CHAPTER III

THE RELATIONSHIP BETWEEN SHOPEE'S BRAND AWARENESS, BRAND ASSOCIATION AND PERCEIVED QUALITY TOWARDS SHOPEE'S CUSTOMER SATISFACTION IN INDONESIAN YOUNG ADULTS

This chapter will explain the results of the validity and reliability test of the Relationship between Shopee's Brand Awareness, Brand Association and Perceived Quality Towards Shopee's Customer Satisfaction in Indonesian Young- adults. Respondents in this test are 100 people consisting of 27 men and 73 women. The age of the respondents in this test are 14 - 24 years old, domiciled throughout Indonesia, had been exposed to Shopee's advertisements, and shopped through Shopee for the last 3 months.

3.1. Validity and Reliability Test

3.1.1. Validity Test

A validity test is used to determine if data in a research is reliable. If there are similarities between the data obtained and the data that actually happened to the object being researched, the data is said to be valid. The value of r count (r hitung) will be compared to the value of r table (r tabel) in this test using SPSS version 25. If r count > r table, the data is valid; otherwise, it is invalid. In this study, a test sample of 100 people was selected to analyze the correlation. The two-tailed t table from 100 responders has a value of 0.677. If the r number acquired in this study is larger than 0.677, the questionnaire is considered valid; however, if it is less than 0.677, the questionnaire is declared invalid. The following table displays the results of the validity test in this study:

● Brand Awareness variable (X1)

Tabel 3.1 Validity Test X1

Item	R Count	R Table	Description
Q1.1	0.780	0.677	VALID
Q1.2	0.705	0.677	VALID
Q1.3	0.835	0.677	VALID
Q1.4	0.705	0.677	VALID
Q1.5	0.825	0.677	VALID
Q1.6	0.780	0.677	VALID

(Source: Data written by the author)

Based on the output of SPSS, the value of r_count (0.780) is bigger than the value of r_table (0.677). So, it can be concluded that the Shopee's brand awareness variable questionnaire (X1) is declared valid.

● **Brand Association Variable (X2)**

Table 3.2 Validity Test X2

Item	R Count	R Table	Description
Q2.1	0.925	0.677	VALID
Q2.2	0.720	0.677	VALID
Q2.3	0.923	0.677	VALID
Q2.4	0.925	0.677	VALID
Q2.5	0.693	0.677	VALID
Q2.6	0.925	0.677	VALID
Q2.7	0.720	0.677	VALID

Q2.8	0.744	0.677	VALID
Q2.9	0.925	0.677	VALID

(Source: Data written by the author)

Based on the output of SPSS, the value of r_count (0.925) is bigger than the value of r_table (0.677). So, it can be concluded that the Shopee's brand association variable questionnaire (X2) is declared valid.

- **Perceived Quality Variable (X3)**

Table 3.3 Validity Test X3

Item	R Count	R Table	Description
Q3.1	0.924	0.677	VALID
Q3.2	0.859	0.677	VALID
Q3.3	0.830	0.677	VALID
Q3.4	0.924	0.677	VALID
Q3.5	0.903	0.677	VALID
Q3.6	0.846	0.677	VALID
Q3.7	0.924	0.677	VALID
Q3.8	0.790	0.677	VALID

(Source: Data written by the author)

Based on the output of SPSS, the value of r_count (0.924 – 0.790) is bigger than the value of r_table (0.677). So, it can be concluded that the Shopee's perceived quality variable questionnaire (X3) is declared valid.

- **Customer's Satisfaction Variable (Y)**

Table 3.4 Validity Test Y

Item	R Count	R Table	Description
Q4.1	0.878	0.677	VALID
Q4.2	0.910	0.677	VALID
Q4.3	0.878	0.677	VALID
Q4.4	0.915	0.677	VALID
Q4.5	0.789	0.677	VALID
Q4.6	0.705	0.677	VALID
Q4.7	0.910	0.677	VALID
Q4.8	0.915	0.677	VALID

(Source: Data written by the author)

Based on the output of SPSS, the value of r_count (0.878 – 0.915) is bigger than the value of r_table (0.361). So, it can be concluded that the Shopee's customer satisfaction variable questionnaire (Y) is declared valid.

3.1.2. Reliability Test

The reliability test used in this study aims to see how much consistency and stability the research data has done. The data from the research is declared reliable if there are similarities in the data of the research object and the questions are answered consistently. The reliability test was calculated using Cronbach's Alpha> 0.600, the following are the results of the reliability test conducted by the researcher:

Table 3.5 Reliability Test

Item	Alpha Cronbach	Criteria	Description

| Brand Awareness	0.888	Alpha Cronbach 0.600	Reliable
Brand Association	0.927		Reliable
Perceived Quality	0.953		Reliable
Customer's Satisfaction	0.948		Reliable

(Source: Data written by the author)

Based on the data from table 3.5 which is the result of the reliability test of the brand awareness, brand association, perceived quality and customer satisfaction variables, it was found that from the four variables above the Cronbach Alpha value is > 0.600, the questionnaire in this study was declared reliable.

