

The Effect of Brand Image and Brand Trust on Oppo Cellphones Purchasing Decisions In Banjar City

YOGI SUGIARTO MAULANA¹, MELA MARISTA²

Business Administration Study Program, STISIP Bina Putera Banjar, Banjar City

Business Administration Study Program, STISIP Bina Putera Banjar, Banjar City

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Authors Email :

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ABSTRACT

This study aimed to determine and analyze the brand image, brand trust, and the magnitude of these variables influence on purchasing decisions in Banjar City. The research approach used is a quantitative approach with explanatory methods – sampling using simple random sampling technique, with 89 respondents. The statistical method used in this study is multiple linear regression. The analysis results show that the brand image variable is in a good category (valid and reliable). The brand trust variable is in the adequate category, and the purchase decision is in a good category. Obtained the magnitude of the simultaneous influence of brand image and brand trust on purchase decisions in Banjar City is 31.2%. The magnitude of the partial effect of brand image on purchase decisions is 22.56%, the magnitude of the partial influence of brand trust on purchase decisions is 21.62%. The simultaneous hypothesis testing results state that there is a significant effect of brand image and brand trust on purchase decisions Oppo in Banjar City.

INTRODUCTION

Technological advances are increasingly rapid, making the internet a mandatory requirement. Of course, the internet will not be able to be enjoyed if you do not have the hard tools to access it. One way to be able to access the internet is by using a smartphone. There are currently many smartphones with various brands on the market, with many brands circulating, creating competition. To face this competition, forcing companies to be oriented towards marketing activities. Activities carried out by the company must be able to provide satisfaction to consumers. So, marketing activities play an essential role in supporting company activities in increasing sales. The following is data on smartphone companies with the top total sales in Indonesia:

Table 1. Indonesia's Top Five Smartphone Companies, Quartile 2 2019

Company	2018Q4	2019Q1	2019Q2
Samsung	27.0%	31.8%	26.9%
OPPO	19.7%	23.2%	21.5%
Vivo	11.8%	14.9%	17.0%
Xiaomi	20.7%	10.8%	16.8%
Realme	1.6%	1.4%	6.1%
Other	19.2%	17.8%	11.7%
Total	100%	100%	100%

Source: IDC Quarterly Mobile Phone Tracker 2019Q2

Apart from smartphone products with the Samsung brand, one of the smartphone manufacturers currently prevalent in the Indonesian market is the Oppo smartphone. Even

though it is a new competitor in the cellular market, its market share is quite broad, even with a larger sales volume than LG, Sony, Asus, Lenovo, Nokia, and several other major cellular manufacturers (see table 1). The external and internal quality of Oppo might be likened to the Apple of the android world when compared to some lower-middle smartphones. Oppo smartphones put more emphasis on beautiful and premium materials and appearance, which make their prices soar.

In the city of Banjar, the Oppo brand smartphone is currently in demand by consumers. However, during 2020, enthusiasts for the Oppo brand tend to decline. Many factors cause consumers to choose a product as their choice, including brand trust and brand image. A brand is important in determining a purchase decision. The purchase decision is that the consumer intends to buy the most preferred brand (Kotler et al., 2009). Consumers' purchasing process begins when the buyer recognizes the needs that arise because someone watches an ad or sees someone else's new product.

Also, with more competitors, many smartphone manufacturers are slashing their products' prices to compete in line with the high demand for smartphones at affordable prices for students and college students. It has an impact on consumer attitudes towards the purchase and use of goods. Consumers are faced with several alternative decisions in buying smartphones, such as price, quality, brand, features, and so on.

Consumer decision making is a goal-directed problem-solving process (Paul & Olson, 2013). Furthermore, Peter and Olson stated that consumer decision-making is the integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. (Paul & Olson, 2013). Consumer decision making includes all the processes that consumers go through to identify problems, find solutions, evaluate alternatives, and choose among choices.

