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Submission date: 11-Apr-2023 10:10PM (UTC-0400)

Submission ID: 2062119621

File name: Artikel_Agnes,_Sengguruh.pdf (679.99K)

Word count: 6163

Character count: 32956

The Determinant Factors Of Brand Trust and Brand Loyalty: Brand Image and Brand Identity

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Abstract

In the era of globalization, companies must be more innovative and careful in creating products before they are marketed so that consumers are interested. The company can be said to be successful if the products offered are successfully accepted by the community. If the product is accepted, it can attract customers' buying interest and the greater the company's opportunity to get many potential customers. To become a strong brand, the company must show a positive brand identity and brand image, so that customer trust and loyalty is formed. This study aims to analyze the effect of brand image and brand identity on brand loyalty through brand trust as a mediating variable. Quantitative approach. Data collection: interviews, observations and distributing questionnaires. The population in this study are customers who buy and use Panasonic brand electronic products in Surabaya, Indonesia. The sample is 96 respondents. The method used in this research is Partial Least Square. Based on the results of the study, it can be concluded that brand image and brand identity have a significant effect on brand trust and loyalty. Brand Trust has a significant effect on brand loyalty. Brand image and brand identity have a significant influence indirectly through brand trust.

Keywords

Brand Image, Brand Identity, Brand Trust, Brand Loyalty.

1. Introduction

In the era of globalization which has an impact on the development of technology and information has made competition in the business world more intense and complex, consumers are faced with various choices of similar products, with almost the same price and quality. Companies must be more diligent in seeking information about what products are expected and needed by consumers in terms of form, function, price, advantages, and design. This action is taken by the company in order to make consumers believe and decide to buy the product at the company.

The company can be said to be successful if the products offered are successfully accepted by the community. If the product is accepted, it can attract customers to buy and the greater the opportunity for the company to get many potential customers. The more consumer needs that must be met, the more companies create products so that consumers can choose product brands that suit their needs.

When a brand identity and brand image is well designed and communicated to consumers it will create customer trust in the brand, when customers gain trust from a brand, customers will tend to make repeat purchases of the brand, this is what is meant by the concept of brand loyalty. and if consumers get a negative stimulus from a brand identity, the biggest possibility is that consumers cancel the desire to buy the brand, or some consumers may decide to buy because they are influenced by price factors or other sentiments that are temporary, but because the stimulus from brand identity and brand image is temporary. negative, then consumers do not get trust and satisfaction from the brand, then customer trust and satisfaction is not created, so brand loyalty is not built. Brand Loyalty is a measure of customer relationship to a brand. A customer who is very loyal to a brand will not easily move his buyer to another brand, no matter what happens with that brand (Durianto et al., 2004).

The object of this research is PT. Panasonic Gobel Indonesia, is a leading electronics brand that provides innovative products for home appliances among B2C and system solutions among B2B oriented local markets to answer the needs of the Indonesian people. Panasonic Gobel Indonesia as one of the largest electronics companies in Indonesia is committed to always providing innovative home appliances products and system solutions to answer the needs of Indonesian consumers. Even though in 2016 the electronic market conditions experienced a decline, Panasonic was still able to achieve growth of more than 15% for household appliances. This achievement is a form of the company's consistency in maintaining its position. Brand performance will

depend on the amount of sacrifice and benefits felt by consumers. if the sacrifice is small but the benefits are large, then the brand is very valuable to consumers and means it has high performance and vice versa. High performance will lead to brand loyalty. From the explanation above, it can be drawn a research question whether brand image and brand identity have a significant effect on brand trust and brand loyalty directly and indirectly?. This paper aims to analyze the effect of brand image and brand identity on brand trust and loyalty.

1.1 Literature Review

1) Brand Image

Brand Image is what consumers think and feel when they hear or see a brand. Brand Image in the form of consumer perceptions or beliefs about information and consumer experiences of products or services received by consumers in the past (Sudarso et al., 2020). Consumers more often buy products with well-known brands because they feel more comfortable with familiar things, there is an assumption that well-known brands are more reliable, always available and easy to find, and have quality that is not in doubt, so that better-known brands are more frequent. consumers choose from unknown brands (Aaker, 1991). This research is supported by previous research conducted by Alhaddad, (2015) which states that brand image has a significant effect on brand trust and brand loyalty. And research conducted by Kim & Chao, (2019) which states that brand image has a significant influence on brand trust.