3.2. Respondents Identity

Before describing the variables of brand awareness, brand association, perceived quality and consumer satisfaction, the identity of the respondents from this study will be described first. The following is a description of the data related to the respondent which includes gender, domicile, status, and the last education of the respondent.

3.2.1. Gender
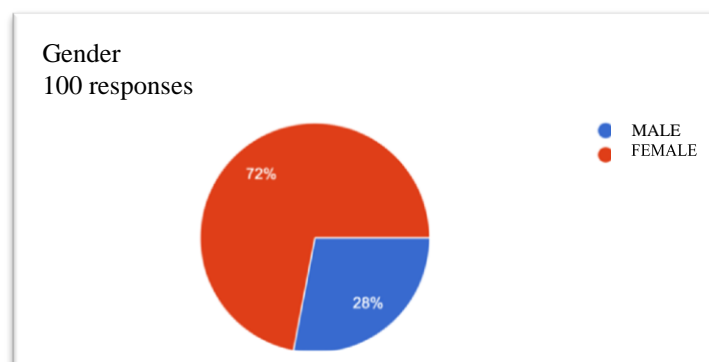
Picture 3.1 Respondents Gender
(Source: Data written by the author)

Based on the data that has been collected by the researcher, in this study as many as 72% or almost three quarters of the respondents were female, while the remaining 28% were male. This proves that females are the genders that do online shopping more than male.

3.2.2. Residence
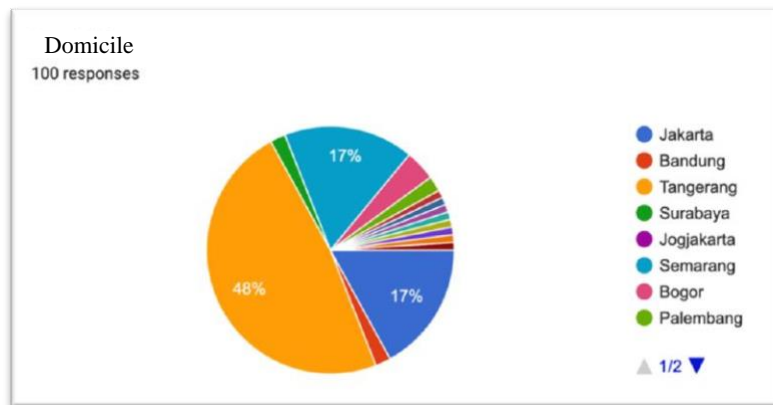
Picture 3.2 Respondents Residences
(Source: Data written by the author)

The respondents in this survey are located over several cities in Indonesia, as seen by the percentages above. Tangerang make up nearly half of the respondents (48%). Then followed by Jakarta and Semarang, which both obtained 17 percent of the vote. The smallest percentage of respondents come from cities such as Denpasar, Bekasi, Raja Ampat and Pekanbaru. This shows that big cities such as Tangerang, Jakarta and Semarang have greater opportunities to do online shopping than smaller cities such as Bekasi, Raja Ampat and Pekanbaru.

3.2.3. Occupation
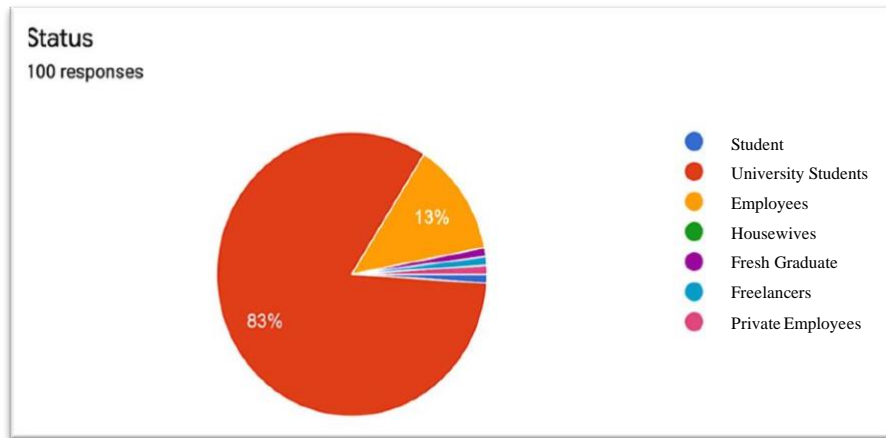
Picture 3.3 Respondents Occupation

(Source: Data written by the author)

According to the data collected from the respondents, the occupations of the majority of the respondents in this study were university students. Meanwhile the lowest percentage of respondents' occupation are private employees and housewives. This shows that students are more exposed in doing online shopping than other occupations.

