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The Influence Of Source Credibility And Discount Framing On Brand Reputation And Brand Image In Increasing Buying Interest In E-Commerce Shopee Indonesia

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Abstact

This study aims to analyze the influence of source credibility, discount framing, brand reputation, and brand image on purchase intention among consumers of the Shopee Indonesia e-commerce platform. The research involved 200 respondents who have purchase intentions toward products sold on Shopee and employed a quantitative approach using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings reveal that source credibility and discount framing significantly affect brand image, while discount framing also exerts a strong influence on brand reputation. Furthermore, brand reputation positively enhances brand image, and brand image emerges as the most dominant factor driving purchase intention, followed by brand reputation. These results indicate that marketing strategies emphasizing influencer credibility, transparent discount communication, and the strengthening of brand image and brand reputation are essential for increasing consumer purchase intention.

Keywords: source credibility, discount framing, brand image, brand reputation, purchase intention.

INTRODUCTION

The development of digital business through e-commerce in Indonesia in the last year has shown very rapid growth and has become one of the most dynamic sectors in the national digital economy. Increasing internet penetration and adoption of digital payment technology have made online buying and selling transactions increasingly the public's main choice. Recent studies show that the growth in the value of e-commerce transactions in

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Indonesia continues to increase, in line with the increase in the number of active users which now reaches more than 80% of the internet user population in Indonesia (Asih, 2024). This development is also reinforced by research results which explain that technological innovation and government regulatory support have also accelerated the adoption of e-commerce in various levels of society (Lubis et al., 2024).

In 2025, e-commerce in Indonesia shows a trend of consolidation in the hands of a few large platforms; Shopee leads with the highest access from internet users (53.22%), far leaving its competitors, especially TikTok Shop which experienced a significant jump to 27.37%, while Tokopedia and Lazada had to settle for third and fourth positions with single digit percentages. Blibli and Facebook Marketplace have a very small share. This trend indicates that Indonesian consumers are increasingly choosing platforms that offer a combination of aggressive promotions, ease of access, reliable logistics & payment features, and a rich user experience (including the integration of entertainment content in the TikTok Shop), while more traditional or less innovative platforms face downward pressure in maintaining relevance.

In the past year, the fashion sector has become one of the categories that dominates buying and selling activities on e-commerce platforms. Fashion products, both from local and international brands, have become the most sought after commodities because of their visual appeal, lifestyle and the speed at which trends change. Research results show that Indonesian consumers make more online purchases of fashion products compared to other categories because of the ease of price comparison and the variety of designs offered (Iskandar & Rahadhini, 2025). Other research reveals that promotional strategies, product display design, and ease of interaction in the marketplace are the dominant factors in attracting consumer interest in fashion brands (Armada & Hendriati, 2024). This dominance shows that the fashion sector is a reflection of intense competition that demands high creativity from each brand to maintain consumer attention in the digital world.

This research pays special attention to the Eiger brand as a representation of a local fashion adventure brand that is developing rapidly in the digital realm. In the past year, community activities related to outdoor sports such as hiking, camping and trail running have increased sharply. This trend causes demand for outdoor equipment, including adventure clothing and accessories, to increase significantly (Marlien et al., 2021). Consumer behavior research shows that an active outdoor lifestyle is now part of the younger generation's identity, which is also integrated with digital shopping habits (Pena-Garcia et al., 2020). With increasing public awareness of healthy lifestyles and

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exploring nature, brands like Eiger have a great opportunity to expand the market through relevant and credible digital strategies.

LITERATURE REVIE

Source Credibility

Source credibility refers to the extent to which an information source is perceived as trustworthy (trustworthy) and expert (expertise) by the recipient of the message, and these two dimensions and sometimes a third dimension such as attractiveness or social suitability are often the main determinants of whether a marketing message will be accepted and influence consumer attitudes and intentions (Ismagilova et al. 2020).

Mechanistically, sources that are seen as having high credibility are able to reduce consumers' perceptions of risk and ambiguity regarding product claims, thereby increasing the validity of the heuristics used by consumers when assessing the value proposition; this effect in turn implies a more positive attitude towards the brand and increased purchase intentions. Empirical studies show that advertising disclosure and source credibility attributes (e.g. honesty, expertise) influence message reception and purchase intention in the context of endorsements by influencers on social media, confirming the role of credibility as a key variable in the digital marketing persuasion process (Ecker & Antonio, 2021).

