

**ANALYSIS OF INFLUENCE BRAND TRUST AND BRAND
IMAGE TOWARDS PURCHASE DECISION THE PRIVATE
LABEL PRODUCT AND THEIR IMPACT ON BRAND
LOYALTY**

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ABSTRACT

In the late 1950's a situation had been changed which is the chain of distribution. Despite of the retailer has strengthen it positions to become more powerful than ever before. Brand of the distribution channel has tried to struggle gaining the market. Whole income from the asset of the private label Hypermart has gaining 4 % (percent) of income, this number will show a continuous growth as long as the retailer have showed the market trusts. the linkage from this condition will assume that the customer trusts will shown the positive image of its brand retail and there will be such a great opportunity to gain a private label brand and of course, the increase of the customer loyalty.

The methodology research is the descriptif asosiatif with the test of the assumption of PATH Analysis and Discriminant analysis. A sample design by using the probability sampling of cluster sampling has grouping the customer to member and non-member groups, instead of all the 250 customers.

Result of this research has shown that brand trust along with the brand image are effecting with the purchase decisions the private label product and brand loyalty, therefore test with partially usage has conclude that a brand trust effect the customer purchase decision. Brand image does not mean in effecting purchase decision so its very weak to made an to be labeled as mediator variable, instead of

the factor purchasing decision of a private label product could not become moderator variable for the brand and its variations.

Keywords: Brand trust, Brand image, Purchase decision, Brand loyalty

INTRODUCTION

In the 1950's, market structure in distribution channel had been changed, the power itself has moved from fabric onto the retailer (seller). But the ruling was not wholesalers, but retailers. Distributor brands are still very little suitable for famous brand manufacturers before the 1980s, after which the distributor brand really became a cheaper alternative than the manufacturer brand. Brand distributors continue to try to win the market, even these days the market share averaged 29% from sales of goods of daily needs in America, 37% in the UK, 19% in France, and 18% in the Netherlands. The success of these brand distributors to retailers to influence consumers at the place of purchase with a variety of ways.

Brand distributors experiencing rapid growth phase both in the 20th century, when retailers began to apply the marketing techniques for new ways to ensure brand product distributor exactly 'real'. "The brand packaging distributors not only become more modern, but raised the price of some products to intentionally influence consumer perceptions of quality. Since the 1990s more and more threatening distributors brand famous brand manufacturers. In Indonesia, together with a wider presence of giant retailers such as Makro, Hypermart, Giant, Carefour, Hero, etc.. the more popular is the private label products. In addition, promotion and marketing is now being handled and better packaging. "Hypermart" owned retailer PT Matahari Putra Prima Tbk. Indonesia is also offering private label products that reach the 4% turnover from the sale of Hypermart. This is evidence that brand trust created among the people Hypermart.

PROBLEM STATEMENTS

Observations indicate that not all customers have Hypermart membership card upon purchase of private label products so that important research linkages between brand trust, brand image, the decision to purchase private label products with brand loyalty based on customer characteristics of non-members and

members. This is not only useful for measuring the decision to purchase private label products as a mediating variable bridge brand trust and brand image in the creation of brand loyalty is to explore the differences and non-members to members in the decision to purchase private label products Hypermart.

