF BLIBLI WEBSITE WITH DIGITAL TECHNOLOGY AS DUMMY VARIABLE IN THE USE OF EVIEWS

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Abstract

The purpose of this study is to analyze whether ease of use has a significant effect on customer satisfaction, to analyze whether trust has a significant effect on customer satisfaction, to analyze whether service quality has a significant effect on customer satisfaction, to analyze whether brand image has a significant effect on purchase intention, to analyze whether price has a significant effect on purchase intention, to analyze perceived quality has a significant effect on purchase intention, to analyze the simultaneous relationship of purchase intention and customer satisfaction, to analyze digital technology as a dummy variable that has a positive effect on purchase intention, to analyze digital technology as a dummy variable positive effect on customer satisfaction, presents and understands how to estimate the number of Blibli transactions using the ARIMA method. Data analysis using Eviews 10 produces using digital technology as a dummy variable, it can be concluded: Perceived quality has a significant effect on purchase intention, Brand image has a significant effect on purchase intention, Price has no significant effect on purchase intention, Digital technology has no significant effect on purchase intention, Simultaneously Perceived quality, brand image, price and digital technology have a significant effect on purchase intention, Ease of Use has a significant effect on customer satisfaction, Service quality has a significant effect on customer satisfaction, Trust has no significant effect on customer satisfaction, Digital technology has no significant effect on customers satisfaction, simultaneously ease of use, service quality, trust, digital technology have a significant effect on customer satisfaction. Based on testing the simultaneous relationship of purchase intention with customer satisfaction, it is found that there are results of simultaneous testing of the regression coefficients of simultaneous equations showing purchase intention has a significant effect on customer satisfaction. So it can be concluded that the 2SLS (two stage least squares) test results indicate that there is a simultaneous relationship between purchase intention to customers satisfaction, but conversely there is no simultaneous relationship from customer satisfaction to purchase intention. t test results (partial) ease of use variable does not significantly influence customer satisfaction, trust variable does not significantly influence customer satisfaction, service quality variable significantly influences customer satisfaction. The results obtained R-Squared (R^2) of 0.575273. R-Squared (R^2) with a value of 57.52% indicates that the influence of purchase intention on customer satisfaction is 57.52%, the remaining 42.48% is explained by other variables. The results obtained adjusted R-Squared (R^2) of 0.557390. adjusted R-Squared (R^2) with a value of 55.73% shows that the influence of purchase intention on customer satisfaction is 55.73%, the remaining 44.27% is explained by other variables.The results of simultaneous testing of the simultaneous regression equation coefficients indicate customer satisfaction has no significant effect on purchase intention. So it can be concluded that the 2SLS (two stage least squares) test results show that there is no simultaneous relationship from customer satisfaction to purchase intention, but instead there is a simultaneous relationship between purchase intention to customer satisfaction. t test results (partial) brand image variables significantly influence purchase intention, perceived quality variable significantly influences purchase intention, price variable significantly influences purchase intention.The results obtained by R-Squared (R2) of 0.671763. R-Squared (R^2) with a value of 67.17% indicates that the simultaneous effect of customer satisfaction on purchase intention of 67.17%, the remaining 32.83% is explained by other variables. The results obtained adjusted R-Squared (R^2) of 0.657942. adjusted R-Squared (R^2) with a value of 65.79% indicates that simultaneous customer satisfaction with purchase intention of 65.79%, the remaining 34.21% is explained by other variables.

Key words : perceived quality, trust, price, brand image, ease of use, service quality, customer satisfaction, purchase intention

Introduction

Over time, technology and the internet have increasingly developed and become one of the tools or media used for various needs and needs. One example of the use of technology that is complemented by the benefits of the internet is e-commerce. E-Commerce refers to transaction processing, such as buying and selling products and services through computer networks such as the internet. E-Commerce not only pays attention to the functions of buying and selling goods and services online, but also facilitates the entire buying and selling process for both sellers and buyers. In general, e-commerce is a business activity that operates through electronic media such as the internet.According to data from the Indonesian Internet Service Providers Association (APJII), internet users mostly own and use social networking applications or content at 87.4%, second is searching for 68.7%, third instant messaging 59.9%, fourth looking for the latest news 59, 7%, and the fifth download and upload videos 27.3%. In terms of the types of sites used to sell online, 64.9% use social networking, 22.9% messenger, 14.4% online communities, 5.7% online shop blogs, 2.3% online shop websites, and 1, 5% of mailists (Hidayat & Kristiana, 2016)As many as 62 million people use social media, and around 4.6 million consumers in Indonesia use the internet actively to transact or shop. Digital technology has changed the way humans talk, communicate, act and make decisions. Digital marketing is one of the marketing media that is being sought by the public to support various activities carried out. People gradually began to abandon conventional or traditional marketing models and move on to modern marketing, digital marketing. Digital marketing is a marketing activity including branding that uses web-based media such as blogs, websites, e-mail, adwords or social networking. Of course digital marketing isn't just talking about internet marketing (Pradiani, 2018). In this digital era, many people search from search engines for items to buy. Indeed there are not too many review sites in Indonesia, but abroad there are already very many product reviews reviewed by the public. Just take the example of Amazon, almost every index catalog is complete with product reviews. The readiness of the present generation to obtain this information greatly impacts how purchase intentions can be formed. Regarding traditional shopper, take the example of generation of parents. In the old days, parents did not use online media to make decisions, but consumers went to department stores or malls to see variations of goods. And make decisions between brand A and brand B rapidly, based on store displays or sales promotion person intelligence. And in the consciousness of the consumer comes some purchase intentions that are stored in memory for the next visit. At this time people live in the age of globalization or commonly called the era of modernization. In the current era of globalization, individuals are very dependent on the internet, both from parents to young people. The development of today's technology is the basis for developing national and state life. The progress of a country is based on how far the science and technology are controlled by that country. The development of increasingly sophisticated and rapidly developing information technology, has created new opportunities for entrepreneurs to make buying and selling transactions online. Online-based intermediaries (internet) such as Lazada, Tokopedia, Shoppe, Bukalapak, Blibli, JD.id and others, help reduce the burden of costs that must be incurred for marketing or promotional activities. Blibli is one of the largest online marketplaces in Indonesia that helps internet users make online buying and selling transactions. Blibli is ranked 5th as the best e-commerce site in Indonesia. Blibli is an online store that offers a myriad of features and fast services that affect the ease of use of the application to purchase intentions for consumers at Blibli. The Blibli.com shopping platform enlivens Indonesia's e-commerce service industry since 2011.Blibli is present as an e-commerce that supports locally made products. Blibli.com has an Indonesian Gallery category to display authentic Indonesian products in the form of artisan products, both handicrafts and food, since 2015.Blibli.com, since 2018, has Blibli Instore physical outlets by combining online and offline shopping experiences, ie goods can be directly carried.Throughout 2018, Blibli Instore has been installed in 3,000 partner outlets in various cities in Indonesia. Based on data from the Startup Ranking website as of June 2019, Blibli.com ranks second in startups in Indonesia, with 57.3 million monthly visitor visits. The purchase intention of Blibli customers is also related to the ease of access and high privacy that is part of Blibli's website quality. Blibli also applies a review that aims to provide an experience or impression of a purchase by consumers after making a purchase at Blibli. Blibli, is still in the same rank since Q2 2018 which is in fifth position with an increase in Blibli's monthly web visits increasing by 31% since a year ago. Online purchase intention is part of the online consumer behavior component through a consumer plan with a tendency to buy a product over the internet or take action before a buying decision is actually made. With hundreds of thousands of product choices available from various categories namely health and beauty, household appliances, electronics, mobile phones and many more. There are many factors that influence consumer purchase intentions for Blibli online stores such as brand image, price, trust and value. The author uses panel data comparing the number of transactions and prices of Tokopedia, Shopee, Blibli and Lazada products with a total of 80 observations from 2000-2019. The author also conducted forecasting with the ARIMA model for the number of Blibli transactions from 2014-2018.This study discusses consumer purchase intentions and customer satisfaction