This study re-explored the influence of brand image on brand trust and loyalty, using brand image indicators according to (Philip Kotler dan Gary Armstrong, 2008) :

1. Benefits of brand association, A brand creates a positive attitude if the attributes and advantages of the brand can satisfy the needs and desires of consumers.
2. Strength of brand associations Associations are formed from information that enters consumers' memories and how that information persists as part of the brand image.
3. The uniqueness of brand associations Unique and attractive brands can create strong associations in the minds of customers.

Consistent with previous findings, this study proposes the following hypotheses:

Hypothesis 1: brand image has an effect on brand trust.

Hypothesis 2: brand image has an effect on brand loyalty.

2) Brand Identity

Brand identity is a unique brand association that shows promise to consumers. To be effective, brand identity needs to have resonance with consumers. This aims to be able to differentiate the brand from competitors, and can explain what the company will do in maintaining its sustainability. (Aaker, D., and Joachimsthaler, 2000). Research conducted by Susetyo et al., (2020) which states that brand identity has a significant influence partially and simultaneously on brand loyalty. This study re-explored the influence of brand identity on brand trust and loyalty, using brand identity indicators according to (Kazemi et al 2013) :

1. Consumers know the symbol/logo of the product.
2. Consumers are able to distinguish product brands with brands.
3. The brand/product slogan is able to represent the company's goals.

Consistent with previous findings, this study proposes the following hypotheses:

Hypothesis 3: brand identity has an effect on brand trust.

Hypothesis 4: Brand identity has an effect on brand loyalty.

3) Brand Trust

Brand trust is the ability of a brand to be trusted, and is based on consumer confidence that the product is able to fulfill the promised value and is based on consumer confidence that the brand that has been offered is capable of prioritizing consumer desires. (Delgado-Ballester et al., 2001). Trust in a brand will emerge as the main key to the beginning of loyalty to a brand in accordance with the concept of relationship marketing. Trust is created when the company promises to provide quality products to consumers and successfully fulfills the promise (Ahmed et al., 2011). This research is supported by previous research conducted by Shin et al., (2019) which states that brand trust has a significant effect on brand loyalty.

This study re-explored the influence of brand identity on brand trust and loyalty, using the trust indicator according to (Kustini & Ika 2011) :

1. Viability, which represents a perception that a brand can meet and satisfy the needs and values of consumers. Viability can be measured through sub-indicators of satisfaction.
2. Intentionality, which reflects the feeling of security of an individual towards a brand. Intentionality can be measured through security and trust sub-indicators.

Consistent with previous findings, this study proposes the following hypotheses:
Hypothesis 5: brand trust has an effect on brand loyalty.

4) Brand Loyalty

Brand loyalty is a condition where a customer shows a positive attitude towards a brand, has a commitment to a particular brand and intends to continue to buy it in the future. (Mowen, 2002). Brand loyalty is an attitude in liking a brand that is represented in consistent purchases of the brand in the long term. In brand loyalty, there is no longer a brand that is considered to be purchased other than the brand of the product that is often purchased (Setiadi, 2008)

Schiffman (2007) states that the dimensions of brand loyalty are divided into 2 dimensions, namely:

1. Attitudinal Loyalty includes 3 parts, namely:
 - a. Cognitive Loyalty, which is a representation of what consumers believe. Cognitive dimension contains perceptions, beliefs and stereotypes of a consumer towards a brand.
 - b. Affective Loyalty, which is based on consumer feelings and commitment to a brand.
 - c. Conative Loyalty / Behavioral Internal, is the boundary between attitudinal loyalty and behavioral loyalty which is represented through the tendency of consumer behavior to use the same brand in the future.
2. Behavioral Loyalty (measurement of behavior), which includes action loyalty, which is defined as the behavior of repurchasing a brand by a consumer against a particular product category.

According to Aaker, (1991) Brand equity creates value for customers and companies. They can help interpret, process, and store vast amounts of information about products and brands. They can also influence customer confidence in purchasing decisions (because of past usage experience or familiarity with the brand and its characteristics). Potentially more important is the fact that perceived quality and brand associations can increase customer satisfaction with the user experience.

