

The Role of Brand Trust Mediate The Relationship Of Brand Image With Brand Loyalty

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Abstract: The development of globalization which is increasingly comprehensive in various parts of the world that affects the technological progress. This situation has an impact on community activities that are often supported by information technology itself that is able to facilitate all activities carried out by humans. The development of technology has an impact on the intense competition of companies or manufacturers to create and retain loyal customers, one of which is competition between brands of smartphones or smartphones.

The purpose of this study is to explain the role of brand trust in mediating the relationship of brand image with brand loyalty. The study was conducted in the city of Denpasar with a total sample of 100 respondents of Samsung smartphone customers who have made repeat purchases (at least 2 times the purchase) of the product. The sample is determined using a non-probability sampling model, with a purposive sampling technique. The data analysis technique used is path analysis and multiple test. The results showed that. Brand image has a positive and significant effect on brand trust, brand image has a positive and significant effect on brand loyalty, brand trust has a positive and significant effect on brand loyalty, brand trust has a positive and significant effect in mediating the relationship between brand image and brand loyalty.

The company is expected to do promotions in the future, in order to increase the social class of users in the eyes of the community, foster a level of consumer confidence in the security features of Samsung products, as well as evaluate products before the goods are distributed to the public, and create reward programs for customers who are willing to repurchase and recommend.

Keywords: Brand Image, Brand Trust, Brand Loyalty.

I. INTRODUCTION

The development of globalization which is increasingly comprehensive in various parts of the world that affects the technological progress. This situation has an impact on community activities that are often supported by information technology itself that is able to facilitate all activities carried out by humans. The development of technology has an impact on the intense competition of companies or producers to compete competitively in terms of creating and maintaining loyal customers and one of them is competition between brands. The real case of competition between brands in technological development is smartphone or smart phone. The existence of a smartphone is one of the effects of increasingly advanced technological developments. As social creatures, humans need social interaction, which is currently represented by the use of smartphones, which causes smartphone usage to increase from year to year, including in Indonesia. With a population of 250 million people in Indonesia, many technology-making companies make Indonesia a large target market, considering that smartphone users in Indonesia are also growing rapidly. This can be seen from smartphone user data via the Digital Research Website (databoks.katadata.co.id), as follows. Smartphone users are projected to reach 28% of Indonesia's total population in 2019, up 2% from the previous year. This number will continue to increase slowly over the next four years which is estimated to be around 33% of the total population of Indonesia. Data market penetration (market stimulation) smartphone to the population of Indonesia is quite large, about a quarter of the total population. But many are still using ordinary mobile phones or have not accessed the internet.

This explains how the competition of smartphone-based communication companies is targeting a large market share in Indonesia. The large market share makes smartphone companies study the behavior of consumers in the consumption of smartphone usage of a particular brand. The existence of a brand image of a smartphone product will greatly facilitate consumers in making a decision to buy. Brand image creates confidence in the hearts of consumers (trust) of a product.

Brand trust influences the sustainability of a brand, because when a brand has lost the trust of consumers, products with that brand will find it difficult to develop in the market. But conversely when a brand gets the trust of consumers, then products with that brand will be able to continue to develop in the market (Hidayah, 2016). Brands that foster confidence (brand trust) in the wearer will encourage repurchase behavior and are loyal to the brand so that producers are demanded to be more innovative towards the products produced. According to Vanessa and Arifin (2017) brand image or brand image is an association or trust that is in the minds of consumers to be a differentiator from other brands such as labeling, letter design, or special colors. Chandio et al. (2015) states that brand loyalty is a tool for companies that determine the survival of the company in a competition.

There are various brands of mobile phone products in the smartphone industry today, some of which are familiar brands in our ears like Iphone, Samsung, Blackberry and Nokia. In addition, there are several other brands that have enlivened the competition and tried to get a position in the community including Oppo, Huawei, Vivo, and Advan which are mobile brands from Indonesia. Indonesia is one of the most attractive markets in Asia. One company that is eyeing the smartphone market in Indonesia is the Samsung brand smartphone that is much in demand by Indonesian residents.