through Blibli and Shopee applications or websites. The reason consumers tend not to shop through apps or websites is difficulty in page navigation and trust. Consumer expectations must be met so that consumers feel satisfied and satisfaction can increase purchase intentions.The quality of service with the best quality alone is not enough to captivate the hearts of the people. The price component is also a factor in customer satisfaction. If the consumer receives a price that matches the quality of the brand or product, then the consumer will be interested in staying loyal to the brand or product. However, if the price offered is high and the quality provided is low, then in addition to making the company's brand image bad, consumers will not buy and use the company's products or brands anymore. Another key to winning competition is a price promo that matches its quality. Digital technology is not new and comes suddenly, but has been in process since the 80s, so until the 21st century it is now called the digital era. In this era the use of digital technology has become a necessity, not only adults, but also teenagers, even children under the age already know the name Mobile Android. Using digital devices using Google, Yahoo, blog and email media and can see the world window. Qualified educational staff as teachers, lecturers, counselors, tutors, instructors, facilitators and students are very easy to find the teaching materials needed.Purchase intention has been identified as a concept which gives the service providers of e-commerce systems the indication of the actual buying behavior. Therefore, this study aims to review and analyze the factors that improve and affect e-commerce customers' purchase intention.(Abumalloh, 2018). Perceived ease of use is the level that someone believes that using a particular system will be easy with little or no effort(Kian et al., 2017)Another researcher (Amin, M., Rezaei, S., & Abolghasemi, 2014)whose research aims to determine the effect of ease of use and perceived benefits on consumer satisfaction with trust as mediation.Trust is also one of the factors that determine consumer decisions in making purchasing decisions (Kooli et al., 2014)This study discusses consumer purchase intentions and customer satisfaction through the Blibli and Shopee application or website. The reason consumers tend not to shop through apps or websites is difficulty in page navigation and trust. Consumer expectations must be met so that consumers feel satisfied and satisfaction can increase purchase intentions. Based on the background of the problem above, the formulation of the problem in this study is:Is there a significant influence on brand image on purchase intention? , Is there a significant influence on price on purchase intention?, Is there a significant influence on perceived quality on purchase intention?, Is there a significant effect of ease of use on customer satisfaction?, Is there a significant influence of trust on customer satisfaction?, Is there a significant influence on service quality on customer satisfaction?, Is there a simultaneous relationship between purchase intention and customer satisfaction?, Is there a significant effect of digital technology on purchase intention?, Is there a significant influence on digital technology on customer satisfaction?, How can the ARIMA method in forecasting provide the best model for the number of Blibli transactions in the short term?Referring to the formulation of the problem that has been made, the purpose of this study is To analyze whether ease of use has a significant effect on customer satisfaction, To analyze whether trust has a significant effect on customer satisfaction, To analyze whether service quality has a significant effect on customer satisfaction, To analyze whether brand image has a significant effect on purchase intention, To analyze whether price has a significant effect on purchase intention, To analyze perceived quality, it has a significant effect on purchase intention, To analyze the simultaneous relationship between purchase intention and customer satisfaction, To analyze digital technology as a dummy variable, a positive effect on purchase intention, To analyze digital technology as a dummy variable, a positive effect on customer satisfaction, Present and understand how to estimate the number of Blibli transactions using the ARIMA method.

Literature Review

According to (Rodrigues, L. F., Oliveira, A., & Costa, 2016)ease of use is defined as the extent to which users believe that using information systems will be free of distress.According to (Ozturk, A. B., Bilgihan, A., Nusair, K., & Okumus, 2016)ease of use is defined as the extent to which a person believes that the use of certain systems is free from distress as easily understood or used.From the above definition, it can be concluded that ease of use is a term that can be understood and used easily for a technology that is still unfamiliar or new so that consumers do not feel difficulties in using it.One definition of trust that is often referenced by researchers is the definition proposed by (Choon Ling, K., Bin Daud, D., Hoi Piew, T., Keoy, K. H., & Hassan, 2011)trust is defined as the tendency of one party to willing to accept the other party's actions even though the first party is not protected by the second party and cannot control the actions of the second party.According (Martínez, P., & del Bosque, 2013), trust is defined as the belief that a product or service provider can be relied upon to behave in such a way that the long-term interests of consumers will be served.According to (McKecnie et al., 2011)customer satisfaction variables measured by four things, namely overall (overall) right choice (meet the right choice) meet expectationsand delighted (very happy). According to (Tahir Jan & Abdullah, 2014) the significant influence that technology CSFs have on customer satisfaction and trust shows that technology-related CSFs are inevitable for the success of customer relationship management (CRM) in financial services industry, particularly banks. According to (Wen, Chao; Prybutok, Victor.R dan Xu, 2011)states that ease of use is where consumers feel that shopping at a web-based store will increase their spending and the extent to which