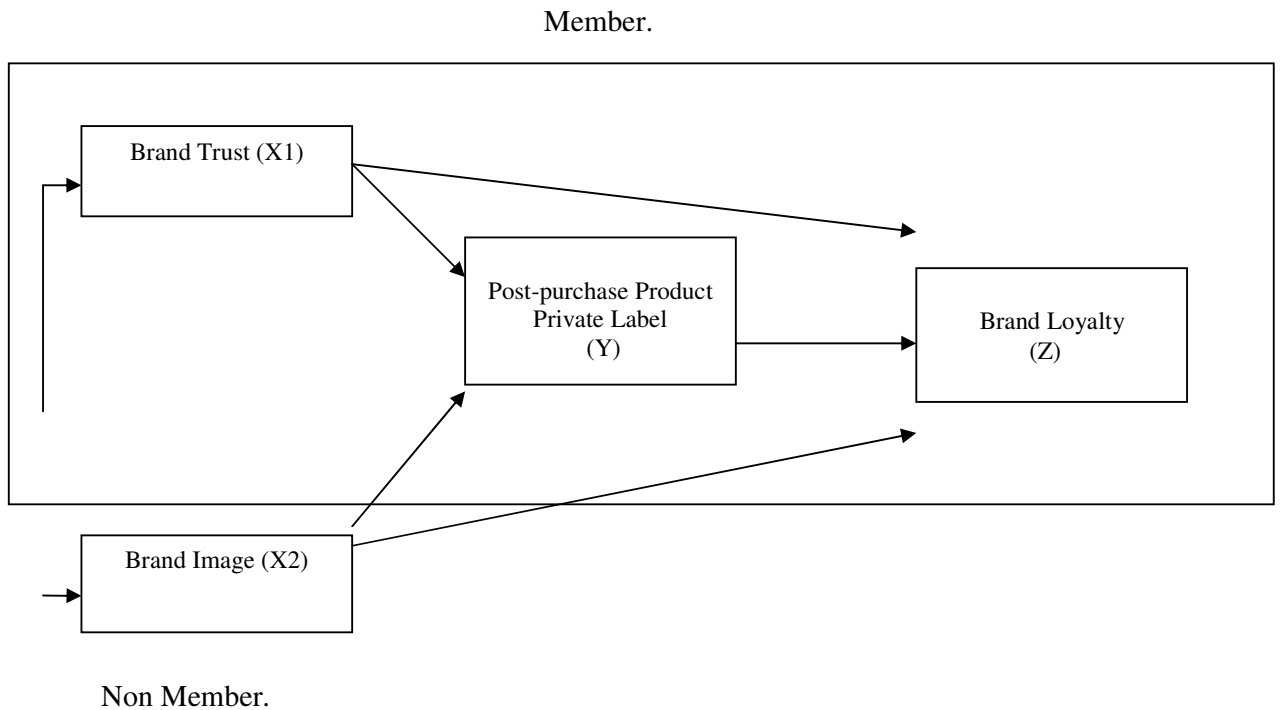
LITERATURE REVIEW

Brand Trust and Brand Image influences towards Purchase Decision The Private label Product and their impact on Brand Loyalty (Rangkuti, 2002) brand is a promise the seller provides the features, benefits, and certain services to the buyer. (Kartajaya, 2004) Brand is the value offered to customers and / or assets yag create value for customers by strengthening loyalty. The Social Exchange Theory, states that the seller the buyer's expectations future behavior is determined by the seller's past behavior evaluation, in conjunction with cues about the intent, capability, and the values of the seller. Positive expectations that the foundation of trust in exchange relationships (Rousseau, et al., 1998). (Assael, 1998), brand trust consisting of cognitive behavioral components. (Delgado, 2003), Brand Trust is a sense of security from the consumer to interact with the brand, the brand consists of the dimensions of intention and brand reliability. Believe me, together with satisfaction and perceived value, has been found to affect customer loyalty (Santos & Fernandes, 2008; Tezinde et al (Simamora, 2002) Brand Image is the interpretation of the accumulated information received by consumers. (Kotler and Keller, 2006) Brand Image is the perception and consumer confidence in the minds of consumers. (Durianto, 2004; Aaker) There are five main drivers form the perceived value terait closely with customer satisfaction, quality dimensions, product, price, service quality, emotional, easily. More and more associations are interconnected, the stronger the brand image is owned by the brand. (Durianto, Sugiarto, Sitingjak, 2004). (Engel, Blackwell and Miniard, 2000; Hurriyati, 2005) there are three factors that underlie variations in consumer behavior in the decision-making process to buy or use products and services. As these factors are environmental influences, individual characteristics, psychological processes. (Kotler, Armstrong) Purchase Decision Process based on model of consumer behavior.