The purchasing decision-making process is strongly influenced by consumer behavior. The process is a problem-solving process to meet consumer wants or needs. Consumers usually consider the quality, price, and products well known to the public before consumers decide to buy of the various factors that influence consumers to purchase a product or service. Fahy et al. divide the factors that influence consumer behavior into three groups: (1) Personal factors are unique aspects inherent in a person, such as; demographic factors, situational factors, and level of involvement factors. (2) Psychological factors exist in a person who plays a role in determining that person's behavior as a consumer. (3) Social factors, in which every human being will be influenced by the society he lives, such as the role and influence of family, reference groups, social class, and culture (Fahy et al., 1995).

Previous research has revealed that a product or service's quality affects customer loyalty (Hermawan, 2011; Maulana, 2019; Pongoh, 2013; Putro, 2014; Sussanto & Damayanti, 2011; Suwarsito et al., 2020). However, Adnan's 2019 research included brand image, price, and advertising perceptions as independent variables and added purchasing decisions as intervening variables. The results show that product quality, brand image, price, and advertising perceptions significantly affect customer purchasing decisions and affect customer loyalty (Adnan et al., 2019).

These studies indicate that in addition to product quality, price, and advertising perceptions, a brand image also contributes to purchasing decisions. Several studies evidence that one of the factors influencing purchasing decisions and brand image (Adnan et al., 2019; Ekawaty et al., 2020; Hafiz & Ali, 2019).

The brand image on Oppo mobile phones is built on consumers' image in Banjar City, namely: the strength of a brand association, knowledge and judgment of a consumer about the extent to which consumers can remember Oppo cellphones issued to meet communication needs. This brand association's strength can be measured by the popularity and credibility of Oppo mobile phones and being comfortable to wear. The advantage of brand association is where consumers believe that the brand's benefits will meet or satisfy their needs and desires.

The brand image represents the overall perception of a brand and is formed from information and past experiences. A brand image is a series of associations, usually organized into a meaning. The brand's image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make purchases (Setiadi, 2003). A brand's relationship will be stronger if it is based on experience and a lot of information. Consumers who have a positive image of a brand are more likely to make purchases (Setiadi, 2003).

Many researchers have examined the role of brand image. The results show that brand image influences purchase intention (Benhardy et al., 2020; Herjanto et al., 2020; Huang et al., 2019; Kasornbua & Pinsame, 2019; Pai et al., 2017; Redda & Shezi, 2019; Suhud & Surianto, 2018; Tsai et al., 2020). *Brand image affects brand loyalty* (Chang, 2020; Joshi & Garg, 2020; Redda & Shezi, 2019; Song et al., 2019). Some researchers have also found that brand image influences purchasing decisions (*purchase decision*) (Adnan et al., 2019; Ekawaty et al., 2020; Hafiz & Ali, 2019).

The stronger the brand image in consumers' minds, the stronger the customers' confidence to remain loyal to the products they buy. Consumers trust products with certain brands more than unbranded products even though the benefits offered are similar. Growing trust in consumers is an important investment in building long-term relationships. Trust also involves consumers' willingness to behave in a certain way because consumers believe that their partners in making transactions will provide what is expected. Therefore, trust in a brand plays an essential role in consumer purchasing decisions. In this case, consumers believe that a brand that has a positive image is a guarantee for the product.

Trust is a crucial factor in turning buyers or consumers into first-time customers. Consumers will always buy products to meet their needs, but which products they buy and how they make decisions will closely relate to how they feel about the brands offered. According to Chaudhuri and Holbrook, brand trust is the average consumer's willingness to depend on a brand's ability to carry out all its uses or functions (Chaudhuri & Holbrook, 2001). Chaudhuri and Holbrook further said that, specifically, a trust could reduce uncertainty in an environment in which consumers feel insecure because they know they can rely on a brand that is already trusted (Chaudhuri & Holbrook, 2001).

Previous research has revealed that brand trust affects purchase intention (Benhardy et al., 2020; Herjanto et al., 2020). *Brand trust affects loyalty* (Joshi & Garg, 2020; Song et al., 2019). *Brand trust and Brand Image mediate the effect of product labeling and packaging on purchase behavior* (Fransesca et al., 2016). However, we have not found an article that examines the impact of brand image and brand trust jointly affecting purchase decisions. It is important to investigate whether the brand image and brand trust can influence purchase decisions. In the end, this study's results can be one of the efforts that done to increase competitiveness and increase sales. Therefore, this research is deemed necessary. The purpose of this study was to measure how much influence the brand image and brand trust have on the purchase decision of the Oppo smartphone in Banjar City.

