

3rd International Seminar on Entrepreneurship Sustainability

Yogyakarta, Indonesia, July 16th, 2025

ISSN 3064-3635, Vol 03, Ed 01 (2025), pages 258 - 267

**The Impact of Online Economic Transactions on Brand
Development: A Case Study of Van Houten Chocolate
Entrepreneurship in Garut**

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Abstract: This study examines the influence of brand reputation, brand trust, and online customer reviews on purchasing decisions. Popular food and beverage brands in Indonesia are experiencing problems with low market share. This entrepreneurial problem may be addressed by increasing brand trust, especially in online economic transactions. The study used a quantitative descriptive method with 30 participants to obtain data on the brand growth of the Van Houten chocolate entrepreneurial brand. The data collection process used a cross-sectional survey approach conducted face-to-face and virtually. The collected data were analyzed using multiple regression using SPSS software. The results of the data analysis indicate that online economic transactions play a role in increasing the entrepreneurial brand's brand. Furthermore, consumer security and trust also play an important role in providing product reviews, which can be interpreted through data analysis results that exceed the significance level >0.05. Thus, efforts to improve a good reputation and positive reviews from previous customers and increase brand trust to improve purchasing decisions are very important.

Keywords: Brand, Online Economy, Entrepreneurship.

A. Introduction

In today's digital era, online economic transactions have become an integral part of people's lives, including in the context of marketing Van Houten chocolate products in Garut. Changes in consumer behavior due to advances in information technology and

economic digitalization have fostered innovation in shopping and product marketing. In Garut, where local products like Van Houten chocolate can be boosted, the use of social media and influencers can significantly influence consumer purchasing decisions (Maharani & Haeng, 2023). Through the right approach, Van Houten was

able to leverage positive user reviews to attract further purchasing interest.

With an average consumption of 7.3 kg per person, Indonesia ranks sixth globally in terms of chocolate product consumption, according to an initial survey carried out there. (Angelina, 2021). However, among the top seven brands in 2023, Van Houten chocolate product purchases came in last at 16.4%. (Table 1). The business is thought to be close to going bankrupt if the amounts of purchases continue.

Table 1. Top chocolate brands in Indonesia

No	Brand	Persentase
1	Ratu perak	86.6
2	Cadbury	66.2
3	Delfi	35.5
4	Tobleron	31.2
5	Milo	31.0
6	Ferrero	24.3
7	Van Houten	16.4

Source : (Cindy Mutia Annur, 2023)

Previous research confirms that purchasing decisions are influenced by brand reputation, brand trust, and online customer reviews (Ika & Jalantina, 2022a) (Alfian et al., 2024) (Natasiah & Syaefulloh, 2024). Marketing strategies, implementation of online economy and secure payment systems are also important to increase consumer confidence in online transactions. (Nawawi, 2020; , (Sauki, 2024). Maintained security and privacy can serve as a key driver in purchasing decisions, especially in younger segments who may have greater concerns regarding the security of online transactions. (Sauki, 2024).

This in turn affects the analysis of purchase decisions. Based on the information gathered, this can be understood as the process of selecting a product or service from a range of possibilities; this is known as a purchasing decision. Prior studies have demonstrated that brand reputation affects consumers' decisions to buy. (Alfian et al., 2024). Local products such as Van Houten chocolate can have their visibility increased, the use of social media and influencers can contribute greatly to consumer purchasing decisions (Sauki, 2024). Through the right approach, Van Houten was able to leverage positive user reviews to attract further

purchasing interest (Handayani & Agustina, 2022).

Maintained security and privacy can serve as a key driver in purchasing decisions, especially in younger segments who may have greater concerns regarding the security of online transactions. (Sauki, 2024). Therefore, greater attention to the quality of e-commerce services and the development of responsive platforms can have a positive impact on the level of customer satisfaction and brand loyalty. (Fitriana et al., 2024).

Products with a good brand reputation and online customer reviews will increase purchasing decisions compared to products without. Reviews and brand trust also influence consumer purchasing decisions because they believe the brand is the best choice. Brand reputation serves as an important external cue, guiding consumers when evaluating a product, which in turn can influence purchase intentions (Widodo & Rakhmawati, 2021).

Brand reputation has great value for a company. Brand reputation is the positive perception that others have about a brand. (Sabilla & Yuliana, 2025). Customers assess brand reputation when determining the quality of a product; Their socioeconomic standing also affects how they feel about the product's quality. (Aqib Shafiq et al., 2023). Building brand trust is largely dependent on brand reputation, and in the context of brand management, a thorough grasp of the relationship between the two is essential. (Saputri et al., 2024).

