

UDC 332

THE ROLE OF BRAND TRUST MEDIATES THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASE DECISION: A STUDY ON IPHONE CONSUMERS IN DENPASAR CITY

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ABSTRACT

The purpose of this study is to examine and explain the role of brand trust in mediating the effect of product quality and brand image on iPhone purchase decision. The theory used in this research is consumer behavior. The subjects of this research are consumers who will buy an iPhone with a research sample of 128 respondents in Denpasar City. Determination of the sample using a non-probability sampling method, namely purposive sampling. The data were analyzed using the SEM-PLS technique. The results of this study indicate that product quality has a positive and significant effect on purchase decision, brand image has a positive and significant effect on purchase decision, product quality and brand image have a positive and significant effect on brand trust, and brand trust is able to mediate product quality and brand image on decisions. purchase. The theoretical implications that can be given from the research findings are being able to become empirical evidence for future research and to be able to enrich the development of marketing management science. The practical implications that can be given from the research findings show that among the three variables that influence purchase decision, the brand trust variable has the highest correlation coefficient value where this can be a reference for companies to improve purchase decision through increasing consumer brand trust.

KEY WORDS

Product quality, brand image, brand trust, purchase decision, iPhone.

Technological developments in many respects are growing exponentially. Technological developments are very important in human life so that new innovations from simple to luxurious are created by companies. Various kinds of communication tools will make it easier for humans to interact and carry out daily activities (Cahya and Shihab, 2018). The competition gave rise to various forms of communication tools such as mobile phones, smartphones, tablets, MP3s, laptops. Smartphone is an innovation in the field of telecommunications that really helps human activities and it is undeniable that it has become a basic need for everyone in Indonesia (Pandu, 2017). The conveniences offered also make the presence of smartphones among the community a necessity (Mantala and Suasana, 2019). Apple is one of the brands that launches various products, including iPhone, iPad, Macbook, iPod, Apple Watch, Apple TV and HomePod (www.apple.com). This Cupertino California-based company is the largest mobile phone manufacturer in the world since 2007. In the same year, Apple also started developing smartphone products to compete with Android (www.accestrade.co.id).

In terms of features, the iPhone is the first smartphone to feature multi-touch. Multitouch is a touch screen input method that allows two or more fingers to be used on the screen at the same time. Such a design is expected by many people to make purchase decision on iPhone brand smartphone products. Consumers can also easily install software by downloading the software they want through the Apple store (Saputra et al., 2017). The choice of the iPhone is because the iPhone has an advantage over its competitors. iPhone uses a processor with high speed using the iOS operating system made by Apple. The advantage of this operating system is an antivirus that provides benefits for iPhone users. This operating system has an Apple Store application that makes it easy for iPhone users to download and install various applications, both paid and free. This product was first

introduced by the late Steve Jobs, one of the founders of Apple Inc., at the Macworld Conference and Expo stage in 2007.

iPhone sales from 2017 to 2020 has decreased. In 2017 it was 15.0 percent, in 2018 it was 13.5 percent, in 2019 it was 9.6 percent and in 2020 it was 9.1 percent. The decline was due to slowing consumer demand due to the relatively expensive iPhone price. Many consumers switch to buying lower-middle class phones such as Android, the Covid-19 pandemic is also one of the causes of the decline in iPhone sales. Consumers who believe in the brand image and good product quality that have been felt by consumers on the product so they are confident and believe in using iPhone products. In the end, trust in the Apple brand is getting higher until a purchase decision is formed on the smartphone product. Although Apple has a relatively expensive price, it is still able to influence a person's or consumer's purchase decision. Purchasing decision is a process of making a purchase decision which includes determining what to buy or not to buy and the decision is obtained from previous activities. If consumers have no experience with a product, they tend to trust the preferred or well-known brand (Assauri, 2010). Many factors can influence purchase decision, such as product quality, brand image and brand trust.