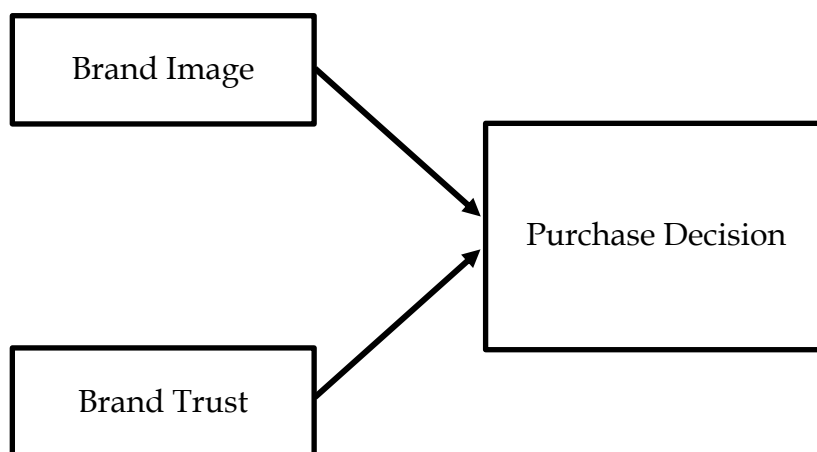
RESEARCH DESIGN

The research approach used in this research is quantitative. The type of research used is explanatory research. The data sources used by researchers in this study are primary data sources with the data obtained from observations and questionnaires. The operational research variables, which the researcher then describes in the form of research dimensions and indicators, can be seen in the table as follows:

Tabel 2. Operational Research Variables

Variable	Dimension	Indicator	Item	Scale
Variable X ₁ <i>Brand Image</i> (Sangadji & Sopiah, 2013)	1. Brand Association	a. Perceived value (product quality, price, service quality, emotional factors, and convenience)	1-5	Ordinal
		b. Brand personality (brand benefits as differentiation and customer relationships)	6-7	
		c. Association of organizations (companies that produce them)	8	
	2. Brand association support	a. Attribute	9	
		b. Benefits	10	
		c. Confidence	11	
	3. Strength of brand associations	a. Given the impression captured from the product	12	
		b. Good reputation	13	
		c. Confidence	14	
	4. The uniqueness of the brand association	a. Characteristic	15	
	1. Brand characteristics	a. Brand reputation	16	
		b. Brand knowledge	17	
		c. Brand publications	18	
Variable X ₂ <i>Brand Trust</i> (Lau & Lee, 1999)	2. Company characteristics	a. Consumer trust in the company	19	Ordinal
		b. Company reputation	20	
		c. Company motivation	21	
	3. Characteristics of the relationship between consumers and brands	d. Company integrity	22	
		a. Similarities between consumers and brands	23	
		b. Consumer preference for brands	24	
		c. Consumer experience	25	
		d. Consumer satisfaction with the brand	26	
		e. The influence of other individuals	27	
		a. The information establishes brand criteria	28	
		b. Appropriate information to consider	29	
		a. Define basic product criteria	30	
		b. Define the brand category	31	
Variable Y <i>Purchase Decision</i> (Schiffman & Kanuk, 2007)	1. Extensive problem solving	a. Experience with product categories	32	Ordinal
		b. Purchase after comparing brands	33	
	2. Limited problem solving			

Quantitative or positivistic research, which is based on the assumption that a symptom can be classified, and the symptom relationship is causal (cause and effect), the researcher can research by focusing on only a few variables. The relationship pattern between the variables studied is hereinafter referred to as the research paradigm (Sugiyono, 2014). In brief, this research paradigm can be described as follows:



Picture 1. Research Paradigm

In this study, the researchers determined that the population to be studied were 838 users of the Oppo smartphone brand who had made purchases at the Purnama Cellular Banjar Store (source: Toko Purnama Cellular Banjar). In this study, the researcher determined the sample to be taken using probability sampling. The number of samples to be used as respondents was taken by simple random sampling (homogeneous population). That is, sampling was carried out randomly without paying attention to the existing strata. This technique is used if the population is homogeneous, using the Slovin formula. The precision or error rate is 10%, so that the sample in this study is 89 samples.

