

The Influence of Brand Equity, Trust, Price, PEOU, and PU on Online Based Crowdfunding Investment

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Abstract

In this modern era, a lot of that affects the behavior of people in everyday life, such as economic, social, cultural, political, and technological progress. People are beginning to rely on technology to live their activities, from transportation, interaction, browsing, learning, business affairs, to invest. This study aims to determine the effect of Brand Equity, Trust, Price, Perceived Ease of Use, and Perceived Usefulness of purchase intention in an online investment application which in this research will use the expansion of TAM. Data collection methods to be used by the authors is quantitative using questionnaires with the target respondents as much as 100 respondents, the data retrieval process using purposive sampling data. The benefit of research is to know whether Brand Equity, Trust, Price, Perceived Ease of Use, and Perceived Usefulness affect Purchase Intention in an online investment application. Data processing using SPSS regression equation results obtained as follows $Y = -0.815 + 0,465 X1 + 0,248 X2 - 0,234 X3 + 0,363 X4 + 0,406 X5$, Brand Equity becomes the most influential variables. Thus, it can be concluded that the higher brand of online investment application, so will be increasingly higher purchase intention in online investment application.

Keyword: Brand Equity, Trust, Price, TAM, Purchase Intention

1. Introduction

This day, the progress of the era is very rapid in the field of information technology, economic, social, cultural, and political. Especially technological advances that affect community behavior in daily activities. People are beginning to rely on technology for their activities, from interacting, browsing, learning, doing business, and also for investing.

Many are beginning to realize the importance of investment, from investment in property, gold, stocks, land, etc. But, not everyone, believes what they invest, whether it is safe, whether it will be guaranteed the value of the return as they expect.

The drive from the current state of affairs and the science that developers get out there becomes an idea wherein investments will be online using the web and mobile applications. The investment they make is not an investment that we know in general such as stocks, forex, or gold, but there are those in the fields of agriculture, land and property, etc. that connect people to buy certain commodities with a certain nominal and their own time-frame.

Investments of this kind began to emerge in 2016, but the conditions in previous years had been a lot of online transactions in Indonesia and placed Indonesia as the country with the highest online fraud in Asia with 26% (Nurrahman, 2016), but by

2016, many start-ups are popping up and there are some who choose to make apps for investment.

Although now there are many who make transactions via online, but still many do not believe in online transactions for fear of being cheated. But there are also very happy transactions through online because of the influence of the brand of the application they used.

This study aims to examine whether the factors of Brand Equity, Trust, Price, Perceived Ease of Use, and Perceived Usefulness affect the purchase intention of the users of online investment applications.

2. Literature Review

Based on the conclusion the researchers took out, the researchers take a conclusion that Crowdfunding Investment Application is a useful application to help users of the application in investing crowdfunding or jointly giving their money to a company or service provider platform in the hope of getting rewards or dividends from the company.

2.1. Brand Equity

Brand Equity is the desire of a person to continue using a brand or not (Keller, 2008). Aaker is defines brand equity as a set of assets such as