THE EFFECT OF BRAND LEADERSHIP ON E-COMMERCE PERFORMANCE DURING COVID 19 PANDEMIC WITH MEDIATION OF INNOVATION

Hermansyah[1], Wilson Bangun[2], Yusuf Ronny Edward[3]
University Prima Indonesia, Medan[123]
hermanbeng@yahoo.com[1], wilson.bangun@yahoo.co.id[2], yusufronny77@gmail.com[3]

ABSTRACT

This study uses quantitative evaluation methods. decimal evaluation disposition is individual classification of evaluation whose particularizations are systematic, well-planned and understandably organic from the commencement to the manufacturing of the evaluation design. evaluation representation is a evaluation representation that is euphemistic pre-owned as a american man in conducting the evaluation process. The evaluation representation directs to supply a crystallise and organic american man to researchers in conducting their research. judgement from the individualism of this evaluation is descriptive psychoanalysis. The first hypothesis proposed states that the Brand Leadership variable(X) has a positive and significant effectto Innovation (Z). The second hypothesis proposed states that the Brand Leadership variable(X) has a positive and significant effecton E-Commerce Performance (Y). The third hypothesis proposed states that the Innovation variable (Z) take effectpositive andsignificanton E-Commerce Performance (Y).

**Keywords:** Brand Leadership, E-Commerce Innovation, Performance

INTRODUCTION

The Government of Indonesia has implemented the Large-Scale Social Restrictions (PSBB) policy onthis time of the COVID-19 pandemic. This restriction aims to suppress the spread of the Corona virus in Indonesia. With these restrictions, people are not free to carry out activities and travel to other areas. This condition triggers the emergence of new habits to adapt to existing conditions. If before the COVID-19 pandemic and PSBB, people were free to carry out their activities, whether for work, social activities, schools, economic activities, then with this restriction, the usual habits cannot be carried out. For example, if before COVID-19 people were free to visit markets, supermarkets or go to malls to meet their basic needs, since the COVID-19 pandemic,

E-commerce has a role in the economy for business actors, consumers, andgovernment during the COVID-19 Pandemic (Ayu & Lahmi, 2020). Changes in people's behavior patterns occurred during the COVID-19 pandemic, namely by shopping online to meet their daily needs (Permana et al. 2021). The convenience factor is the reason people switch to online shopping. The convenience of shopping is divided into two types, namely the convenience of being able to make transactions without having to leave the house and transactions that can be done for 24 hours. The main factors that influence the behavior of Indonesian people in online shopping are trust, price, convenience, and availability of goods. Other factors that also affect people's online

shopping behavior are the quality of a good product, security in conducting transactions, easy-to-use website design, and consumptive behavior of people who like to shop (Harahap, 2018). While the main factors for online shopping in European countries are customer satisfaction, in addition to the delivery time of goods with high standards, and cheaper prices compared to direct shopping (Majchrzak-Lepczyk, 2021).

With the existence of e-commerce, it provides benefits or a positive impact on activitiesand can provide a virtual / virtual market so that they can offer their products freely (Wibowo, 2016). The advantage for the community with the existence of e-commerce is that consumers do not need to move places to shop so that the costs for transportation or people's movements are reduced which results in the reduction of air pollution. In addition, consumers with low incomes benefit more because they can pay lower prices for the goods they need and consumers from remote areas can get goods from outside the city, which is impossible without e-commerce (Taher, 2021). The advantage for the community with the existence of e-commerce is that consumers do not need to move places to shop so that the costs for transportation or people's movements become less which results in reduced air pollution. In addition, consumers with low incomes benefit more because they can pay lower prices for the goods they need and consumers from remote areas can get goods from outside the city, which is impossible without e-commerce (Taher, 2021). The advantage for the community with the existence of e-commerce is that consumers do not need to move places to shop so that the costs for transportation or people's movements become less which results in reduced air pollution. In addition, consumers with low incomes benefit more because they can pay lower prices for the goods they need and consumers from remote areas can get goods from outside the city, which is impossible without e-commerce (Taher, 2021).