consumers feel the ease of interaction with the website and can receive product information that they need. When consumers feel the ease of interaction with e-commerce websites, to find product information and pay online, they will consider shopping more useful. Ease of use is a very important variable for receiving information systems because it is the basis of using the system. A system that is difficult to use will be considered less useful by the user and may be abandoned by the user. The online trust dimension in the study of (Ling, K. C., Chai, L. T., & Piew, 2010)identifying online trusts, namely:Security is defined as the extent to which customers believe that the internet is safe for them to send sensitive information to business transactions, privacy define privacy as consumer trust about the performance of other parties in the environment during market transactions or consumption behavior, reliability Corporate reliability can affect consumers' online trust and purchase intentions.Brand image is the result of evaluating consumer perceptions of a brand whether positive or negative. A good brand image will have a good impact on the company, while a negative brand image will create an ugliness that will create a loss for the company. Based on consideration or selection by comparing the differences found in some brands, so that the brand offering according to the needs will be selected. Then consumers will have a better rating on the brand. (Sangadji, Etta, Mamang, 2013)suggested that brand image is a set of unique associations that marketers want to create or maintain. These associations state what a brand really is and what is promised to consumers.According to (Kotler, P. and Keller, 2016) brand image is a collection of beliefs or trust in a particular brand. The image of the brand is related to the attitude in the form of a belief in a brand. Consumers who have a positive brand image are more likely to make a purchase. Therefore, the use of advertising through certain media to build a positive image of the brand.According to (Kotler, Philip & Amstrong, 2017)service quality is a model that illustrates the condition of customers in shaping expectations for services from past experience, word of mouth promotion and advertising by comparing the services that consumers expect with what consumers receive or feel.According to (Tjiptono & Fandy, 2010)service quality is a group of benefits that are useful both explicitly and implicitly for the ease of obtaining goods or services, quality is a measure of how good the level of service is provided with the expectations or expectations of customers.According to (Kotler, Philip & Amstrong, 2017) price is the amount of money billed for a product or service or the amount of value exchanged by customers to benefit from owning or using a product or service. According to (Kotler, P. and Keller, 2016)price is a number of currencies that can be exchanged for goods or services, or more broadly the price is the sum of all values submitted by customers to get the benefits of the product goods or services.According to (Schiffman, Leon.G. and Wisenblit, 2015)perception is defined as the process by which individuals choose, organize and interpret stimuli into meaningful images. Someone in receiving stimuli, he will choose stimuli that are interesting to him, organized and then interpreted into a meaningful picture. Quality perception is an attractive stimulus for individuals, then interpreted into a meaningful picture of the quality and excellence of a product or service. The relationship of quality perception with this research is that consumers can measure the perception of the quality of a product that is measured through six dimensions, namely: performance, features, conformity of product specifications, reliability, service and appearance of quality.Technology literally comes from the French word La Teknique which means a concept created as a rational process of realization. Rational understanding is a process that can be done repeatedly or repeatedly. Technology is a human modification that is developed from existing technology naturally and then processed in the media according to their individual needs. Digital is a concept based on 0 and 1 which describes between 0ff and on. Digital performs all processes simultaneously such as the production, distribution and consumption processes which are all done in one system. Digital technology is a technology that is operated using a computerized system, the system is based on the form of information as a numerical value of 0 and 1 that identifies the on and off keys. Digital technology, also called wireless technology, is a technology that uses signals as a means of connecting to the media as a messenger. Digital signals have the special feature that the speed sent by these signals exceeds the speed of light which is not found in analog technology. In this case digital technology is a dummy variable

Ease of use to Customer Satisfaction
According to (Tandon et al., 2016)argues that ease of use refers to the extent to which the understanding, learning and operation of certain systems or technologies are free from physical and mental effort. Online retailers need to pay attention to ease of navigation, ease of learning, perception and support when designing online shopping sites. Ease of use is considered an important factor for the development of electronic commerce. Product search and product information are two important attributes for generating positive ratings from online retail. Customers who do not feel distressed in searching for products and information can increase shopping satisfaction

Trust to Customer Satisfaction
According to (Tahir Jan & Abdullah, 2014)trust as an important factor driving customer satisfaction and lack of trust can make customers not want to deal with certain organizations which consequently decreases customer intention to use their services. Trust is considered important in the service sector, especially when technology is

used primarily to interact with customers finding a significant positive relationship between trust and customer satisfaction. It can be concluded that trust is the strongest predictor of customer satisfaction.

Customer Satisfaction to Purchase Intention
Previous studies such as (Alavi et al., 2016)state that the determination of customer satisfaction in online shopping is related to the purchase intention and loyalty of customers. Customer satisfaction influences purchase intentions and determines the likelihood of future purchases. Research by (Bukhari, S. M. F., Ghoneim, A., Dennis, C., & Jamjoom, 2013)states that there are nine constructs in measuring consumer satisfaction and intention to buy tickets from a website that includes information quality, system quality, perceived usefulness, perceived ease of use, e-trust, airline reputation, price perception, e-satisfaction and purchase intention

Service Quality to Customer Satisfaction
According to (Kotler, Philip & Amstrong, 2017)customer satisfaction is the key to building a profitable relationship with consumers to maintain and grow consumers and collect customer lifetime value. When a company is able to offer better services there will be a significant development in customer satisfaction.In service quality, there are two factors that influence namely: expected service and perceived or perceived service. If the perceived service exceeds customer expectations, the service quality is perceived as the ideal quality. Conversely, if the service received is lower or less satisfying than customer expectations, the perceived quality of service will be bad. Therefore good or bad service quality depends on the ability of service providers to consistently meet the expectations of their customers.