3.1.1. Latest Education
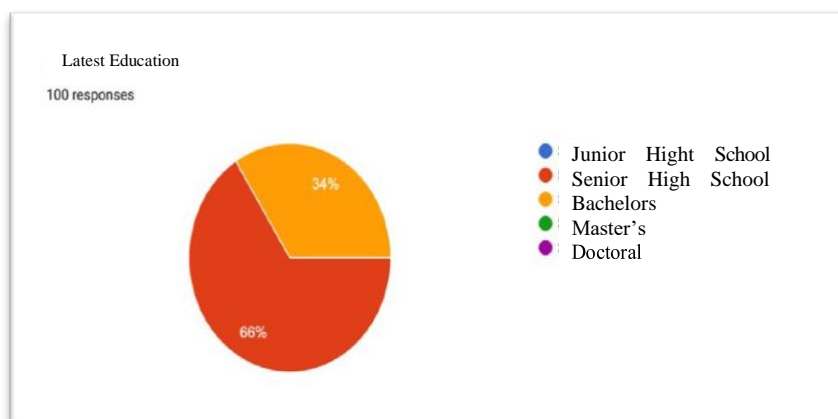
Picture 3.4 Respondents Latest Education
(Source: Data written by the author)

Most of the respondents who filled out this questionnaire

had the latest education at the high school level, namely as much as 66%. While the remaining 34% have the last level in the bachelor degree. This shows that students who are still in the youth age category are more likely to do online shopping.

3.2. Brand Awareness

In measuring brand awareness, a number of indicators are used related to respondents' knowledge about Shopee. These indicators include the ability of respondents to know Shopee as a brand, Shopee as top of mind, can recognize Shopee from its color, can easily use Shopee's service features, and know Shopee's advertisements and promos. To measure this variable, five knowledge indicators consisting of six statements were used. The statement presented in this variable does not have a right or wrong answer, but instead uses a Likert scale of 1-5 to measure respondents' answers. The categorization of the brand awareness variable is divided into five variations as follows:

Table 3.6. Likert Scale

Scale Level	Indicators
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

The following is a description of the research data found in each indicator:
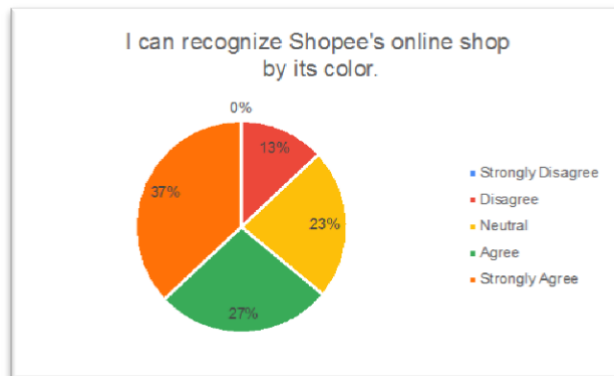
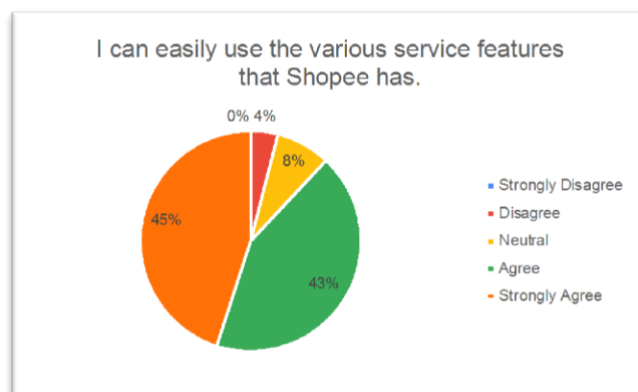### 3.2.1. Shopee As an Online Shop Brand
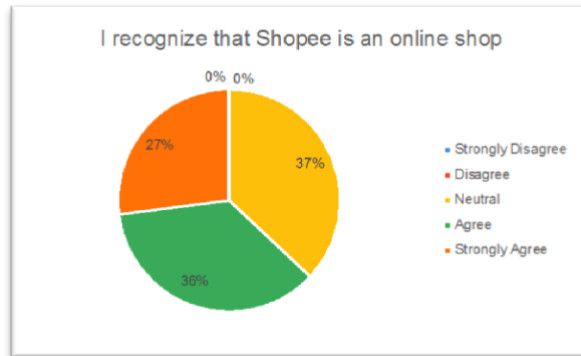
Picture 3.5 Statement X1.1
(Source: Data written by the author)

Based on the data stated above, 27% of the respondents chose that they strongly agree with the statement that they recognize Shopee as an online shop and none of the respondents disagree or strongly disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agree that they Shopee is an online shop.

3.2.2. Shopee as the top of mind brand

Picture 3.6 Statement X1.2
(Source: Data written by the author)

Based on the data stated above, the highest percentage which is 45% chose that they strongly agree. 4% of the respondents chose to disagree with the statement. The conclusion that can be drawn from the picture above is that more than half of the population agreed that whenever they think of online shopping, Shopee comes first in mind.