LITERATURE REVIEW AND HYPOTHESES

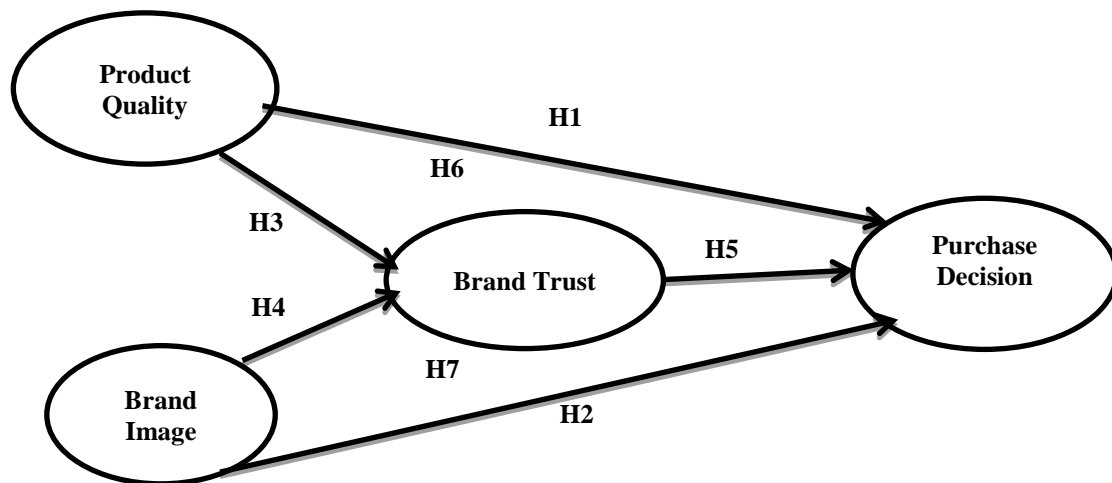


Figure 1 – Conceptual Framework

The Effect of Product Quality on Purchase Decisions

According to Fatmawati and Triyastity (2017) product quality is one of the tools used by marketers to determine the positioning of their products in the market. Each company must choose the level of product quality it produces so that it will help or support efforts to improve or maintain the positioning of the product in its target market. As research conducted Umboh et al. (2015) the results obtained that product quality has a significant effect on purchase decision.

H1: Product quality has a positive and significant effect on purchase decision.

The Effect of Brand Image on Purchase Decisions

According to Arzlan and Arman (2015) brand image is a picture or impression about a brand that appears in the minds of consumers. Brand image recommendations owned by consumers will help consumers in making purchase decision. Brand image is the perception and belief in a set of associations of a brand that occurs in the minds of consumers (Sari and Manurung, 2020).

H2: Brand image has a positive and significant effect on purchase decision.

The Effect of Product Quality on Brand Trust

Consumer trust will arise when they feel that the quality of the product and the brand image is good. The higher the level of consumer confidence in the brand, it will have an impact on purchase decision. Product quality has a positive and significant effect on brand trust (Konuk, 2018). The quality of food products and services has a significant effect on restaurant brand trust (Ismi et al., 2019).

H3: Product quality has a positive and significant effect on purchase decision.

The Effect of Brand Image on Brand Trust

A strong brand image can develop a company image by carrying a company name, these brands help advertise the quality and size of the company. Brand image has a positive and significant effect on brand trust. This means that the better the brand image of the product, the consumer's sense of trust in the brand is increasing (Hapsoro and Hapidh, 2018).

H4: Brand image has a significant positive effect on brand trust.

The Effect of Brand Trust on Purchase Decisions

Trust is the most important element in marketing because trust is an important basis for consumers to buy (Giantari et al., 2013). Afzal et al. (2014) stated that trust in the brand is defined as the customer's desire to rely on a brand with the risks faced because expectations of the brand will lead to positive things. Brand trust has a positive and significant effect on purchase decision on Xiaomi smartphones for STIE Widya Gama Lumajang students (Karina and Seminarai, 2015). This means that when consumers feel confident that the selected brand has met their expectations and criteria that they feel are suitable for themselves, then consumers will not hesitate to buy the product.

H5: Brand trust has a significant positive effect on purchase decision.

The Effect of Brand Trust Mediates Product Quality on Purchase decision

The better the product brand image, the consumer's sense of trust in the brand is increasing, this is supported by research that brand image has a positive and significant effect on brand trust. Brand trust successfully mediates the effect of product quality on purchase decision, the higher the product quality, the faster consumers decide to buy if previously consumers felt trust in the McDonald's brand (Lailiyah 2020). Trust mediates the effect of product quality on purchase decision.

