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## RESEARCH ARTICLE

### THE ROLE OF PURCHASE INTENTION ON THE EFFECT OF CORPORATE IMAGE, CSR, PROMOTION AND BRAND IMAGE ON TOKOPEDIA PURCHASE DECISIONS IN SURBAYA AND SIDOARJO

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#### Abstract

Online shopping is now prevailing in Indonesia, especially the Tokopedia. Many people have got involved in this business. This study attempts to investigate the role of purchase intention of being the mediator of the effect of company image, CSR, promotion, and brand image on purchase decision. This is quantitative study using 123 respondents from Surabaya and Sidoarjo regencies, Indonesia. The data were collected using Likert scale with the questionnaires distributed to the respondents.. They were analyzed using PLS statistical tool. The results shows that purchase intention can mediate the effect of promotion and brand image on purchase decision. However, purchase intention in fact, does not mediate the effect of corporate image and CSR on purchase decision. For that reason, in order to increase the purchase decision, the online businesses or companies should pay attention to the importance of the role of purchase intention on the effect of promotion and brand image.

Keywords: Online shopping, promotion, CSR, corporate image, brand image, Purchase intention, purchase decision

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## INTRODUCTION

In the context of the Industry 4.0 era, businesses are adopting digitalization and utilizing big data to enhance production efficiency. This trend is exemplified by the rise of online markets and e-commerce platforms such as *Bukalapak*, Tokopedia, and Shopee. According to a report on *kompas.com* dated December 16, 2019, Indonesia has embraced the Industry 4.0 movement, marked by the introduction of "Making Indonesia 4.0" by President Joko Widodo in early April 2018. Notably, e-commerce in Indonesia has experienced remarkable growth, with a 500 percent increase over four years, and the country is projected to see 12 billion e-commerce transactions by 2020. This surge is attributed to Indonesia's large population, where 130 million individuals are connected to the internet and 70 million use smartphones, making it the dominant e-commerce market in Southeast Asia.

Tokopedia, an Indonesian e-commerce pioneer, envisions creating an ecosystem that empowers both sellers and users through diverse services (Aunilla, 2023). Despite this, according to data from the fourth quarter of 2019, Tokopedia remains second to Shopee in terms of user numbers as shown in Figure 1.1 of the online shopping application user data. This discrepancy is linked to challenges in stimulating purchase intentions, which significantly influence buying decisions. Research by Dapas et al. (2019) underscores the positive and substantial impact of purchase intention on purchase decisions, a finding corroborated by Mursandi et al.'s (2020) study on green marketing and corporate social responsibility's effect on purchasing choices. Consequently, businesses must cultivate cognitive desires in consumers to establish product preferences.

There have been some previous studies related to the crucial factors in e-commerce. For example, corporate image holds considerable factor in shaping cognitive desires and consumer preferences for products. Lee and Lee's research (2018) demonstrates the affirmative influence of corporate image on purchase intention, a sentiment echoed by Rachmawati et al.'s (2019) findings regarding brand image's consequential effect on customer purchasing decisions. Corporate image encompasses an entity's overall impression as represented by its brand or products (Lee and Lee, 2018). The merger of Gojek and Tokopedia in May 2021 has enriched the e-commerce service, enhancing the overall customer impression. Nevertheless, a data leak experienced by Tokopedia in early May 2020 has the potential to negatively impact customer perceptions due to the company's compromised customer privacy safeguards.

Another factor are Corporate Social Responsibility (CSR) and promotional efforts, the pivotal in shaping cognitive desires and preferences among consumers. Mulaessa and Wang's research (2017) establishes a positive link between CSR and consumer purchase intentions. Similarly, Hanaysha's (2018) study and Mursandi et al. (2020) research highlight CSR's favorable influence on purchasing decisions. Buchori and Harwani's (2021) as well as Rachmawati et al.'s (2019) investigations support the positive and substantial effect of promotions on both purchase intention and decision. Notably, brand image also demonstrates a constructive influence on purchase intention and decision, a sentiment reinforced by studies from Lee & Lee (2018), Agmeka et al. (2019), and Mursandi et al. (2020).