3.2.3. Shopee's Brand Color

Picture 3.7 Statement X1.3
(Source: Data written by the author)

Based on the data stated above, 37% of the respondents chose that they strongly agree with the statement while the rest 13% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that they can recognize Shopee's brand color by its color.
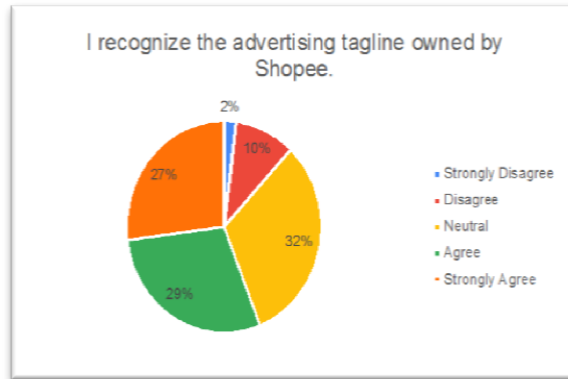
3.2.4. Shopee's Service Features

Picture 3.8 Statement X1.4
(Source: Data written by the author)

Based on the data stated above, 45% of the respondents chose that they strongly agree with the statement while the rest 4% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the

population agreed that they can easily use the various service features that Shopee has.

3.2.5. Shopee's Advertising Tagline

Picture 3.9 Statement X1.5
(Source: Data written by the author)

Based on the data stated above, 27% of the respondents chose that they strongly agree with the and only 2% chose strongly disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that they can recognize Shopee's advertising tagline.

3.2.6. Shopee's Monthly Promotion
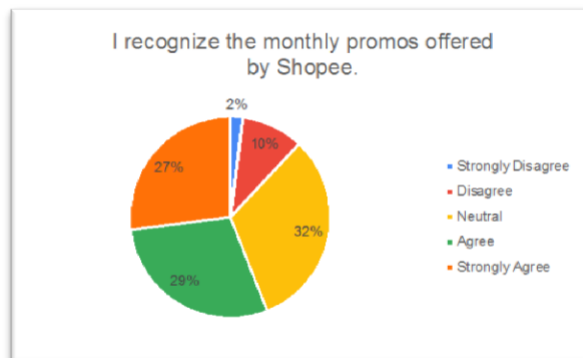
Picture 3.10 Statement X1.6
(Source: Data written by the author)

Based on the data stated above, 27% of the respondents chose that they strongly agree with the statement and only 2% chose strongly disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the

population agreed that they can recognize Shopee's monthly promos.

3.3. Brand Association

In measuring brand association, a number of indicators are used related to respondents' knowledge about Shopee. These indicators include the ability of respondents to know the brand color, the logo, the brand ambassadors, the tagline, the jingle, and the promos of Shopee and also having associations to do online shopping and having associations on purchased items and shopping experience through Shopee. To measure this variable, nine knowledge indicators consisting of nine statements were used. The statement presented in this variable does not have a right or wrong answer, but instead uses a Likert scale of 1-5 to measure respondents' answers. The categorization of the brand association variable is divided into five variations as follows:

Table 3.8. Likert Scale

Scale Level	Indicators
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

The following is a description of the research data found in each indicator:

3.3.1. Shopee's Brand Color

Picture 3.11 Statement X2.1
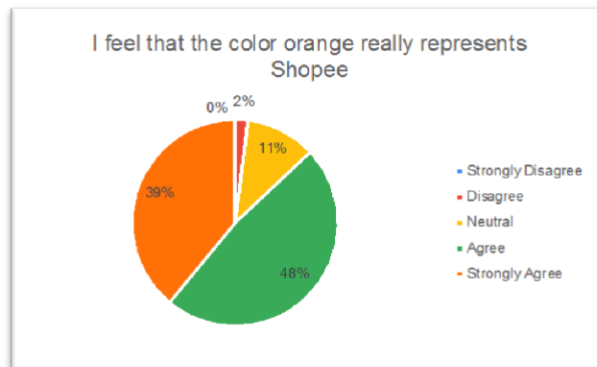
(Source: Data written by the author)