H6: Brand Trust mediates the effect of Product Quality on purchase decision.

The Effect of Brand Trust Mediating Brand Image on Purchase Decisions

Brands that can encourage consumers to believe in the brand image which will later make consumers believe and make purchases, the greater consumer confidence in the brand, the consumers prefer to buy the product. This is supported by research that brand trust has a positive and significant effect on purchase decision. Brand image has a positive and significant effect on purchase decision through brand trust (Hapsoro and Hapidh, 2018). That is, brand trust is able to mediate between product quality and purchase decisions.

H7: Brand trust mediates the effect of brand image on purchase decision

METHODS OF RESEARCH

This research uses quantitative data which is analyzed associatively. The sampling technique in this research is purposive sampling, the data collection technique is in the form of distributing questionnaires to people who will buy iPhones in Denpasar City. The research was conducted in Denpasar City because Denpasar City is the capital city of Bali Province and the city with the largest population among other cities in Bali. In addition, economic growth in Denpasar City is quite high and is supported by high purchasing power. The population in this study is all people who will buy an iPhone in Denpasar City whose number cannot be determined with certainty (unlimited). This study uses 16 indicators so that the

sample required is 128 (16x8). This study uses 128 respondents consisting of 16 indicators multiplied by 8 which means that they have met the criteria. The data analysis method used was descriptive statistical analysis and inferential statistical analysis which were analyzed with Smart-PLS software.

RESULTS AND DISCUSSION

The results of the characteristics of the respondents in this study were male dominant users compared to women, namely 65 people or 50.8 percent. This means that there are more men who will buy the iPhone because most men consider what they will get when they consume the product, especially male gamers. The number who will buy the age of 22-26 years is the largest among the others, namely 72 people or 56.2 percent. This means that people who will buy an iPhone are mostly aged 22-26 years with this age range mostly preferring to find information about prices, product quality, detailed specifications of smartphones and likes to follow trends. In this study, respondents viewed from their work, the dominant student/student respondents were 58 people or 45.3 percent. This shows that today's students really need sophisticated smartphones and are not slow in the learning process during the Covid-19 pandemic as it is now.

Table 1 – Path Coefficient Value (Mean, STDEV, T-Value)

	Path coefficient	P value	Conclusion
Product Quality → Purchase Decision	0,292	0,000	Significant
Product Quality → Brand Trust	0,249	0,018	Significant
Brand Image → Purchase Decision	0,290	0,000	Significant
Purchase Decision → Brand Trust	0,560	0,000	Significant
Brand Trust → Purchase Decision	0,320	0,000	Significant

Source: primary data processed, 2021.