Companies should prioritize public welfare, engaging in appealing marketing endeavors to foster cognitive desires and preferences among consumers. Tokopedia, an online shopping platform hosting myriad brands and products through registered *lapak* accounts, has notably expanded its product range to 250 million items according to Herman Widjaja, Tokopedia's Senior Vice President of Engineering, as reported by *beritasatu.com*. In this case, brand image as the significant factor can increase of 150 percent over a year and a half intensifies the competition on the platform. Consequently, each stall on Tokopedia must strategically cultivate a brand image to bolster product sales. Lee and Lee (2018) suggest one approach involves creating a distinctive brand image that sets products apart, while Mursandi et al. (2020) emphasize the creation of

unique attributes that facilitate brand association and recollection. Finally, it is the important role of purchase intention in mediating the impact of corporate image, CSR, promotions, and brand image on the purchasing decisions of Tokopedia users in Surabaya and Sidoarjo.

The study aims to address research questions such as (1) the influence of corporate image on Tokopedia purchasing decisions, (2) the effect of CSR on Tokopedia's purchasing decisions, (3) the impact of promotions on Tokopedia buying choices, (4) the role of brand image in Tokopedia purchasing decisions, and (5) whether purchase intention mediates the influence of corporate image, CSR, promotions, and brand image on purchasing decisions. The outcomes of this study are expected to provide the marketers with insights into the role of purchase intention as a mediating factor that links corporate image, CSR activities, promotions, and brand image to consumer purchasing decisions

## REVIEW OF RELATED LITERATURE

In this section, the researcher tries to discuss several variables. In addition, this section also discusses each variable based on existing marketing theories. The variables discussed include corporate image, Corporate Social Responsibility, promotion, brand image, purchase intention, and purchase decision. All of these theoretical foundations should support the rationale for achieving the research objectives. In detail, in each sub-chapter, this section tries to explain all the theories related to the effect of purchase intention on purchasing decisions on the Tokopedia platform and the things that influence purchase intention in this case are corporate image, Corporate Social Responsibility, promotion, brand image. . Furthermore, these theories also refer to previous supporters or researchers.

### Corporate Image

Corporate image is defined as the holistic perception of an organization, encompassing more than just its products and services (Rahayu & Zanky, 2018). It represents the overall impression that society holds about a company, and a positive corporate image can foster strong consumer connections (Rachmawati et al., 2019). Barich and Kotler, as cited by Lee and Lee (2018), characterize corporate image as the collective public impression of a company, while Garry and Balmer, cited in the same source, describe it as the overall impression held by customers, symbolized by the company's brand or product. Scholarly works grounded in consumer behavior and cognitive psychology, including research by Andreassen, Lindestad, Hart, and Rosenberger in Lee and Lee (2018), affirm corporate image as a determinant of consumer loyalty and contentment.

Rahmawati (cited in Rachmawati et al., (2019) further adds that corporate image encompasses perceptions and impressions formed in the public's minds, reflecting a company's adeptness in cultivating public relationships and business success. It is regarded as a valuable intangible asset for a company's growth, as highlighted by Tjiptono (2018). Establishing a strong corporate image encourages consumer bonds, leading to better comprehension of consumer desires and necessities. The indicators employed to assess corporate image, as outlined by Lee and Lee (2018) and Rachmawati et al. (2019), include: such as consumer perception of the company, consumer perception of the product, consumer perception of the brand, and satisfaction with the company's performance.

### Corporate Social Responsibility

Corporate Social Responsibility (CSR) is the commitment of a company to enhance societal welfare through ethical business practices and resource contribution (Mursandi, Sudirman, & Militina, 2020). It involves actions beyond direct economic interests, as defined by Mulaessa and Wang (2017), and encompasses a managerial obligation to safeguard and enhance overall social well-being while serving organizational interests. Mcgee, cited by Mulaessa and Wang (2017), underscores CSR's focus on a company's sustained role in a dynamic social framework, motivating voluntary efforts to become a responsible societal entity.

