

The Influence of Brand Identity, Brand Attachment, Brand Image, and Brand Trust on the Brand Loyalty of Shopee

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ABSTRACT

This study is about the influence of brand identity, brand attachment, brand image, and brand trust on brand loyalty at Shopee. Using a quantitative approach with proportionate stratified random sampling, this study involved 125 respondents. Data analysis was performed using Structural Equation Modeling - Partial Least Squares (SEM-PLS) technique to evaluate the relationship between variables. The results showed that the two independent variables, namely brand attachment and brand trust, had a positive and significant effect on brand loyalty from Shopee. Meanwhile, the brand identity and brand image variables had a positive but insignificant effect on brand loyalty. The implications of this study provide insights for users and consumers to understand the factors that can influence brand loyalty.

INTRODUCTION

The development of marketplaces today is progressing and developing very rapidly. These marketplaces are often used for marketing, sales and customer service. The development of marketplaces has had a major impact on the world of business and trade. With a mobile application base, Shopee is one of the rapidly growing marketplaces in Indonesia. Based on the table below, Shopee has 300 million users by 2024, making it one of the most popular marketplace applications (David Kari, 2024).

Table 1. Shopee user table 2017–2024

Year	Users (million)
2017	90
2018	150
2019	200
2020	280
2021	340
2022	270
2023	295
2024	300

Source: www.businessofapps.com

Apart from the Shopee marketplace, there are many competing marketplaces in Indonesia such as Tokopedia, Lazada, Blibi, Bukalapak and others. The large number of marketplaces can lead to very intense competition, to prove who survives and has strong loyalty. However, the most popular marketplace to use is Shopee (Alamsyah & Rahayu, 2024). It is not without reason that they chose Shopee as the most visited marketplace. Shopee reached a visitation figure of around 2.3 billion throughout 2023, placing it above its competitors. Although last year Tokopedia was ranked first, in fact in 2024 it was taken over again by Shopee. In the same period, the Tokopedia marketplace received around 2.1 billion visits, and Lazada 762.4 million visits. Furthermore, Blibi received 337.4 million, and Bukalapak 162.2 million (Rania, 2024).

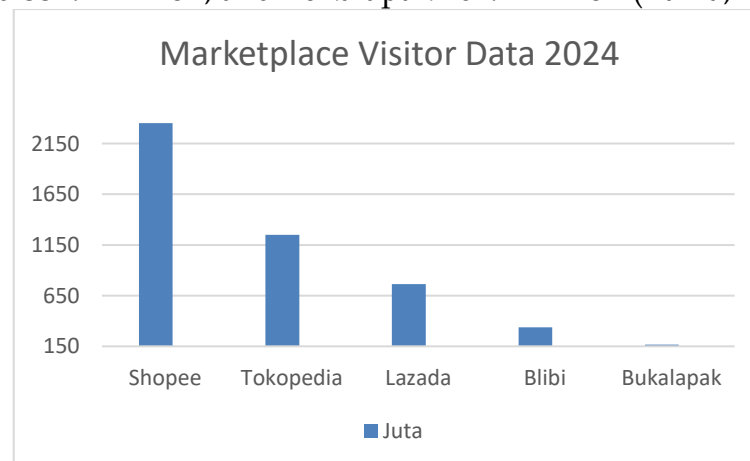


Figure 1. Marketplace Visitor Data 2024

For a marketplace company, competition requires segmentation, targeting, and positioning in order to survive and grow, due to the number of companies vying to become the best marketplace. Segmentation is how a company takes advantage of diverse demands from the same group of potential customers based on the same features and responses (Mariana et al., 2022). After that, the company must also always evaluate the complete given by consumers and customers to the Company to maintain brand loyalty. Loyalty is a consumer decision, whether consciously or not, which is manifested in the form of intention or action to continue to buy a brand repeatedly (Kotler et al., 2017). This behavior can be determined by satisfied customers who use a particular brand repeatedly. Brand loyalty greatly affects the Company, The more customers and consumers use the company, the more the company develops and progresses. Therefore, a strategy is needed to maintain trust in the brand so that they do not switch to other brands, because retaining existing customers is more difficult than getting new customers (Alfia & Dwiridotjahjono, 2023). There are several factors that Shopee can do to increase and maintain brand loyalty.