Discount Framing

Discount framing is a marketing strategy that focuses on how price discounts are presented to influence consumer perceptions of the value of a product or service (Jalilvand et al., 2012). The way discounts are presented can be in the form of a percentage, nominal, or a combination of both, and each framing is capable of generating different psychological perceptions. Discount framing does not just provide information about savings, but also creates cognitive and emotional effects that can increase the attractiveness of promotions (Park et al., 2023).

This strategy works through the mechanism of perceived value, where consumers evaluate offers based on how much benefit they perceive compared to the original price. In the context of e-commerce, the use of discount framing has been proven to increase purchasing interest because it creates a more attractive price perception and higher purchasing urgency (Won & Shapiro, 2021).

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Brand Image

Brand image is a perception or picture formed in consumers' minds of a brand based on their experience, knowledge and interactions with the product or service. Scientifically, brand image reflects a set of associations that appear in consumers' memories when they hear or see a brand, whether functional, symbolic or emotional. According to Keller (2020), brand image is an important part of brand equity because it functions as a cognitive and affective representation that influences how consumers evaluate a brand and differentiate it from competitors. Thus, brand image is not only formed from product attributes alone, but also from marketing communications, company reputation, and consistent consumption experiences.

Brand Reputation

Brand reputation is the public's collective perception of the reliability, integrity and credibility of a brand which is formed through consumer experience, company communications and external party opinions. Scientifically, brand reputation reflects the accumulated results of interactions between the company and its stakeholders over a long period of time. According to Alfian et al. (2024), brand reputation is an intangible asset that has strategic value because it plays a role in building trust and social legitimacy for the brand in the eyes of consumers and society. A good reputation is formed from consistent company performance, product quality, and commitment to ethical values and social responsibility that are carried out in a sustainable manner.

Purchase Intention

Purchase intention is a person's psychological tendency to purchase a particular product or brand after going through a process of evaluating information, perceived value and previous experience. Scientifically, this variable is often considered an indicator of future consumer behavior that reflects how likely a person is to make an actual purchase. According to Fishbein & Ajzen (2021), purchase intention is formed through a combination of attitudes towards behavior, subjective norms, and perceived behavioral control, as explained in the Theory of Planned Behavior (TPB). Purchase intention is not only influenced by rational factors such as price and quality, but also by emotional factors, trust in the brand, and interaction experiences with the company.

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Hypotheses Development

Savica and Dianita (2023) found that the credibility of the communicators used in Kahf's social media campaigns had a positive and significant influence on brand image. According to Putri, Roslina, and Husna (2024), the way discounts are presented has a positive influence on brand reputation and image, because clear and credible framing strengthens the perception that the brand cares about consumer satisfaction. According to Park et al. (2022), framing prices as discounts has a strong impact on perceptions of brand ethics and credibility, because clear framing increases consumer confidence in the fairness of the prices offered. Khan & Fatma (2023) emphasize that consumer-perceived ethicality and corporate reputation influence how consumers identify themselves with brands.

H1: Source Credibility has a positive and significant effect on Brand Image
H2: Discount Framing has a positive and significant effect on Brand Image
H3: Discount Framing has a positive and significant effect on Brand Reputation
H4: Brand Reputation has a positive and significant effect on Brand Image
H5: Brand Image has a positive and significant effect on Purchase Intention
H6: Brand Reputation has a positive and significant effect on Purchase Intention

METHODOLOGY

Research Approach

This research uses a causal or explanatory research approach which aims to explain and understand the relationship between independent and dependent variables (Ghozali, 2018).

Population

In the context of this research, the population includes all Shopee e-commerce users in Indonesia who have the intention to purchase products through the platform. The research sample was selected from Shopee consumers who had purchase intentions as measured by having added products to their shopping basket and had received or seen promotions in the form of discounts and knew about or participated in promotions involving influencers or public figures.

Samples and Sampling Techniques

According to Hair et al. (2013), the ideal sample size is determined by multiplying the total indicators and research variables by a minimum number of 5 and a maximum of 10 to ensure an adequate sample size. By using this approach, research is expected to be

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able to produce data that is valid, reliable, and able to describe the condition of the population comprehensively and support the reliability of research results.