Various CSR activities exist, as outlined by Mulaessa and Wang (2017). They include (1) Economic CSR: Companies produce goods and services, provide employment, and contribute to community economic activities. (2) Legal CSR: Companies adhere to local laws and regulations, showing respect for legal frameworks. (3) Ethical CSR: Companies uphold standards that reflect fairness, meeting consumer and societal expectations. (4) Philanthropic CSR: Companies engage in voluntary programs that foster human well-being and goodwill.

The indicators for measuring CSR impact, as identified by Mursandi et al. (2020), Mulaessa and Wang (2017), and Hanaysha (2018), include: (1) Community Opportunities: Providing avenues for community growth and development. (2) Legal Compliance: Demonstrating adherence to laws and regulations. (3) Consumer and Societal Care: Displaying concern for consumer well-being and societal needs, and (4) Welfare.

### **Promotion**

Promotion, as defined by Hanaysha (2018), is a crucial marketing activity involving communication with customers to convey messages from sellers, aiming to achieve sales goals by attracting customers to purchase the promoted product. It's a key component of the marketing mix, informing, encouraging, and reminding target markets about offerings to influence consumer perceptions and decisions. Promotional programs are utilized by organizations to communicate benefits to potential and existing customers (Hanaysha, 2018). According to Rachmawati et al. (2019), promotion is a form of marketing communication that disseminates information, influences, and reminds the target market, convincing them to accept, buy, and remain loyal to products. Indicators to measure promotions, based on Buchori and Harwani (2021) and Rachmawati et al. (2019), include advertising, events, public relations, publicity, and private sales.

### **Brand Image**

Brand image, as defined by Aaker Keller (Mursandi et al., 2020), encompasses associations and consumer perceptions that define a brand, residing in memory. In various industries, brand image plays a crucial role (Lee & Lee, 2018). Consumers frequently rely on brand image to make purchase decisions, as established by Saktiawan and Harsono (2021). They tend to prefer well-known brands for their reliability, availability, familiarity, and quality, leading to higher consumer choice. Brand image is pivotal for companies, attracting customers to their products or services (Saktiawan & Harsono, 2021). Dib and Alnazer (in Saktiawan & Harsono, 2021) characterize brand image as a mental association process with specific product attributes, influenced by brand strengths and weaknesses. Indicators to assess brand image, per Mursandi et al. (2020) and Lee & Lee (2018), include differentiation from similar products, uniqueness of brand associations, and brand memorability.

### **Purchase Intention**

Purchase intention, as described by Dapas et al. (2019), signifies a consumer's cognitive desire for specific goods or brands. This can be gauged by inquiries about the possibility of buying advertised products, serving as a precursor to actual purchase behavior (Martinez & Kim in Dapas et al., 2019). Differentiating between purchases and purchase tendencies, the former are actual consumer transactions, while the latter reflects intentions to buy in the future (Meskaran et al. in Dapas et al., 2019).

Notably, Fishbein and Ajzen (in Dapas et al., 2019) view purchase intention as a predictor of consumer behavior, representing subjective awareness and predictive potential. Schiffman and Kanouk (in Dapas et al., 2019) link purchase intention with service quality, as it forecasts buying likelihood and positively correlates with actual purchases. Indicators to measure purchase intention, from Dapas et al. (2019), Mursandi et al. (2020), Lee & Lee (2018), Mulaessa & Wang (2017), and Buchori & Harwani (2021), encompass exploratory, referential, transactional, and preferential intentions.