In this context, online customer reviews will continue to grow, providing a variety of product information and recommendations from a consumer perspective. Online customer reviews are crucial for consumers when shopping online. Some consumers are unable to evaluate products in person and often rely on online customer reviews. (Rahmawati et al., 2022).

By using this information strategy analysis, customers can use reviews and experiences from previous customers who have bought products from online merchants to determine the quality of the product they want. When choosing a product to purchase, consumers typically seek out high-quality information. Online customer reviews have grown in importance as the internet has become more widely used by consumers to

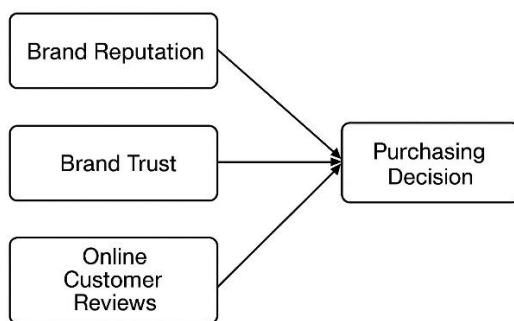
determine a product's qualityv(Dalimunthe R & Komalasari, 2024).

Considering all of the above factors, it's clear that analyzing online economic transactions in Garut is crucial to understanding how the Van Houten chocolate brand can maximize its potential in this digital era. Aligning marketing strategy, transaction security, and compliance with Sharia regulations are three pillars that can effectively leverage their brand in this complex market.

B. Materials and Methods

A causal design was adopted in order to address the study problem, which was the low Van Houten brand index in comparison to other brands. The purpose of this design was to gather information and provide a framework that enables researchers to comprehend the causal connections among the study variables (Angkatan Laut Bajpai, 2017).

Understanding the independent and dependent variables of marketing phenomena, figuring out how the causal variables relate to one another, and testing the hypothesis of the causative variable relationship are the three main goals of causal research. As illustrated in Figure 1, this study was carried out using the grand theory of online economic transaction marketing management in order to boost the Van Houten chocolate entrepreneur brand, which was based on the literature evaluation.



Gambar 1. Analysis of online economic transactions (Brand Reputation, brand Trust, Online Customer Review) on increasing entrepreneurial brands (Purchasing Decision).

Sumber: (Natasiah & Syaefulloh, 2024) (Ika & Jalantina, 2022b) (Alfian et al., 2024)

Van Houten Indonesia customers made up the study's population. In the study, consumers were analyzed as individuals, and the population was considered as a unit. A total of 150 randomly selected people received supervision both in person and via email. As a result, everyone had an equal chance of being chosen from the population to serve as a sample representative. With 32 participants, the response rate for this study was 21%. The assessment for every item was the same for about 7.5% of individuals. 30 respondents served as the primary data informants, thereby providing the data for analysis.

Based on the background of the problems raised in this study, the following hypotheses are proposed:

H1: Online economic transactions can enhance the brand of chocolate entrepreneurs from houten in Garut.

H0: Online economic transactions cannot enhance the brand of chocolate entrepreneurs from houten in Garut.

The Statistical Product and Service Solution (SPSS) is the data analysis program used to examine data using the multiple regression method. To satisfy the data requirements for the regression analysis, an interval scale is employed. This makes participant-based analysis possible for academics.(Angkatan Laut Bajpai, 2017). These variables are referred to as Online Economy (first independent variable), Brand Improvement (second independent variable), and Van Houten Chocolate Entrepreneur (dependent variable) to prevent confusion while analyzing and interpreting the title sentence and study variables.

Respondent Profile

Based on the collected data from 30 respondents, the following demographic profile was observed:

1. Gender: 60% of respondents were female (18 respondents), and 40% were male (12 respondents).
2. Age: The majority (70%) were aged between 18–25 years, 20% were aged 26–35 years, and the remaining 10% were above 35 years old.
3. Online Shopping Frequency: 50% of the respondents reported shopping online 1–2 times per month, 30% did it 3–5 times per month, and 20% more than 5 times.

4. Preferred Shopping Platforms: The most frequently used platforms were Shopee (45%), Tokopedia (35%), and others such as Lazada and Bukalapak (20%).