Data collection techniques used by researchers are library research and field studies. Field studies are carried out directly through observation activities and questionnaires, and then respondents provide answers by choosing answers that are already available based on the Likert scale.

Because the researcher will use parametric statistical techniques, this ordinal data must be transformed into interval data through the Method of Successive Interval (MSI). The interval level value is obtained from the difference between the highest value and the lowest value, then dividing it by the number of statement criteria in the research questionnaire. Where will be used the formula proposed by Sudjana as follows:

$$NJI = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of statement criteria}}$$

Lowest score : 1 x 89 = 89
 The highest score : 5 x 89 = 445
 Statement criteria : 5
 Calculation :

$$NJI = \frac{445 - 89}{71,2}$$

Based on the interval level values above, a list of frequency distribution can be presented as follows:

Tabel 3. Frequency Distribution

Score	Rating Classification
89 - 160,1	Tidak Setuju
160,2 - 231,3	Kurang Setuju
231,4 - 302,5	Ragu - Ragu
302,6 - 373,7	Setuju
373,8 - 444,9	Sangat Setuju

To measure the percentage in the frequency distribution list, the total score of each item of the statement can be calculated using the following formula:

$$X = \frac{F}{N} \times 100\%$$

Description:

X : Total percentage of answers
 F : Number of answers or frequency
 N : Number of respondents

According to Arikunto, the assessment classification for each variable can be seen in the following table:

Tabel 4. Percentage Category

Category	Percentage
Good	76% - 100%
Enough	56% - 75%
Not good	40% - 55%
Not good	Less than 40%

Source: (Arikunto, 2019)

The study conducted data validity and reliability tests. Validity is tested by calculating the correlation between the value obtained from each statement item with the overall value obtained on the measuring instrument. The method used to test the validity is using Pearson Product Moment.

In this study, finding reliability using a reliability test was carried out using the Cronbach Alpha Formula and using the SPSS (Statistical Product and Service Solutions) process for windows.

Multiple regression analysis techniques are used to determine the functional relationship between the dependent variable associated with two or more independent variables.

Partial correlation analysis is used to determine the relationship between two variables where the other variables are considered influential to be controlled or fixed (as control variables). The variables studied were ordinal data, so the statistical technique used was the Pearson Product Moment correlation. Multiple correlation analysis is a number that shows the direction and strength of the relationship between two independent variables together or more with one dependent variable.

After the coefficient value is obtained, the next step is to determine the magnitude of the influence of variables X1 and X2 on variable Y using the coefficient of determination (Sugiyono, 2014).

$$Kd = r^2 \times 100\%$$

Description:

Kd = coefficient determination

r = coefficient correlation

Then the researchers tested the hypothesis. The significant test aims to determine whether the variable Brand Image (X₁) and Brand Trust (X₂) simultaneously to the variable Purchase Decision (Y). To find out the significant level of this researcher, the researcher will use the t-test. Based on the results of the t-test calculation, there are provisions, namely:

1. If $t_{hitung} > t_{table}$ then H_a is accepted and H_o is rejected, there is a significant influence between X₁ and X₂ on Y.
2. If $t_{hitung} < t_{table}$ then H_o is accepted and H_a is rejected, there is no significant influence between X₁ and X₂ on Y.

Finally, the researcher used the F test to simultaneously determine the independent variable's effect on the dependent variable. The F test criteria used in this study are as follows:

1. If $F_{hitung} > F_{table}$, then H_o is rejected
2. If $F_{hitung} < F_{table}$ then H_o is accepted

RESULT AND DISCUSSION

The brand image represents the brand's overall perception and is formed from information and past experiences with the brand. The brand's image is related to attitudes in the form of belief and preference for a brand. Researchers use multiple correlations to show the direction and strength of the relationship between two independent variables together or more with one variable. Based on the results of the analysis using the SPSS version 23.0 program, it is known that the magnitude of the relationship between the Brand Image and Brand Trust variables on the Purchase Decision in the City of Banjar has an effect of 0.558 or is at the "medium" level. This "medium" level of relationship indicates that if the variables of brand image and brand trust are "moderate," it will significantly impact changes in purchasing decisions. This also shows that other factors can affect the relationship between these variables, such as product quality, price, and advertising perceptions (Adnan et al., 2019).