Brand Image to Purchase Intention
Research by (Bagus & Dp, 2019)brand equity has a positive and significant effect on brand preference on Lacoste products in Denpasar. Brand equity has a positive and significant effect on consumer purchase intentions on Lacoste products in Denpasar. Brand preference has a positive and significant effect on consumer purchase intentions of Lacoste products in Denpasar City. Research by (Ambarwati, 2015)Corporate Image, Consumer Image, and Product Image together have a significant effect on Purchase Interest, partial effect between variables shows that Company Image has no significant effect on Buy Interest, Consumer Image has significant effect on Buy Interest, and Product Image has a significant influence on Purchase Interest, Product Image is the dominant variable having an influence on Buying Interest

Price to Purchase Intention
Research by (Setiawati & Winadi Prasetyoning Tyas, 2015) price has a positive influence on purchasing decisions (Y), and brand image has a positive and significant effect on purchasing decisions , but also the results of the study show that prices and brand image together have a significant influence on purchasing decisions. The dominant factor in this research is price. Research by (Nusarika & Purnami, 2015)perception of price, trust and shopping orientation simultaneously influence the purchase intention of online fashion products in Denpasar City. Research by (Adinata & Yasa, 2018) beliefs, price perceptions, and attitudes have a positive and significant effect on repurchase intentions on the Lazada website.

Perceived Quality to Purchase Intention
Research by (Wibowo et al., 2013) states that service quality and satisfaction affect repurchase intentions. Research by (Budiyanto, 2016) the results of the study indicate that perceived quality has a significant effect on purchasing decisions.According to(Kotler, P. and Keller, 2016) in the same situation, a person's perception of a product can vary, this is caused by the selection process of various existing stimuli. In essence, perception will relate to one's behavior in making decisions about what is desired. Study recognises perceived quality as one of the components of brand equity but does not specify whether this refers to goods or services. Aaker's study does not state which quality dimensions should be included in the brand equity model and therefore whether the model is suitable for assessing service dominant brand equity models in the hotel and restaurant industry(Nam et al., 2011). Aconsumer receives benefits in the form of quality performance on key attributes, and this quality is weighed against the price of the offering in determining perceived value. This is a common operationalization that generally depicts value as intervening between perceived quality, sacrifice and product purchase intentions(Babin & James, 2010)

Digital Technology as dummy variableto Purchase Intention and Customer Satisfaction
According to (M. Budiantara, Hamzah Gunawan, 2019) Perceived Usefulness, Perceived Ease of Use, Trust In Online Store and Perceived Risk together have a significant influence on online purchase intentions at PT. MSME products "made in Indonesia" through the use of e-commerce marketplaces. E-commerce marketplace is a means of shopping through the internet. According to (Suciana, 2017), it is found that e-commerce knowledge does not affect trust, risk perception significantly influences trust, technology perception does not affect trust, technology perception significantly influences purchase intention, trust significantly influences purchase intention. According to (Marlina & Bimo, 2018)Industry players in the banking sector are not only required to apply digital technology, but are also able to capture various opportunities by better understanding changes in

consumer behavior that are increasingly leading to the digital realm that can further facilitate the transaction needs of their customers. The use of Digital Banking is one of the elements of customer satisfaction assessment that is Reliability and responsiveness.

Previous Research

Research according to (Tharanikaran et al., 2017) this study aims to assess the level of service quality and customer satisfaction in the context of electronic banking in the Battticaloa district. To achieve this goal, questionnaires were developed with item sizes that capture the quality of service and the construct of customer satisfaction. In a study of 231 respondents (51 percent of response rates), assessments of unidimensionality, reliability and validity were carried out to validate key constructs and one sample t-test was conducted to test hypotheses. The results show that service quality and customer satisfaction are at a high level in electronic banking in the Battticaloa district. The findings of this study help bank managers, academics and practitioners to develop and implement service quality and strategies related to customer satisfaction in electronic banking. Furthermore, this study contributes to the existing literature by examining comprehensively the understanding of service quality and customer satisfaction in electronic banking.The next study was a study conducted by (Lee, C., Tsao, C. and Chang, 2015)entitled The relationship between attitude toward using and customer satisfaction with mobile application services An empirical study from the life insurance industry. The purpose of this study was to determine the effect of attitudes on the use of mobile life insurance application services in customer satisfaction. The sample of this study consisted of 538 respondents in Taiwan who were tested using SEM. The results showed that all hypotheses had a significant effect.Ease of use on a website refers to convenience in finding products or information. Poorly performing applications or websites can make consumers uncomfortable so consumers aren't satisfied when they shop online. Applications or websites that are easy to use will make consumers feel comfortable and satisfied in online shopping so that it can increase consumer purchase intentions. Therefore, researchers intend to further research about ease of use to customer satisfaction on the Blibli website so that researchers formulate hypotheses:

H1 : Ease of use has a significant effect on customer satisfaction

Trust is important in online shopping if it is associated with satisfaction. The seller must meet customer expectations in service or payment. If the product or service is in line with consumer expectations, consumers will feel confident and satisfied with the e-vendor. Consumers who believe in an e-vendor will increase consumer purchase intentions. Therefore, researchers intend to research more about trust in customer satisfaction on the Blibli website so researchers formulate hypotheses:

H2 : Trust has a significant effect on customer satisfaction

Customers who are satisfied with a product or service can have the intention to buy the same product or service in the future. In this study, satisfaction is considered as a mediator of purchase intentions. Therefore, the researcher intends to investigate further about customer satisfaction with purchase intentions on the Blibli website so that the researcher formulates the hypothesis:

H3 : Customer satisfaction has a simultaneous relationship with purchase intention

According to (Elangkumaran, 2014) stated that there is a significant relationship between service quality and customer satisfaction. In this study, it was also concluded that service quality is one of the important factors for retaining customers.While research conducted by (Onyancha, 2013) states that brand image has a significant relationship with customer satisfaction. The findings of this study also show the importance of brand image to banking service users as a mind power regarding customer satisfaction and loyalty.