Sample = (number of indicators + number of variables) x 5
= (23+5) x 5
= 28 x 7
= 196

Based on calculations, the minimum number of samples required in this research is 196 respondents. However, to minimize the possibility of errors and increase the accuracy of research results, researchers set a sample size of 200 respondents. The sample was selected from a population that includes all Shopee e-commerce users in Indonesia who have the intention of purchasing products through the platform. The respondent criteria used include Shopee consumers who have shown purchase intention by adding products to their shopping basket, have received or seen promotions in the form of discounts, and know about or take part in promotions involving influencers or public figures.

RESULTS AND DISCUSSION

Descriptive Analysis of Respondent's Profiles

The gender distribution of respondents shows that the number of female respondents (128 people or 64%) is greater than the number of male respondents (72 people or 36%). This proportion indicates that women dominate the Shopee user group in the research sample, so their perceptions and behavior tend to have more influence on the overall analysis results.

The age distribution of respondents shows that the 20–25 year age group is the majority with 81 respondents (40.5%), followed by the <20 year age group with 48 respondents (24%). Meanwhile, the 26–30 year age group had a proportion of 32 respondents (16%), the 31–35 year age group had 20 respondents (10%), and the >35 year age group had 19 respondents (9.5%). This distribution shows that respondents are dominated by the young age group, especially the 20-25 year range who are known as digital-savvy users and have a high intensity in using e-commerce platforms.

The distribution of respondents' domicile shows that the majority of respondents live in the Special Region of Yogyakarta (47.5%), followed by DKI Jakarta at 19% and Malang at 14%. The rest are spread across Bandung (7.5%), Surabaya (2%), and other areas (10%).

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Outer Model

Displays the results of the outer model in PLS-SEM analysis, which describes the relationship between latent constructs and their indicators. Each construct—Source Credibility (SC), Discount Framing (DF), Brand Image (BI), Brand Reputation (BR), and Purchase Intention (PI)—has an outer loading value displayed on each indicator. Almost all indicators show loading values above 0.70 (for example SC4 = 0.818; DF2 = 0.873; BI5 = 0.866; BR3 = 0.881; PI5 = 0.941), which means that these indicators meet the convergent validity criteria and strongly represent the construct. The AVE value shown in the blue circle (for example BI = 0.788, BR = 0.602, PI = 0.910) also shows that each construct is able to explain more than 50% of the variance of the indicator. Thus, the measurement model can be declared valid and reliable at the outer model stage.

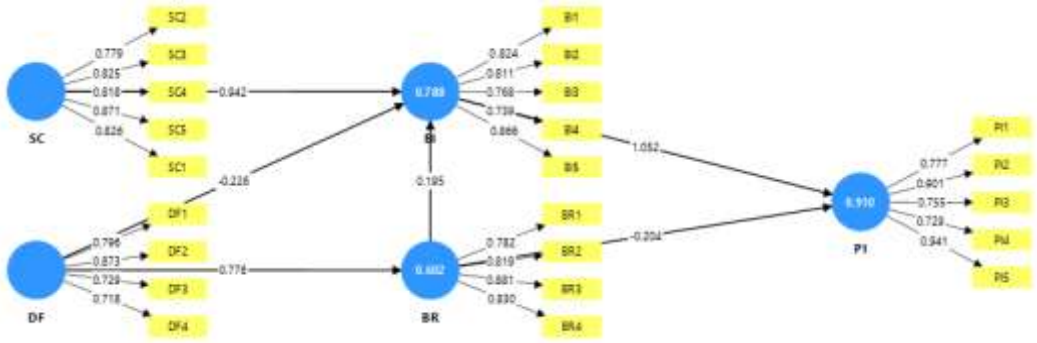


Figure 1. Outer and Inner Test Results of Research Model

Convergent Validity Test

All indicators for each construct show an outer loading value above 0.70 and an AVE value above 0.50, thus meeting the convergent validity criteria. The constructs Source Credibility (SC), Discount Framing (DF), Brand Image (BI), Brand Reputation (BR), and Purchase Intention (PI) each have indicators that are able to explain construct variance adequately, reflected in the AVE values which range from 0.610 to 0.687. High outer loading values—such as SC5 (0.871), DF2 (0.873), BI5 (0.866), BR3 (0.881), and PI5 (0.941)—indicate that each indicator has a strong contribution in measuring the construct. Thus, it can be concluded that the research instrument has met convergent validity and is suitable for use in further analysis of the structural model.