According to Susanto & Wijanarko (2004) Brand Equity can be grouped into 6 (six) categories, namely:

1. Brand Awareness, the ability of a buyer to recognize or recall that a brand is part of a particular brand.
2. Customer perception of the overall quality or excellence of a product or service regarding the intended purpose.
3. Brand Association, something related to memory about a product.
4. Brand Loyalty, a measure of a customer's loyalty to a brand.
5. Brand Image, what consumers think and feel when they hear or see a brand.
6. Brand Identity, all types of elements of the brand which include the delivery of the character, commitment, and product value of a company to be known by consumers through aspects of color, symbols and so on.

According to Aaker, (1991) Brand loyalty indicators are:

1. Behavioral measurement, which is a direct way to determine loyalty, especially for habitual behavior, is to take into account actual buying patterns, with several measures as follows:
 - 1) Repurchase Rate, which is the percentage level of customers who have purchased products or services at the same brand.
2. Measuring Liking The Brand, is liking for the brand, trust, feelings of respect or friendship with a brand that evokes warmth in the customer's feelings.
3. Measuring Liking The Brand, is liking for the brand, trust, feelings of respect or friendship with a brand that evokes warmth in the customer's feelings.

Consistent with previous findings, this study proposes the following hypotheses:

Hypothesis 6: brand image has an effect on brand loyalty through brand trust.

Hypothesis 7: Brand identity has an effect on brand loyalty through brand trust.

1.2 Research Framework

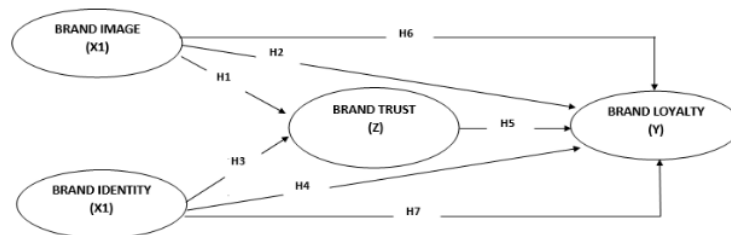


Figure 1. Research framework

2. Methodology

2.1 Data Collection and Participant

The research approach used in this study is to use a quantitative approach. quantitative method is a method based on the philosophy of positivism, which is used to examine the population of data collection using research instruments, data analysis that is quantitative in nature, and has the aim of testing predetermined hypotheses (Sugiyono, 2008). The population in the study is divided into two, namely the finite population and the infinite population, the finite population is a population whose number of population members is known with certainty, while the infinite population is a population whose number of population members cannot be known with certainty. The population in this study were all customers of the Hartono Elektronik store in the city of Surabaya, Indonesia who had bought more than 2-3 times and used Panasonic brand products.

The sample is part of the number and characteristics possessed by the population, it can be a large population, and it may not be all that is in the population, for example due to limited data, energy and time, so researchers can use samples taken from that population. In this study, the determination of the sample can be done using a non-probability sampling method. This sampling technique is suitable for selecting an infinite population, meaning that the number of members of the population has not or cannot be determined in advance. In this study, the number of customers who buy Panasonic brand products more than 2-3 times is not known with certainty, so to calculate the minimum number of samples, we can use the formula (Lemeshow, 1997) for an unknown population.

$$n = \frac{z^2 \times p \times (1-p)}{d^2}$$

$$n = \frac{1,96^2 \times 0,5 \times (1 - 0,5)}{0,10^2}$$

$$n = \frac{19.208 (0,5)}{0,01} = \frac{0,9604}{0,01} = 96,04$$

Information :

n = Number of samples

z = score z at 95% confidence = 1.96

p = maximum estimate = 0.5

d = alpha (0,10) or sampling error = 10 %.

So if based on the formula, the n obtained is 96.04 or rounded up to 96 respondents.

Data collection techniques in this study are as follows:

- 1) Questionnaire, is a data collection technique that is done by giving a set of questions or written statements to respondents.

2.2 Measurement

Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. For each answer choice will be given a score, then the respondent must describe, support the statement. To use the answers selected with a Likert scale, the variables to be measured are translated into indicator variables. Then the indicator is used as a benchmark for compiling instrument items which can be in the form of questions or statements.

