

## ANALYSIS OF THE INFLUENCE OF BRAND IMAGE AND BRAND TRUST ON PURCHASING DECISIONS THROUGH BRAND LOYALTY (STUDY ON LAPIS KUKUS PAHLAWAN BREAD)

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### ABSTRACT

*This study aims to analyze the effect of brand image and brand trust on purchasing decisions of the Lapis Kukus Pahlawan bread through brand loyalty. The sample in this study was 197 people who had made a purchase transaction. The analysis technique used in this study is the Structural Equation Model (SEM) which is operated through the AMOS 21.0 program. The results of the analysis show that brand trust does not have a positive and significant effect on purchasing decisions on consumers of the Lapis Kukus Pahlawan. This is based on testing the hypothesis in Amos analysis that produces Estimate 0.367 and C.R of 1.811 that does not meet the requirements of  $> 1.96$  with a p-value of 0.060 that does not meet the requirements of  $< 0.05$ .*

**Keywords :** brand image, brand trust, brand loyalty, purchasing decisions.

### I. PRELIMINARY

Competition between the food and beverage industry, especially local souvenirs, is a challenge for every business actor to be able to maintain and develop his business. Repurchase decision is the stage where consumers form the intention to buy the most preferred product, where the consumer's decision to modify, delay or avoid is strongly influenced by the perceived purchase risk (Kotler and Keller, 2012: 188).

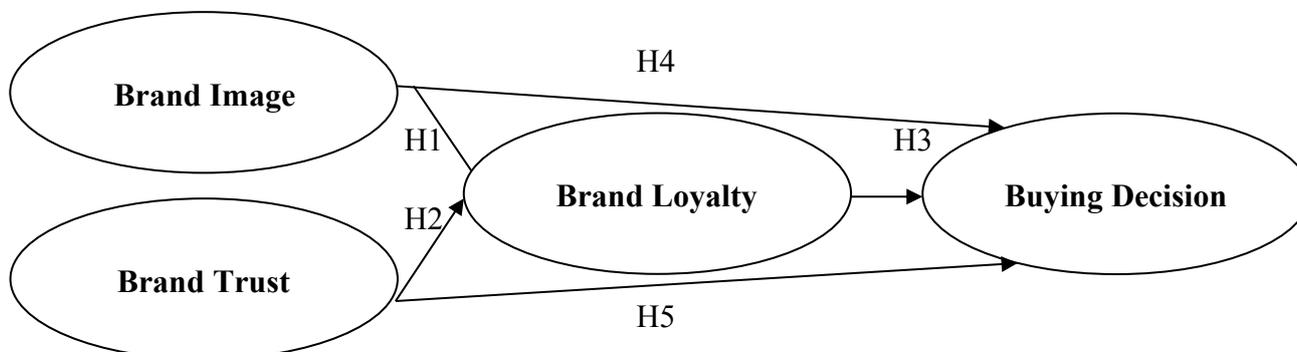
Brand image can influence consumer behavior in buying a product. Brand image has an important position in buying behavior. Because one of the decisions in the purchase structure is a decision regarding the brand. Trust involves a person's willingness to behave in a certain way because of the belief that his partner will give what he hopes and a hope that is generally owned by someone that the words, promises or statements of others can be trusted (Daryanto, 2013: 279).

Brand trust is one's belief in certain values that will influence behavior (Peter and Olson, 2013: 136). Brand loyalty reflects brand loyalty to certain brands. Brand loyalty is a condition where consumers have a positive attitude towards the brand, have a commitment to the brand, and have a tendency to continue their purchases in the future.

Along with the development of the bread industry in Indonesia, there are also more players in the bread business so that competition in this market is getting tougher. The tight competition in the bread business can be seen from a number of bread business players in Indonesia, including bread with the brand Sari Roti, Lauw, Sharon, BreadTalk, Holland Bakery, and many more including the

Lapis Kukus Pahlawan Bread. This study aims to analyze the effect of brand image and brand trust on purchasing decisions of the Lapis Kukus Pahlawan bread through brand loyalty.

### Theoretical Framework and Hypothesis Formulation



#### Effect of Brand Image on Brand Loyalty

The brand is very important for both consumers and producers. Brands also help convince consumers that they will get consistent quality every time they choose the brand when making a purchase. If there are no brands, consumers must evaluate all products every time they make a purchase. However, when consumers already have loyalty towards a brand, it will be easier for them to make a purchase, (Sulistiyari, 2012).

Brand image influences brand loyalty. This explains that the brand image perceived by consumers influences loyalty.

H<sub>1</sub>: Brand Image Has Positive Impact on Brand Loyalty

#### Effect of Brand Trust on Brand Loyalty

Consumer confidence in the brand is a variable that produces customers with high involvement, which has a strong effect on consumer ratings of overall satisfaction (Hasan Afzal et al, 2010). Arjun & Morris (2001) related that brand trust can reduce consumer uncertainty because consumers not only know that brands can be trusted but also make consumers more loyal to brands.