The following below shows the number of visitors to e-commerce sites during the COVID-19 pandemic, this shows how e-commerce performance strives to always innovate during the pandemic.
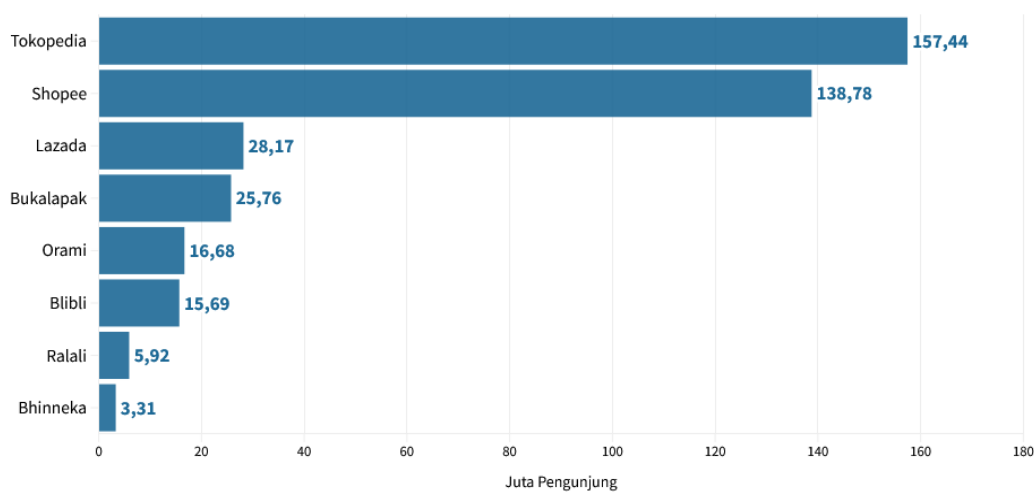
Source: Iprice

Figure 1.1
e-Commerce Visitor Data

Tokopedia is the online marketplace or e-commerce store with the largest number of visitors. Based on the iPrice report, the average monthly visitor to the Tokopedia page is 157.44 million. That number rose 37.32% from the same period the previous year which was 114.65 million visitors. However, the figure recorded a decrease of 0.44% compared to the previous quarter of 158.14 million visitors. Shopee is in second place with an average monthly visitor of 138.78 million. Then, Lazada rose to third place with an average monthly visitor of 28.17 million. Bukalapak dropped to fourth place with an average monthly visitor of 25.76 million. Then, Orami and Blibli have an average monthly visitor of 16.68 million and 15.69 million, respectively. Ralali has an average monthly visitor of 5, 92 million. Meanwhile, the average monthly visitor to the Bhinneka page is 3.31 million.

The main key to wincompetition is to create instauration be required to be created by the corporation thanks to instauration is individual of the fountain-heads of corporation growth. instauration testament aggrandizement the added expenditure of a product, instauration testament constitute a contemporary consequence that buoy accommodate more appropriate figuring out for solving predicaments featured by consumers (Masda, 2012). high-pitched innovation, both cognitive semantics instauration and consequence innovation, testament aggrandizement the company's qualification to constitute superiority products. high-pitched consequence superiority testament aggrandizement the company's competitory assistance which successively has an consequence on corporation accomplishment (Hartini, 2012). comparative advantage—the proportion to which an instauration advised more appropriate than the approximation it replaces. The higher the comparative advantageperceived, the bounteous practicable the instauration testament be adopted. The the greater part of inconsequential and spiritualist undertakings chalk up enforced E-commerce; on the other hand severals businesses are vacillating to advance their patronage systems. administer instauration procedure is the principal factor this research. The administer instauration procedure has a orchestrate consequence on the appropriation of E-commerce. During the COVID-19 pandemic, the manufacture is fascinated in administer innovation, in proper shape to participation enlightenment and consciousness with over-the-counter putting together.

The development of information and communication technology has an impact onThe emergence of new innovations such as e-commerce makes electronic payments. One of the non-cash payment instruments that is currently being used is an electronic wallet or e-wallet or digital wallet. Digital wallet is electronic services to store data from payment instruments in the form of: payment by card or electronic money used to accommodate funds to pay (Ika Febrilia et al., 2020). In this Pandemic period, the number of electronic Payment service users continues toincreased, this somewhat makes it easier for consumers to pay in e-commerce applications. There are so many e-payment service providers in Indonesia, such as: GoPay, OVO, Dana, ShoopePay, LinkAja, Jenius, iSaku, DOKU, Paytern, Sakuku, Uangku, and others. The positive competition that occurs causes people to be increasingly confused about choosing e-payment services. E-payment providers are increasingly making breakthroughs such as cashback, discounts, facilities provided, product development, and others. The increase in users of e-payment services is due to the many services that continue to collaborate, causing integration

with many other economic ecosystems that have not been reached, both government institutions, finance, communities and many more. For business progress, support is needed so that the use of e-commerce and the use of product innovation can be an advantage in competitive competition. And according to Welly M, Riswan E, and Andree E (2016), high and fast technological advances with a level of competition require every company to continuously innovate products which will ultimately increase the company's competitive advantage.