H4: Service Quality has a significant effect on customer satisfaction

Research conducted by (Jesica Monica Reppi, 2015) analyzes the effect of perceived quality, motivation and consumer attitudes together on purchasing decisions for Iphone mobile phone products. This research uses associative method with multiple linear regression analysis techniques and a sample of 100 people. The subjects of this study were Iphone smartphone consumers at the ITC Manado Shopping Center. The results of this study indicate that the Perception of Quality, Attitude and Motivation of Consumers significantly influences the Decision of Purchasing Iphone smartphones at IT Center Manado.Research conducted by (Jesica Monica Reppi, 2015) the purpose of this study was to determine the effect of brand image and product quality on purchasing decisions of the OPPO F1 Plus Smartphone at the Grand Cellular PTC. Samples were taken as many as 180 respondents. The subjects in this study were people who bought OPPO smartphones at the Grand Cellular Counter. The data analysis technique used is multiple linear regression. Data analysis from this study uses SPSS. The results of this study indicate that the brand image and product quality significantly influence the purchasing decision of the OPPO F1 Plus Smartphone at the Grand Cellular PTC.Research by (Wu, Paul C. S., Gary Yeong-Yuh Yeh, 2011)uses LISREL to test hypothesized relationships. This study reveals that store image has a direct and positive effect on private label brand purchase intentions; Service quality has a direct and positive effect on the image of private label brandsResearch by (Lien, C. H., Wen, M. J., Huang, L. C., & Wu, 2015)states that consumers in Taiwan tend to believe that hotel prices are affordable, hotel brands are attractive, hotels are trustworthy, hotels will offer good value for prices and the likelihood of their booking intentions is

high. Brand image, perceived price, and perceived value are three important determinants that directly influence purchase intention. However, the impact of trust on purchase intentions is not significant. The difference between men and women on purchase intentions is not significant either. Research by (Satria & Sidharta, 2017) variable brand image and product quality significantly influence consumer buying interest in Porkball products. Research by (Paonganan & Tenggara, 2014)there is a significant positive effect between library automation variables and digital services with the quality of library service variables. Research by (Saragih & Ramdhany, 2013) there is no significant effect of price perception on customer intention to return online shopping. While customer satisfaction and trust are factors that influence customer intention to return online shopping. The findings of this study indicate that overall customer satisfaction has a stronger influence on the desire to return online shopping than trust and price perceptions. Research according (Suhari, 2011)trust in the internet online stores has a positive effect on the desire to find information on online stores; trust in the internet online stores affects the intention to buy online; and information search on online stores has a positive effect on online buying intentions.
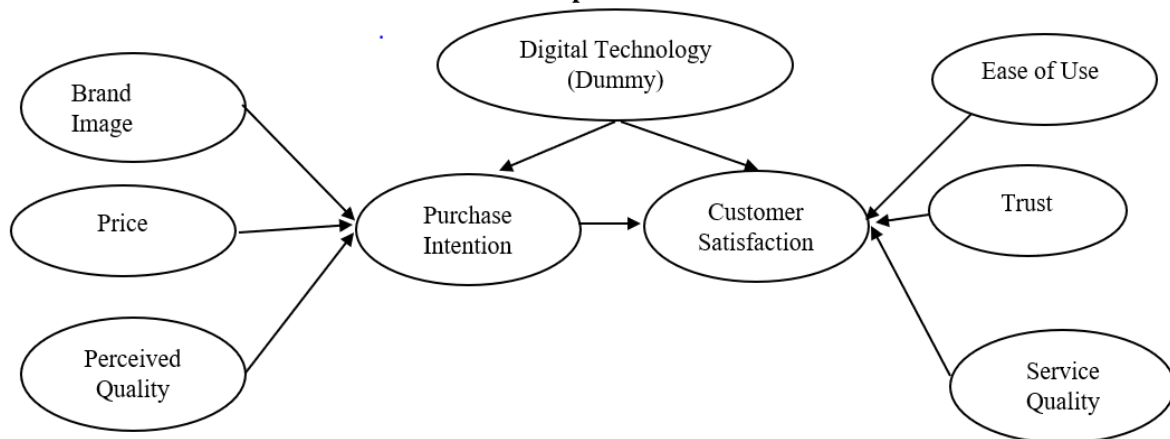
H5: Perceived Quality has a significant effect on purchase intention
H6: Brand Image has a significant effect on purchase intention
H7: Price has a significant effect on purchase intention
H8: Digital technology has a significant effect on purchase intention and customer satisfaction

Figure 1
Conceptual Framework

Source : Data Analysis (2020)

Research Method

According to (Sekaran,Uma dan Bougie, 2019)the quality of research designs depends on how carefully in choosing the right design alternative, taking into account specific objectives, research questions, constraints in the project, such as access to data, time and / or money .

According to (Sekaran,Uma dan Bougie, 2019)there are two types of sampling designs namely probability and non probability sampling.The technique in sampling in this study uses probability sampling techniques, namely sampling techniques that provide opportunities for each element to be selected as a sample in research. The type of probability sampling used is the simple random sampling method. It is said random because every element in the population has the same opportunity to be chosen as a subject to become a research sample of 100 respondents.On a Likert scale, the variable to be measured is translated into an indicator variable. Then the indicator is used as a starting point for compiling instrument items which can be statements or questions. The answers of each instrument item that uses a Likert scale have a gradient from very positive to negative. (Sekaran,Uma dan Bougie, 2019)To measure the above variables, a Likert scale of five levels is used as follows:

1 = STS (Strongly Disagree)
2 = TS (Disagree)
3 = AS (Tend to Agree)
4 = S (Agree)
5 = SS (Strongly Agree)

Data analysis was carried out through several stages, namely the classical assumption test, linear regression test and hypothesis testing. To answer the problems that have been set, then in analyzing the author's problem using panel data regression method which is a combination of time series data with cross data, panel data has a combination of characteristics namely data consisting of several objects and covering some time (Winarno,

2011) Generally estimation of parameters in regression analysis with cross section data is done using the least squares estimation method or called ordinary least square (OLS).Descriptive statistics is a part of statistics that studies tools, techniques, or procedures used to describe or describe data sets or observations. The data collected needs to be presented so that it is easy to understand, interesting, communicative, and informative for other parties. The forms of data presentation are generally divided into two aspects, namely (1) data preparation which includes the process of editing, coding, and entering data, and (2) preliminary analysis covering the selection, examination and compilation of data in order to obtain an overview, pattern, and more meaningful relationships (Walpole, 2012)Data processing techniques using eviews 10. Simultaneous Equation Model

$$CS = \beta_0 + \beta_1 PI + \beta_2 EOU + \beta_3 TR + \beta_4 SC + e \text{ (equation 1)}$$

$$PI = \alpha_0 + \alpha_1 CS + \alpha_2 BI + \alpha_3 PR + \alpha_4 PQ + e \text{ (equation 2)}$$