Samsung was founded by Lee Byung Chull on March 1, 1938 in Daegu, South Korea. Currently the glory of Samsung is undoubtedly. The South Korean company developed into a business conglomerate by producing various products ranging from dishwashers to smartphones, making it one of the most powerful and well-known brands in the world of technology. In fact, Samsung's success is not inferior to other technology giants from the west namely Apple, Facebook, Microsoft, and Google, which are important technology companies today. Samsung needs a way to differentiate its smartphone products from other Android devices and prove that the cell phone can be an alternative to the iPhone as its main competitor. For this reason, Samsung is preparing a lot of bags and starting an aggressive and expensive marketing campaign. Samsung also began to be known to the world through a smartphone that is very sophisticated by using the Android OS created by Google, this company successfully defeated other companies such as Blackberry and Apple.

Sophisticated technology owned by Samsung, making people in Indonesia increasingly choose this smartphone for communication purposes. According to IDC data, Samsung has soared to become the world's largest smartphone manufacturer with product shipments reaching 79.2 million units in the first quarter of 2017 far above other competitors such as Apple, Huawei, Oppo, Vivo and others. Although market demand for Samsung smartphone products is currently experiencing an increase, but still Samsung still has competitors from various other smartphone brands. Not to mention, cellphones from China that are considered competitive with low prices but have almost the same advantages with Samsung.

Indonesia Smartphone Sales Market Share (%)	Q2 2018	Q2 2019
SAMSUNG	28%	27%
XIAOMI	19%	21%
OPPO	17%	17%
VIVO	6%	9%
REALME	-	8%
OTHERS	35%	18%
TOTAL	100%	100%

Source: counterpointresearchmarketpulseQ22019

Figure 1: Market Share of Smart Phones in 2018-2019 in Indonesia

Figure 1 shows that Samsung smartphones always have the highest market share compared to other competitors. In the first quarter of 2018 Samsung had a market share of 28% of the total market, in the second quarter of 2019 a decrease of 1%, which caused Samsung to have a market share of 27% of the total market. The developing phenomenon shows that Samsung is still able to retain consumers or customers in the midst of intense competition faced by various smartphone companies. Consumers who are loyal to the product are due to the good experience that has been felt by consumers on these products so that they are sure of getting higher until the formation of loyalty on the smartphone product.

Bali as a tourism area that continues to receive the world's attention continues to experience growth. Bali tourism has experienced very rapid development in the past decade. The growth of the tourism industry in Bali is encouraging the development of areas in Bali, especially the city of Denpasar, becoming the center of business activity and placing the city as the city with the highest density in Bali.

Likewise, Harnoto (2013) states that trust is not proven to have a positive effect on customer loyalty at Darul Istiqomah Kaliwungu Hospital, Kendal. However, brand trust has a positive effect on brand loyalty through brand trust as a mediating variable in SB research. Handayani and Ida Martini (2015).

II. CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT

The Effect Of Brand Image On Brand Trust

Bastian Research (2014) states that brand image has a significant effect on brand trust of PT. Ades Alfindo Putra Setia. This shows that the extent to which the company's brand image is able to create brand trust in customers, because when consumers are satisfied with their needs and expectations, then most of these consumers will believe in the company's products. Research by De Nischai, Prof. Chanda, and Dr. Garima (2014) states that brand image has a positive influence on the FMCG brand trust sector in Gwalior, Central India. The results of research conducted by Richard Chinomona (2016), found that brand image has a significant positive effect on brand trust in attentions in Gauteng Province. South Africa. Existing literature reveals that brand image is often reflected by perceptions about brand associations and brands owned by consumers or consumers' memories (Lee and Tan, 2003). The better the brand image, the more positive assertiveness or trust in branded products and their customers' attributes. Thus, brand image can be an important substitute for intrinsic product attribute information, which in turn fosters customer trust in the brand (Pavlou et al., 2007). Finally, the more confident the customer brand is, the more likely they will trust the brand. Based on empirical results and findings in the study, the hypotheses that can be proposed in this study are:

H₁: Brand image has a positive and significant influence on brand trust

The Effect Of Brand Image On Brand Loyalty

Alhaddad's research (2015) states that brand image has a significant positive effect on brand loyalty. Dewi's research and atmosphere (2014) states that brand image has a significant positive effect on brand loyalty of Samsung product users in Denpasar City. Saputri and Pranata's research (2014) states that simultaneously brand image has a significant and positive effect on brand loyalty variables for Samsung Galaxy smartphone users at Telkom University, Faculty of Business and Administration. Salim and Dharmayanti's research (2014) states that brand image has a significant positive effect on brand loyalty. Based on empirical results and findings in the study, the hypotheses that can be proposed in this study are:

H₂: Brand image has a positive and significant effect on brand loyalty

The Effect Of Brand Trust On Brand Loyalty

Research Sirashmukh et al. (2002) said that there is a positive influence of customer trust on customer loyalty. Kabadayi (2012) states that brand trust has a positive and significant influence on consumer brand loyalty in service settings in Koaceli. Research by Gecti and Zengin (2013) states that brand trust has a significant positive effect on consumer loyalty in sports shoes in Turkey. Research Ahmad et al., (2014) in his research explained that brand trust has a positive influence on brand loyalty among customers in Bahawalpur for Hewlett Packard products. These results illustrate that product promises to customers are fulfilled in return for trust in brand creation that is beneficial to the company in making loyal or loyal customers. Research Putra (2014) states that brand trust has a positive and significant effect on brand loyalty on Samsung Galaxy smartphones in Denpasar. Based on empirical results and research findings, the hypotheses that can be proposed in this study are:

H₃: Brand trust has a positive and significant impact on Brand loyalty

The Effect Of Brand Trust Mediates The Relationship Of Brand Image With Brand Loyalty

The results of research conducted by SB.Handayani and Ida martini (2015) revealed the results that brand trust mediates the relationship between brand image and brand loyalty among Yamaha brand automatic motorbike users in Semarang, where brand trust is proven to be able to be a mediating variable in this study. Consumer trust has an influence on loyalty in the form of a repeat intention to purchase, and to re-purchase intensity with the relationship to the brand image. Based on the results of the study and the findings of the study, the hypotheses that can be submitted in this study are:

H₄: Brand trust is able to mediate the relationship between brand image and brand loyalty

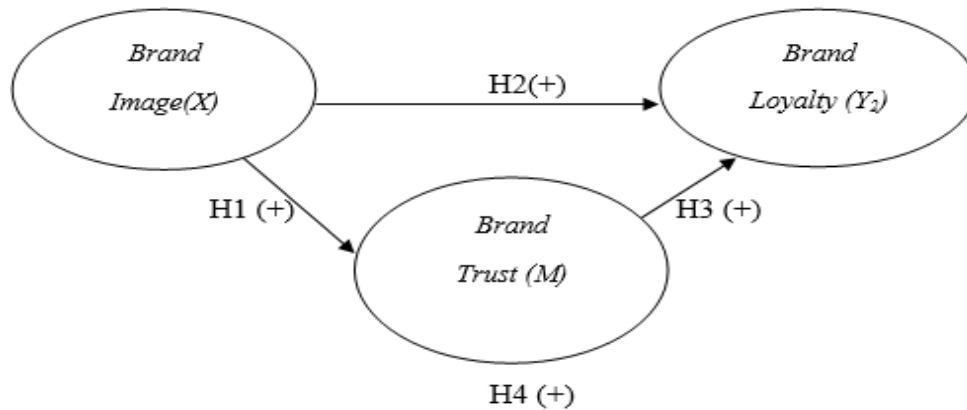


Figure 2: Conceptual Model

III. RESEARCH METHODOLOGY

The approach used in this research is a quantitative approach that is associative. The location of this research was carried out in Denpasar City. The selection of research locations in Denpasar was due to the high mobility of smartphone usage in the city compared to other regions or cities in Bali. In addition, Denpasar as the capital of Bali is one of the cities that represent the population of Bali. The population used in this study is Samsung smartphone consumers who live in Denpasar City, because most of the residents of Denpasar City carry out their communication activities represented by the use of smartphones. a sample of 100 respondents who will be studied has met the specified requirements. The sample collection method uses non probability sampling. The type of non probability sampling used is purposive sampling. Data collection method in this research is to use survey method by distributing questionnaires online, using the Google Chrome application by researchers to respondents. The analysis technique used is path analysis.