Brand identity is some specific associations that the target audience makes with the product to strengthen and deepen the relationship with the product (Fabian Geyrhalter, 2016). By having its own identity, a brand can have distinctive features or characteristics that set it apart from its competitors. Shopee's distinctive features or characteristics are its logo, which is attractive to look at, has a name that is easy to recognize, and a slogan that is unique compared to other marketplaces. Research from Budihardja & Sitinjak (2022), Pelupessy et al. (2022), Marvelyn (2020) has results that are significant and positive on brand loyalty. Meanwhile, research by Primandaru et al. (2023) shows an effect that is positive on brand loyalty, but the effect is insignificant.

Brand attachment is a stronger predictor of actual purchasing behavior than brand attitude (Hoyer et al., 2024). The strong attachment of Shopee users can increase the close relationship between users and Shopee, so that this attachment can influence users to remain loyal to the brand and not turn to other brands. Because users with a strong sense of attachment to the brand will cause repeated use. This can increase loyalty to a brand. Research from Yurindera (2022), Purba (2020), Sani & Masnita (2023) brand attachment has a positive and significant effect on brand loyalty. Meanwhile, research from Nuraeni et al. (2023) has a positive but insignificant effect on brand loyalty.

Furthermore, brand image reflects the extrinsic nature of services or products, including how capable a brand is in meeting the social as well as the psychological needs of customers (Kotler et al., 2017). Therefore, it is important to build a brand image and maintain it. The Shopee marketplace must maintain its brand image in terms of quality, reputation, and character to maintain a strong brand image. Without paying attention to brand image, it will be very difficult for a company to keep consumers loyal to it (Primandaru et al., 2023). Research from Riyanto (2023), Kurnia Illahi et al. (2022), Sastrawan & Pramudana (2022), Afiati et al. (2024) brand image positively and significantly affects brand loyalty. Meanwhile, as explained in research by Pramudita et al. (2022) brand image positively affects brand loyalty, but the effect is insignificant.

Trust is one of the requirements for enjoying a healthy long-term relationship (Kotler et al., 2017). Therefore, Shopee always maintains trust by providing good service honestly and providing security to all users. By forming trust between consumers and the brand, it can increase brand loyalty. Research from Pramudita et al. (2022), Bryan et al. (2023), Rahmadhani et al. (2022), Afiati et al. (2024) found that brand trust positively and significantly affects brand loyalty. Meanwhile, study by Pramudita et al. (2022) concluded that brand trust shows an effect that is positive, however insignificant.

This research is a development from the researcher Primandaru et al. (2023), entitled "The Influence of Brand Identity, Brand Attachment, Brand Image on Brand Loyalty in Geoff Max Shoes." Previous research revealed that brand identity shows an effect that is positive but insignificant, while brand attachment and brand image are shown to have effects that are positive and significant on brand loyalty. The addition of one independent variable which is brand trust, is the main difference from this study, taken from the research by Wahyono et al. (2022), because it shows to have an effect that is positive and significant on brand loyalty. This study aims to explore more deeply the factors that influence brand loyalty, especially among Shopee marketplace users and consumers.

LITERATURE REVIEW

Planned Behavior Theory (TPB)

Theory of Planned Behavior (TPB), according to Ajzen, 1991 in (Siqueira et al., 2022), distinguishes three types, which are: beliefs relating to behaviour, beliefs relating to norms, as well as control beliefs. These three beliefs relate to attitude construction, subjective norms, along with perceived behavioral control. Behavioral attitudes become the basis for a person to act by considering advantages and benefits. Subjective norms refer to conditions where an individual feels social pressure in their choices to do an action or to not do it. And furthermore, the perception of behavioral control, which is based on the conditions where an individual does something with considerations related to the level of difficulty or ease. A person will do something if it is considered easy, but if it is considered difficult, they will be reluctant to do it. The emergence of this action depends on how an individual perceives their experience when doing something.