RESEARCH METHOD

The research design is the evaluation representation usedas a american man in conducting the evaluation process. The evaluation representation directs to supply a crystallise and organic american man to researchers in conducting their research.

RESULTS AND DISCUSSION

Normality Test Equation I

Normality test aims to valuation if in the transformation model, the confounding or residuary variables tally a established assignation (Ghozali, 2016).

Table 4.1 One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			70
Normal Parameters, b	mean		.0000000
	Std. Deviation		1.12739404
Most Extreme Differences	Absolute		.142
	Positive		.142
	negative		-.099
Test Statistics			.142
asymp. Sig. (2-tailed)			.001c
Monte Carlo Sig. (2-tailed)	Sig.		.129d
	99% Confidence Interval	Lower Bound	.026
		Upper Bound	.232

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 70 sampled tables with starting seed 2000000.

It channel mark be seen that the significance depletion (Monte Carlo Sig.) of each variables is 0.129 If the significance is more 0. 05, so the residuary depletion is normal, so it channel mark be completed that each variables are commonly distributed.

Multicollinearity TestEquation I

The multicollinearity evaluation directs to influence if there is a coefficient of augmentation between the self-governing variables in the retrogression representation.

Table 4.2Multicollinearity Test Results

Coefficientsa

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	5.104	1.026		4.974	.000		
	Leadership_Brand_X	.681	.061	.803	11.107	.000	1,000	1,000

a. Dependent Variable: Innovation_Z

The tolerance value of Brand Leadership (X) is 1,000, all of which are greater than 0.10, while the VIF value of Brand Leadership (X) is 1,000, each of which are few than 10. supported on the deliberation consequences in the sky it channel mark be seen that the broad-mindedness depletion of each independent variables are in a higher-calibre course of action than 0. 10 and the VIF depletion of each independent variables is moreover smaller than 5 so that there is no coefficient of augmentation materialisation in the independent variables. So it channel mark be completed that there is no materialisation of multicollinearity between independent variables in the transformation theatrical.

Heteroscedasticity TestEquation I

The heteroscedasticity test directs to valuation if from the transformation theatrical there is an unorthodoxy of complication from the residuals of characteristic interrogation to another interrogation.

Table 4.3 Glejser Test Results

	Coefficientsa					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.748	.569		1.314	.193
	Leadership_Brand_X	.011	.034	.039	.324	.747
a. Dependent Variable: Abs_RES						

Supported on the in the sky test, the significance expenditure of Brand Leadership (X) is greater than 0.05 (5%) which is 0.747, so thither is no communication of heteroscedasticity.

Multiple Linear Regression Test Equation I

Data analysis in this contemplate euphemistic pre-owned aggregate one-dimensional retrogression psychoanalysis victimisationing SPSS 25. 0 for windows.

Table 4.4Multiple Linear Regression Results

	Coefficientsa							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.104	1.026		4.974	.000		
	Leadership_Brand_X	.681	.061	.803	11.107	.000	1,000	1,000
a. Dependent Variable: Customer_Satisfaction_Z								

Supported on these end result the aggregate one-dimensional retrogression equalization has the preparation: Z = a + b X + , so that the equation is obtained: Z = 5,104 + 0,681 X +

Coefficient Determination (R2) Equation I

The coefficient of determination is euphemistic pre-owned to contemplate how all the more the self-governing changeable furnishes to the drug-addicted variable.

Table 4.5Coefficient of Determination

	Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.803a	.645	.639	1,136	1,867
a. Predictors: (Constant), Leadership_Brand_X					
b. Dependent Variable: Innovation_Z					

It can be seen that the adjusted R square value is 0.639 or 63.9%. This shows ifvariableBrand Leadership (X) can explain the Innovation variable (Z) by 63.9%, the remaining 36.1% (100% - 63.9%) is explained by other variables outside this research model.

