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RESEARCH ARTICLE

THE ROLE OF PURCHASE INTENTION ON THE EFFECT OF COMPANY IMAGE, CSR, PROMOTION AND BRAND IMAGE ON TOKOPEDIA PURCHASE DECISIONS IN SURABAYA AND SIDOARJO

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Abstract
Online shopping marketing strategy requires some efforts for increasing the purchasing decision by the customers. Therefore, understanding the factors which affect such purchasing decision if important. This study explores the effects of company image, Corporate Social Responsibility (CSR), promotions, and brand image on purchasing decision. The data were collected from 123 respondents from the customers of Tokopedia online business in Sidoarjo and Surabaya, Indonesia. The data were analyzed using structural equation modelling techniques (SEM-PLS) using Warp-PLS., It was found that both company image and CSR significantly influence purchasing decisions, while promotions do not exhibit a significant effect. Brand image also emerged as a significant positive influences on purchasing decisions. Additionally, the study investigated the mediating role of purchase intention in these relationships. It was revealed that purchase intention partially mediated the influence of promotions and brand image on purchasing decisions but did not mediate the effects of company image and CSR. The discussion further underscores the significance of company image and CSR in shaping purchasing decisions, aligning with prior research. However, discrepancies with previous studies were acknowledged, suggesting avenues for further exploration.. Suggestions for future research include conducting studies with larger and more diverse samples, employing longitudinal designs to track evolving consumer behavior, and exploring additional variables such as pricing strategies and customer service.

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INTRODUCTION

In the context of the Industry 4.0 era, businesses are adopting digitalization and utilizing big datato 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 fromLee & 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 asthe 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 abrand image to bolster product sales. Lee and Lee (2018) suggest one approach involves creatinga 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 intentionas a mediating factor that links corporate image, CSR activities, promotions, and brand image to consumer purchasing decisions

LITERATURE REVIEW

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 imageplays 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 defined by Dapas et al. (2019), reflects a consumer's cognitive desire for specific goods or brands, gauged through inquiries about potential purchases. It precedes actual buying behavior (Martinez & Kim in Dapas et al., 2019). Differentiating between purchases and purchase tendencies, Meskaran et al. (2019) note that the former are consumer transactions, while the latter indicate intentions to buy in the future. Fishbein and Ajzen (in Dapas et al., 2019) consider purchase intention a predictor of consumer behavior, representing subjective awareness and predictive potential. Schiffman and Kanouk (in Dapas et al., 2019) associate purchase intention with service quality, as it forecasts buying likelihood and correlates positively with actual purchases. Indicators for measuring purchase intention include exploratory, referential, transactional, and preferential intentions identified by Dapas et al. (2019), Mursandi et al. (2020), Lee & Lee (2018), Mulaessa & Wang (2017), and Buchori & Harwani (2021).

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 increasedpurchase 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 inFigure 1.

Figure 1. Research Framework
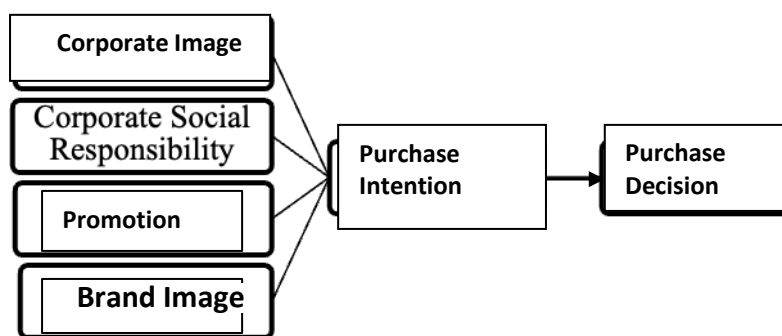
METHODOLOGY

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 meaningto 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 isvalid or not by looking at the Sig ≤ a 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 studiedprecisely. 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 explainwhether 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 asa 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 contract. 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 thet-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 valueof 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 usedis 1.96 for that reason, the criteria for accepting/rejecting the hypothesis is that H0 is rejected if the t-statistic > 1.96. To reject/accept the hypothesis using probability, H0 is accepted if the p value <0.05.