Private label is a brand or product specific brand provided by the company to offer to consumers in addition to other company brands. (Kotler and Keller, 2006) A trend of marketing decisions and the main concern for retailers private label. Durianto (2002: p2) brand becomes very important because it allows the brand purchase decision-making process. A product with a positive brand image and consumer trust to meet the needs and desires, it will grow naturally consumer purchasing decisions for goods and services offered. Conversely, if a negative brand image in the eyes of consumers, consumer purchase decision this product would be low. Mustopa and Ramadhani (2008: p32). (Aaker, 1991: p39; Rangkuti, 2004: p61) Brand Loyalty is a measure of attachment to the customer a brand. (Keegan, et al: 1995: p6; Tjiptono 2005: p387) Brand loyalty is the customer's tendency to consistently have a positive attitude toward a particular brand and to buy it again and again from time to time. Mowen (2002, p109) that loyalty can be based on actual purchase behavior associated with the proportion of purchases. Durianto (2001, p132) Measuring brand loyalty, among others: Behavior sizes, Switching costs, Measuring satisfaction, like Measure brand, commitment.

CONCEPTUAL MODEL AND HYPOTHESIS DEVELOPMENT

This section reflects on key dimensions identified in the literature and depicts the dimensions in a path model. This study considers the use of path model because it allows us to understand how variances and covariances can be explained. In our model (see Fig. 1), Variabelss of Brand trust, Brand Image, towards Post Purchase Product private lable and their impact on Brand Loyalty has been determined based on Lau dan Lee (1999)model.



Non member

Figure 1: Path model on Brand trust, Brand Image, towards Post Purchase Product private label and their impact on Brand Loyalty.

Based on the path model, two structural equalities have been developed:

$$Y = \rho_{YX1}X1 + \rho_{YX2}X2 + \rho_{YX3}X3 + \varepsilon_1 \text{ (as sub-structure 1)}$$

$$Z = \rho_{ZX1}X1 + \rho_{ZX2}X2 + \rho_{ZX3}X3 + \rho_{ZY}Y + \varepsilon_2 \text{ (as sub-structure 2)}$$

In addition, three hypotheses have been formulated:

Hypothesis 1: Brand Trust, Brand Image have significant effects towards Purchase Product Private Label.

Hypothesis 2: Brand Trust, Brand Image, Purchase Product Private Label have significant effects towards Brand Loyalty

Discriminant analysis used explain hypothesis 3

Hypothesis 3: Any Discriminand factor on consumer behaviour of member and non member Hypermart

METHODOLOGY

Sampling:

This study focuses only on the Hypermart in West Jakarta. In view of the large population of consumers patronising the Hypermart, Cochran's (1963) formula was used to yield a representative sample for proportions. This resulted in a minimum of 96 consumers in which data must be collected from. Self-reporting questionnaires were randomly disseminated to 250 consumers divided on member and non member Hypermart.

$$n \geq p \cdot q \cdot \left(\frac{Z_{\alpha}}{e} \right)^2$$

Where:

n = sample size

e= error sampling (estimation accepted)

p = Population proportion (if the proporsition or population unlimited used

p=q=0,5)

q= (1-p)

Extrapolation sample:

$$n \geq 0,5 \cdot 0,5 \cdot \left(\frac{1,96}{0,10} \right)^2$$

$$n \geq 96,04 \approx 96$$

Reliability Analysis:

Table 3 indicates the Cronbach's Alpha values for all the constructs. According to Sekaran (2003), Cronbach Alpha is a reliability coefficient that indicates how well the items are positively correlated to one another. The closer

the Cronbach alpha is to 1.0, the higher the internal consistency. The reliability test showed alpha coefficients of 0.60 and higher for the questions, which shows evidence of sufficiency in terms of internal consistency of the instrument (Hair, Anderson, Tatham, & Black, 1998).

Table 3: Reliability Analysis

Variables	Cronbach's Alpha
Brand Trust (X1)	0,895
Brand Image (X2)	0,951
Purchase Product Private Lable (Y)	0,903
Brand Loyalty (Z)	0,954

Source: Analysis of data collected.