Attitude is one of the components that drives an individual's behavior. Attitude, according to Solomon (2020), is an individual's tendency to give a judgment, either negative or positive, about a product or object. A person's willingness to do something is based on the attitude that each individual has. Attitude reflects a favorable or unfavorable judgment of an object, and this plays a role in motivating consumers to buy or avoid certain products or brands (Schiffman et al., 2019). Brand attachment and brand trust are attitudes that can influence a person's behavior towards a brand. So that it can refer to brand loyalty, a person will do something if they feel that Shopee has provided positive benefits, so they will be happy to show loyalty to Shopee.

Subjective norms can influence brand loyalty. According to Schiffman et. (2019) Subjective norms are people's feelings about what other relevant people (e.g., family, friends, roommates, coworkers) think about the action the person is

contemplating. Subjective norms are formed due to normative beliefs and motivations from referents that consumers trust. A person will intend to display a behavior when he perceives that others also consider it as something that should be done. Brand identity is one of the subjective norms that people think of Shopee. For this reason, subjective norms can influence those around you to be loyal to one brand.

According to Ustman (2023) The perception of behavioral control is a perception of control that an individual has regarding a behavior. A person has control within himself over whether or not it feels difficult to perform a behavior, thus forming the perception of behavioral control. Thus, perceived behavioral control basically describes the beliefs of an individual regarding the complexity or the simplicity of performing an action (Andriana, 2020). Behavioral control is basically a person's perception formed from experiences and obstacles, which allows them to look for solutions to overcome an action. Brand image as well as brand loyalty are perceptions of an individual's behavioral control. Thus, an individual who has subjective attitudes and norms can provide support related to certain actions and will depend on their behavioral control.

Brand Identity

Brand identity, according to Fabian Geyrhalter (2016), which is a set of associations that the target audience makes with products that strengthen and deepen the position to strengthen the relationship with the product. Brand identity is a brand's unique association that is a manifestation of what the brand promises to consumers (Lutfi et al., 2023). Achieving brand loyalty can be in line with company expectations if the brand loyalty has a brand identity that is attached to consumers and also gives a strong impression of the brand. Based on the explanation of Simajaya et al. (2024), brand identity is a series of brand concepts that a company designs to form and maintain a brand image in the market. Brand identity is the distinct features and characters of a particular brand that are not possessed by other brands. So that companies can compete and survive with other competitors.

Research shows that brand loyalty is significantly affected by brand identity Budihardja & Sitinjak (2022). Brand identity is used as a strategy by companies to foster brand loyalty. This aligns with the research by Pelupessy et al. (2022) and Marvelyn (2020) which also shows that brand identity positively and significantly affects brand loyalty.

H1: Brand Identity has a positive and significant effect on Brand Loyalty.

Brand Attachment

According to Hoyer et al. (2024) Emotional attachment to a brand is a stronger predictor of actual purchasing behavior than brand attitude. The more emotionally attached consumers are to a brand, the more likely they are to use and buy it repeatedly over time. Brand attachment is a set of cognitive and emotional factors that build a brand well, reflecting individual expectations and aspirations (Trisno & Sri Yuliaty, 2024). Brand attachment is a crucial concept in marketing because it has a major impact on perception, evaluation, and behavior. Brand attachment is the emotional attachment behavior that consumers have in

building a good relationship with the brand. So that with a strong feeling of attachment to a brand, it may lead to increased loyalty to the brand.

According to Yurindera (2022) explains that the result of brand attachment positively and significantly influences brand loyalty. This finding is backed by the research carried out by Purba (2020) and Sani & Masnita (2023) which shows brand attachment positively and significantly affects brand loyalty.

H2: Brand Attachment has a positive and significant effect on Brand Loyalty.

Brand Image

Brand image, as defined by Kotler et al. (2017), reflects the extrinsic nature of a service or product, including how capable a brand is in meeting the social and psychological needs of customers. From this definition, a conclusion can be drawn that brand image is consumers' perception as well as beliefs in a brand, where consumers or users recognize and can distinguish the brand from others. According to Haryanto & Harsono (2022) Brand image is a comprehensive factor, which illustrates that there are factors that influence brand image, such as name, price, packaging, sponsorship, advertising style, and time on the market. Something that is embedded in consumers about a product is not just a brand, but also defines the quality of the product, so that it can stick in consumers' minds when they want to purchase certain products. Brand image is the image that a brand gives to consumers so that it can influence the psychological needs of consumers and be imagined in the minds of consumers when interacting with the brand. To build a brand image, companies need to consistently provide a positive experience, communicate effectively, and maintain consistency in all aspects of the business to increase loyalty to a brand.