This demographic profile suggests that the majority of Van Houten chocolate consumers in Garut are young adults who actively engage in online shopping. Their buying behavior is influenced by factors such as brand trust, product reviews, and convenience, indicating the importance of digital branding strategies targeted at this segment.

C. Result and Discussion Results

Model		Unstandardized Coefficients		Coefficients ^a		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	Standardized Coefficients			Tolerance	VIF
1	(Constant)	-2.214	2.295			-.965	.344		
	X1	.797	.184	.673		4.329	.000	.310	3.222
	X2	.111	.149	.107		.750	.460	.366	2.732
	X3	.198	.137	.180		1.447	.160	.485	2.060

a. Dependent Variable: Y

The tolerance value of 0.310 (> 0.01) and the VIF value of 3.222 (< 10.00) indicate that there is no multicollinearity among the variables.

Model		Unstandardized Coefficients		Coefficients ^a		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	Standardized Coefficients			Tolerance	VIF
1	(Constant)	2.574	1.372			1.876	.072		
	X1	-.225	.110	-.633		-2.040	.052	.310	3.222
	X2	-.014	.089	-.046		-.161	.874	.366	2.732
	X3	.166	.082	.504		2.030	.053	.485	2.060

a. Dependent Variable: ABS_RES

The significance values for each variable are as follows: X1 = 0.52 (> 0.05), X2 = 0.874 (> 0.05), and X3 = 0.504 (> 0.05). These results indicate that there is no heteroscedasticity, and all variables exhibit homoscedasticity.

Based on the results of the research that has been carried out, the description of Purchasing Decisions in Van Houten customers is based on 5 dimensions, such as 1) Problem Recognition, 2) Information Search, 3) Alternative Evaluation, 4) Purchase Decision, 5) Post-Purchase Behavior. The average value obtained from Purchasing Decisions in Van

Houten customers is 4.24. While the dimension that has the highest value is that consumers decide to buy because Van Houten chocolate has an image or brand with a high reputation of 4.43. While the dimension with the lowest score is buying high-quality Van Houten chocolate at 4.06 as seen in Table 2.

Table 2. Shows Brand Improvement

Very bad	Not good	Fairly good	Good	Very good
300	390	490	570	630

Source : (Excel, 2025)

The analysis of the table above shows that 19.66% of consumers purchased Van Houten chocolate because it met their needs, 19.18% of consumers purchased Van Houten chocolate because of its high quality, 20.59% of consumers purchased Van Houten chocolate because they received clear information regarding product reviews from previous buyers, 20.91% of consumers paid attention to what previous customers said about Van Houten chocolate before deciding to purchase, and 19.65% of consumers decided to purchase this chocolate because it had a high image or brand reputation. The description of Van Houten's brand reputation among customers is based on five dimensions: experience, service and product provision, improving service, responding with care, and showing respect, all at a very high level. The average score obtained from Van Houten's brand reputation among customers was 4.25. The dimension with the highest score was treating customers with respect in responding to negative feedback at 4.5. The dimension with the lowest score was experience at 4.1, as shown in Table 3.

Table 3. Shows the level of influence of Brand Reputation

Very bad	Not good	Fairly good	Good	Very good
450	500	550	600	650

Source: (Excel, 2025)

Based on the data in Table 3 above, when purchasing Van Houten chocolate products, 19.30% of consumers trust based on their experience, 20.25% of consumers feel that Van Houten chocolate products are reliable, 19.62% of consumers believe that Van Houten chocolate always improves its quality and service, 19.62%

of consumers feel that the Van Houten Chocolate brand responds well and carefully when responding to consumer feedback. 21.19% of consumers feel that Van Houten chocolate always respects consumer feedback.

The results of the test analysis were carried out using the correlation coefficient and determination coefficient values shown in Table 4. Summary Model:

Tabel 4. Summary Model.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884 ^a	.781	.773	1.470

a. Predictors: (Constant), BrandReputation

Source: (SPSS, 2025)

An R value of 0.884 indicates the association between brand reputation and purchase decisions, as shown in Table 4 above. Purchase decisions and brand reputation are highly correlated if the coefficient interval is 0.80–1.00 (Angkatan Laut Bajpai, 2017). The correlation between brand reputation and purchase decisions, on the other hand, is 0.781. This indicates that 78.1% of decisions to buy are influenced by brand reputation. Other independent variables that are not part of the regression model make up 21.9%.