Based on the data stated above, 39% of the respondents chose that they strongly agree with the statement and only 2% chose strongly disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that the color orange really represents Shopee's brand image.
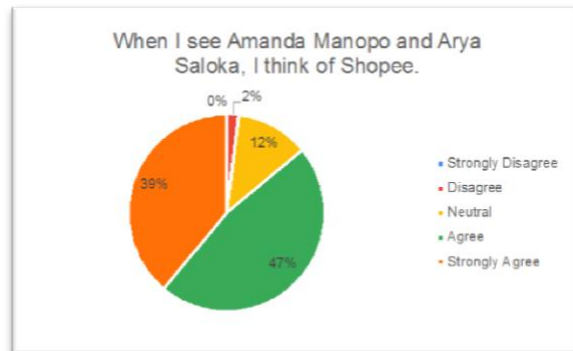
3.3.2. Shopee's Logo
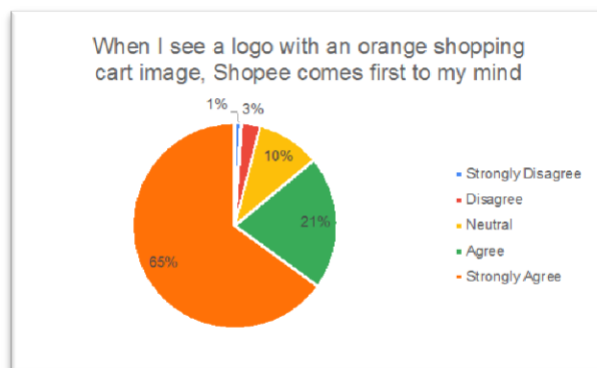
Picture 3.12 Statement X2.2

(Source: Data written by the author)

Based on the data stated above, more than half of the respondents or 65% chose that they strongly agree with the statement that whenever they see a logo with an orange shopping cart image, Shopee comes first to their mind while the rest 3% chose to disagree and only 1% chose strongly disagree with the statement. The conclusion that can be drawn from the graph above

is that more than half of the population agreed that whenever they see a logo with an orange shopping cart image, Shopee comes first to their mind.
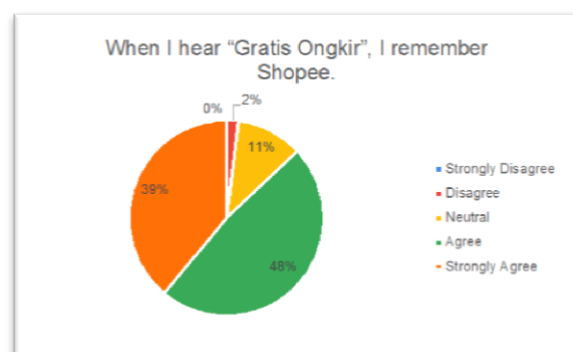
3.3.3. Shopee's Brand Ambassador

Picture 3.13 Statement X2.3
(Source: Data written by the author)

Based on the data stated above, 39% of the respondents chose that they strongly agree with the statement while the rest 2% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that they can recognize Shopee's brand ambassador, which are Amanda Manopo and Arya Saloka.
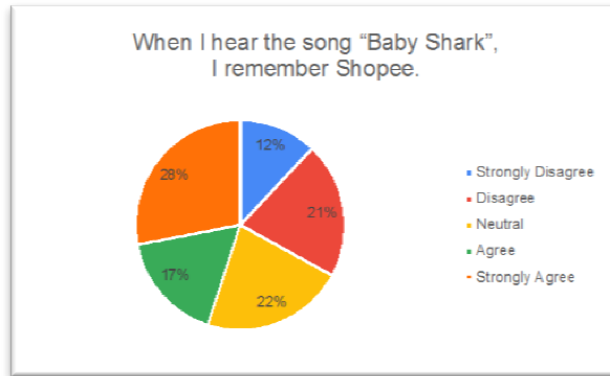
3.3.4. Shopee's Tagline

Picture 3.14 Statement X2.4
(Source: Data written by the author)

Based on the data stated above, 39% of the respondents chose that they strongly agree with the statement while the rest 2% chose disagree. The conclusion that can be drawn from the graph

above is that whenever they hear "Gratis Ongkir" they remember Shopee.

3.3.5. Shopee's Jingle

Picture 3.15 Statement X2.5
(Source: Data written by the author)

Based on the data stated above, 28% of the respondents chose that they strongly agree with the statement while 12% chose strongly disagree with the statement. The conclusion that can be drawn from the graph above is statement that whenever they hear Shopee's jingle ―Baby Shark‖ they remember Shopee.

3.3.6. Shopee's Monthly Promo
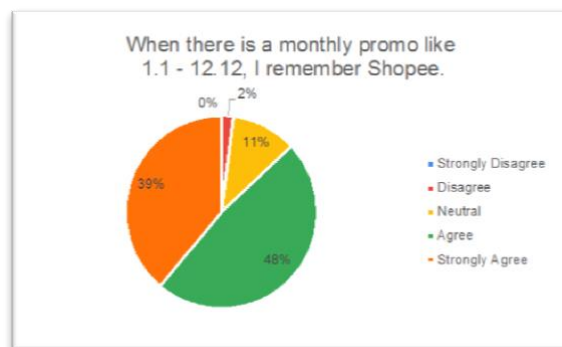
Picture 3.16 Statement X2.6
(Source: Data written by the author)

Based on the data stated above, 39% of the respondents chose that they strongly agree with the statement while the rest 2% chose disagree. The graph above shows that Shopee's monthly

promos are easy for customers to remember.