## Purchase Decision

Purchasing decisions, as elucidated by Kotler and Keller (Rachmawati et al., 2019), involve the process of selecting, acquiring, and using goods, services, or experiences to fulfill needs and wants. Berkowitz (in Tjiptono, 2018) describes them as stages through which buyers determine product and service choices. These decisions encompass selecting among multiple alternatives, reflecting a crucial aspect of decision-making (Kotler & Keller in Rachmawati et al., 2019). The act of making a purchase decision, whether to buy or not, constitutes a pivotal consumer behavior influencing company goals (Rachmawati et al., 2019).

Saktiawan and Harsono (2021) emphasize that purchasing decisions are a business's ultimate aim, necessitating customers to independently decide on product purchases through a multi-step process. Kotler and Keller (in Saktiawan & Harsono, 2021) detail this process with five stages: problem recognition, information search, evaluation of choices, purchase decision, and post-purchase behavior. To measure purchasing decisions, indicators from Dapas et al. (2019), Mursandi et al. (2020), Rachmawati et al. (2019), and Hanaysha (2018) encompass problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

## The Relationship between Variables

There have been some previous studies in relation to the purchase intention mediating the effect of corporate image, CSR, promotion, brand image on the purchase decision. All these have provided an analysis of the relationship between purchase intention and various other factors in the context of consumer behavior and decision-making. The previous studies covers several main points as the following.

First of all, purchase Intention Mediating Corporate Image and Purchase Decision: The relationship between purchase intention, corporate image, and purchase decisions is discussed. Purchase intention acts as a mediating variable between a positive corporate image and increased purchase probability. Several studies, such as Savitri et al. (2022), Tarabie (2021), and Siddiqui et al. (2021), are cited to support this relationship. Secondly, purchase Intention Mediating CSR and Purchase Decision: The role of purchase intention as a mediator between Corporate Social Responsibility (CSR) efforts and purchasing decisions is explored. Consumers tend to have higher purchase intentions toward socially responsible companies, thus influencing their purchasing decisions. Studies by Nagy et al. (2022), Riva et al. (2022), Belanche et al. (2021), and Palma-Ruiz et al. (2020) are cited to support this idea.

Thirdly, purchase Intention Mediating Promotion and Purchase Decision: The concept of purchase intention mediating the relationship between promotional activities and purchase decisions is discussed. Effective promotional strategies can stimulate purchase intentions and lead to actual purchases. Luo et al. (2021) and Tarabieh (2021) are cited as sources for this argument. Fourthly, purchase Intention Mediating Brand Image and Decision Making: The role of purchase intention in mediating the relationship between brand image and consumer decision-making is addressed. A positive brand image can lead to higher purchase intentions and influence consumers to buy products from brands with a favorable image. Alrwashdeh (2019) and Charton-Vachet et al. (2020) are cited in support of this point. Finally, purchase Intention and Purchasing Decisions: The general significance of purchase intention as a strong predictor of purchasing behavior is discussed. The text emphasizes that stronger purchase intention increases the likelihood of an individual following through with an actual purchase. Brewer and Sebby (2021) are cited in support of this concept.

Overall, all the above describe a detailed breakdown of the mediating role of purchase intention in various relationships within the context of consumer behavior and decision-making. Based on the theories reviewed and the previous studies, the researchers generate some hypotheses as the following:

H1: Corporate image influences purchase decisions on Tokopedia online.

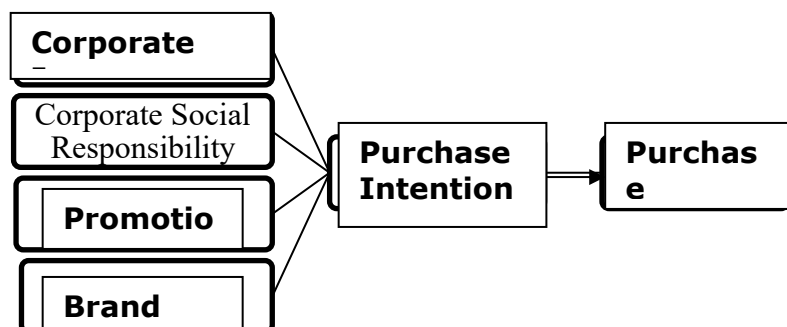
H2: CSR influences purchase decisions on Tokopedia online.