Furthermore, the authors conducted a determination test used to measure the proportion or percentage of the contribution of independent variables, namely the Brand Image (X₁) and Brand Trust (X₂) variables on the ups and downs of the dependent variable, namely Purchase Decision (Y) together. Following are the results of calculations using SPSS version 23.0:

**Tabel 5. Determinant Test
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558 ^a	.312	.296	2.58320

a. Predictors: (Constant), kepercayaan merek, citra merek

Source: output spss version 23.0

The R square value generated from the calculation using SPSS shows that the determination coefficient is 0.312 or equal to 31.2%. This figure shows that brand image and brand trust on purchase decisions are 31.2%. In comparison, other factors influence the remaining 68.8%, such as factors of product quality, price, and advertising perceptions (Adnan et al., 2019), product attributes, the image of a CEO (Hafiz & Ali, 2019), and *brand equity* (Ida, 2019).

Furthermore, the F test is done. This test is carried out to determine the effect of all independent variables together (simultaneously) on the dependent variable. Based on the analysis results using the SPSS version 23.0 program, the value of F_{hitung} is 19.458, for an error rate of 10%, two-party test with ($df_1 = 2$ and $df_2 = 86$), then the obtained $F_{table} = 2.37$. Thus, $F_{hitung} = 19.458 > F_{table} = 2.37$ with a significance level of $0.000 < 0.1$ then H_0 is rejected and H_a is accepted. It shows that brand image and brand trust simultaneously or together positively and significantly affect purchase decisions. This study's results follow the theory that consumers' decisions in buying goods or services are strongly influenced by brand image to prefer products or services with positive brand images (Sutojo, 2004). As with Delgado-Ballester's opinion, consumers believe in brands because of the feeling of security that results from their interactions with the brand. This trust will directly affect consumer purchases of the same product in the future. (Delgado-Ballester et al., 2003).

Furthermore, researchers used the regression equation formula to determine the percentage of the relationship between brand image and brand trust and purchase decisions, using SPSS version 23.0 as follows:

Tabel 6. Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.535	2.501		1.014	.314
citra merek	.164	.059	.311	2.791	.006
kepercayaan merek	.199	.071	.314	2.816	.006

a. Dependent Variable: keputusan pembelian

Source: output spss version 23.0

The results of these calculations obtained the number R^2 (R Square) of 0.312 or 31.2%. This shows that the percentage influence of brand image and brand trust on purchase decisions is 31.2%, while the remaining 68.6% is influenced or explained by other variables. The regression equation $Y = 2,535 + 0,164 X_1 + 0,199 X_2$ states that brand image and brand trust have a positive relationship with a purchase decision, meaning that if brand image and brand trust increase, the purchase decision will increase.

Apart from examining influences simultaneously, we look influential partially. This partial correlation analysis is used to determine the correlation between the two variables where the other variables are considered influential, controlled, or fixed (as control variables). The results of calculations using SPSS version 23.0 software are as follows:

Tabel 7. Partial Correlation Test

Correlations			citra merek	kepercayaan merek	keputusan pembelian
Control Variables					
-none-a	brand image	Correlation	1.000	.587	.475
		Significance (2-tailed)	.	.000	.000
		df	0	87	87
	brand trust	Correlation	.587	1.000	.465
		Significance (2-tailed)	.000	.	.000
		df	87	0	87
	purchase decision	Correlation	.475	.465	1.000
		Significance (2-tailed)	.000	.000	.
		df	87	87	0
purchase decision	brand image	Correlation	1.000	.469	
		Significance (2-tailed)	.	.000	
		df	0	86	
	brand trust	Correlation	.469	1.000	
		Significance (2-tailed)	.000	.	
		df	86	0	

a. Cells contain zero-order (Pearson) correlations.