3.3.7. Intention to do Online Shopping through Shopee

Picture 3.17 Statement X2.7
(Source: Data written by the author)

Based on the data stated above, more than half of the population, around 65% of the respondents chose that they strongly agree and only 1% strongly disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population chose Shopee as their online platform for shopping goods.

3.3.8. Shopee's performance
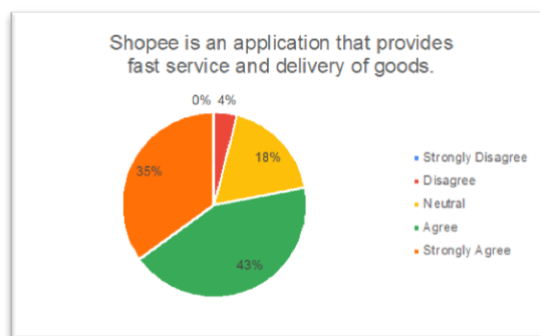
Picture 3.18 Statement X2.8
(Source: Data written by the author)

Based on the data stated above, 33% of the respondents chose that they strongly agree with the statement while the rest 4% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that almost all of the population agreed that Shopee has a good performance.

3.3.9. Shopee's Shopping Experience

Picture 3.19 Statement X2.9
(Source: Data written by the author)

Based on the data stated above, 39% of the respondents chose that they strongly agree with the statement while the rest 2% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that Shopee gives a satisfying shopping experience.

3.4. Perceived Quality

In measuring perceived quality, a number of indicators are used related to respondents' knowledge about Shopee. These indicators include the ability of respondents to know the application performance, reliability, application features, conformance, application service, customer service, and the aesthetic application features that Shopee has. To measure this variable, seven knowledge indicators consisting of eight statements were used. The statement presented in this variable does not have a right or wrong answer, but instead uses a Likert scale of 1-5 to measure respondents' answers. The categorization of the brand association variable is divided into five variations as follows:

Table 3.7. Likert Scale

Scale Level	Indicators

1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

The following is a description of the research data found in each indicator:

3.4.1. Shopee's Application Performance

Picture 3.20 Statement X3.1
(Source: Data written by the author)

Based on the data stated above, 39% of the respondents chose that they strongly agree with the statement while the rest 2% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed with that Shopee is the easiest online shopping application to use.

3.4.2. Shopee's Convenience

Picture 3.21 Statement X3.2
(Source: Data written by the author)

Based on the data stated above, 35% of the respondents

chose that they strongly agree and only 1% strongly disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that Shopee is the safest and most convenient online shopping application.
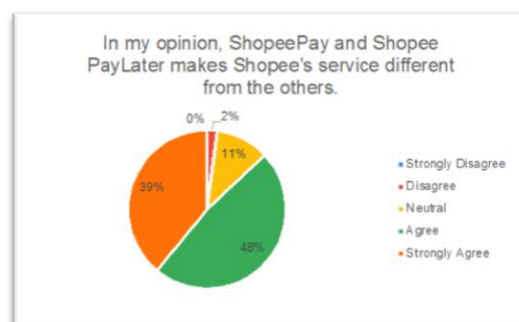
3.4.3. Shopee's Reliability

Picture 3.22 Statement X3.3
(Source: Data written by the author)

Based on the data stated above, 41% of the respondents chose that they strongly agree while the rest 2% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that Shopee is a reliable online shopping application.
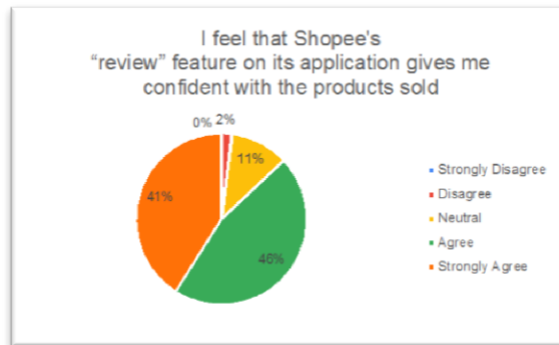
3.4.4. Shopee's Application Features

Picture 3.23 Statement X3.4
(Source: Data written by the author)

Based on the data stated above, 39% of the respondents chose that they strongly agree while the rest 2% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that

ShopeePay and Shopee PayLater makes Shopee's service different from the others.

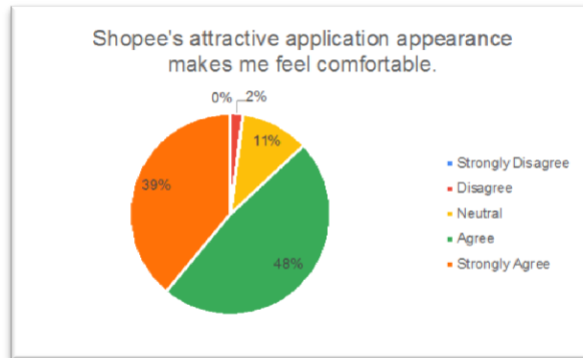### 3.4.5. Shopee's Application Service

Picture 3.24 Statement X3.5
(Source: Data written by the author)

Based on the data stated above, 41% of the respondents chose that they strongly agree while the rest 2% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that Shopee's "review" feature really helps them a lot in gaining confidence with the product sold, prior buying the product.