H3: Promotion influences purchase decisions on Tokopedia online.

H4: Brand image influences the purchase decision of Tokopedia online.

H5: Purchase intention mediates the influence of corporate image, CSR, promotions and brand image on Tokopedia online purchase decisions.

Based on the arguments and the hypotheses above, the research framework can be drawn as in Figure 1.



**Figure 1. Research Framework**

## RESEARCH METHODOLOGY

### Research Design and Data Collection Method

This research is quantitative descriptive with 123 respondents from the customers of Tokopedia online business in Sidoarjo and Surabaya, Indonesia. In conducting this research, the data was collected to solve existing problems by using questionnaire method, as also suggested by Sileyew, (2019) and Sugiono, et al (2023). The questionnaire or a series of questions or written statements to respondents, related to the research problem. Each question answered has meaning to test the hypothesis. Here are several stages for giving questionnaires to respondents: (1) Determine respondents according to the criteria, (2) Meet with respondents whose criteria have been determined, (3) Respondents filled out a questionnaire given by the researcher, (4) The questionnaire that has been filled in will be processed by the researcher.

### Validity and Reliability Test

According to Siregar, S. (2013) and also Clark, and Watson, (2019), validity is a way to show the extent to which a measuring instrument is able to measure something being measured. To test whether a questionnaire is valid or not, the criteria obtained describe whether the questionnaire is valid or not by looking at the  $\text{Sig} \leq \alpha$  value with a value of 0.05 (5%).

The reliability test according to Siregar, S. (2013) and also Clark, and Watson, (2019), is a measurement result to determine the extent to which measurement results remain consistent, if carried out with two or more measurements in the same case using the same measuring instrument. Ghozali (2012), suggests the criteria for measuring research instruments are declared reliable if the Cronbach's alpha value is  $> 0.70$ .

### Data Analysis Technic

This research requires analytical techniques used to determine the relationship or influence between the variables studied. Data analysis used in this research is descriptive analysis. Descriptive analysis is an analytical method that explains the respondents' responses from the variables contained in the distributed questionnaires. The purpose of this analysis is to systematically describe a fact and the characteristics of an object or subject that is studied precisely. Thus, data analysis will be continued with quantitative analysis methods. The analysis

will be carried out using structural equation modelling techniques (SEM-PLS) using Warp-PLS. The PLS approach is distribution free (does not assume a particular distribution of data, it can be nominal, categorical, ordinal intervals and ratios). PLS can be used to confirm theory and explain whether or not there is a relationship between latent variables.

### Analysis of Outer Model

Outer model analysis is carried out to ensure that the measurement used is feasible to be used as a measurement (valid and reliable). In this model analysis, it specifies the relationship between latent variables and their indicators. Outer model analysis can be seen from several indicators:

- a. *Convergent Validity*, namely an indicator that is assessed based on the correlation between the item score/component score and the construct score, which can be seen from the standardized loading factor which illustrates the magnitude of the correlation between each measurement item (indicator) and the construct. Individual reflexive measure is said to be high if it correlates  $> 0.5$  with the construct you want to measure.
- b. *Discriminant Validity*, is a measurement model with reflexive indicators assessed based on cross loading measurements with constructs. If the construct's correlation with the measurement items is greater than the other construct sizes, then it shows a better block size compared to other blogs. Meanwhile, according to another method to assess discriminant validity, namely by comparing the value of the square root of average variance extracted (AVE).
- c. *Composite reliability*, is an indicator to measure a construct that can be seen in the view of latent variable coefficients. To evaluate composite reliability, there are two measurement tools, namely internal consistency and cronbach's alpha. In these measurements, if the value achieved is  $> 0.70$ , it can be said that the construct has high reliability.
- d. *Cronbach's Alpha*, is a reliability test that is carried out to strengthen the results of composite reliability. A variable can be declared reliable if it has a Cronbach's alpha value  $> 0.7$ .