Research according to Riyanto (2023) explains that the results of brand image positively and significantly influences brand loyalty. This finding also supports the research by Kurnia Illahi et al. (2022), Sastrawan & Pramudana (2022) and Afiati et al. (2024) which concluded that brand image positively and significantly affects brand loyalty.

H3: Brand Image has a positive and significant effect on Brand Loyalty.

Brand Trust

According to Kotler et al. (2017), Building trust is one of the requirements for enjoying a healthy long-term relationship. Thus, brand trust refers to a sense of confidence in a certain product or brand that makes it a mainstay compared to other products or brands because it has the ability and can also meet the expectations of users and consumers. Brand trust, according to Rosenbaum-Elliott et al. (2018), is the prospect of enabling companies to meet their needs. In the concept of marketing relations, trust in a brand is the key that initiates the formation of brand loyalty. Brand Trust is the trust given to consumers because the brand has provided services that have succeeded in meeting the needs and expectations of consumers well. With the brand trust that the company has built with consumers, it can increase brand loyalty between the company and consumers.

According to research Pramudita et al. (2022) explains that brand trust positively and significantly affects brand loyalty. This finding is backed by the

research of Bryan et al. (2023), Rahmadhani et al. (2022), Afiati et al. (2024) which concluded that brand trust positively and significantly affects brand loyalty.

H4: Brand Trust has a positive and significant effect on Brand Loyalty.

Brand Loyalty

Loyalty is a consumer decision, whether conscious or not, which is manifested in the form of intention or action to continue to buy a brand repeatedly Kotler et al. (2017). Brand loyalty is an effort made and demonstrated to form a relationship that is lasting between the brand and the consumer. Meanwhile, brand loyalty, according to Wahyudi & Riyani (2025), is a measure of consumer's loyalty, closeness or attachment to a brand. With this, brand loyalty provides a loyal view of the brand, both consciously and unconsciously, through repeated use.

Hypothesis

H1: Brand Identity has a positive and significant effect on Brand Loyalty.

H2: Brand Attachment has a positive and significant effect on Brand Loyalty.

H3: Brand Image has a positive and significant effect on Brand Loyalty.

H4: Brand Trust has a positive and significant effect on Brand Loyalty.

From the development of the hypothesis, a research framework was formed as presented in Figure 2.

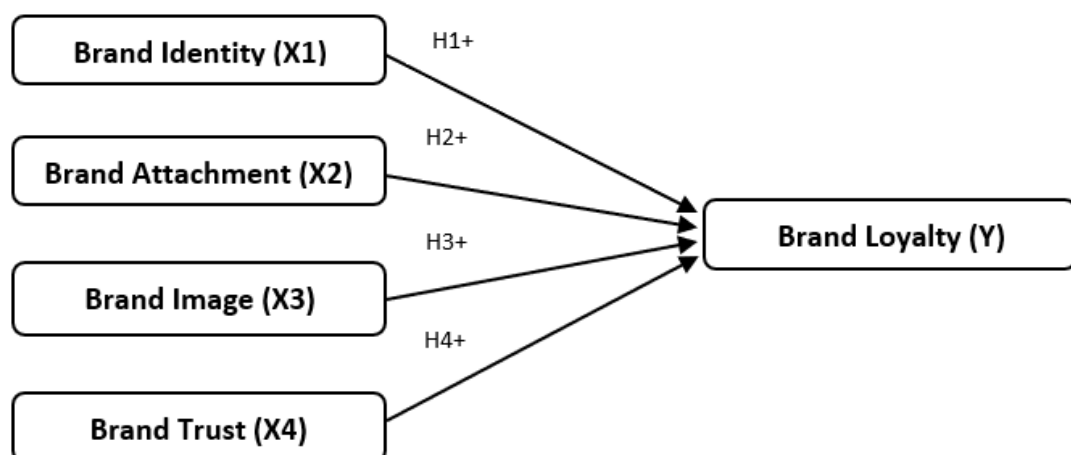


Figure 2. Framework of Thought Path Diagram

METHODOLOGY

In this study, we implement quantitative methods (Sugiyono, 2024). With a population consisting of Muhammadiyah University of Purwokerto students who have accounts and use the Shopee marketplace. The sample was taken using the Proportionate Stratified Random Sampling method, with the following respondent criteria:

1. Active students of Muhammadiyah University Purwokerto.
2. Students have a Shopee account.
3. Students have used Shopee in the last month.

Data collection was obtained using Google Forms directly by scanning the barcode of the questionnaire given to active Shopee users at Muhammadiyah University of Purwokerto. The Slovin Formula was utilized in this study for determining the sample size, the formula is as follows:

Note:

n = Number of samples

N = Total population

E = Margin of error (10%)

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{13283}{1 + 13283(0,1)^2}$$

$$n = \frac{13283}{133,83}$$

$$n = 100$$

In this study, it is necessary to add 25% of data to prevent dropouts. So that the sample used is 125 respondents because it is sufficient to represent the population (Sugiyono, 2024). This study's measurement of variables used Likert scale, with each question given a score of 1-5. Each variable has a statement that is arranged based on indicators as a benchmark for each statement item. The variables used include brand identity, brand attachment, brand image, along with brand trust as independent variables, with the dependent variable being brand loyalty. This study uses the SmartPLS 3.0 analysis tool. In accordance with the designed hypothesis, the use of SmartPLS in this study began with measurement (outer model), followed by model structure (inner model), and the last one is hypothesis testing (Pratiwi et al., 2022). The following is indicators adapted from previous research to measure this study's variables:

Table 2. Research Variable Statement Indicators

According to Fabian Geyrhalter (2016), brand identity is several specific associations that the target audience makes with products that strengthen and deepen the position to strengthen the relationship with the product.	
Brand identity is the distinct features and characters of a particular brand that is not shared by other brands.	
Brand Image Indicators (X1)	Statement
1. Brand name	1. The name Shopee is easily recognized. 2. The name Shopee is always mentioned by many people.
2. Logo	3. In my opinion, Shopee has a cool logo. 4. The shopee logo design is interesting to look at.
3. Slogan	5. Shopee has a unique slogan compared to other marketplaces.

Research sources from (Putra et al., 2023)	6. The shopee slogan is easy to remember in many people's minds.
According to Hoyer et al. (2024) a stronger predictor of actual purchasing behavior than brand attitude is emotional attachment to the brand.	
Brand attachment is the emotional attachment behavior that consumers have in building good relationships with brands.	
Brand attachment indicator (X2)	Statement
1. Affection	1. I love everything about Shopee. 2. Shopee has become a part of me.
2. Passion	3. This brand can reflect myself. 4. Using Shopee evokes my positive experience.
3. Connection Research sources from (Rakhmawati & Tuti, 2023)	5. The marketplace that I always remember is Shopee. 6. I am inseparable from Shopee.
Kotler et al. (2017), Brand image reflects the extrinsic nature of services or products, including how capable a brand is in meeting the social as well as the psychological needs of customers.	
Brand image is the image that a brand gives to consumers so that it can influence the psychological needs of consumers and be imagined in the minds of consumers when interacting with the brand.	
Brand Image Indicators (X3)	Statement
1. Brand association's favorability	1. The Shopee marketplace is very well known. 2. Shopee is in high demand.
2. Brand association's strenght	3. Shopee is one of the best brands in the sector. 4. Shopee has a good reputation and quality.
3. Brand association's uniqueness Research sources from (Amalia et al., 2022)	5. Shopee has better characteristics than other competitors. 6. Shopee is more effective for my needs than others.
According to Kotler et al. (2017), Building trust is one of the requirements for enjoying a healthy long-term relationship.	
Brand Trust is the trust given to consumers because the brand has provided services that have succeeded in meeting consumer needs and expectations well.	
Brand Trust Indicator (X4)	Statement
1. Brand reliability	1. I believe in the Shopee marketplace. 2. I always rely on Shopee.
2. Brand characteristic	3. Shopee is safe to use. 4. Shopee never disappoints.
3. Consumer brand	5. Shopee was completely honest with me about the product.