3.4.6. Shopee's Customer Service
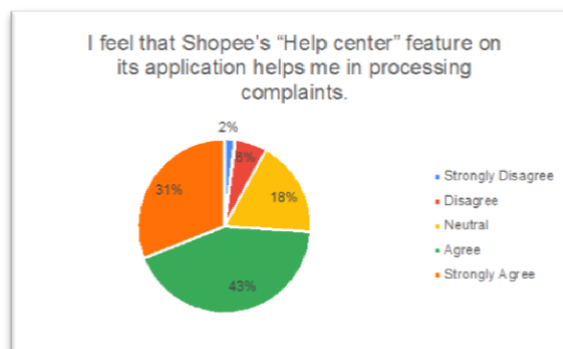
Picture 3.25 Statement X3.6
(Source: Data written by the author)

Based on the data stated above, 31% of the respondents chose that they strongly agree and 2% chose strongly disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed   that

Shopee's "help center" feature really helps the consumers in processing their complaints.

3.4.7. Shopee's Aesthetic Application Features

Picture 3. 26 Statement X3.7
(Source: Data written by the author)

Based on the data stated above, 39% of the respondents chose that they strongly agree while the rest 2% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that Shopee's attractive application appearance makes consumers comfortable.

3.4.8. Shopee's Quality that suits Customer's satisfaction

Picture 3.27 Statement X3.8
(Source: Data written by the author)

Based on the data stated above, 47% of the respondents chose that they strongly agree while the rest 4% chose to disagree with the statement. The conclusion that can be drawn from the

graph above is that more than half of the population agreed that Shopee is the online shopping application that best suits the consumer's needs.

## 3.5. Consumers' Satisfaction

In measuring consumers satisfaction, a number of indicators are used related to respondents' knowledge about Shopee. These indicators include the satisfaction of respondents towards the application performance, reliability, application features, conformance, application service, customer service, and the aesthetic application features that Shopee has. To measure this variable, eight knowledge indicators consisting of eight statements were used. The statement presented in this variable does not have a right or wrong answer, but instead uses a Likert scale of 1-5 to measure respondents' answers. The categorization of the brand association variable is divided into five variations as follows:

Table 3.9. Likert Scale

Scale Level	Indicators
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

The following is a description of the research data found in each indicator:

3.5.1. Shopee's Application Reliability
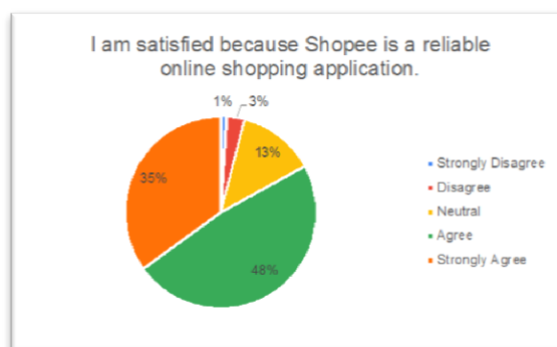
I am satisfied because Shopee is a reliable online shopping application.

Based on the data stated above, 35% of the respondents chose that they strongly agree and only 2% chose strongly disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that they can recognize Shopee's advertising tagline.

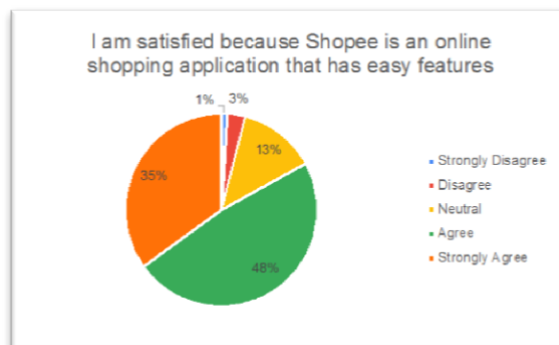### 3.5.2. Shopee's Price and Goods Satisfaction

Picture 3.29 Statement Y.2
(Source: Data written by the author)

Based on the data stated above, 39% of the respondents chose that they strongly agree while the rest 2% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that the price given by Shopee partners is in accordance with the goods they sold.