### Analysis Inner Model

The inner model analysis can be evaluated by using R-square for the dependent construct and the t-test and the significance of the structural path parameter coefficients. In evaluating the inner model with PLS (Partial Least Square) begins by looking at the R-square for each dependent latent variable. Then, the interpretation is the same as that of the regression. Changes in the value of the R-square can be used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect.

### Hypothesis Testing

For hypothesis testing, namely by using statistical values, for alpha 5% the t-statistic value used is 1.96 for that reason, the criteria for accepting/rejecting the hypothesis is that  $H_0$  is rejected if the t-statistic  $> 1.96$ . To reject/accept the hypothesis using probability,  $H_0$  is accepted if the p value  $< 0.05$ .

## FINDINGS AND DISCUSSION

### 1. Findings

#### a) Validity and Reliability Test Results

It is known that the AVE value of all variables is  $> 0.5$ , which means that each variable in this study is valid and can be used appropriately as a research instrument measuring tool. According to Jogiyanto (2015:206). The validity test in general can be measured by the loading score parameter in the research model (rule of thumbs  $> 0.7$ ) and using the parameters AVE, communality,  $R^2$  and redundancy. AVE score  $> 0.5$ , communality  $> 0.5$ , and redundancy close to 1.

Reliability based on the Cronbach's alpha value and the composite reliability value of each variable that meets the requirements and can be said to be reliable. It can be seen that the

Cronbach's alpha value for each variable is  $>0.6$  and the composite reliability value for each variable is  $>0$ .

## **b) Hypothesis Testing**

### **1) Hypothesis 1**

From the data in Table 4.15, it can be seen that the t-statistic value is 3.665 and the P value is 0.000. Because the t-statistic value is  $> 1.96$  and the P value is  $<0.05$ , the hypothesis which states that corporate image has a significant positive influence on purchasing decisions is accepted.

### **2) Hypothesis 2**

From the data in Table 4.16, it can be seen that the t-statistic value is 2.925 and the P value is 0.004. Because the t-statistic value is  $> 1.96$  and the P value is  $<0.05$ , the hypothesis which states that CSR has a significant positive influence on purchasing decisions is accepted.

### **3) Hypothesis 3**

From the data in Table 4.17, it can be seen that the t-statistic value is 0.736 and the P value is 0.462. Because the t-statistic value is  $<1.96$  and the P value is  $>0.05$ , the hypothesis which states that promotion has a significant positive effect on purchasing decisions is rejected.

### **4) Hypothesis 4**

From the data in Table 4.18, it can be seen that the t-statistic value is 2.618 and the P value is 0.009. Because the value of the t statistic is  $>1.96$  and the P Value is  $<0.05$ . then the hypothesis which states that brand image has a significant positive influence on purchasing decisions is accepted

### **5) Hypothesis 5**

From the data shown in Table 4.19, it can be concluded that the t-statistic value of the mediation path of purchase intentions on the effect of promotion on purchasing decisions and the effect of brand image on purchasing decisions has a value of 2.591 and 2.170, respectively. The t-statistic value of the two mediation pathways is 1.96 greater. The P values of the two mediation pathways have values of 0.010 and 0.030 respectively. The P value is less than 0.05. Therefore, purchase intention has a positive and significant influence in mediating the effect of promotion on purchasing decisions and the effect of brand image on purchasing decisions. On the other hand, in Table 4.19, there are also findings that the t-statistic value of the purchase intention mediation path on the effect of corporate image on purchasing decisions and the effect of CSR on purchasing decisions has a value of 0.798 and 0.927, respectively. The t-statistic value of the two mediation pathways is 1.96 smaller. The P values of the two mediation pathways have values of 0.425 and 0.354 respectively. The P value is greater than 0.05. Therefore, purchase intention does not have a positive and significant influence in mediating the effect of corporate image on purchasing decisions and the influence of CSR on purchasing decisions. From these two contradictory results, it can be concluded that the hypothesis which states that purchase intention mediates the effect of corporate image, CSR, promotion, and brand image on purchase decisions is rejected because purchase intention cannot be a complete mediating variable.