Research sources from (Dewi & Dermawan, 2022)	6. Shopee is truly sincere with what is promised in the services provided..
According to Kotler et al. (2017) Loyalty is a consumer decision, whether conscious or not, which is manifested in the form of intention or action to continue to purchase a brand repeatedly.	
Brand loyalty is an effort made and demonstrated to form a relationship that is lasting between the brand and its consumers.	
Brand Loyalty Indicator (Y)	Statement
1. Repeat purchases	1. I will always use Shopee. 2. I intend to continue using Shopee.
2. Recommending to others	3. I will recommend Shopee to others who are confused about choosing a marketplace. 4. I always tell people when Shopee has a promotion.
3. Demonstrate resistance to the allure of similar products/services from competitors. Source of research from (Dewi & Dermawan, 2022)	5. I am always loyal to Shopee, which provides the value I need. 6. I still use Shopee even though many other marketplaces offer attractive promos.

RESEARCH RESULT

Characteristics of Respondents

This study's respondents consisted of several student representatives from Muhammadiyah University of Purwokerto. A total of 217 respondents were successfully collected. Based on Table 3, in determining the number of samples, the Slovin formula was utilized by determining the total of student representatives in each faculty, resulting in 125 respondents.

Table 3. Respondent Description

Characteristics	Categories	Number	Percentage
Age	17-19 Years	40	18,4%
	20-22 Years	149	68,7%
	>22 Years	28	12,9%
Gender	Male	107	49,3%
	Female	110	50,7%
	Faculty of Economics & Business	70	32,3%
	Faculty of Psychology	13	6%

Faculty	Faculty of Islamic Studies	13	6%
	Faculty of Engineering	21	9,7%
	FKIP	17	7,8%
	Faculty of Pharmacy	13	6%
	Faculty of Law	14	6,5%
	Faculty of Health Sciences	32	14,7
	Faculty of Medicine	8	3,7%
	Faculty of Agriculture	11	5,1%
	Faculty of Arts	5	2,3%
	<Rp. 1.000.000	70	32,3
Pocket money/month	Rp. 1.000.000 –	39	18%
	Rp. 2.000.000		
	>Rp. 2.000.000	108	49,8%

Analysis of the respondents' characteristics revealed that the majority in this study were between 20 and 22 years old. The most prominent respondents were women (50.7), especially in the context of using the Shopee marketplace. The majority of student respondents were from the Faculty of Business Economics (32.5%), which is the second most popular faculty at Muhammadiyah University in Purwokerto. The majority of respondents reported having a monthly allowance of more than IDR 2,000,000, indicating the need to consider strategies tailored to the habits of students in using the Shopee marketplace.

Based on descriptive analysis, brand identity has the highest mean value of 4.46 which is found in statement item number 1, namely, the name Shopee is easily recognized. Meanwhile, the lowest mean value is 3.74 which is found in statement item number 3, namely, in my opinion, Shopee has a cool logo. For brand attachment, it has the highest mean value of 4.04 which is found in statement item number 5, which is the marketplace that I always remember is Shopee. Meanwhile, the lowest mean value is 3.38 which is found in statement item number 6, which is that I am inseparable from Shopee. Based on descriptive analysis, brand image has the highest mean value of 4.44 which is found in statement item number 1, namely, the Shopee marketplace is very famous. Meanwhile, the lowest mean value is 4.02 which is found in statement items number 5 and 6, namely Shopee has better characteristics than other competitors and Shopee is more effective for my needs than others. And the brand trust result has the highest mean value of 4.11 which is found in statement item number 1, namely, I believe in the Shopee marketplace. Meanwhile, the lowest mean value is 3.69 which is found in statement item number 5, namely Shopee is completely honest with me about its products. Based on descriptive analysis, brand loyalty has the highest mean value of 4.05 which is found in statement item number 2,

namely, I intend to continue using Shopee. Meanwhile, the lowest mean value is 3.83 which is found in statement item number 5, namely, I am loyal to Shopee which provides the value I need.