3.5.3. Shopee's Features Satisfaction

Picture 3.30 Statement Y.3

Based on the data stated above, 35% of the respondents chose that they strongly agree and only 1% chose strongly disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed that they are satisfied with Shopee because it has an easy feature.
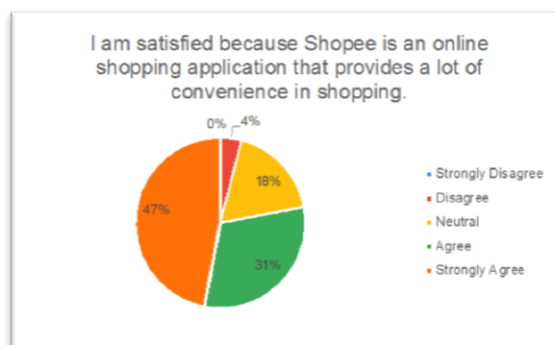
3.5.4. Shopee's Promo Satisfaction
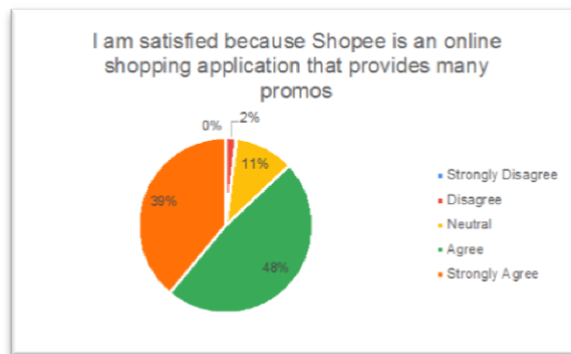
Picture 3.31 Statement Y.4
(Source: Data written by the author)

Based on the data stated above, 39% of the respondents chose that they strongly agree while the rest 2% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed statement that they are satisfied with the promos provided by Shopee.

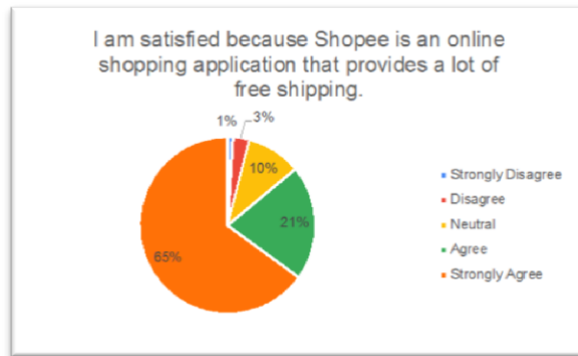### 3.5.5. Shopee's Convenience

Picture 3.32 Statement Y.5
(Source: Data written by the author)

Based on the data stated above, 47% of the respondents, nearly half of the population, chose that they strongly agree while the rest 4% chose to disagree. The conclusion that can be drawn from the graph above is that more than half of the population agreed that they are satisfied with Shopee because the conveniences they gave while shopping.
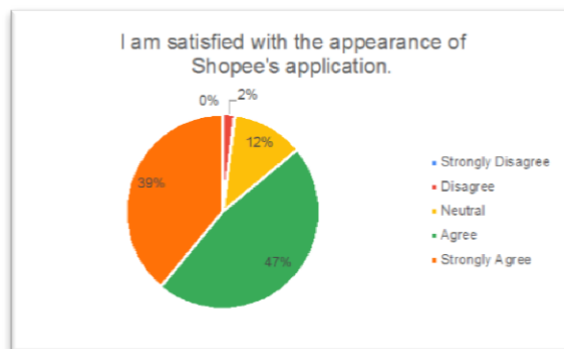
3.5.6. Shopee's Free Shipping Feature Satisfaction

Picture 3.33 Statement Y.6
(Source: Data written by the author)

Based on the data stated above, 65% of the respondents, more than half of the population, chose that they strongly agree and only 1% chose strongly disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed with that they are satisfied with the amount of free shipping Shopee gave them.
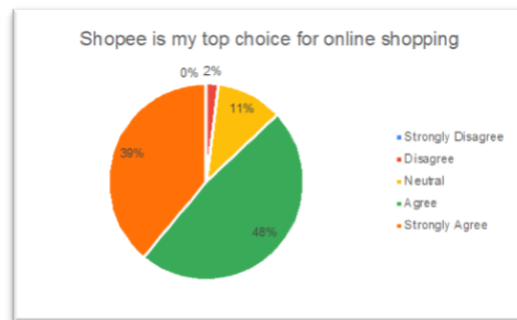
3.5.7. Shopee's Application Satisfaction

Picture 3.34 Statement Y.7
(Source: Data written by the author)

Based on the data stated above, 39% of the respondents, chose that they strongly agree while the rest 2% chose to disagree. The conclusion that can be drawn from the graph above is that more than half of the population agreed that they are satisfied with Shopee's application appearance.

3.5.8. Shopee as the Top Choice for Online Shopping

Picture 3.35 Statement Y.8
(Source: Data written by the author)

Based on the data stated above, 39% of the respondents stated that they strongly agree while the rest 2% chose to disagree with the statement. The conclusion that can be drawn from the graph above is that more than half of the population agreed Shopee is their top choice online shop for shopping.