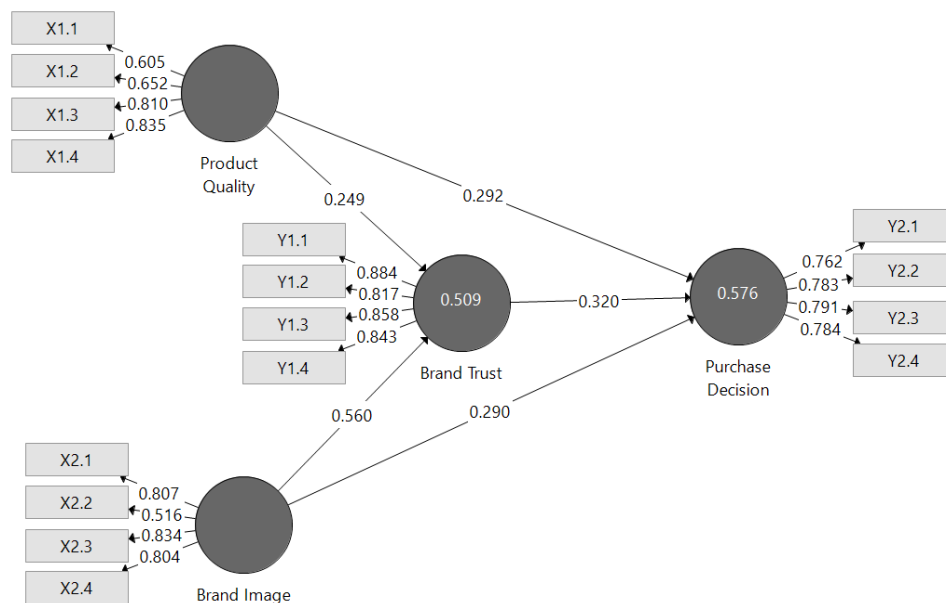


Figure 2 – Structural Model

Table 2 – Indirect Effect Test Results

Mediation Variable	Effect				Conclusion
	(A)	(B)	(C)	(D)	
Brand Image → Brand Trust → Purchase Decision	0,180	0,290	0,560	0,320	Partial Mediation
Product Quality → Brand Trust → Purchase Decision	0,080	0,292	0,249	0,320	Partial Mediation

Source: primary data processed, 2021.

Note to Table 2:

- (A) : indirect effect of exogenous variables (X1 or X2) on endogenous variables (Y1);
 (B): direct effect of exogenous variables (X1 or X2) on exogenous variables (Y2);
 (C): direct effect of exogenous variables (X1 or X2) on exogenous variables (Y1);
 (D): direct effect of endogenous variable (Y1) on endogenous variable (Y2).

Table 3 – Direct Effects, Indirect Effects, Total Variable Effects, and VAF Calculations

Variable	Direct Effect Coefficient Correlation	t - Statistics
Product Quality (X ₁) → Purchase Decision (Y ₂)	0,292	4,976
Product Quality (X ₁) → Brand Trust (Y ₂)	0,249	2,095
Brand Image (X ₂) → Purchase Decision (Y ₂)	0,290	5,687
Brand Image (X ₂) → Brand Trust (Y ₁)	0,560	5,372
Brand Trust (Y ₁) → Purchase Decision (Y ₂)	0,320	3,408
Variable	Indirect Effect Coefficient Correlation	t - Statistics
Brand Image → Brand Trust → Purchase Decision	0,180	2,823
Product Quality → Brand Trust → Purchase Decision Variable	0,080	1,691
Product Quality (X ₁) → Purchase Decision (Y ₂)	Total Effect Coefficient Correlation 0,292	t - Statistics 4,976
Product Quality (X ₁) → Brand Trust (Y ₂)	0,249	2,095
Brand Image (X ₂) → Purchase Decision (Y ₂)	0,290	5,687
Brand Image (X ₂) → Brand Trust (Y ₁)	0,560	5,372
Brand Trust (Y ₁) → Purchase Decision (Y ₂)	0,320	3,408
VAF → Indirect Effect / Total Effect (0,180/0,292)	0,616	
VAF → Indirect Effect / Total Effect (0,080/0,249)	0,321	

Source: primary data processed, 2021.

The criteria in assessing the mediating effect can be based on the VAF value. If the value of VAF > 80% then the mediation variable is full mediation, if 20% VAF 80% then the mediation variable is partial mediation and if < 20% then the mediation variable is not a mediator. The results of the indirect effect test can be presented in Table 3. The mediating role of the brand trust variable is shown in Table 3. Initially the coefficient value of the direct influence of product quality on purchase decision is 0.292. The addition of the brand trust variable as a mediating variable has a different effect on the total effect of product quality on purchase decision. Table 3 shows that the VAF value is 0.616. The mediation value of 61.6 percent is below 80 percent. This means that the variable is classified as a partial mediation variable. In conclusion, the results in this study indicate that brand trust partially mediates the effect of product quality on purchase decision.

The mediating role of the brand trust variable is shown in Table 3. Initially the coefficient value of the direct influence of brand image on purchase decision is 0.290. The addition of the brand trust variable as a mediating variable has a different effect on the total influence of brand image with purchase decision. Table 3 shows that the VAF value is 0.321. The mediation value of 32.1 percent is in the range of 20 percent to 80 percent. This means that the variable is classified as a partial mediation variable. In conclusion, the results in this study indicate that brand trust can partially mediate the effect of brand image on purchase decision.