RESULTS

Anova conducted to determine the overall impact of Brand Trust, Brand Image, for the Purchase Decision. The results of calculations using SPSS.

Table 4: Simultanous Influences of brand trust and Brand Image towards Purchase Product Private Lable

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,154	2	11,577	320,314	,000 ^a
	Residual	8,927	247	,036		
	Total	32,082	249			

a. Predictors: (Constant), Bl.avg, BT.avg

b. Dependent Variable: KP.avg

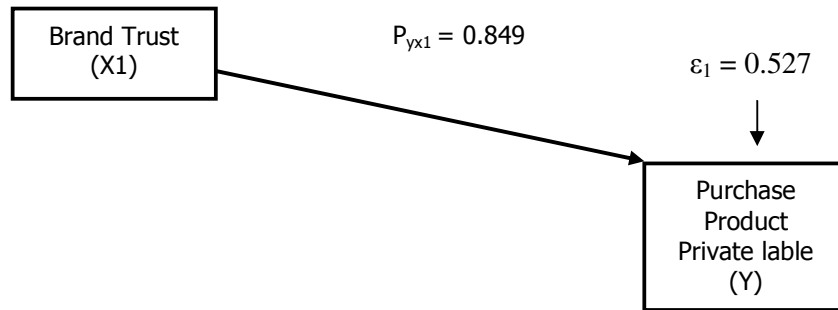
probability value (Sig) of Table 4 obtained Sig value for 0000, because the value of Sig <0.05 then the decision is Ho refused and Ha accepted. This means that there is significant influence between the Brand Trust, Brand Image, for the Purchase Decision. Coefficient analysis performed to determine the individual contribution of Brand Trust, Brand Image, for the Purchase Decision. The results of calculations using the SPSS program shown in the following table:

Tabel 5: Coefficients Model 1 dan model 2 – Sub.structure 1

Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig.
	B	Std.error	Beta		
1. (constant)	.877	.119		7.371	.000
Brand Trust (X1)					
Brand Image (X2)	.806	.053	.881	15.266	.000
	-.038	.057	-.039	-.672	.502
2. (constant)	.844	.108		7.806	.000
Brand Trust (X1)					.000
	.777	.031	.849	25.330	

Source : Data, 2009

Based on structure analysis of sub-lines 1 (X1, X2, Y) are shown in Table 1 Coefficient of 4:11 models of each value obtained from: a.) $P_{yx1} = \text{Beta} = 0881$ [$t = 15,266$ and the probability (sig) = 0000] b.) $P_{yx2} = \text{beta} = -0.39$ [$t = -0672$, and the probability (sig) = 0502] The analysis showed that there was no significant path coefficients, ie the brand image variables (x2), then the model 1 method should be improved by trimming , who published a brand image variable (x2) is considered as a result of the path coefficient was not significant from the analysis. Then again or tested else where exogenous brand image (x2) does not include Figure 1: Framework of empirical causal relationship between X1, X2, Y can be done through structural equation as follows:



Struktur: $Y = \rho_{yx1} X1 + \rho_y \epsilon_1$
 $= 0.881X1 + 0.527 \epsilon_1$

$R^2_{y.x1} = 0.721$

$\rho_y \epsilon = \sqrt{1 - R^2_{y.x1}} = \sqrt{1 - 0.721} = \sqrt{0.279} = 0.528$

The analysis is then performed using Anova table for determining the overall impact of Brand Trust, Brand Image, and Brand Purchase Decisions loyalty. The results of calculations using the SPSS program shown in the following table:

Tabel 6: Simultaneous Influences of brand trust and Brand Image, Purchase Product Private Label towards Brand Loyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,131	3	6,044	41,438	,000 ^a
	Residual	35,879	246	,146		
	Total	54,011	249			

a. Predictors: (Constant), KP.avg, BI.avg, BT.avg

b. Dependent Variable: BL.avg

Source : Data, 2009

Value sig 0000, because the value of Sig < 0.05 then the decision is H_0 refused and H_a accepted. This means that there is significant influence between the Brand Trust, Brand Image, and Purchase Decisions brand loyalty.