TABLE 1: INDICATOR RESEARCH VARIABLES

Variable		Indicator	Reference
Independent (X)	Brand Image	<ul style="list-style-type: none"> • <i>Experiential Benefit</i> • <i>Functional Benefit</i> • <i>Social Benefit (</i> • <i>Apperance Enchances</i> 	Salim and Dharmayanti (2014)
Mediate (M)	Brand Trust	<ul style="list-style-type: none"> • Trust in the brand • Brand gives a sense of security • Brand is honest with consumers 	Gecti and Zengin (2013)
Dependent (Y)	Brand Loyalty	<ul style="list-style-type: none"> • Repurchase • Give references to others • Showing immunity to pull from competitors / not easy affected by competitor persuasion 	Griffin (2005)

Source: Primary data processed, 2019

IV. RESEARCH FINDING AND DISCUSSION

Characteristics of respondents is the data of respondents collected to determine the profile of research respondents. This study uses sampling with a purposive sampling method so that as many as 100 respondents in this study can be described in Table 2 as follows.

TABLE 2: CHARACTERISTICS OF RESPONDENT

Characteristic	Classification	Respondent	(%)
Gender	Male	48	48
	Female	52	52
	Total	100	100
Age	18-23 years	14	14
	>23-30 years	49	49
	>30-37 years	18	18
	>37-44 years	11	11
	>44 years	8	8
	Total	100	100
Education	Senior High School	37	37
	Diploma	14	14
	Bachelor	26	26
	Postgraduate	23	23
	Total	100	100
Occupation	Student	45	45
	Civil Servant	13	13
	Private Employees	25	25
	Entrepreneur	10	10
	Others	7	7
	Total	100	100

Source: Primary data processed, 2019

Table 2 shows that the majority of consumers who have loyal brand trust on Samsung Smartphones in Denpasar City are a group of women who have graduated from high school / vocational education at a young age, ranging in age from 23 to 30 years. Respondents who belong to this age group tend to prefer an attractive appearance compared to the features available in the Smartphone, while Samsung has succeeded in making Smartphone products with an attractive appearance, so that high brand loyalty tends to be found in female consumers. Respondents who have Samsung Smartphone brand loyalty in the city of Denpasar in this study were dominated by student respondents or students. Where this group of students tends to like smartphones that have an attractive appearance and have easy-to-use android features like those found on Samsung smartphones, so there is a lot of consumer loyalty in groups of students.

TABLE 3: THE RESULT OF PATH ANALYSIS STRUCTURE 1

Variable	Unstandardized Coefficients	Std. Error	t statistic	Sig. t
(Constant)	6,066	1,128	5,377	0,000
Brand image (X)	0,351	0,069	5,073	0,000
R Square	0,208			
F Statistic	25,735			
Sig. F	0,000			

Source: Primary data processed, 2019

Based on the results of substructure 1 path analysis as presented in Table 3, the following structural equation can be made:

$$M = 0,351 X + e_1$$

The coefficient regression value of the brand image variable is positive with a significance value of the t test less than 0.05. This shows that the brand image variable has a significant positive effect on the brand trust variable. The magnitude of the effect of independent variables on the dependent variable shown by the total determination value (R Square) of 0.208 means that 20.8% of brand trust variation is influenced by variations in brand image, while the remaining 79.2% is explained by other factors not included into the model.

TABLE 4 : THE RESULT OF PATH ANALYSIS STRUCTURE 2

Variabel	Unstandardized Coefficients	Std. Error	t statistic	Sig. t
(Constant)	2,860	1,216	2,353	0,021
Brand image (X)	0,236	0,074	3,204	0,002
Brand trust (M)	0,442	0,096	4,618	0,000
R Square	0,370			
F Statistic	28,465			
Sig. F	0,000			

Source: Primary data processed, 2019

Based on the results of substructure 2 path analysis as presented in Table 4, the following structural equation can be made:

$$Y = 0,236 X + 0,442 M + e_2$$

The regression coefficient value of each independent variable is positive with a significance value of t test less than 0.050. This shows that all independent variables have a significant positive effect on the dependent variable. The magnitude of the influence of the independent variable on the dependent variable shown by the total determination value (R Square) of 0.370 means that 37% of the variation in brand loyalty is influenced by variations in brand image and brand trust, while the remaining 63% is explained by other factors not included in the in the model.