Sumber: output spss version 23.0

Based on the results of these calculations, the brand image and purchase decisions have a relationship of 0.475 or 22.56% if it is based on an assessment of the level of the correlation coefficient, it indicates a low relationship, meaning that the brand image has a low influence on the purchase decision of the Oppo smartphone brand in the city. Banjar and the significance level of $0.000 < 0.1$ indicates a significant relationship. Furthermore, the t-test analysis results on the brand image variable have a t_{hitung} of $2.791 > 1.662$ and a significance level of $0.006 < 0.1$, so H_0 is rejected, and H_a is accepted. So it can be concluded that part there is a significant effect of brand image on the Oppo brand smartphone's purchase decision in Banjar City.

The regression equation that is formed produces the effect of $X_1 \Rightarrow Y$ has an effect of 22.56%. This means that if the brand image increases, the purchase decision will increase. Consumers have different motives in choosing a brand, with various considerations such as the brand chosen according to the consumer's character, social status, quality, and so on. The image owned by the brand also affects consumers, the better the brand image, the consumers will be loyal to the product. The relationship between brand image (X_1) and purchase decision (Y) follows several previous studies that resulted in the relationship between brand image and purchase decision. (Adnan et al., 2019; Ekawaty et al., 2020; Hafiz & Ali, 2019), Sutojo's opinion states that a brand image strongly influences consumer decisions in buying goods or services to prefer products or services with positive brand images. With a positive brand image in accordance with the product and brand, it will be an attraction for consumers. But if the brand image has a negative image, it will cast doubt on consumers' minds (Sutojo, 2004). Similar to previous research by Wayan Adi Virawan from Universitas Negeri Yogyakarta in 2013, there was an influence on the brand image on purchasing decisions. The comparison process carried out by consumers, selecting and evaluating are the stages taken to make purchasing decisions (Virawan, 2013).

Furthermore, based on the results of the SPSS calculation, brand trust and purchase decision have a relationship of 0.465 or 21.62%. Suppose it is based on an assessment of the correlation coefficient. In that case, it shows a low meaning of relationship, meaning that brand

trust has a low influence on purchase decisions on Oppo smartphone users. in Banjar City, and the significance level of $0.000 < 0.1$ indicates a significant relationship. The t test analysis results on the brand trust variable have a tcount of $2.816 > 1.662$ and a significance level of $0.006 < 0.1$, so H_0 is rejected and H_a is accepted. It can be concluded that partially, there is a significant effect of brand trust on the purchase decision of the Oppo brand smartphone in Banjar City.

The regression equation formed produces the effect of $X_2 \Rightarrow Y$ has an impact of 21.62%. Its means that if brand trust increases, the purchase decision will increase. The consumer's trust in a brand impacts a person's purchasing decision to buy that brand again. When consumers feel that the chosen brand has met expectations, and are not disappointed when using the brand, the higher the decision level to buy back the brand. Vice versa, when consumers think disappointed to buy the brand and feel that what is needed cannot be fulfilled, the level of purchasing decisions will below. There is a relationship between brand trust (X_2) and purchase decision (Y). According to the opinion of Delgado-Ballerte, consumers trust the brand because of the feeling of security that results from their interaction with the brand, and this trust will have a direct effect on consumer purchases of the same product in the future (Delgado-Ballester et al., 2003). Consumer trust in brands is an important factor so that companies can make their products a solution in meeting the needs of their consumers. It is the same as previous research by Sekar Jingga Citranuari from Universitas Negeri Yogyakarta in 2015. The results of this study can be concluded that there is an effect of brand trust on purchasing decisions. Consumers who believe in the brand can generate loyalty, which will result in repeat purchases (Citranuari, 2015).

CONCLUSIONS

Based on the results of research and discussion, it can be concluded that brand image and brand trust significantly affect purchase decisions. Partially, both brand image and brand trust also significantly affect the purchase decision of Oppo smartphones in Banjar City.

This research suggests that to increase brand image, and advertising is needed using well-known artists, hoping that consumers will have a classy impression by owning an Oppo smartphone. Also, to increase brand trust, quality improvement is needed to make repurchases immediately believe in the Oppo brand.

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