The effect of product quality on purchase decision

The results of the analysis show that product quality has a positive and significant effect on purchase decision. The results of this study explain that the better the quality of the product owned by the iPhone, the higher someone will make a purchase decision. The results of this study are in accordance with research conducted by Ismi et al. (2019) in this study the respondents pointed to Oppo smartphone consumers in Denpasar City with the results of the study that the influence of product quality on purchase decision showed that product quality had a significant positive effect on purchase decision. This shows that the better the quality of the products provided by the Oppo smartphone, it will increase the purchase decision of the Oppo smartphone. These results are also in accordance with research conducted by Hapsoro and Hapidh (2018) , Mantauv (2014) , Karlina and Semiranai (2015), Utama (2014), Umboh et al. (2015) in his research stated that product quality had a positive and significant effect on purchase decision.

The effect of product quality on brand trust

The results of the analysis show that product quality has a positive and significant effect on brand trust. This means that companies that have good product quality will be able to make consumers believe in the iPhone. The results of this study are in accordance with research conducted by Puspita and Yunus (2019), there is a significant influence between product quality on brand trust of Samsung users in the city of Banda Aceh. These results are also in accordance with research conducted by Kurniawan (2017), Hana et al. (2015), Citra and Santoso (2016), Hapsoro and Hapid (2018), Lailiyah (2020) show that product quality has a positive and significant effect on brand trust.

The effect of brand image on purchase decision

The results of the analysis show that brand image has a positive and significant effect on purchase decision. The results of this study explain that the higher the brand image created by the company, the level of decision making to buy also increases. The results of this study are in accordance with the research conducted by Sari and Kurnia, (2013) this research was conducted at the Faculty of Economics, Asahan University who will buy Samsung mobile products. The results of the research are that the brand image variable affects purchase decision, this is because the presence of a brand image can make it easier for consumers to know which cellphone to buy and help consumers make sure they make purchase decision These results are also in accordance with research conducted by Fatmawati and Triastity (2017), Mantauv (2014), Umboh et al. (2015) brand image has a positive and significant effect on purchase decision.

The effect of brand image on brand trust

The results of the analysis show that brand image has a positive and significant effect on brand trust. This explains that the brand image perceived by consumers affects the emergence of trust. The results of this study are in accordance with research conducted by Rodiques and Rahanatha, (2018) where research conducted on 100 respondents in Denpasar City shows that brand image positively and significantly influences brand trust in Iphone consumers in Denpasar City. This means that the better the brand image formed by a brand to consumers, the higher the brand trust felt by consumers towards the brand. These results are also in accordance with research conducted by Maliyah (2015), Chinomona (2016), Fatmawati and Triastity (2017), Fatlahah (2013), Citra and Santoso (2016) brand image has a positive and significant effect on brand trust.

The effect of brand trust on purchase decision

The results of the analysis show that brand trust has a positive and significant effect on purchase decision. Consumers who have confidence in certain brands are more confident in deciding to buy, these internal factors have a very large influence on purchase decision. The results of this study are in accordance with the research conducted by Karlina and Semiranai (2015), brand trust has a positive and significant effect on purchase decision for Xiaomi

smartphones at STIE Widya Gama Lumajang students. This means that when consumers feel confident that the chosen brand has met their expectations and criteria that they feel are suitable for themselves, then consumers will not hesitate to buy the product. If a brand that has been chosen is also believed to not disappoint consumers, the higher the level of consumer purchases will be. These results are also in accordance with research conducted by Sholihah and Oktini (2019), Bukhari (2018), Lailiyah (2020) that brand trust has a positive and significant effect on purchase decision.

The effect of brand trust mediates product quality on purchase decision

The results of the analysis show that brand trust is able to mediate the effect of product quality on purchase decision. Brand trust in this study is a partial mediation. When consumers trust the quality of iPhone products, it has an impact on purchase decision. The results of this study are in accordance with research conducted by Lailiyah (2020) Brand trust successfully mediates the effect of product quality on purchase decision, the higher the product quality, the faster consumers decide to buy if previously consumers felt confident in the brand. Trust mediates the effect of product quality on purchase decision. These results are also in accordance with research conducted by Hapsoro and Hapid (2018), Konuk (2018), Prasetya (2014), Fatmawati and Triastity (2017) trust mediates the effect of product quality on purchase decision which states that trust mediates influence product quality on decisions purchases have a positive effect.