Convergent Validity

The use of convergent validity is to prove that each statement on each variable is acceptable. A study is said to be reliable and valid with an outer loading value of >0.70 and an Average Variance Extracted (AVE) value of ≥ 0.50 (Hair et al., 2019). As can be seen on Table 3, there are two indicators that are eliminated, namely BI1 and BI2 because they have a value below >0.70 . The results that pass from all outer loading values are >0.70 and the results of all AVE values are >0.50 , so a declaration can be made that each indicator is valid and the convergent validity test is fulfilled.

The reliability test is carried out to ensure that the indicators used can be measured with a construct, so as to provide stable and consistent results. To assess reliability, Cronbach's Alpha and Composite Reliability values that exceed 0.70 are used, which are indications of good reliability (Hair et al., 2019). As displayed on Table 4, the results of all Cronbach's Alpha values as well as Composite Reliability values are > 0.70 , hence the conclusion that the reliability test is fulfilled and the construct shows good reliability.

Table 4. Convergent Validity and Realibity

Items	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Brand Identity (BI)		0,780	0,858	0,601
BI3	0,816			
BI4	0,757			
BI5	0,776			
BI6	0,750			
Brand Attachment (BA)		0,903	0,925	0,675
BA1	0,831			
BA2	0,858			
BA3	0,862			
BA4	0,772			
BA5	0,722			
BA6	0,873			
Brand Image (BIM)		0,889	0,914	0,641
BIM1	0,724			
BIM2	0,746			
BIM3	0,824			

BIM4	0,821			
BIM5	0,856			
BIM6	0,823			
Brand Trust (BT)		0,899	0,923	0,666
BT1	0,804			
BT2	0,818			
BT3	0,748			
BT4	0,828			
BT5	0,879			
BT6	0,813			
Brand Loyalty (BL)		0,891	0,918	0,651
BL1	0,870			
BL2	0,810			
BL3	0,780			
BL4	0,704			
BL5	0,826			
BL6	0,839			

Discriminant Validity

Discriminant validity is a test that functions as a measure of a construct and an indicator with other constructs. Therefore, the determination of discriminant validity indicates the uniqueness of a construct, and captures phenomena in the model that are not represented by other constructs. The discriminant validity's high value shown by a construct along with its indicators indicates the uniqueness of that construct compared to other constructs. The value of discriminant validity is observed from the Fornell-Larcker criterion value, namely the AVE root value of each variable exceeding the AVE root of its correlation with other variables, then it can be said to be valid. (Hair et al., 2019), As shown on Table 5, all the root AVE values of each variable exceed the root AVE of its correlation with other variables, which indicates that the discriminant validity is met or valid.

Table 5. Fornell-Larcker Criterion

	Brand Attachment	Brand Identity	Brand Image	Brand Loyalty	Brand Trust
Brand Attachment	0,822				
Brand Identity	0,638	0,775			
Brand Image	0,706	0,671	0,800		
Brand Loyalty	0,656	0,638	0,627	0,807	

Brand Trust	0,772	0,714	0,773	0,700	0,816
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Koefisien Determinan (R-Square)

R Square (R²) aims to explain the effect of the independent variable on the dependent variable, whether it shows a substantive impact or not. The R² test is considered good if the value is close to 1 and is able to explain the dependent variable (Hair et al., 2019). Table 6 shows the R Square Brand Loyalty value of 0.553 or 55.3%, meaning that the brand identity, brand attachment, brand image, along with brand trust variables are capable of explaining the brand loyalty variable by 55.3 percent, with variables not included explaining the remaining 44.7 percent.

Table 6. R-Square

	R Square	R Square Adjusted
Brand Loyalty	0,553	0,538

Hypothesis Testing Results (Bootstrapping)

The conduct of hypothesis testing is to test the significance of the statistical coefficient of the path or hypothesis obtained through the bootstrapping method. The hypothesis is considered significant if the P Value < 0.05 (Hair et al., 2019). A positive directional relationship has a positive original sample value (O) and a negative directional hypothesis has a negative original sample value (O).