Brand trust affects brand loyalty. This explains that brand trust that is believed by consumers influences the emergence of loyalty.

H<sub>2</sub>: Brand Trust Has Positive Impact on Brand Loyalty

#### Effect of Brand Trust on Buying Decisions

When consumers already have brand loyalty, it will be easier for companies to explore what products are produced to increase purchasing decisions on a product (Sulistiyawati, 2010).

Based on research Purwati, et al (2012), that brand loyalty variables influence the purchasing decisions of Honda Beat Matic motorcycles. Kodu (2013), also said that brand loyalty variables influence the purchase decision of Toyota Avanza at PT. Hasjrat Abadi Manado.

Consumer brand loyalty on a product must be under what consumers expect, where if the product is by what consumers expect, many consumers want the product so that purchase occurs on a product. (Candra, et al, 2014)

H<sub>3</sub>: Brand Loyalty Has a Positive Impact on Purchasing Decisions

### **Effect of Brand Image on Buying Decisions**

Brand image determines consumer perceptions of a product in making purchasing decisions. The better the brand image of a product or service, the stronger the consumer's confidence in the product and encourage the desire to make a purchase decision (Shimp, 2003).

Maintaining the brand image is very difficult and not easy, because of changes that are always moving forward by the diverse needs of consumers, this will have an impact on consumer interest in the product of the brand when consumers will make a purchasing decision (Maslichah, 2013). Research on the influence of perceived quality, brand image, and after-sales service support greatly influence the consumer's decision to buy a Honda brand automatic scooter in the city of Semarang. This results in an assessment that brand image has a positive effect on purchasing decisions (Sri Wahyuni, 2013).

H<sub>4</sub>: Brand Image Has a Positive Impact on Purchasing Decisions

### **Effect of Brand Trust on Buying Decisions**

The design model or shape of a product can affect a company's brand image. So this will affect purchasing decisions made by consumers (Maslichah, 2013). A competition that occurs as it is today, in the business world the company is demanded to be able to offer quality products and can have more value so that it looks different from competing products in the development of a product, marketers must first choose a level of quality that will support the product's position in the market according to the company's goals and targets to improve consumer purchasing decisions (Machfoedz 2010: 62).

Consumers who have confidence in certain brands are more confident in making a purchase decision, the internal factor has a big influence on purchasing decisions (Maslichah, 2013). The results showed that trust has a significant positive influence on purchasing decisions, trust variables have the greatest or most dominant influence on purchasing decisions (Ramadhani, 2011).

H<sub>5</sub>: Brand Trust Has Positive Impact On Purchasing Decisions

## **II. RESEARCH METHODS**

### **Research Variable**

Brand Image (X<sub>1</sub>) is the consumer's perception of a brand as a reflection of the brand association that exists in the consumer's mind (Keller 2008). The indicators used in brand image variables refer to in this study referring to Shimp in Radji (2009), namely:

#### **X1.1 Attributes**

Attributes are the characteristics or various aspects of the brand being advertised. Attributes are also divided into two parts, namely things that are not related to the product (example: price, packaging, user, and image of use), and matters related to the product (example: color, size, design).

#### **X1.2 Benefits.**

Benefits are divided into three parts, namely functional, symbolic, and experience.

#### **X1.3 Overall Evaluation.**

Overall evaluation, that is, the subjective value or importance which the customer adds to the consumption outcome.

Brand Trust (X2) is the ability of a brand to be trusted (brand reliability), which is based on consumer confidence that the product can meet the promised value and good intentions of the brand (brand intention) based on consumer confidence that the brand can prioritize the interests of consumers (Delgado in Ferrinnadewi, 2008). Ferrinnadewi (2008) argues, there are three activities that companies can do to foster consumer confidence, namely:

#### X2.1 Achieving Result

Namely consumer expectations are none other than consumer promises that must be fulfilled if you want to gain consumer confidence.

#### X2.2 Acting With Integrity

Namely acting with integrity means there is consistency between words and actions in every situation. Integrity is a key factor for one party to trust sincerity and the other party.

#### X2.3 Demonstrate Concern

Namely, the company's ability to show concern for consumers in the form of showing an understanding attitude of consumers when facing problems with the product will foster trust with the brand.

Brand Loyalty (Y1) according to Schiffman and Kanuk (2009) is a consistent consumer preference for making purchases of the same brand on specific products or certain service categories. Brand loyalty is a strong commitment to subscribing or buying a brand consistently in the future. Rangkuti (2009) explains that brand loyalty can be measured through:

#### Y1.1 Behavior Measures

A direct way to determine loyalty especially for habitual behavior is to take into account actual buying patterns.