The output of the dummy regression equation is as follows:

$$PI = C + BI + PR + PQ + TD + e \text{ (equation 1)}$$
$$CS = C + EOU + TR + SC + TD + e \text{ (equation 2)}$$
Where:
PI = Purchase Intention
CS = Customer Satisfaction
EOU = Ease of Use
TR = Trust
SC = Service Quality
BI = Brand Image
PQ = Perceived Quality
TD = Digital Technology
e = Error
β = constant
α = constant

Endogenous variables: Purchase intention and customer satisfaction
Exogenous variables: service quality, price, brand image, trust, perceived quality, ease of use
Instrumental variables equation 1: ease of use, trust, service quality
Instrumental variables equation 2: price, brand image, perceived quality
According to (Pangestika, 2015) states that panel data regression is a set of techniques to model the effect of independent variables on the dependent variable in panel data. In estimating the panel data regression model, there are three commonly used approaches, namely Common Effect Model (CEM), Fixed Effect Model (FEM), and Random Effect Model (REM). The Common Effect Model approach simply combines all time series data and cross sections, therefore the Common Effect Model is estimated by means of OLS (Ordinary Least Square). The Fixed Effect Model approach reflects differences in constants for cross sections or time series. Fixed Effect Model estimation is done by adding a dummy variable (Least Square Dummy Variable or LSDV). The Random Effect Model approach pays attention to the effects of error terms in the model, namely the error component in the cross section, and the error component in the time series. Random Effect Model estimation is done by Generalized Least Square (GLS). In detecting the presence or absence of autocorrelation using the test developed by Breusch and Godfrey the decision to reject H0 if the p-value is smaller than the level of significance (Setiawan & Kusrini, 2010)The Chow Test shows that the best method is the Common Effect rather than the fixed effect. So the next step is to determine whether the Common Effect is better than the Random Effect, then the Lagrange Multiplier Test is needed. The Hausman Test shows that the best method is the Random effect rather than the Fixed Effect. So that the next step to determine whether the Random Effect is better than the Common Effect, we need the Lagrange Multiplier Test. Panel data regression test is used to analyze the relationship between the independent variable product prices to the dependent variable number of transactions.
Panel data regression model in this study
$$Y_{ti} = \alpha + \beta_1 X_{1ti} + e$$
Where :
Y = dependent variable (number of transactions)
α = constant
X1 = independent variable (product price)
e = error
t = time
i = company

After the processed data is ascertained to be stationary in variety, then the average stationary test is then performed to determine the stationarity of the data in the averages. To do this test, it is done by using the unit root test function in the eviews program. Data can be said to be stationary in the average if the root test results show that the probability value <0.05 and also the statistical value> test critical values (Inc, 2015). Formation of ARIMA model analysis to forecast data on the number of transactions in Blibli by analyzing data by testing data stationary by looking at data plots by looking at graphs namely ACF and PACF plots. If the data is not stationary, the stationary process must be carried out first with the differencing process. At this stage the data must be stationary in the range or the average, if the data has been stationary in the range or the average bias proceed to ARIMA modeling. However, if the data is not stationary in variety, transformation must be carried out, but non-stationary data in averaging must be done differencing data. If the data has been stationary in variety and average then the next step is ARIMA modeling.After all the stages have been carried out, forecasting and withdrawal can be made. This forecast is a translation of the equation based on the coefficients obtained, so that it can determine the conditions in the future.

Result and Discussion

Based on the panel data regression testing the RE model (random effect) has been chosen 2 (two) times, namely on the HausmanTest and LM-Test. While the FE (fixed effect) model was only selected in the Chow Test, meanwhile, the CE (common effect) model in the test was not selected at all. Thus it can be concluded that of the three models (CE, FE, and RE), the RE (random effect) model is better at interpreting panel data regression to answer the research objectives.The Centered VIF value of the product price is 1.000000 where the value is less than 10, it can be stated that there is no multicollinearity problem in the prediction model.Residual normality test results above are: jarque-bera value of 5.811540 with a p value of 0.054707 where> 0.05, so accept H0 or which means normal distribution of residuals.Linearity Test with Eviews above is using the Ramsey Reset Test, where the results are at the p value indicated in the probability column of the F-statistics row. The result is p-value F-statistic 1.016930 (1.77) of 0.3164> 0.05 so that it can be concluded that the independent variable is linear with the dependent variable.The p value is indicated by the value Prob. chi square (1) on Obs * R-Squared that is equal to 0.053719 Because the p value is 0.8167> 0.05 then accept H0 or which means the regression model is homocedasticity or in other words there is no problem of assumptions of non heteroscedasticity.Prob Chi Square value (2) which is the p value of the Breusch-Godfrey Serial Correlation LM Test, which is 0.4229 where> 0.05 so that it accepts H0 or, which means there is no serial autocorrelation problem

$$CS = 1.403788 + 0.354132PI + 0.162977 \, EOU - 0.076645TR + 0.216257SC + e \quad \text{(equation 1)}$$