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Table 1. Convergent Validity Test Results

Item	Outer loadings	AVE	Hasil
SC1 <- SC	0.826	0.679	Valid
SC2 <- SC	0.779		Valid
SC3 <- SC	0.825		Valid
SC4 <- SC	0.818		Valid
SC5 <- SC	0.871		Valid
DF1 <- DF	0.796	0.610	Valid
DF2 <- DF	0.873		Valid
DF3 <- DF	0.729		Valid
DF4 <- DF	0.718		Valid
BI1 <- BI	0.824	0.644	Valid
BI2 <- BI	0.811		Valid
BI3 <- BI	0.768		Valid
BI4 <- BI	0.739		Valid
BI5 <- BI	0.866		Valid
BR1 <- BR	0.782	0.687	Valid
BR2 <- BR	0.819		Valid
BR3 <- BR	0.881		Valid
BR4 <- BR	0.830		Valid
PI1 <- PI	0.777	0.680	Valid
PI2 <- PI	0.901		Valid
PI3 <- PI	0.755		Valid
PI4 <- PI	0.729		Valid
PI5 <- PI	0.941		Valid

Composite Reliability

Based on the reliability test results all research variables are declared reliable because they meet the minimum reliability criteria, namely Cronbach's Alpha and composite reliability values which are above 0.70. The variables Brand Image (BI), Brand Reputation (BR), Discount Framing (DF), Purchase Intention (PI), and Source Credibility (SC) all show rho_c values above 0.86, which indicates excellent internal consistency between indicators in measuring their respective constructs. Apart from that, the AVE value for all variables is above 0.50, so the instrument also meets convergent validity. Overall,

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these results confirm that the research instrument has a high level of reliability and can be used reliably in subsequent structural analysis.

Tabel 2.Composite Reliability

Variabel	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0.861	0.867	0.900	0.644
BR	0.849	0.869	0.897	0.687
DF	0.788	0.791	0.862	0.610
PI	0.879	0.887	0.913	0.680
SC	0.882	0.883	0.914	0.679

Inner Model

A high and consistent loading value shows that the research instrument has been able to measure the construct well, and there are no serious problems in the validity or reliability of the indicators. The reliability of the constructs is reflected in the strong clustering of indicators in each construct, so that the model is ready to be used in testing hypotheses in the inner model. Overall, these results indicate that the measurement model structure meets the standards required in PLS-SEM and can be continued to the structural analysis stage.

R-Square

R-square value shows that the model has very strong predictive ability. The Brand Image (BI) variable has an R-square value of 0.788, which means that 78.8% of the BI variance can be explained by the variables that influence it, namely source credibility, disount framing, and brand reputation, thus showing a high level of explanation. Brand Reputation (BR) has an R-square of 0.602, which shows that 60.2% of the BR variance is explained by the related construct, namely discount framing, and this value is included in the moderate-strong category. Purchase Intention (PI) has the highest R-square value, namely 0.910, which indicates that 91% of the variance in purchase intention can be explained by the predictor variables in the model, namely brand image and brand reputation. The adjusted R-square value which is very close to the R-square for all variables indicates that the model is stable and does not experience overfitting. Overall,

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these results confirm that the structural model has very good predictive power, especially in explaining consumer purchasing interest.

Tabel 3. Coefficient of Determination Test Results (R-Square)

Variabel	R-square	R-square adjusted
BI	0.788	0.785
BR	0.602	0.600
PI	0.910	0.909

Research Hypothesis Test (Path Coefficient)

1. SC → BI: The relationship between Source Credibility and Brand Image shows t-statistics of 26,004 (>1.96) and p-value 0.000 (<0.05), so it is declared significant.
2. DF → BI: Discount Framing has a significant effect on Brand Image, as evidenced by the t-statistics value of 3.713 (>1.96) and p-value of 0.000. The coefficient of 0.226 indicates that discount framing has a positive influence, although not as big as the influence of source credibility.
3. DF → BR: The effect of Discount Framing on Brand Reputation is very significant, with t-statistics 36.275 and p-value 0.000.
4. BR → BI: Brand Reputation has a significant effect on Brand Image because the t-statistics value is 4.839 (>1.96) and p-value 0.000.
5. BI → PI: The influence of Brand Image on Purchase Intention is very strong and significant, shown by t-statistics 44.072 and p-value 0.000.
6. BR → PI: Brand Reputation also has a significant influence on Purchase Intention with t-statistics 6.100 (>1.96) and p-value 0.000.