#### Y1.2 Measuring Switch Cost

The measurement of this variable can identify customer loyalty in a brand. In general, if the cost of changing brands is very expensive, customers will be reluctant to change brands so that the rate of depreciation of customer groups over time will be low.

#### Y1.3 Measuring Satisfaction

The measurement of customer satisfaction or dissatisfaction of a brand is the most important indicator in brand loyalty. If customer dissatisfaction with a brand is low, then in general there is not enough reason for customers to switch to another brand unless there is a strong pull factor.

#### Y1.4 Measuring Liking Brand

A fondness for a brand, trust, respect, or friendship with a brand generates warmth and closeness in the customer's feelings. It will be difficult for other brands to attract customers who are in this stage. The measure of liking is the willingness to pay a higher price to get the product.

#### Y1.5 Measuring Commitment

One key indicator is the amount of customer interaction and commitment associated with the product. Customers' preference for a brand will encourage them to talk about the brand to others both at the level of telling or to the recommending stage.

Purchasing Decision (Y2) is the decision of consumers in forming preferences for brands that are in a collection of several choices, consumers can also make decisions for buyers of the most preferred

brands (Kotler and Keller, 2009: 240). The purchasing decision is a decision making process by consumers for products in the form of goods or services offered according to customer needs. (Anoraga, 2010). Purchasing decisions are measured by 3 indicators, namely:

Y2.1 Great

Purchase decisions made because they see the advantages of the product.

Y2.2 Fast

Purchasing decisions that see whether consumers are quick in deciding product purchasing decisions.

Y2.3 Sure

Purchasing decisions made by consumers with confidence without much doubt.

### **Determination of Samples**

The population in this study were consumers of the Hero Steamed Layer Cake. The sample in this study was 197 people who had made a purchase transaction of the Heroes Steamed Layer Cake product twice. Sampling using non-probability sampling. Data obtained from the distribution of questionnaires. The trial results show that the questionnaire is valid and reliable. The type of data used in this study is quantitative data. Research location in Surabaya.

### **Analysis Method**

The analysis technique used in this study is the Structural Equation Model (SEM) which is operated through the AMOS 21.0 program. The reason for using SEM, because SEM is a set of statistical techniques that allow the measurement of a relatively complex set of relationships simultaneously. According to Ghazali (2011: 152), Structural Model is a model of the structure of relationships that form or explain causality between factors

### **Discussion of Research Results**

Based on the analysis conducted, it is known that the analysis model is recursive. Chi-Square value = 87,863 probability 0.85. The Chi-Square results show that the null hypothesis that the model is equal to the empirical data is accepted which means the model is fit. Testing the SEM assumptions in this study :

1. Evaluation of data normality is done using a critical ratio skewness value of  $\pm 2.58$  at a significance level of 0.01. Then the data can be concluded to have a normal distribution if the critical ratio skewness value is below the absolute price of 2.58 (Ghozali 2011: 315).
2. Multicollinearity Evaluation. Multicollinearity can be seen through the determinant of the covariance matrix. A very small determinant value indicates an indication of multicollinearity or singularity problems, so the data cannot be used for research (Ghozali 2011: 230). Based on the results of AMOS 21.0 analysis for this study the value of Determinant of Sample Covariance Matrix = 0.091. This value is far from zero so it can be concluded that there are no multicollinearity and singularity problems in the analyzed data.
3. Reliability Evaluation. Reliability is a measure of the internal consistency of the indicators of a constituted variable indicating the degree to which each indicator indicates a common constituted variable. Two ways can be used, namely composite (construct) reliability and variance extracted. The cut-off value of construct reliability is at least 0.07 while the cut-off value of the extracted

variance is at least 0.05 (Ghozali 2011: 232). Based on the calculation results it can be seen that each latent variable can meet the reliability and variance extract criteria.

Hypothesis test.

The testing of the four hypotheses proposed in this study is based on the value of the Critical Ratio (CR) of a causal relationship.

#### 4. Model interpretation and modification

AMOS 21.0 provides an output of unstandardized and standardized residual values. However the fitted residual depends on the unit of measurement of the observed variable so that it is difficult to interpret from the standardized values that are generally seen. A good model has a small Standardized Residual Covariances. The standardized residual value is the fitted residual value divided by the standard error, thus the analogical value of the Z score and the standardized residual value > 2.58 are considered large (Ghozali 2011: 281). Testing of residual values can be seen in the table in Appendix D (Standardized Residual Covariances table) showing that the model is already significant because there are no numbers greater than 2.58 so this model does not need to be modified.

#### 5. Mediator Variable Significance Test (SOBEL Test and Aroian Test)

To test the significance of mediation variables tested by the Sobel test (Ghozali, 2011: 255).