Simultaneous testing results the simultaneous regression coefficient coefficient shows that purchase intention has a significant effect on customer satisfaction. So it can be concluded that the results of the 2SLS (two stage least squares) test show that there is a simultaneous relationship between purchase decision to customer satisfaction purchase intention, but otherwise there is no simultaneous relationship from the customer satisfaction to purchase intention. t test results (partial) variable ease of use does not significantly influence customer satisfaction, trust variable does not significantly influence customer satisfaction, service quality variables significantly influence customer satisfaction.The results obtained R-Squared (R^2) of 0.575273. R-Squared (R^2) with a value of 57.52% indicates that the simultaneous influence of purchase intention on customer satisfaction is 57.52%, the remaining 42.48% is explained by other variables.The results obtained adjusted R-Squared (R^2) of 0.557390. adjusted R-Squared (R^2) with a value of 55.73% shows that the simultaneous influence of purchase intention on customer satisfaction is 55.73%, the remaining 44.27% is explained by other variables.Residual normality test results above are: jarque-bera value of 1.148817 with a p value of 0.563038 where> 0.05, so accept H0 or, which means residuals are normally distributed.Linearity Test with Eviews above is using the Ramsey Reset Test, where the results are at the p value indicated in the probability column of the F-statistics row. The result is p-value F-statistic 0.418279 (1.94) of 0.5194> 0.05 so that it can be concluded that the independent variable is linear with the dependent variable.The p value is indicated by the value Prob. chi square (4) on Obs * R-Squared that is equal to 3,799945 Because the value of p value is 0.4338> 0.05 then accept H0 or that means the regression model is homocedasticity or in other words there is no problem of assumptions of non heteroscedasticity.Prob Chi Square value (2) which is the p value of the Breusch-Godfrey Serial Correlation LM Test, which is equal to 0.1702 where> 0.05 so accept H0 or which means there is no serial autocorrelation problem.

$$PI = 0.110465 + 0.294342CS + 0.245547BI + 0.132785PR + 0.274922PQ + e \quad \text{(equation 2)}$$

The results of simultaneous testing of the simultaneous regression equation coefficients indicate customer satisfaction has no significant effect on purchase intention. So it can be concluded that the 2SLS (two stage least squares) test results show that there is no simultaneous relationship from customer satisfaction to purchase intention, but instead there is a simultaneous relationship between purchase intention to customer satisfaction.t test results (partial) brand image variables significantly influence purchase intention, perceived quality variable significantly influences purchase intention, price variable significantly influences purchase intention.The results

obtained by R-Squared (R2) of 0.671763. R-Squared (R2) with a value of 67.17% indicates that the simultaneous effect of customer satisfaction on purchase intention of 67.17%, the remaining 32.83% is explained by other variables.

The results obtained adjusted R-Squared (R2) of 0.657942. adjusted R-Squared (R2) with a value of 65.79% indicates that simultaneous customer satisfaction with purchase intention of 65.79%, the remaining 34.21% is explained by other variables.Linearity Test with Eviews above is using the Ramsey Reset Test, where the results are at the p value indicated in the probability column of the F-statistics row. The result is p-value F-statistic 0.969640 (1.94) of 0.3273> 0.05 so that it can be concluded that the independent variable is linear with the dependent variable.Residual normality test results above are: jarque-bera value of 2.020307 with p value of 0.364163 where> 0.05, so accept H0 or, which means normal distribution of residuals.The p value is indicated by the value Prob. chi square (4) on Obs * R-Squared that is equal to 0.750663 Because the value of p value 0.9449> 0.05 then accept H0 or which means the regression model is homocedasticity or in other words there is no problem of assumptions of non heterocedasticity.Prob Chi Square (2) which is the p value of the Breusch - Godfrey Serial Correlation LM Test, which is 0.6824 where> 0.05, so accept H0 or, which means there is no serial autocorrelation problem

The output of the dummy regression equation is as follows:

PI = C + BI + PR + PQ + TD + e (equation 1)

PI = 0.723712 + 0.310229BI + 0.342113PQ + 0.060815TD + e

Perceived quality has a significant effect on purchase intention, Brand image has a significant effect on purchase intention, Price does not significantly influence purchase intention, Digital technology has no significant effect on purchase intention, Simultaneously Perceived quality, brand image, price and digital technology significantly influence purchase intention.Value of Centered VIF perceived quality of 1.591138, price of 1.427242 and brand image of 1.577361 digital dummy variable technology 1.064290 where the value is less than 10, it can be stated that there is no multicollinearity problem in the prediction model.Linearity Test with Eviews above is using the Ramsey Reset Test, where the results are at the p value indicated in the probability column of the F-statistics row. The result is p-value F-statistic 2.165304 (1.94) of 0.1445> 0.05 so that it can be concluded that the independent variable is linear with the dependent variable.The p value is indicated by the value Prob. chi square (4) on Obs * R-Squared that is equal to 3.118811 Because the p value is 0.5381> 0.05 then accept H0 or which means the regression model is homokedasticity or in other words there is no problem of assumption of non heteroscedasticity.Prob Chi Square value (2) which is the p value of the Breusch-Godfrey Serial Correlation LM Test, which is 0.9514 where> 0.05 so accept H0 or, which means there is no serial autocorrelation problem

CS = C + EOU+ TR + SC + TD + e (*equation*2)

CS= 1.612604+ 0.311613EOU-0.069516TR+0.331657SC+0.082363TD+e

Ease of Use has a significant effect on customer satisfaction, Service quality has a significant effect on customer satisfaction, Trust does not have a significant effect on customer satisfaction, Digital technology has no significant effect on customer satisfaction, Simultaneously ease of use, service quality, trust, and digital technology have a significant effect on customer satisfaction. Residual normality test results above are: jarque - bera value of 2.033662 with p value of 0.361740 where> 0.05, so accept H0 or which means normal distribution of residuals.The p value is indicated by the value Prob. chi square (4) on Obs * R-Squared that is equal to 3.801794 Because the value of p value is 0.4335> 0.05 then accept H0 or that means the regression model is homokedasticity or in other words there is no problem of assumptions of non heteroscedasticity.Linearity Test with Eviews above is using the Ramsey Reset Test, where the results are at the p value indicated in the probability column of the F-statistics row. The result is p-value F-statistic 0.251515 (1.94) of 0.6172> 0.05 so that it can be concluded that the independent variable is linear with the dependent variable.Centered VIF ease of use value of 1.435598, trust of 1.503754 and Service Quality of 1.559869 digital dummy variable technology 1.097424 where the value is less than 10, it can be stated that there is no multicollinearity problem in the prediction model.Prob Chi Square (2) which is the p value of the Breusch-Godfrey Serial Correlation LM Test, which is equal to 0.0901 where> 0.05 so accept H0 or, which means there is no serial autocorrelation problem.

Obtained Probability value is 0.0000 <0.05, so H0 is rejected in other words data does not contain unit root or stationary data.