Measured using a 5-point Likert scale with the following conditions:

Table 1. Likert scale measurement

Definition	Mark
Choose the answer strongly disagree	1
Choose a disagree answer	2
Choose the answer Simply Agree	3
Choose the answer agree	4
Choose the answer strongly agree	5

2.3 Data Analysis

Analysis of the data used in this study is using the partial Least Square (PLS) approach. PLS is an alternative approach that shifts from a covariance-based SEM approach to a variance (Ghozali, 2006). PLS is a powerful analytical method because it is not based on many assumptions. For example, the data should be normally distributed, the sample should not be large. Besides being used to confirm theory, PLS can also be used to explain whether there is a relationship between latent variables. PLS can simultaneously analyze constructs formed with reflective and normative indicators. The purpose of PLS is to help researchers for predictive purposes. The formal model defines latent variables as linear aggregates of the indicators. The weight estimate for creating the component score for the latent variable is obtained based on how the inner model

(structural model that connects latent variables) and outer model (measurement model, namely the relationship between indicators and their constructs) is specified. The result is the residual variance of the dependent variable.

The stages in PLS are:

- 1) Outer Model: Analysis of the outer model is carried out to ensure that the measurements used are feasible to be used as measurements (valid and reliable).
- 2) Inner Model: Inner model testing is carried out to ensure that the built model is robust and accurate.
- 3) Hypothesis Testing: to see the significance value and determine the influence between variables or predict a causal relationship between variables or often referred to as hypothesis testing.

3. Result and Discussion

3.1. Result

1) Outer Model Results

In technically analyzing data using SmartPLS, there are several criteria to be able to assess the outer model, namely Convergent Validity (Outer Loading), Discriminant Validity (Cross Loading) and Composite Reliability. The reflective measure is said to be high if the correlation is more than 0.70 with the construct to be measured. However, according to Chin, 1998 in (Ghozali, 2008) for the initial stage of developing the measurement scale, the loading value of 0.50 to 0.60 is considered sufficient or sufficient. For this reason, in this study the researcher will use a loading factor limit of 0.50.

Table 2. Outer Loading2

	Brand Image	Brand Identity	Brand Trust	Brand Loyalty
X1.1	0,847			
X1.2	0,728			
X1.3	0,777			
X2.1		0,727		
X2.2		0,719		
X2.3		0,805		
Z.1			0,810	
Z.2			0,830	
Z.3			0,807	
Y.1				0,770
Y.2				0,828
Y.3				0,855

The results of the table above show that the value of the outer model between the construct and the latent variable has met the requirements of convergent validity because the loading factor value is not below the loading factor limit value of 0.50.

Table 2. (Cross Loading)

	Brand Image	Brand Identity	Brand Trust	Brand Loyalty
X1.1	0.847	0.568	0.621	0.620
X1.2	0.728	0.735	0.497	0.491
X1.3	0.777	0.453	0.491	0.540
X2.1	0.698	0.727	0.488	0.480
X2.2	0.520	0.719	0.502	0.528
X2.3	0.488	0.805	0.786	0.560
Z.1	0.527	0.579	0.810	0.828
Z.2	0.632	0.625	0.830	0.836
Z.3	0.519	0.791	0.807	0.585
Y.1	0.548	0.483	0.571	0.770
Y.2	0.527	0.579	0.810	0.828
Y.3	0.652	0.631	0.845	0.855

The cross loading results for each indicator of each latent variable construct have a greater value than the others. This shows that the latent variables have better block sizes than the others.

Table 3: Construct Reliability and Validity

Variabel	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Brand Image	0.689	0.828	0.617
Brand Identity	0.621	0.795	0.565
Brand Trust	0.749	0.857	0.666
Brand Loyalty	0,757	0.859	0.670

The results of the table above show that all constructs in this study have met the reliable criteria. This can be seen from the results obtained from Cronbach's Alpha > 0.6, Composite Reliability > 0.7, and AVE > 0.5.

2) Inner Model Results

In assessing the inner model in this study using PLS, it is started by looking at the R-square Adjusted results in each dependent latent variable. The table below is the result obtained from the estimated R-square Adjusted using SmartPLS.

Table 5. R-square Adjusted

Variabel	R-square Adjusted
Brand Trust (Z)	0.667
Brand Loyalty (Y)	0.880

The result of R-Adjusted trust is 0.667. This result shows that the independent variables of brand image and brand identity contribute 66.7% to brand trust and the remaining 33.3% is influenced by factors from other variables, for the R-Adjusted brand loyalty variable is 0.880. brand image and brand identity contributed 88% and the remaining 12% was influenced by other factors.