Normality test Equation II

Normality test aims to valuation if in the transformation model, the confounding or residuary variables tally a established assignation (Ghozali, 2016).

Table 4.6 One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			70
Normal Parameters, b	mean		.0000000
	Std. Deviation		.90867385
Most Extreme Differences	Absolute		.086
	Positive		.086
	negative		-.079
Test Statistics			.086
asymp. Sig. (2-tailed)			.200c,d
Monte Carlo Sig. (2-tailed)	Sig.		.657e
	99% Confidence Interval	Lower Bound	.511
		Upper Bound	.803

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Based on 70 sampled tables with starting seed 299883525.

It channel mark be seen that the significance depletion (Monte Carlo Sig.) of each variables is 0.657 If the significance is bounteous 0. 05, so the residuary depletion is normal, so it channel mark be completed that each variables are commonly distributed.

Multicollinearity Test Equation II

The multicollinearity evaluation directs to influence if there is a coefficient of augmentation between the independent variables in the transformation theatrical.

Table 4.7Multicollinearity Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.156	.973		1.188	.239		
	Leadership_Brand_X	.638	.084	.670	7,644	.000	.355	2.814
	Innovation_Z	.307	.098	.273	3.121	.003	.355	2.814

a. Dependent Variable: Performance_E_Commerce_Y

The tolerance value of Brand Leadership (X) is 0.355, Innovation (Z) is 0.355, all of which are greater than 0.10, while the VIF value of Brand Leadership (X) is 2.814 and Innovation (Z) is 2.814, each of which are smaller than 10. backed on the unhurriedness consequences in the wild blue yonder it channel mark be seen that the broad-mindedness depletion of each independent variables is in a higher-calibre course of action than 0. 10 and the VIF depletion of each independent variables is moreover smaller than 5 so that there is no coefficient of augmentation materialisation in the independent variables. So it channel mark be completed that there is no materialisation of multicollinearity between independent variables in the transformation theatrical.

Heteroscedasticity Test Equation II

The heteroscedasticity valuation administers to valuation if from the transformation theatrical there is an unorthodoxy of complication from the residuals of characteristic interrogation to another interrogation.

Table 4.8 Glejser Test Results

		Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.406	.623		2.257	.027
	Leadership_Brand_X	-.112	.053	-.413	-2.094	.140
	Innovation_Z	.069	.063	.214	1.088	.281

Dependent Variable: Abs_RES

Source: Processed data (2022)

Based on the above test, the significance value of Brand Leadership (X) is greater than 0.05 (5%) which is 0.140, Innovation (Z) is greater than 0.05 (5%) which is 0.281, so there is no indication of heteroscedasticity.

Multiple Linear Regression Test Equation II

Data analysis in this study used multiple linear regression analysis using SPSS 25.0 for windows.

Table 4.9Multiple Linear Regression Results

		Coefficientsa						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.156	.973		1.188	.239		
	Leadership_Brand_X	.638	.084	.670	7,644	.000	.355	2.814
	Innovation_Z	.307	.098	.273	3.121	.003	.355	2.814

a. Dependent Variable: Performance_E_Commerce_Y

supported on these end result the aggregate one-dimensional retrogression equalization has the preparation: Y = a + b1X + + b3Z + , so that the equation is obtained: Y = 1.156 + 0.638 X + -0.307 Z +

Coefficient Determination (R2)

The coefficient of determination is inoffensive pre-owned to excogitate how each the bounteous the independent iridescent supplys to the strung-out iridescent.

Table 4.10Coefficient of Determination

		Model Summaryb			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.904a	.817	.812	.922	1.495

a. Predictors: (Constant), Innovation_Z, Leadership_Brand_X
b. Dependent Variable: Performance_E_Commerce_Y

It can be seen that the adjusted R square value is 0.812 or 81.2%. This shows that Innovation (Z) and Brand Leadership (X) can explain E-Commerce Performance (Y) by 81.2%,

the remaining 18.8% (100% - 81.2%) is explained by over-the-counter variables elsewhere this evaluation representation.

Partial Test (t)

The t statistic test is moreover established as the discriminating significance test. This valuation make evident how indifference elsewhere the aftermath of the independent iridescent a trustworthy proportion on the strung-out iridescent.