## **2. Discussion**

### **1) The effect of corporate image on purchasing decisions**

Based on the findings in this study, that corporate image has an effect on customer buying decisions. Therefore, this finding is the same as the findings of previous research done by Lee and Lee (2018). They, in their research, also found that corporate image is an important factor. Based on his findings, corporate image also has a positive and significant effect on customer buying decisions in online businesses. Besides, Lee and Lee (2018), Rahmawati et al (2019), also researched and found that corporate image had a positive and significant effect on customer buying decisions. Therefore, it can be stated that this study also supports the results of previous studies.

### **2) The influence of csr on purchasing decisions**

In addition to corporate image, corporate social responsibility (CSR) is also an important factor in increasing purchasing decisions. Based on the findings of this study, CSR also has a positive

and significant effect. This finding is the same as the findings in previous research conducted by Mulaessa and Wag (2017). In their research, it was also found that there is a positive influence on buying decisions by customers. Apart from being the same as Mulaessa and Wang (2017), the findings of this study are also the same as the findings of research conducted by Buchori and Harwani (2021) as well as findings in research conducted by Rahmawati et al (2019), Lee and Lee (2018), one of which there is a CSR variable that is also found to have a positive and significant effect on customer buying decisions.

Therefore, with previous research, for example Buchori and Harwani (2021), Rachmawati et al (2019), Mulaessa and Wang (2017), and Lee and Lee (2018), CSR is an important factor in increasing purchasing decisions by customers at online stores. In other words, the results of the current study also support the four previous studies which state that CSR is a factor that has a positive and significant influence.

### **3) The effect of promotion on purchasing decisions**

After knowing that corporate image and CRS are important factors because they have a positive and significant effect on customer buying decisions, in the current study, promotion factors were found to have no positive and significant effect on customer buying decisions. Therefore, this study is not the same as the results of previous studies, for example those conducted by Buchori and Harwani (2021) and Rachmawati et al. (2019) showed that promotion was found to be a factor that had a positive and significant influence on customer buying decisions. This includes not being the same as previous research conducted by Lee & Lee (2018), Agmeka et al. (2019), and Mursandi et al. (2020).

### **4) The effect of brand image on purchasing decisions**

The brand image factor in this study was found to have a positive and significant effect on customer buying decisions. Regarding the brand image factor, this research is also the same as the findings of previous studies, for example research by Lee and Lee (2018), Agmenta et al (2019), Mursandi et al (2020), and Sudirman and Militina (2020). Therefore, this study also supports the results of previous research that the brand image of a company's products is an important factor for increasing customer buying decisions for products sold by online stores. In essence, brand image is an important factor if companies want to increase customer buying decisions for the products they sell.

### **5) Mediation of Purchase Intentions as Mediation**

From the findings of this study, there are three pieces of evidence. First, it was found that purchase value has a positive and significant influence on the influence of promotion on customer buying decisions and the effect of brand image on customer buying decisions. Second, purchase intention also mediates the effect of corporate image on buying decisions and the influence of CSR on buying decisions. Third, it turns out that purchase intention does not have a positive and significant effect on the effect of corporate image on buying decisions and does not mediate the effect of CSR on buying decisions.