Based on the ADF (Augmented Dickey-Fuller) test statistic output it turns out that p-value = 0.0000 <alpha = 0.05 then Reject H0 which means the data does not have a root unit (data stationer). Because the data is stationary 1 time differencing, it can continue the analysis. Based on the output Prob <0.05 so that the 1st difference data, d = 1 can be used up to the 6th model, namely ARIMA (1,1,1) ARIMA (2,1,2) ARIMA (3,1,3) ARIMA (4,1, 4) ARIMA (5,1,5) ARIMA (6,1,6). From some prediction models, look at the smallest AIC (Akaike info criterion) number, then that method is the best!

From the output it can be seen that from lag 1 to 20 there is no significant lag. This means that there is no correlation between residuals, residuals are homogeneous and there are no patterns in residuals. This indicates that the residual is white noise so it can be said that the model is suitable. Residual normality test results above

are: jarque-bera value of 4.219817 with a p value of 0.121249 where> 0.05, so accept H0 or, which means normal distribution of residuals.
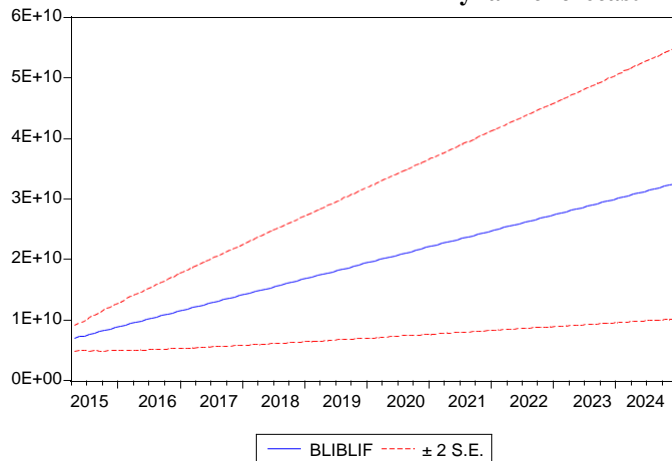
Forecasting
Static forecast
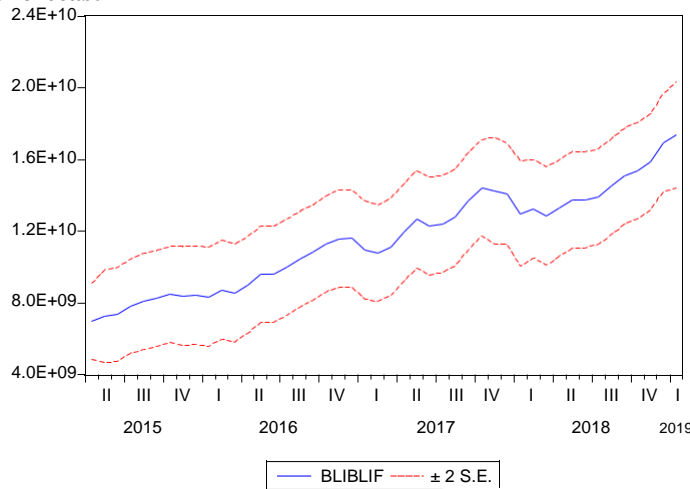
Forecast: BLIBLIF	
Actual: BLIBLI	
Forecast sample: 2014M12 2024M12	
Adjusted sample: 2015M04 2019M01	
Included observations: 46	
Root Mean Squared Error	1.01E+09
Mean Absolute Error	7.70E+08
Mean Abs. Percent Error	6.751441
Theil Inequality Coefficient	0.043074
Bias Proportion	0.000002
Variance Proportion	0.027778
Covariance Proportion	0.972220
Theil U2 Coefficient	0.726350
Symmetric MAPE	6.621045

Dynamic forecast

Forecast: BLIBLIF	
Actual: BLIBLI	
Forecast sample: 2014M12 2024M12	
Adjusted sample: 2015M04 2024M12	
Included observations: 117	
Root Mean Squared Error	1.06E+09
Mean Absolute Error	8.18E+08
Mean Abs. Percent Error	7.163953
Theil Inequality Coefficient	0.044383
Bias Proportion	0.154819
Variance Proportion	0.005193
Covariance Proportion	0.839988
Theil U2 Coefficient	0.780339
Symmetric MAPE	6.886480

Conclusion

Based on the analysis and discussion conducted by researchers using digital technology as a dummy variable, it can be concluded: Perceived quality has a significant effect on purchase intention, Brand image has a significant effect on purchase intention, Price has no significant effect on purchase intention, Digital technology has no significant effect on purchase intention, Perceived quality, brand image, price and digital technology simultaneously have a significant effect on purchase intention, Ease of Use has a significant effect on customer satisfaction, Service quality has a significant effect on customer satisfaction, Trust has no significant effect on customer satisfaction, digital technology does not significant effect on customer satisfaction, Simultaneously ease of use, service quality, trust, digital technology significantly influence customer satisfaction.

Based on testing the simultaneous relationship between purchase intention and customer satisfaction, it is found that there are results of simultaneous testing of the regression coefficients of simultaneous equations showing purchase intention has a significant effect on customer satisfaction. satisfaction purchase intention, but conversely there is no simultaneous relationship from customer satisfaction to purchase intention. t test results (partial) variable ease of use does not significantly influence customer satisfaction, trust variable does not significantly influence customer satisfaction, service quality variables significantly influence customer satisfaction. The results obtained R-Squared (R2) of 0.575273. R-Squared (R2) with a value of 57.52% indicates that the simultaneous influence of purchase intention on customer satisfaction is 57.52%, the remaining 42.48% is explained by other variables.

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The results of simultaneous testing of the simultaneous regression equation coefficients indicate customer satisfaction has no significant effect on purchase intention. So it can be concluded that the 2SLS (two stage least

squares) test results show that there is no simultaneous relationship from customer satisfaction to purchase intention, but instead there is a simultaneous relationship between purchase intention to customer satisfaction. t test results (partial) brand image variables significantly influence purchase intention, perceived quality variable significantly influences purchase intention, price variable significantly influences purchase intention. The results obtained by R-Squared (R2) of 0.671763. R-Squared (R2) with a value of 67.17% indicates that the simultaneous effect of customer satisfaction on purchase intention of 67.17%, the remaining 32.83% is explained by other variables.

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