A total determination value of 0.502 means that 50.2% of the variation in consumer brand loyalty on Samsung Smart Phones in Denpasar is influenced by variations in brand image and brand trust, while the remaining 49.8% is explained by other factors not included in the model . The path coefficient can be seen simultaneously from the results of the F test. If the probability value of the F Test is greater than 0.05, it means that simultaneously there is no significant effect between the independent variables on the dependent variable. Conversely, if the F Test probability value is smaller than 0.05, simultaneously there is a significant influence between the independent variables on the dependent variable. F test results in the analysis of path 1 in Table 3 obtained a calculated F value of 25.735 with a F Test probability value of 0.000 less than 0.05. This shows that brand image simultaneously has a significant effect on brand trust variables. The results of the F test in the analysis of lane 2 in Table 4 obtained a calculated F value of 28.465 with a F Test probability value of 0,000 less than 0.05. This shows that brand image and brand trust simultaneously have a significant effect on brand loyalty variables.

TABLE 5: DIRECT EFFECTS AND INDIRECT EFFECTS AND THE TOTAL EFFECT OF RESEARCH VARIABLES

Variable Effect	Direct Effect	Indirect Effect (M) ($\beta_1 \times \beta_3$)	Total Effect
Effect of Brand Image on Brand Trust	0,351	-	0,351
Effect of Brand Image on Brand Loyalty	0,236	0,155	0,391
Effect of Brand Trust on Brand Loyalty	0,442	-	0,442

Source: Primary data processed, 2019

Table 5 shows that the direct effect of brand image on brand trust is 0.351. The direct effect of brand image variables on brand loyalty is 0.236. The direct effect of brand trust variables on brand loyalty is 0.442. This means that the brand loyalty variable is more influenced by brand trust than brand image. While the indirect effect of brand image variables on brand loyalty through consumer brand trust is 0.155. So the total effect of brand image variables on brand loyalty through

brand trust is 0.391. So it can be concluded that the greater the total effect of brand image on brand loyalty through brand trust, than the direct influence of brand image on brand loyalty without going through brand trust variables.

The sobel test is an analytical tool to test the significance of the indirect relationship between the independent variable and the dependent variable mediated by the mediator variable. The result of the sobel test is Z count of $3.33779 > 1.96$. This means that brand trust (M) is a variable that mediates brand image (X) of consumer brand loyalty (Y) on Samsung Smart Phones in Denpasar or in other words brand image has an indirect effect on brand loyalty through brand trust.

The Effect Of Brand Image On Brand Trust

Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand (Eka and Ratna, 2014). The analysis shows that the first hypothesis is accepted, namely brand image has a positive and significant influence on brand trust. These results mean that the higher the brand image that Samsung has, the more it will increase customer confidence in the Samsung brand. Conversely, the worse the brand image that Samsung has, it will affect the decline in consumer confidence in Samsung products. The results of this study support the study of Bastian (2014) which states that brand image has a significant effect on brand trust. This shows that the extent to which the company's brand image is able to create brand trust in customers, because when consumers are satisfied with their needs and expectations, then most of these consumers will believe in the company's products. In addition, the results of this study are also in accordance with the findings of Lee and Tan (2003), De Nischai, Prof. Chandra, and Dr. Garima (2014) and Richard Chinomona (2016) who found that brand image had a significant positive effect on brand trust. The better the brand image, the more positive assertiveness or trust in branded products and their customers' attributes. Thus, brand image can be an important substitute for intrinsic product attribute information, which in turn fosters customer trust in the brand (Pavlou et al., 2007). Finally, the more confident the customer brand is, the more likely they will trust the brand.

The Effect Of Brand Image On Brand Loyalty

Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. A positive brand image can increase the likelihood of consumer choice for a particular brand. Brand image association can be a platform for consumers to make decisions to be loyal to the brand, therefore a company must build a brand image to make consumers loyal to the company's brand (Eka and Ratna, 2014). Based on the results of testing on the hypothesis, found a positive influence between brand image variables on brand loyalty which means H2 is received, meaning that the better the Samsung Smartphone brand image, it will be able to increase customer loyalty to Samsung products. The results of this study are supported by research conducted by Alhaddad (2015) which found that brand image has a positive and significant effect on brand loyalty. The results of this study mean that increasing the company's brand image will be able to increase brand loyalty, and vice versa, decreasing the company's brand image will reduce brand loyalty. Similar research conducted by Dewi and Ambience (2014) states that brand image has a significant positive effect on brand loyalty of Samsung product users in Denpasar. This result also supports the findings of Research Salim and Dharmayanti (2014) and Saputri and Pranata (2014) which states that brand image has a significant positive effect on brand loyalty.