Tabel 7: Coefficients Model 1 dan model 2 – Sub.struktur 2

Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig.
	B	Std.error	Beta		
1. (constant)	.956	.119		3.621	.000
Brand Trust (X1)					
Brand Image (X2)	.695	.053	.585	4.700	.000
Purchase (Y)					
	-.046	.057	-.036	-.404	.686
	.035	.128	.027	.274	.785
2. (constant)	.8946	.217		4.363	.000
Brand Trust (X1)					
	.687	.062	.579	11.178	.000

Sumber : Data, 2009

Based on the results of the coefficient on the sub-structure lines 1 and 2 sub-structure, can be described as a whole that describes empirical causal relationship between the variables X1, X2, Y, Z in Fig. 2 as follows:

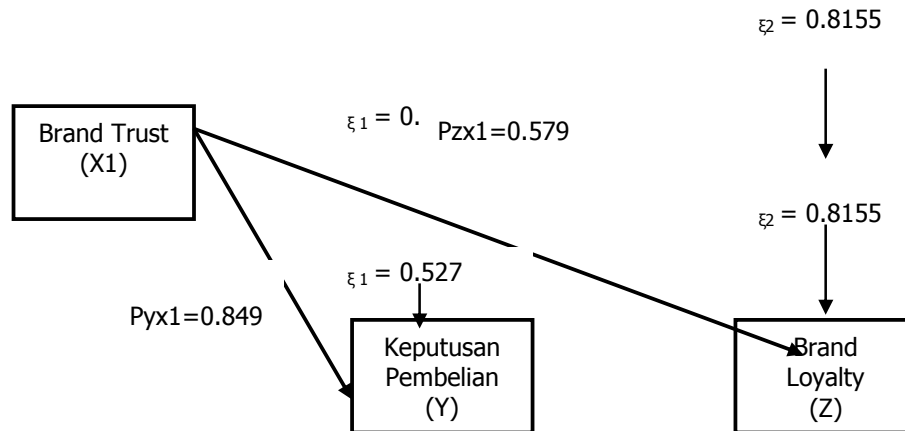


Fig 2: Causal Empiris Variabel X1 Toward Y and Z

The results of the coefficient on the sub-structure lines 1 and 2 sub-structure in the structure of the equation is:

$$Y = P_{yx1} + P_{y\xi_1} \text{ dan } R^2_{yx1} \\ = 0.849 + 0.527 \text{ dan } R^2_{yx1} = 0.721$$

$$Z = P_{zx1} + P_{z\xi_2} \text{ dan } R^2_{zx1} \\ = 0.579 + 0.8155 \text{ dan } R^2_{zx1} = 0.335$$

With the formation of fine structure of the pattern of causation between X1 and y to z then clear that the variable x1 Brand Trust as a determinant variable in the decision to purchase and also on brand loyalty. Means that programs that successfully carried out by Hypermart is to convince customers that influence purchasing decisions and brand loyalty is also influenced. Purchasing decisions private label products do not become a mediator between brand trust and brand loyalty brand image brand loyalty.

Analisis Discriminant Consumer behaviour of Member and Non Member Hypermart

Hipotesis :

Ho : $U1 = U2$: Vector the average value of the membership status of members and non-members is the same.

Ha : $U1 \neq U2$: Vector the average value of the membership status of members and non-members of different / not equal

Condition foe Trial Hypotesis will be :

- Ho received by 0:05 If the probability value of less than or equal to the value or the probability sig [$0:05 \leq \text{Sig}$], Ho Ha received and rejected, it means not significant.

Ha accepted if the probability value of 0:05 greater than or equal to the value or the probability of sig [$\text{Sig} \geq 0:05$], so that Ho refused and Ha is received, which means significant.