3) Hypothesis Testing Results

Testing in this study was carried out by Bootstrapping Testing. In hypothesis testing, a data must meet a criterion, and the hypothesis is said to be accepted if the t-statistic value is greater than the t-table (1.96) and if the p-value is less than 0.05 and vice versa. SmartPLS output results are as follows:

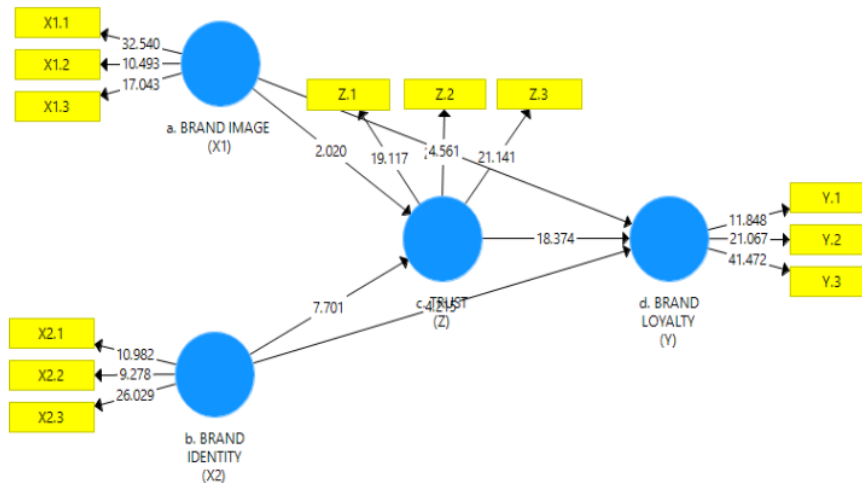


Figure 2: Pathway Diagram of Results After Bootstrapping Analysis

4) Direct Influence

Table 6. Path Coefficient

Path Coefficient	Original Sample (O)	Sample Mean (M)	Standart Deviation (Stdev)	T-Statistic (1o/Stdev1)	P-Value
Brand Image -> Brand Trust	0.197	0.186	0.097	2.020	0.044
Brand Image -> Brand Loyalty	0.223	0.219	0.049	4.561	0.000
Brand Identity -> Brand Trust	0.665	0.680	0.086	7.701	0.000
Brand Identity -> Brand Loyalty	-0.270	-0.266	0.064	4.215	0.000
Brand Trust -> Brand Loyalty	0.990	0.992	0.054	18.374	0.000

5) Indirect Effect

Table 7. Specific Indirect Effect

Specific Indirect Effect	Original Sample (O)	Sample Mean (M)	Standart Deviation (Stdev)	T-Statistic (1o/Stdev1)	P-Value
Brand Image -> Brand Trust -> Brand Loyalty	0.195	0.184	0.097	1.999	0.046
Brand Identity -> Brand Trust -> Brand Loyalty	0.658	0.675	0.094	7.022	0.000

3.2. Discussion

Brand image has a significant effect on brand trust, because the p-value is 0.044 <0.05 and the t-statistics> t-table result is 2.020 > 1.96. The results of this study are supported by research conducted by Kim & Chao (2019) with the research title "Effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers" which states that brand image has a significant influence on brand trust. Research conducted by Alhaddad (2015) with the research title "Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty" which states that brand image has a significant influence on brand trust.

according to Sundjoto & Hadi (2012) Brand image is an important thing to be considered by a company, through a good brand image it will be able to create emotional value in consumers and positive feelings will arise when buying or using a branded product. Conversely, if a branded product has a bad image in the eyes of consumers, it is unlikely that consumers will buy the branded product. This shows that the Panasonic company has a good and positive brand image in the eyes of customers, so that customers feel satisfied after buying and using Panasonic brand products, in this way customer trust will be formed.

Brand image has a significant influence on brand loyalty because the p-value results are 0.000 <0.05 and the t-statistics> t-table results are 4.561 > 1.96. The results of this study are supported by previous research conducted by Susetyo et al., (2020) with the research title "Effect of Brand Identity and Brand Image On Customer Loyalty Case Study In Daihatsu Car Consumer" which states that brand image has a significant influence partially and simultaneously on brand loyalty. Research conducted by (Sulibhavi & Shivashankar (2017) with the research title "The Impact Of Brand Image On Customer's Loyalty Towards Private Label Brands: The Mediating Effect Of Satisfaction. Hubli-Dharwad Conglomerate City Of Karnataka" which states that brand image has a significant influence on brand loyalty.