Therefore, the findings of this study, firstly, are in accordance with previous research, for example Brewer and Sebby (2021) also state that eli's intention is to mediate between brand image and consumer buying decisions as well as mediate the effect of brand image on buying decisions by consumers. This is also the same as previous research by Dapas, C. C., Sitorus, T., Purwanto, E., & Ihalauw, J. J. (2019), Alrwashdeh (2019), Charton-Vachet et al., (2020), that purchase intention also mediate the effect of promotion and brand image on buying decisions. Furthermore, this research is also the same as previous studies by Savitri et al., (2022), Tarabie (2021), and Siddiqui et al. (2021) who also found that purchase intention also mediates the effect of CSR on customer buying decisions.

However, in this study, the results were not the same as those of previous research which stated that purchase intention mediates the effect of corporate image on buying decisions. For example in particular by Savitri et al., (2022), Tarabie (2021) , and Siddiqui et al., (2021)..

## CONCLUSION

Of all the analysis and findings as well as discussion of this research, the researcher can provide the following conclusions.

### 1. Conclusion

First of all, the effect of Corporate Image on Purchasing Decisions: Corporate image has a positive and significant influence on customer purchasing decisions in online business. These findings support previous research by Lee and Lee (2018) and Rahmawati et al (2019) who also found a positive relationship between corporate image and purchasing decisions.. Secondly, the Influence of CSR on Purchasing Decisions: Corporate Social Responsibility (CSR) has a positive and significant influence on customer purchasing decisions. This finding is in line with the research of Mulaessa and Wang (2017), Buchori and Harwani (2021), as well as the findings of Rahmawati et al (2019) and Lee and Lee (2018), indicating that CSR factors influence purchasing decisions.

The third, it is the effect of Promotion on Purchase Decision: There is no positive and significant influence of promotion factors on customer purchasing decisions. These results differ from some previous studies and suggest that in the context of this study, promotions may have a lower impact on purchasing decisions. The fourth is the effect of Brand Image on Purchase Decision: Brand image has a positive and significant influence on customer purchasing decisions in online stores. This finding is in line with various previous studies, including research by Lee and Lee (2018), Agmenta et al (2019), Mursandi et al (2020), and Sudirman and Militina (2020).

Finally, the role of Purchase Intention as Mediation on the Influence of Corporate Image, CSR, Promotion, and Brand Image on Purchase Decision: Purchase intention has a complex mediating role in linking factors such as corporate image, CSR, promotion, and brand image with customer purchasing decisions. This finding supports the results of several previous studies, but also indicates differences in the effect of purchase intention on these factors.

Overall, this study provides insight into the factors that influence customer purchasing decisions in online stores. These findings can assist companies in developing more effective marketing strategies to increase sales and customer loyalty. Although some of the results are inconsistent with previous research, they do show the complexity and variation of the relationships between the variables studied.

### c) Suggestion

From the research results and conclusions, the researcher provides the following suggestions:

First, the Impact of Corporate Image: Companies must pay attention to and build a positive and consistent corporate image. Investing in a good image can increase customer trust and drive purchasing decisions on online platforms.

Second, the Impact of CSR: It is important for companies to demonstrate social responsibility through transparent and relevant CSR initiatives. This strategy can increase the attractiveness of the company's products or services in the eyes of customers, which in turn influences purchasing decisions.

Third, the Promotion: Although the findings show the influence of promotion on purchasing decisions, this does not mean that companies should avoid promotion completely. Companies still ensure that their promotions are relevant, interesting, and in accordance with customer preferences. This is mediated by purchase intentions.

Fourth, Brand Image Influence: Developing a positive and significant brand image is the key to influencing purchasing decisions. Companies should focus on building a positive brand identity and differentiating themselves from competitors.

Fifth, the Purchase Intention Mediation: A deeper understanding of the role of purchase intention as a mediator can help companies design a more focused strategy. Companies can direct their efforts to influence customer purchase intentions by designing campaigns and messages that reinforce the links between the factors studied. Purchase intention can provide support to mediate the important factors above.

In general, companies need to combine these findings with an understanding of their context and target market. Improving customer buying decisions requires a holistic and adaptive approach, leveraging these findings to shape smarter and more effective marketing strategies.

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