The purpose of the second analysis was to ascertain whether the brand reputation factor affects consumers' decisions to buy. The primary premise of this study – that brand reputation has a major impact on purchasing decisions – was examined. Table 5's significant values were used to run the test ANOVA_{H1} 1

Table 5. ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	216.265	1	216.265	100.032	<.001 ^b
	Residual	60.535	28	2.162		
	Total	276.800	29			

Source: (SPSS, 2025)

According to Table 5 above, it is approved if the significance threshold is $0.001 \leq 0.05$. This indicates that decisions to buy are

significantly influenced by brand reputation. By presenting the same research findings on a different sample, the findings of this study can be widely applicable outside of its focus on the impact of brand reputation on Van Houten purchasing decisions.

The next analysis will determine the brand level of Van Houten chocolate entrepreneurship in Garut, specifically in the context of online economic transactions. Testing was conducted using the correlation coefficient and determination coefficient values listed in Table 6. Summary Model.

Tabel 6. Ringkasan Model

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.805	.783	1.440

Source: (SPSS, 2023)

Table 5 above states that if the significance level is $0.001 < 0.05$, it is accepted. This suggests that brand reputation has a big impact on purchasing decisions. The results of this study can be broadly applied outside of its focus on the influence of brand reputation on Van Houten purchasing decisions by providing the same research findings on a different sample (Angkatan Laut Bajpai, 2017). While the coefficient of determination value between brand reputation, brand trust, online customer reviews, and purchasing decisions is 0.805, a coefficient interval of 0.80–1.00 indicates a very high level of relationship between brand reputation and brand trust with purchasing decisions. This indicates that 80.5% of decisions to buy are influenced by factors such as online customer reviews, brand reputation, and brand trust. Other independent variables not included in the regression model make up 19.5% of the total.

The five aspects of brand reputation, brand trust, and online customer reviews were then analyzed to see if they had an impact on the five aspects of buying decisions. The primary hypotheses to be explored in this study were the influence of online customer reviews on purchasing decisions, brand reputation, and brand trust. The significance values shown in Table 7. ANOVA were used for testing.

Table 7. ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	222.857	3	74.286	35.805	<.001 ^b
	Residual	53.943	26	2.075		
	Total	276.800	29			

a. Dependent Variable: PurchaseDecision

b. Predictors: (Constant), BrandTrust, OnlineCustomerReview, BrandReputation

Source : (SPSS, 2025)

According to the analysis of Table 7, it is accepted if the significance value is $0.001 \leq 0.05$. This indicates that online customer reviews, brand trust, and reputation all have a big impact on buying decisions. By applying the same research findings to a new sample, the findings of this study can be widely applicable outside of its focus on the impact of online customer reviews, brand reputation, and brand trust on Van Houten purchasing decisions.

Discussion

The results of this study align with previous research that found that the primary factor influencing purchasing decisions is brand awareness in Van Houten chocolate businesses. Research shows that a strong online presence can trigger increased brand awareness and consumer loyalty. (zulkarnain et al., 2021). Consumer reviews and recommendations from social media influencers play an important role in attracting market attention, especially the younger generation who are more familiar with online shopping (Pratama, 2020). When consumers feel connected to a brand through digital interactions, the potential for increased sales and loyalty increases significantly.

The security aspect of online transactions also cannot be overlooked. Consumers increasingly expect adequate protection in their online transactions. Appropriate legal protections to address privacy breaches and fraud in online transactions are fundamental to building trust (Tridipta et al., 2020). Business strategies in this sector must ensure security and transparency for every consumer transaction. Implementing effective and secure payment systems, such as e-

wallets, is also crucial for increasing consumer trust. (Nugroho et al., 2024).

Thus, online economic transactions have significant potential to boost the Van Houten chocolate brand in Garut, provided the chosen strategy takes into account digital marketing aspects, transaction security, and Sharia principles. Researchers and business actors need to continue exploring innovative ways to seize the opportunities within this digital economic ecosystem.

D. Conclusion

Based on the research results, researchers found that online economic transactions can enhance brand recognition, particularly for Van Houten chocolate entrepreneurs in Garut. The growth of the Van Houten chocolate brand in Garut is heavily influenced by the ability to adapt online economic transaction strategies, security, consumer support, and understanding of the local market. Through an integrated approach that considers all these aspects, entrepreneurs can leverage the potential of online transactions to enhance their brand position in an increasingly competitive market.

Maintaining brand trust, companies will gain brand advocates, such as customer testimonials that serve as recommendations to others. When consumer trust and positive reviews are managed, this will result in a strong brand reputation, leading to increased sales.

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