According to Rangkuti (2006) If consumers think that certain brands are physically different from competing brands, the brand image will be attached continuously so that they can form loyalty to certain brands which is called brand loyalty. This shows that the Panasonic company has a good and positive brand image, this causes a higher sense of trust and customer satisfaction so that customers will continue to buy and use Panasonic brand electronic products.

Brand identity has a significant influence on brand trust, because the p-value results are 0.000 <0.05 and the t-statistics> t-table results are 7.701 > 1.96.

According to Sudarso et al., (2020) Trust and loyalty to a brand is the main point in a product. Some of the functions used by brands are as follows:

- 1) Helping consumers simplify and speed up the buying decision-making process.
- 2) Offering hope to consumers with more prestige value compared to its competitors.
- 3) Build consumer loyalty to a product.
- 4) Maintain product sustainability with new innovations.
- 5) Market mechanism controller.
- 6) Describe everything about the product to anticipate the risk of consumer disappointment when buying the product.

This shows that the Panasonic brand has a positive identity for customers, so this makes customers feel confident that products with the Panasonic brand have good quality.

Brand identity has a significant influence on brand loyalty, because the p-value results are $0.000 < 0.05$ and the t-h>t-table results are $4.215 > 1.96$. The results of this study are supported by previous research conducted by Susetyo et al., (2020) with the research title "Effect of Brand Identity and Brand Image On Customer Loyalty Case Study In Daihatsu Car Consumer" which states that brand identity has a significant and partial influence on brand loyalty.

Brands that make one product different from another are expected to make it easier for consumers to determine the product to be consumed based on various considerations and lead to loyalty to a brand. Consumer loyalty to a brand or brand, namely from the introduction, choice and adherence to a brand (Firmansyah, 2019). This shows that the Panasonic brand has a good and positive identity in the eyes of customers, this causes customers to feel satisfied and trust to buy and use Panasonic brand electronic products repeatedly.

Trust has a significant effect on brand loyalty, because the results of p-value $0.000 < 0.05$ and the results of t-statistics> t-table are $2.020 > 1.96$. The results of this study are supported by previous research conducted by Alhaddad, (2015) which states that brand trust has a significant effect on brand loyalty. And research conducted by Shin et al., (2019) which states that brand trust has a significant effect on brand loyalty.

According to Lau, Gale dan Lee, (2000) in Firmansyah (2019) There are three factors that influence trust in a brand, namely: the brand itself, the brand maker, and the consumer. Lau and Lee positioned that trust in a brand will lead to brand loyalty. This shows that customers are satisfied after using Panasonic brand products, it will create good trust so that it will have an impact on loyalty.

Brand image has a significant indirect effect on brand loyalty through trust, because the p-value is $0.046 < 0.05$ and the t-statist>t-table results are $1.999 > 1.96$. According to Aaker, (1991) Brand equity creates value for customers and companies. They can help interpret, process, and store vast amounts of information about products and brands. They can also influence customer confidence in purchasing decisions (because of past use experience or familiarity with the brand and its characteristics). Potentially more important is the fact that perceived quality and brand associations can increase customer satisfaction with the user experience. This shows that the Panasonic company has a good brand image in the eyes of consumers, this is able to make customers feel satisfied and more confident to continue to buy and use Panasonic brand electronic products repeatedly.

Brand identity has a significant indirect effect on brand loyalty through brand trust, because the p-value results are $0.000 < 0.05$ and the t-statistics> t-table results are $7.022 > 1.96$. This shows that the Panasonic company has a strong brand identity, this causes customers to gain good and positive brand trust, and it is likely that customers will become loyal to continue to buy and use products from the Panasonic brand.

4. Conclusion

The results of the study reveal that trust plays an important role in mediating the relationship between brand image and brand identity as a variable, and brand loyalty as a variable to customers who have purchased and used Panasonic branded electronic products.

Based on the findings in this study, it can be concluded that brand image and brand identity have a positive and significant influence directly and indirectly on brand loyalty through brand trust. This explains that the Panasonic brand has a positive brand image and a strong brand identity, this is able to make customers feel satisfied and brand trust to continue to buy and use Panasonic brand electronic products continuously. When the Panasonic company is able to maintain quality and continue to improve innovation in technological design and add new functions or benefits, so that its products can always meet the needs and desires of consumers who are very concerned about product quality. That way Panasonic can maintain its existing market share.

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