Tabel 4. Research Hypothesis Test (Path Coefficient)

Hipotesis Penelitian	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
SC -> BI	0.942	0.943	0.036	26.004	0.000
DF -> BI	0.226	0.225	0.061	3.713	0.000
DF -> BR	0.776	0.778	0.021	36.275	0.000
BR -> BI	0.195	0.192	0.040	4.839	0.000
BI -> PI	1.052	1.053	0.024	44.072	0.000

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BR -> PI	0.204	0.204	0.033	6.100	0.000

DISCUSSION

The Influence of Source Credibility on Brand Image

The research results show that source credibility has a positive and significant effect on brand image, indicated by a t-statistics value of 26,004 (>1.96) and a p-value of 0.000 (<0.05). The very high path coefficient (0.942) indicates that influencer credibility is the dominant factor in shaping Shopee's brand image in the minds of consumers. These findings confirm that the higher the level of expertise, honesty, attractiveness, and suitability of the influencer's character to the brand, the more positive the consumer's perception of the brand image that is built. In the context of Shopee's digital marketing, influencer credibility is not just a supporting element, but is a strategic component that is able to increase consumer acceptance of promotional messages and shape a positive image of the platform as a whole.

The Effect of Discount Framing on Brand Image

The research results show that discount framing has a positive and significant effect on brand image, as indicated by a t-statistics value of 3,713 (>1.96) and a p-value of 0.000 (<0.05). The path coefficient of 0.226 indicates that even though the influence is not as big as source credibility, the discount framing strategy still has a significant contribution in shaping consumers' positive perceptions of the Shopee brand image. This means that the more attractive, clear and consistent the way Shopee displays discounts, the more positive the brand image attached to the platform. Discounts are not only perceived as a price benefit, but also reflect Shopee's value, care and positioning as a platform with the best offers on the market.

This finding is in line with research by Tarmizi et al. (2024) which states that price framing and discount strategies are able to increase consumer perceptions of quality and brand image. They explain that the way discounts are communicated plays an important role in shaping value perceptions, so that consumers see brands as more competitive and attractive. In the context of Shopee, this indicates that informative and persuasive discount presentations can increase consumer perceptions regarding the attractiveness and superiority of the brand, especially in the midst of increasingly fierce e-commerce competition.

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The Effect of Discount Framing on Brand Reputation

The research results show that discount framing has a positive and very significant effect on brand reputation, as shown by the t-statistics value of 36,275 (>1.96) and p-value 0.000 (<0.05). The path coefficient of 0.776 indicates that the way Shopee presents, packages and communicates discounts is a very strong factor in building brand reputation in the eyes of consumers. Discount framing that is consistent, attractive and considered profitable makes consumers view Shopee as a platform that provides more value, is competitive and trustworthy. Thus, discount strategies not only influence purchasing decisions, but also play an important role in shaping Shopee's long-term reputation as a superior e-commerce.

This finding is consistent with research by Tarmizi et al. (2024) which states that price framing and discount promotions contribute significantly to brand reputation because consumers assess discounts as evidence of the brand's commitment to providing the best value. Tarmizi et al. emphasized that consumers tend to develop positive perceptions of brands that offer transparent and competitive prices. In the context of Shopee, this indicates that the success of the platform's reputation is greatly influenced by how discounts are packaged routinely, clearly and reliably so as to build public trust in brand integrity.

The Influence of Brand Reputation on Brand Image

The research results show that brand reputation has a positive and significant effect on brand image, as evidenced by a t-statistics value of 4,839 (>1.96) and a p-value of 0.000 (<0.05). The path coefficient of 0.195 indicates that brand reputation plays a role in strengthening brand image, although its contribution is not as big as other variables such as source credibility. This means that the better Shopee's reputation as an e-commerce platform in terms of service reliability, quality consistency and level of user trust, the more positive the brand image will be in the minds of consumers. Thus, reputation becomes an important foundation that helps strengthen consumer perceptions regarding the character and identity of the Shopee brand.