Table 7. Hypothesis Testing Results

	Original Sample (O)	P Values	Decision
Brand Attachment -> Brand Loyalty	0,215	0,036	Positive and Significant Influence
Brand Identity -> Brand Loyalty	0,222	0,086	Positive and Insignificant Influence
Brand Image -> Brand Loyalty	0,088	0,287	Positive and Insignificant Influence
Brand Trust -> Brand Loyalty	0,307	0,009	Positive and Significant Influence

DISCUSSION

Referring to the test results, this study shows that brand identity positively affects brand loyalty, however the effect is insignificant. Therefore, leading to the rejection of hypothesis H1. Based on descriptive statistics, the highest response was that respondents felt that the name Shopee was easily recognized. The lowest response was that Shopee had a cool logo. This finding can be explained by the fact that brand identity is not always accepted and influential to consumers, because having a well-known brand is in itself a guarantee of loyal consumers

without having to consider brand identity first. This result supports the research conducted (Primandaru et al., 2023).

The test findings indicate that hypothesis H2 is accepted, where brand attachment positively and significantly affects brand loyalty. Referring to the descriptive statistics, the highest response from respondents stated that the marketplace that is always remembered is Shopee. The lowest response from respondents stated that they are inseparable from Shopee. This finding indicates that the more attached and attached users or consumers are to a brand, the higher the level of brand attachment will be. This finding is in line with Yurindera (2022), Purba (2020), Sani & Masnita (2023), Elistia et al. (2023) it is explained that the feeling of attachment to a specific brand will not transfer to another.

The test results on hypothesis H3 indicate that brand image positively affects brand loyalty, however the effect is insignificant. Referring to the descriptive statistics, the highest description of the respondents' answers stated that the Shopee marketplace is very famous. The lowest respondents answered that Shopee has better characteristics than other competitors and Shopee is more effective for my needs than others. This finding indicates that the majority of consumers do not prioritize brand image, such as design, reputation, or popularity, but pay more attention to whether the product can meet their needs, according to the results of (Pramudita et al., 2022).

The test results on the H4 hypothesis show an effect that is positive and significant on brand loyalty. Referring to the descriptive statistics, the highest description of the respondents' answers stated that I believe in the Shopee marketplace. The lowest respondent answered that Shopee was completely honest with me about the product. This finding shows that the more sense of trust consumers have in the brand, the more loyal they will be. This finding is backed by the research of Pramudita et al. (2022), Bryan et al. (2023), Rahmadhani et al. (2022), Afiati et al. (2024), which explains that the more consumers trust a brand, the stronger and higher the level of loyalty.

From this study's results, the application of the Planned Behavior Theory explains how brand identity, brand attachment, brand image, along with brand trust influence brand loyalty. This study's findings indicate that brand identity as well as brand image show effects that are positive and insignificant, because a strong brand identity will be inherent in the minds of consumers or users, while the majority of consumers do not consider brand image important and only look at how the brand can meet their needs. In addition, brand attachment as well as brand trust positively and significantly affect brand loyalty, because a strong emotional relationship between the brand and its consumers will create brand attachment. And by placing high trust in consumers or users, their level of trust will be higher.

CONCLUSIONS AND RECOMMENDATIONS

Referring to the results of research as well as discussion, a conclusion can be drawn that brand identity has an effect that is positive, but insignificant. Brand attachment positively and significantly affects brand loyalty. Meanwhile, brand image shows an effect that is positive but insignificant on brand loyalty, and

brand trust positively and significantly affects brand loyalty. The recommendation that can be made from the findings of this study is to further examine the internal and external aspects related to things that can influence brand loyalty to the brand.

ADVANCED RESEARCH

The research has a limited sample of consumers of certain marketplace users, such as Shopee, which may not be representative of all consumers and users. This research only focuses on four factors, namely brand identity, brand attachment, brand image, as well as brand trust. Meanwhile, there are still many other factors that may influence brand loyalty. It is recommended for future research to expand and increase the sample used. As well as considering other factors that can influence brand loyalty, such as Brand Awareness or Perceived Quality. Furthermore, it is recommended for further research to search for and increase the population or it can involve the general environment.

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