RESULTS AND DISCUSSION

This research uses Partial Least Square (PLS), which is a method for predicting model constructs with many factors and collinear relationships. After processing the data with the program, Wrap-PLS evaluates the model measurements and model structure. In evaluating the measurement model, the output from the outer loading is used, where the minimum value category that can be accepted for validity is at least 0.5. The numbers in the output from outerloading show the large correlation between the indicator and the latent variable. Next, the resultsof the Convergent Validity test are presented in Table 11.

Table 11: Outer Loading

	Original Sample (O)
CM 1	0.939
CM 2	0.933
CM 3	0.927
CP 1	0.891
CP 2	0.835
CP 3	0.896
CP 4	0.728
CS R1	0.928
CS R2	0.920
CS R3	0.869
CS R4	0.892
KP 1	0.929
KP 2	0.954
KP 3	0.912
KP 4	0.932
NB 1	0.818
NB 2	0.894
NB 3	0.902
NB 4	0.861
PR 1	0.832
PR 2	0.899
PR 3	0.873
PR 4	0.852

From the data obtained in Table 11, outer loading can be seen that the output outer loading value of all indicators for each variable is more than 0.5. Therefore, it can be concluded that each indicator contained in each latent variable can be said to be valid and statistically significant. Thus, it can measure all the variables used in this research. The path relationship of each variable in this study is presented in Figure 2.

Figure 2: Path of the PLS Output
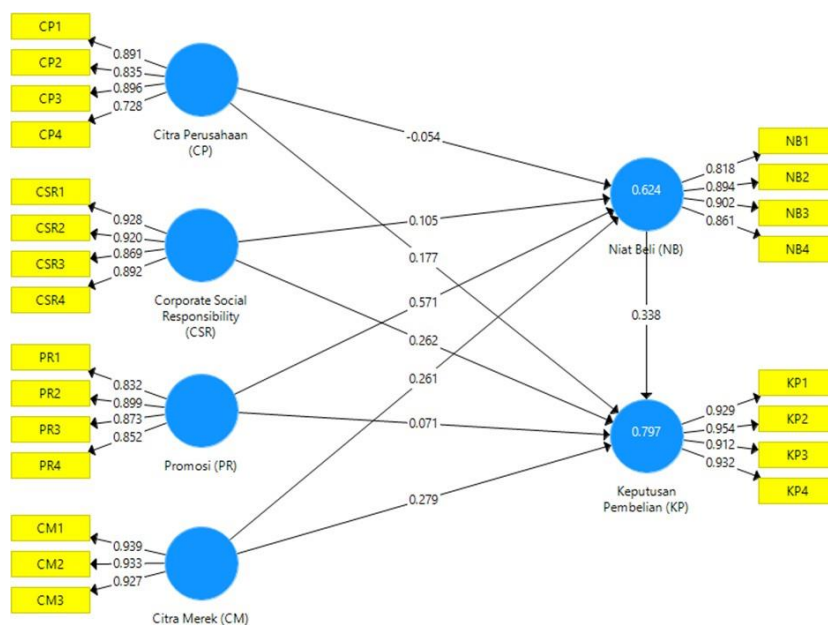
Path coefficients, R² and f² values are used to evaluate the model structure. The path coefficient for each variable is shown in Table 12.