This finding is in line with research by Negara et al. (2020) which states that a strong brand reputation can increase positive perceptions of brand image because consumers tend to associate high reputation with quality and professionalism. They emphasized that reputation as an intangible asset can influence consumer evaluations of brand identity and credibility. In the context of Shopee, this indicates that the better the platform's reputation

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in meeting consumer expectations regarding price, security and service, the stronger the image it creates as a reliable e-commerce site.

The Influence of Brand Image on Purchase Intention

The research results show that brand image has a positive and significant effect on purchase intention, indicated by a t-statistics value of 44,072 (>1.96) and a p-value of 0.000 (<0.05). The path coefficient of 1.052 is the highest in the model, indicating that brand image is the most dominant factor in driving consumer purchase intentions. This confirms that consumers' perceptions of Shopee's image—both in terms of platform appearance, brand differentiation, and perceived professionalism—directly increase their desire to make purchases. A strong brand image creates a positive impression that makes consumers feel more confident and encouraged to choose Shopee over other platforms.

This finding is in line with research by Hien et al. (2020) which states that brand image has a significant influence on purchase intention because a positive brand image is able to build perceptions of trust and value in the minds of consumers. According to them, when consumers see a brand as modern, credible and appropriate to their needs, the tendency to make a purchase increases significantly. In the context of Shopee, this indicates that efforts to strengthen its image as an e-commerce that is fast, easy to use, and offers many benefits is very effective in encouraging users' buying interest.

The Influence of Brand Reputation on Purchase Intention

The research results show that brand reputation has a positive and significant effect on purchase intention, as evidenced by a t-statistics value of 6,100 (>1.96) and a p-value of 0.000 (<0.05). The path coefficient of 0.204 indicates that the better Shopee's reputation as an e-commerce platform—seen from the aspects of reliability, service consistency, and user trust—the higher the consumer's tendency to make purchases. Even though its influence is not as big as brand image, a strong reputation remains an important factor influencing consumer confidence and purchasing decisions.

This finding is in line with research by Wang et al. (2021) which states that brand reputation plays a big role in influencing purchasing interest because consumers tend to choose brands that are considered credible and have a good track record. They explained that reputation is an initial indicator for consumers to assess whether a platform can be trusted. In the context of Shopee, this indicates that its reputation as an e-commerce that is safe, fast and consistent in providing services encourages consumers to be more confident in making purchases.

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CONCLUSION

Based on the research results above, it can be concluded that this research produced the following research findings:

1. Influencer credibility is proven to have the most dominant influence in shaping Shopee's brand image, shown by the high coefficient value (0.942) and strong significance. Shopee needs to maintain and increase cooperation with influencers who have a good reputation, are competent and trusted by consumers because this factor is the main foundation for forming a positive brand image.
2. Discount framing has been proven to significantly increase consumer perceptions of brand image, although the effect is not as big as influencer credibility. Discount programs must be packaged attractively, clearly and consistently to help strengthen the brand image, especially for consumers who are sensitive to price.
3. The research results show that well-packaged discount offers play an important role in increasing Shopee's reputation as a platform that provides value and benefits to consumers. Shopee must maintain transparency and authenticity of discount information to maintain a positive reputation and avoid negative perceptions regarding misleading promotion.
4. Although not as big as other variables, brand reputation is proven to significantly influence brand image with a coefficient of 0.195. Efforts to maintain reputation through consistent service, transaction security and platform reliability need to continue to be improved because reputation plays a role in supporting the formation of a strong brand image.
5. Brand image shows the greatest influence on consumer purchasing interest (coefficient 1.052), making it the most crucial factor in driving purchasing decisions. Shopee must continue to strengthen its visual identity, platform experience and positive brand associations because brand image is the main driver of purchasing interest and user loyalty.
6. Brand reputation has a positive influence on purchase intention, although not as strong as brand image, with a coefficient of 0.204. Increasing reputation through trusted service, responsive complaint management, and consistent quality is very important to strengthen consumer purchasing intentions, especially for users who consider reliability before making a transaction.

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