The effect of brand trust mediating brand image on purchase decisions

The results of the analysis show that brand image determines consumer perceptions of a product in making purchase decision. Brand trust in this study is a partial mediation. It can be interpreted that the better the brand image of a product, the stronger consumer confidence in the product and encourage the desire to make purchase decision. The results of this study are in accordance with research conducted by Aeni and Ekshan (2021) that brand image has a positive and significant effect on purchase decision mediated by brand trust. This means that convenience and consumer complaints are the main keys to measuring trust in brands, therefore business people must maintain good product quality to maintain brand image and brand trust in order to maintain continuity in purchase decision. These results are also in accordance with research conducted by Fatmawati and Triastity (2017), Hapsoro and Hapid (2018), Lailiyah (2020), Permana dan Ilham (2018), Prasetya (2014) said that there is a positive and significant influence of brand image on purchase decision. through brand trust.

The theoretical implication of this research have shown that product quality has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, product quality and image have a positive and significant effect on brand trust. Brand trust is able to mediate the effect of product quality on purchasing decisions and brand trust is able to mediate the effect of brand image on purchasing decisions. Based on these findings, the results of this study are expected to be empirical evidence for future research and be able to enrich the development of marketing management science related to consumer behavior, product quality, brand image, brand trust and purchasing decisions. This research is also expected to be a reference for further research. Practical Implications: Based on respondents' perceptions of the product quality variable, the indicator with the highest outer loading is product durability, meaning that it is important for companies to always pay attention to the quality of iPhone battery life so that purchasing decisions are higher. The indicator brand image variable that has the highest value for outer loading is the ease with which the brand is spoken where, the company must be able to maintain maximum impression and service so as to maintain a good image in the eyes of consumers. Regarding brand trust, the highest indicator is the brand gives a sense of meaning, the iPhone has a fairly accurate security system such as a good antivirus so that consumers who will use it feel safe. Companies must always improve the security of the iPhone so that consumer confidence is maintained. Research limitations. This research has been carried out to the maximum, but still has the following limitations: The research was

conducted in Denpasar City so it cannot be generalized to other wider areas. Data collection is done based on cross section. In a certain period of time while the environment changes so this research is important to do in the future.

CONCLUSION AND SUGGESTIONS

Based on data analysis and discussion in previous chapters, the conclusions of this study are as follows, first the product quality has a positive and significant effect on purchase decision. This means that the better the quality of the product owned by the iPhone, the higher the confidence of people to make an iPhone purchase decision in Denpasar City. Second, brand image has a positive and significant effect on iPhone purchase decision. This means that the better the brand image of the iPhone, the higher the confidence of people to buy an iPhone in Denpasar City. Third, product quality has a positive and significant effect on brand trust. This means that when the iPhone has a good product quality, consumers will become more confident in the iPhone. Fourth, brand image has a positive and significant effect on brand trust. This means that the brand image perceived by consumers affects the emergence of consumer confidence so that consumers believe that the image of the iPhone is very good. Fifth, brand trust has a positive and significant effect on purchase decision. This means that the higher the trust of the iPhone, the higher the confidence of people to make an iPhone purchase decision in Denpasar City. Sixth, brand trust is able to mediate the effect of product quality on purchase decision. Brand trust in this study is a partial mediation. When consumers trust the quality of iPhone products, it will have an impact on iPhone purchase decision in Denpasar City and the last brand trust is able to mediate the influence of brand image on purchase decision. Brand trust in this study is a partial mediation. When consumers trust the brand image on the iPhone. This can encourage consumers' desire to make iPhone purchase decision in Denpasar City.

Based on the analysis and conclusions, the authors give some suggestions for product quality, product quality indicators that get the lowest results, namely product features compared to others. This shows that some respondents feel that the iPhone has features that are worse than other smartphones. Because the features are rated at the lowest, the company must further improve features such as the unavailability of external memory on the iPhone. So advice for companies to pay more attention to iPhone features. Brand image, the indicator that gets the lowest value, namely the price of the brand, shows that some respondents consider the price of the iPhone to be relatively expensive, so for the company to be able to provide new variant innovations such as higher or lower ram variations, so there is a difference in the price of the iPhone. brand trust, an indicator of brand trust that is believing in the brand can meet my expectations to get the lowest results compared to others. This shows that some respondents lack confidence so that it needs to be emphasized to the company to be able to increase brand trust in order to meet consumer expectations.

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