Table 12: Test of Influence Between Variables

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T- Statistics (|O/STDEV|)	Description
Brand Image (CM) -> Purchase Decision (KP)	0.27 9	0.2 73	0.107	2.618	**Sig**
Brand Image (CM) -> Purchase Intention (NB)	0.26 1	0.2 64	0.093	2.790	**Sig**
Company Image (CP) -> Purchasing Decision (KP)	0.17 7	0.1 76	0.048	3.665	**Sig**
Company Image (CP) -> Purchase Intention (NB)	- 0.054	- 0.056	0.067	0.799	**Not Sig**
Corporate Social Responsibility (CSR) -> Purchasing Decisions (KP)	0.26 2	0.2 62	0.089	2.925	**Sig**
Corporate Social Responsibility (CSR) -> Purchase Intention (NB)	0.10 5	0.1 14	0.102	1.031	**Not Sig**
Purchase Intention (NB) -> Purchase Decision(KP)	0.33 8	0.3 36	0.107	3.160	**Sig**

Promotion (PR) -> Purchase Decision (KP)	0.071	0.077	0.096	0.736	**Not Sig**
Promotion (PR) -> Purchase Intention (NB)	0.571	0.561	0.120	4.765	**Sig**

From the results listed in Table 12, regarding the influence test between variables, it can be identified that there is a significant relationship between each variable because the t-statistic value obtained is >1.96 except for three influences between variables which have an insignificant relationship with the value. T-statistic < of 1.96. The first is the relationship between company image and purchase intention where the t-statistic value obtained is 0.799 or <1.96. The second is the relationship between CSR and purchase intention with the t statistic value obtained at 1.031 <1.96. The last one is the relationship between promotions and purchasing decisions with the t statistic value obtained at 0.736 < 1.96.

Next, a model feasibility test was carried out using the R^2 value. The value of R^2 obtained is presented in Table 13.

Table 13: R2 value

	R Square	R Square Adjusted
Purchase Decision (KP)	0.797	0.788
Purchase Intention (N)	0.624	0.612

From the results listed in Table 13, the R2 value can be seen that the variability in the endogenous variable of purchasing decisions can be explained by 79.7% by exogenous variables and the variability in the endogenous variable in purchasing intentions can be explained by 62.4% by exogenous variables. Next, a model feasibility test was carried out using the f^2 value to determine the effect of exogenous latent variables or independent variables on endogenous latent variables or dependent variables. According to Helen and Wang (2010), f^2 itself is interpreted as 0.02 (weak influence of exogenous variables), 0.15 (moderate influence of exogenous latent variables) and 0.35 (strong influence of exogenous variables). The values of f^2 obtained are presented in Table 14.

From the results listed in the f2 value table, it can be concluded that company image has a weak influence on purchase intentions and has a moderate influence on purchasing decisions. Meanwhile, CSR has a weak influence on purchase intentions and has a moderate influence on purchasing decisions. On the other hand, brand image has a moderate influence on purchase intentions and purchasing decisions. Promotions have a strong influence on purchase intentions but have a weak influence on purchasing decisions.

Table 14: f2 value
The Influences of the Variables in The study

	Purchasing Decision (KP)	Purchase Intention (NB)	Description
Brand Image (CM) Brand Image (CM)	**0.160**	0.081	**Moderate, Moderate**
Corporate Image (CP)	0.127	**0.006**	**Moderate, weak**
Corporate Social Responsibility (CSR)	**0.150**	**0.013**	**Moderate, weak**
Purchasing Decision (KP)			
Purchase Intention (NB)	**0.211**		**Moderate**
Promotion (PR)	**0.010**	**0.568**	**Weak, Strong**

The Influence of Company Image on Purchasing Decisions

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 company image has a significant positive influence on purchasing decisions is accepted.

The influence of CSR on purchasing decisions

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.

Effect of Promotion on Purchasing Decisions

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 promotions have a significant positive influence on purchasing decisions is rejected.

Influence of Brand Image on Purchasing Decisions

The t-statistic value is 2.618 and the P value is 0.009. Because the t statistic value is >1.96 and the P value is <0.05. So the hypothesis which states that brand image has a significant positive influence on purchasing decisions is accepted.