The Effect Of Brand Trust On Brand Loyalty

Brand trust is one of the variables that has a close relationship with the commitment of consumer relations with the brand of a product, it is an important step to build brand loyalty (Hari Kurniawan et al., 2017). Based on the results of testing on the hypothesis, found a positive influence between brand trust variables on brand loyalty, which means H3 is accepted, meaning that the higher the trust customers have in Samsung products, it will be able to increase customer loyalty to Samsung. The results of this study are supported by research conducted by Sirashmukh et al. (2002) which says that there is a positive influence of customer trust on customer loyalty. The results of this study mean that increasing the brand trust of a product will be able to increase brand loyalty, and vice versa, decreasing brand trust of a product will reduce brand loyalty. A similar study conducted by Kabadayi (2012) also found that brand trust variables had a positive and significant effect on brand loyalty. This result also supports the research findings of Gecti and Zengin (2013), Ahmad et al. (2014) and Putra (2014) who state that brand trust has a significant positive effect on brand loyalty. The results of this study mean that if Samsung is able to increase brand trust in the form of trustworthiness, commitment, existence and can provide security to customers, it will be able to increase customer loyalty to the Samsung Galaxy Smartphone brand in Denpasar City.

The Effect Of Brand Trust Mediates The Relationship Between Brand Image And Brand Loyalty

The sobel test results in this study obtained the Z value of $3.33779 > 1.96$. This means that brand trust (M) is a variable that mediates brand image (X) of consumer brand loyalty (Y) on Samsung SmartPhone in Denpasar or in other words brand image has an indirect effect on brand loyalty through brand trust. These results mean that if Samsung already has a good brand image in the minds of consumers, then consumers or customers of Samsung have high brand trust in Samsung, then this will further increase customer loyalty to Samsung products. The results of this study support the findings of SB.Handayani and Ida martini's research (2015) which suggests that the results of brand trust mediate the relationship between brand image and brand loyalty among Yamaha brand automatic motorbike users in Semarang, where brand trust is proven to be able to be a mediating variable in this study . Consumer trust has an influence on loyalty in the form of the intention to re-purchase, and to re-purchase intensity with the relationship to the brand image.

Research Limitations

Based on research that has been done, there are several limitations in this study, namely:

- 1) The scope of the research is limited to consumers who have made repeated purchases (at least 2 purchases) of Samsung smartphones in Denpasar, so this research cannot be generalized to consumers in other districts or provinces.
- 2) Factors that influence brand loyalty in this study are brand image and brand trust, while there are many other factors that affect brand loyalty such as price, product quality, service quality, country of origin, promotion and other factors.

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis and discussion in the previous chapter, it can be concluded as follows:

- 1) Brand image has a positive effect on brand trust. These results mean that the higher the brand image that Samsung has, the more it will increase customer confidence in the Samsung brand.
- 2) Brand image has a positive effect on brand loyalty, meaning that the better the Samsung brand image, it will be able to increase customer loyalty in the Samsung brand ...
- 3) Brand trust has a positive effect on brand loyalty. This means that the higher the trust that customers have in Samsung products, the higher the customer loyalty towards Samsung will be.
- 4) Brand trust mediates the relationship between brand image and brand loyalty on Samsung Smartphone products. This shows that if Samsung already has a good brand image in the minds of consumers, then consumers or customers of Samsung have high brand trust in Samsung, then this will further increase customer loyalty to Samsung products.

Suggestions that can be given based on the results of the study are as follows:

- 1) Based on the results of this study, it is recommended for Samsung smartphone companies to further enhance the social class of users in the eyes of the community, by conducting promotions using celebrity endorse who have high social class
- 2) Based on the results of this study, it is recommended for Samsung Smartphone to be able to improve the security features of Samsung products, as well as to evaluate products before the goods are distributed to the public
- 3) Based on the results of this study, it is recommended for Samsung Smartphones to create a reward program for customers who are willing to recommend making purchases of Samsung Smartphones. Through the rewards given, it will indirectly attract the attention of customers to always be loyal to Samsung so that they will always try to recommend to others
- 4) For further researchers it is recommended to expand the research area to Samsung customers throughout Bali, so that research results can be generalized more broadly. In addition, further researchers are advised to conduct research on other variables, such as price, product quality, service quality, country of origin, promotion and other factors.

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