Tabel 8: Group Member and Non member Hypermart

Group Statistics					
keanggotaan		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
non member	BT.avg	3,4916	,41666	125	125,000
	Bl.avg	3,4992	,36031	125	125,000
	KP.avg	3,5598	,39082	125	125,000
	BL.avg	3,3195	,49448	125	125,000
member	BT.avg	3,5120	,36736	125	125,000
	Bl.avg	3,5120	,36736	125	125,000
	KP.avg	3,5730	,32541	125	125,000
	BL.avg	3,3864	,43452	125	125,000
Total	BT.avg	3,5018	,39213	250	250,000
	Bl.avg	3,5056	,36318	250	250,000
	KP.avg	3,5664	,35895	250	250,000
	BL.avg	3,3530	,46574	250	250,000

Source : Data, 2009

Tabel 9: Tests of Equality of Group Means

Tests of Equality of Group Means					
	Wilks' Lambda	F	df1	df2	Sig.
BT.avg	,999	,169	1	248	,682
Bl.avg	1,000	,077	1	248	,781
KP.avg	1,000	,085	1	248	,771
BL.avg	,995	1,290	1	248	,257

Source : Data, 2009

Seen from table 9 shows that the differences in membership status test members and non members to achieve significant results as follows: • Based on the above discriminant test can be stated that the behavior of customers and non-members do not differ in perceptions of brand trust, brand image, the decision purchase of private label products and brand loyalty. This means that require further evaluation of the success of the card member benefits offered by Hypermart, because in reality the choice becomes a member or non-members not because of brand trust, brand image, brand loyalty and purchasing decisions.

CONCLUSION

Brand Trust and Brand Image shows a significant impact on the Trust's decision to Pembelian.Brand purchases obtained by the conclusion that the Brand Trust showed a significant influence in the $0849^2 = 0.7208$ or 72.08% of the purchase decision. This shows that the Trust can make a brand purchase decision directly because it has a significant influence. Thus, in deciding to purchase private label products so that consumers feel the need to have a sense of security and trust that will be purchased brand. Thus, brand trust relationships necessary to obtain optimal purchasing decisions. From the analysis and explanation of variables to four statements in the case of Brand Trust Members Hypermart respondents found the statement that the intention of the most prominent brands than any other statement. Therefore concluded that Hypermart meet the needs of customers in the store everyday needs. While the analysis and explanation of the four variables declaration Brand Trust in the case of non-Members of the respondents found the statement Hypermart reliability of the most prominent

brands compared with that other statement . Therefore concluded that Hypermart always put the interests of consumers. Based on the above analysis Hypermart is expected to continue to maintain confidence in the brand Hypermart to convince consumers continue to buy private label products. Analysis of the influence of Brand Trust, Brand Image, and Brand Loyalty purchasing decision indicates that there is significant influence of Brand Trust, Brand Image, and Purchase Decisions brand loyalty.

Analysis of Brand Loyalty Brand Trust to obtain the result that there is a significant influence in the $0579^2 = 0.3352$ or 33.52% on Brand Loyalty. This indicates that the variable Brand Trust can create brand loyalty directly. In line with the theory that the trust mark providing a positive influence on brand loyalty (Chauduri & Holbrook, 2001; Rizal Edy Halim, 2006; Lau and Lee, 1999; Gede Riana, 2008). With this conclusion Hypermart is expected to continue to maintain confidence in the brand to continue to have brand loyalty. Next to see if there is a difference between consumer behavior and non-member member Hypermart daan mogot discriminant analysis performed. real choice to become a member or non-members not because of brand trust, brand image, brand loyalty and purchasing decisions.

This is evident from the results of significant tests. Any results obtained for the 0682 Brand Trust, Brand Image for 0781, Decree 0771 of Purchase, and brand loyalty for 0257. with Wilk's Lambda almost reached the number 1 (there is absolutely no difference). Therefore it can be concluded that the respondents hypermart members felt almost no privileges earned by a member of the Hypermart. This is necessary to review the cards to take advantage of non-members to members of the Hypermart.

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