Mediation of Buying Nails on the Influence of Company Image, CSR, Promotion and Brand Image on Purchasing Decisions

The t-statistic value of the mediation path of purchase intention on the influence of promotions on purchasing decisions and the influence of brand image on purchasing decisions has a value of 2.591 and 2.170 respectively. The t-statistic value of the two mediation paths is greater than 1.96. The P value of the two mediation paths has a value of 0.010 and 0.030 respectively. The P value is smaller than 0.05. Therefore, purchase intention has a positive and significant influence in mediating the influence of promotion on purchasing decisions and the influence 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 mediation path of purchase intention on the influence of company image on purchasing decisions and the influence of CSR on purchasing decisions has a value of 0.798 and 0.927 respectively.

The t-statistic value of the two mediation paths is smaller, 1.96. The P values of the two mediation paths 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 influence of company 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 influence of corporate image, CSR, promotion and brand image on purchasing decisions is rejected because purchase intention cannot be a completemediating variable.

Discussion

The Influence of Company Image on Purchasing Decisions

Based on the findings in this research, company image influences customer purchasing decisions. Therefore, these findings are the same as previous research findings by Lee and Lee (2018). They, in their research, also found that company image is an important factor. Based on the findings, company image also has a positive and significant effect on customers' purchasing decisions in online businesses. Apart from that, Lee and Lee (2018), Rahmawati et al (2019), also researched and found that company image had a positive and significant effect on customers'purchasing decisions. Therefore, it can be stated that this research also supports the results of previous research.

The Influence of CSR on Purchasing Decisions

Apart from company image, corporate social responsibility (CSR) is also an important factorin improving purchasing decisions. Based on the findings of this research, 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 was a positive influence on customers' purchasing decisions. Apart from being the same as Mulaessa and Wang (2017), the findings of this research 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 is CSR variables were also found to

have a positive and significant effect on customer purchasing 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 a fa. Thus, the results of this research provide evidence as further new knowledge about the factors that influence customer purchasing decisions in online stores. The implications of these findings can help companies develop more effective and relevant marketing strategies to improve customer purchasing decisions so that companies can also increase product sales. Although there are some differences with previous research, this shows the complexity of the relationships between the variables studied and is worth considering further in the context of future research.

CONCLUSION

It can be concluded that the study analyzed the influence of various factors on purchasing decisions, including company image, CSR (Corporate Social Responsibility), promotions, and brand image. The results indicated that company image and CSR significantly influence purchasing decisions, while promotions do not. Brand image also showed a significant positive influence on purchasing decisions. Additionally, the study examined the mediating role of purchase intention in these relationships, finding that purchase intention only partially mediated the influence of promotions and brand image on purchasing decisions, but not for company image and CSR.

The discussion further elaborated on these findings, highlighting the importance of company image and CSR in shaping purchasing decisions, which aligns with previous research. It emphasized that these factors contribute to customers' decision-making process in online stores and can guide companies in developing effective marketing strategies to boost sales. The study acknowledged some discrepancies with prior research, suggesting the need for further exploration to understand the intricate dynamics between these variables. Overall, the findings contribute to expanding knowledge on factors influencing online purchasing decisions and underscore the complexity of these relationships.

One limitation of the study could be the sample size or the specific demographics of the participants. If the study had a small sample size or if the participants were predominantly from a certain demographic, it might limit the generalizability of the findings to a broader population. Additionally, the study might have focused solely on online stores, which could limit the applicability of the findings to other retail settings.

Based on the limitation above, the researchers suggest as follows: 1) Diverse Demographics: Conducting the study with a larger and more diverse sample of participants from various demographics could provide a more comprehensive understanding of how these factors influence purchasing decisions across different consumer groups. 2) Longitudinal Study: A longitudinal study could be conducted to examine how these factors and their effects on purchasing decisions evolve over time. This could provide insights into the long-term impact of company image, CSR, promotions, and brand image on consumer behavior. And,

Besides that, it is also advisable for incorporating additional variables. It can be done by exploring the influence of additional variables such as pricing strategies, product quality, or customer service could provide a more comprehensive understanding of the factors driving purchasing decisions in online stores. Overall, addressing these suggestions in future research could help in overcoming the limitations of the current study and further contribute to the understanding of the complex dynamics between company image, CSR, promotions, brand image, and purchasing decisions in online retail settings.

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