### Hypothesis Test

**Table 2**  
**Hypothesis test**

	Estimate	S.E	C.R	P	Label
Y1 ← X1	.338	.150	2.256	.023	par_5
Y1 ← X2	1.552	.600	2.588	.009	par_6
Y2 ← Y1	.367	.202	1.811	.060	par_7
Y2 ← X2	.625	.224	2.785	.004	par_8
Y2 ← X1	.482	.157	3.058	.002	par_9

#### H<sub>1</sub> : The Effect of Brand Image on Brand Loyalty

Table 2 shows that the brand image has a positive effect on brand trust. The nature of the positive influence is significant, this can be seen in the C.R of 2,588 who meets the requirements of > 1.96 with a p-value of 0.009 which meets the requirements of <0.05. From the above results, proof of H<sub>2</sub> is acceptable.

#### H<sub>2</sub> : The Effect of Brand Trust on Brand Loyalty

Table 2 shows that Brand Trust has a positive effect on brand loyalty. The nature of the positive influence is significant, this can be seen in the C.R of 2,256 who meet the requirements of > 1.96 with a p-value of 0.023 which meets the requirements of <0.05. From the above results being an H<sub>1</sub> proofer can be accepted.

#### H<sub>3</sub> : The Effect of Brand Loyalty on Buying Decisions

Table 2 shows that brand trust has a positive effect on purchasing decisions. Although the effect is not significant, this can be seen in C.R of 1,811 which almost meets the requirements

of  $> 1.96$  with a p-value of 0.060. So it does not meet the requirements of  $< 0.05$ . From the above results being proof of  $H_3$  is not acceptable.

#### **H<sub>4</sub> : The Effect of Brand Image on Buying Decisions**

Table 2 shows that the brand image has a positive effect on purchasing decisions. The nature of the positive influence is significant, this can be seen in the C.R of 2,785 who meets the requirements of  $> 1.96$  with a p-value of 0.004 which meets the requirements of  $< 0.05$ . From the above results, proof of  $H_4$  can be accepted.

#### **H<sub>5</sub> : The Effect of Brand Trust on Purchasing Decisions**

Table 2 shows that product quality has a positive effect on purchasing decisions. The nature of the positive influence is significant, seen in C.R of 3.058 that meets the requirements of  $> 1.96$  with a p-value of 0.001 that meets the requirements of  $< 0.05$ . From the above results, proof of  $H_5$  can be accepted.

### **III. Conclusions and Limitations**

From the results of this study with the title "Analysis of the Effect of Brand Image and Brand Trust on Purchasing Decisions through Brand Trust (Study on the Hero Steamed Sandwich)". Then the conclusions can be drawn as follows:

1. The results of the analysis show that the quality of the product has a positive and significant effect on brand trust in consumers of the Heroes Steamed Sandwich. This is based on testing the hypothesis in the analysis of Amos that produces Estimate 0.338 and C.R of 2.257 that meet the requirements of  $> 1.96$  with a p-value of 0.023 that meets the requirements of  $< 0.05$ .
2. The results of the analysis show that brand image has a positive and significant effect on brand trust in consumers of Hero's Steamed Sandwich. This is based on testing the hypothesis in the analysis of Amos that produces Estimate 1,552 and C.R of 2,588 that meet the requirements of  $> 1.96$  with a p-value of 0.009 that meets the requirements of  $< 0.05$ .
3. The results of the analysis show that brand trust does not have a positive and significant effect on purchasing decisions on consumers of the Hero Steamed Layer Cake. This is based on testing the hypothesis in Amos analysis that produces Estimate 0.367 and C.R of 1.811 that does not meet the requirements of  $> 1.96$  with a p-value of 0.060 that does not meet the requirements of  $< 0.05$ .
4. The results of the analysis show that brand image has a positive and significant effect on purchasing decisions on consumers of the Heroes Steamed Sandwich. This is based on testing the hypothesis in the Amos analysis that produces Estimate 0.625 and C.R of 2.785 that meet the requirements of  $> 1.96$  with a p-value of 0.004 that meets the requirements of  $< 0.05$ .
5. The analysis shows that product quality has a positive and significant effect on consumer purchasing decisions on the Heroes Steamed Sandwich. This is based on testing the hypothesis in the analysis of Amos which produces Estimate 0.482 and C.R of 3.058 that meet the requirements of  $> 1.96$  with a p-value of 0.001 that meets the requirements of  $< 0.05$ .

This study has several limitations, namely the object of observation conducted in this study is only limited to continuous form printed products, the majority of respondents are government agencies, large companies to small business businesses. So that the impact on the generalization of limited studies. To apply this study in different contexts, caution is needed to pay close attention to the characteristics of objects and populations to be studied.

Based on these limitations, for further research, it is recommended to be able to use other factors that can influence or add other variables. Future studies can also replace other research objects. Besides, differences in research targets (population) can also provide different results from this study.

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