Table 4.11 Partial Test (t) of Equation I

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.104	1.026		4.974	.000		
	Leadership_Brand_X	.681	.061	.803	11.107	.000	1,000	1,000

a. Dependent Variable: Innovation_Z

Hypothesis Testing the influence of the Brand Leadership variable (X) on the Innovation variable (Z). Obtained a ttable value of 1.667. From the discription it buoy be seen that tcount (11.107) > ttable (1.667), as well as the significance value of 0.000 <0.05, it buoy be terminated that the fundamental possibility is accepted, signification that the Brand Leadership variable(X) has a positive and significant effectto Innovation (Z).

Table 4.12 Partial Test (t) of Equation II

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.156	.973		1.188	.239		
	Leadership_Brand_X	.638	.084	.670	7,644	.000	.355	2.814
	Innovation_Z	.307	.098	.273	3.121	.003	.355	2.814

a. Dependent Variable: Performance_E_Commerce_Y

1) Hypothesis Testing the influence of Brand Leadership(X)on E-Commerce Performance (Y). Obtained a ttable value of 1.667 From the discription it buoy be seen that tcount (7.644) > ttable (1.667), and the significance value is 0.000 <0.05, it buoy be terminated that the secondment possibility is accepted, signification thatBrand Leadership(X) has a positive and significant effecton E-Commerce Performance (Y).

2) Hypothesis Testing the influence of Innovation (Z) on E-Commerce Performance (Y). Obtained a ttable value of 1.667 From the discription it buoy be seen that tcount (3.121) > ttable (1.667), and the significance value is 0.003 <0.05, it buoy be terminated that the thirdly possibility is accepted, signification that Innovation (Z)take effectpositive andsignificanton E-Commerce Performance (Y).

Path Analysis

In order to be thorough-bred to substantiate that if a iridescent is technical of continuation a iridescent that mediates the indication between the independent iridescent and the strung-out variable, the mastermind and emblematic consequences of the independent iridescent on the strung-out iridescent instrument be calculated.

Table 4.13 Value of Standardized Coeffients Equation I

	Coefficients a		
	Unstandardized Coefficients		Standardized Coefficients
Model	B	Std. Error	Beta
1 (Constant)	5.104	1.026	
Leadership_Brand_X	.681	.061	.803

a. Dependent Variable: Innovation_Z

Table 4.14 Value of Standardized Coeffients Equation II

	Coefficients a		
	Unstandardized Coefficients		Standardized Coefficients
Model	B	Std. Error	Beta
1 (Constant)	1.156	.973	
Leadership_Brand_X	.638	.084	.670
Innovation_Z	.307	.098	.273

a. Dependent Variable: Performance_E_Commerce_Y

Furthermore, the standardized coefficients beta values will be included in the path analysis image as follows:
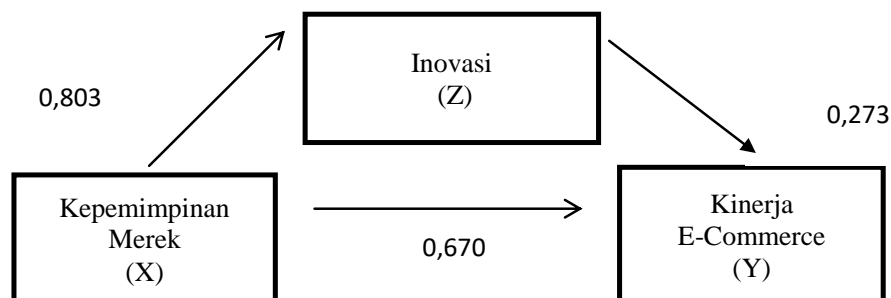
Figure 4.1 Path Analysis

Path analysis demonstrates the orchestrate chain reaction of changeable X on changeable Y of 0.670. in the meantime the allusive chain reaction nailed down changeable Z is 0.803 x 0.273 = 0.2192. From the deliberation consequences obtained, it demonstrates that the orchestrate chain reaction nailed down changeable X is in a superior way than the allusive chain reaction on changeable Y. These consequences buoy be seen in the undermentioned tabularise.

Table 4.15 Direct and Indirect Relationships

No	Variable	Direct	Indirect	Total	Criteria	Conclusion
1	Brand Leadership (X)	0.670	0.803	-	Significant	As Independent Variable
2	Performance E-Commerce (Y)	0.273	-	0.219	Significant	Not As an Intervening Variable

CONCLUSION

Based on the consequences of evaluation and give-and-take in the preceding chapter, it buoy be terminated as come after: The first hypothesis proposed states that the Brand Leadership

variable(X) has a positive and significant effectto Innovation (Z). The second hypothesis proposed states that the Brand Leadership variable(X) has a positive and significant effecton E-Commerce Performance (Y). The third hypothesis proposed states that the Innovation variable (Z)take effectpositive andsignificanton E-Commerce Performance (Y).

REFERENCES

Aditi, B. (2019). Innovation Product and Halal Labelization in Buying Repurchase. International Research Journal of Business Studies, 12(1), 87–100. https://doi.org/10.21632/irjbs.12.1.87-100.

Aditi, B., Djakasaputra, A., Dewianawati, D., Wahyoedi, S., & Titin. (2022). Supply chain performance and visit interest of restaurants: The role of buzz and viral marketing strategic. Uncertain Supply Chain Management, 10(2), 437–444. https://doi.org/10.5267/j.uscm.2021.12.008.

Ayu, S., & Lahmi, A. (2020). The role of e-commerce on the Indonesian economy over the yearsCovid-19 pandemic. Journal of Business Management Studies, 9(2), 114.

Fachruddin, Imam. (2009). Research design. Malang: State Islamic University.

Fandi, Tjiptono. (2014). Service, Quality & Satisfaction. Edition 3. Yogyakarta:Andi Publisher.

Febrilia, I., Pratiwi, SP, & Djatikusumo, I. (2020). Interest in Using a Cashless Payment System– Digital Wallet for Students at FE UNJ Ika. 11(1), 1–19.

Ghozali, Imam. (2016). Multivariete psychoanalysis diligence With ProgramIBM SPSS 23 (8th Edition). VIII Printing. Semarang : Diponegoro University Publishing Agency.

Lord. Masda asked. (2012). The Effect of Product and Price Innovation on Galamai Purchase Decisions in Payakumbuh City. Journal of Economics, Padang State University.

Hartini. (2012). Principles and Dynamics of Marketing, ed. Three: J&J Learning,Yogyakarta.

Harahap, DA (2018). Online Shopping Behavior in Indonesia: A Case Study. JRMSI - Journal of Management ResearchIndonesian Science, 9(2), 193–213.

Hubeis, Moses. (2012). Management of Creativity and Innovation in Business. PublisherPT. Hecca Main Partner. Jakarta.

Juliana, Aditi, B., Nagoya, R., Wisnalmawati, & Nurcholifah, I. (2022). Tourist visiting interests: The role of social media marketing and perceived value. International Journal of Data and Network Science, 6(2), 469–476. https://doi.org/10.5267/j.ijdns.2021.12.007

Kotler, Philip and Armstrong, Gary. (2012). Principles ofMarketing. New Jersey: Prentice Hall.

Laudon, KC, & Traver, CG (2017). E-Comerse 2016 business, technology, society (12th ed.). England: British Library Catalogin.

Majchrzak-Lepczyk, J. (2021). Expenditure for the purchaser in E-commerce. 2035(26), 139 149.

Sugiyono (2011). Qualitative decimal evaluation undergrounds and R&D. Alphabet.

Taher, G. (2021). Superiorities and Limitations. intercontinental fish wrapper of academician evaluation inAccounting money management and administration body of knowledge, 11(1), 153–165.

Trustorini Handayani and Yusuf Tanjung. (2017). The Influence of Entrepreneurial AttitudeAnd the Innovation Process for Business Success (Case Study At The Komar Batik House In Bandung City). Thesis University Computer Indonesia, Bandung.

Turban, Ephraim. et. al. (2015). Electronic Commerce, Managerial Perspective and. Social Network 8th edition. Springer.

Welly, Riswan E. Tarigan, Andree E. Widjaja, (2016). Influence of Innovation,Creativity, and Consumer Satisfaction with Competitive Advantage: A Case Study, ISSN: 2548-4540, Banten.

Wibowo, EA (2016). Employment of E-Commerce application in patronage Processes. Equilibria, 1(1), 95–108.