

The Influence of Product Quality, Promotion and Brand Image on Brand Trust and Its Implication on Purchase Decision of Geprek Bensus Products

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Abstrak. Tujuan dari penelitian ini adalah untuk menguji bagaimana kepercayaan merek, kualitas produk, citra merek, dan strategi pemasaran mempengaruhi keputusan pembelian konsumen. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah non-probability sampling atau purposive sampling. Penyebaran kuesioner kepada 100 responden yang merupakan penduduk Jakarta, berusia di atas 18 tahun, dan telah melakukan pembelian barang Geprek Bensus minimal tiga kali menjadi metode pengumpulan data. Kemudian, dengan menggunakan SPSS Statistics versi 29.0, dilakukan analisis jalur. Temuan penelitian ini menunjukkan bahwa kepercayaan merek mempengaruhi keputusan pembelian dengan berdampak pada kualitas produk. Sebaliknya, kepercayaan merek tidak berpengaruh pada keputusan pembelian yang dibuat oleh konsumen.

Kata kunci: Citra Merek; Kualitas Produk; Promosi; Kepercayaan Merek; Keputusan Pembelian.

Abstract. The objective of this study is to examine how brand trust, product quality, brand image, and marketing strategies affect consumers' purchasing decisions. The sampling method utilized in this study was non-probability sampling, or purposive sampling. The distribution of questionnaires to 100 respondents who are residents of Jakarta, are older than 18, and have made at least three purchases of Geprek Bensus items served as the method for gathering data. Then, using SPSS Statistics version 29.0, path analysis was performed. The findings of this study show that brand trust affects buying decisions by having an impact on product quality. In contrast, brand trust has no bearing on the purchase decisions made by consumers.

Keywords: Brand Image; Product Quality; Promotion; Brand Trust; Purchase Decision.

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Introduction

National economic growth is an important pillar in maintaining national stability. This is because if there is a positive trend in the economic sector, it will certainly have a systemic impact on every aspect of the lives of the Indonesian people. Based on information from the third quarter of 2021 provided by the Central Statistical Agency (BPS), economic growth was 1.55% (q-to-q), 3.51% (y-on-y), and 3.24% (c-to-c) compared to the previous quarter (Central Bureau of Statistics, 2021). These statistics show that the Indonesian economy is growing, even though the country is still in the grip of the COVID-19 pandemic.

One sector that has developed quite rapidly is the food and beverage industry. According to BPS data for the second quarter of 2021, the food and beverage sector is expected to expand by between 2.95% and 2.37% (year over year) (q-to-q). In accordance with this expansion, it is anticipated that the food and beverage sector would have growth of more than 5% in 2021. (Lestari, 2021). As a result of the COVID-19 pandemic's effects, this expansion is undoubtedly beneficial at a time when the country is experiencing a crisis. Nonetheless, one of the most resilient corporate sectors in existence today is the food and beverage sector. The food and beverage industry employed 3.75% of the workforce in 2020. Moreover, based on information from the Investment Coordination Board and the Ministry of Investment, it is recorded that the food and beverage industry is one of the business sectors with a large, realized investment, occupying the fifth position with a value of 36.6 trillion rupiah or 8.3% of the total investment value in Indonesia (Bayu, 2021).

Of course, to increase the company's profit, the right marketing strategy is needed to attract consumers' interest in the product. In company management, the marketing aspect is a determining factor in assessing the company's success in carrying out its business activities. These marketing initiatives, of course, aim to improve the company's negotiating power in the market and to persuade customers to purchase the company's

products or use its services (Gigih, 2019).

When consumers are choosing a product, they will of course first see how the brand is attached to it. Linguistically, a brand is a brand that provides uniqueness and differentiation for a company's product. In the Big Indonesian Dictionary, a brand is defined as a sign that identifies a company. As a sign, a brand is an important asset for the company because it contains economic value to provide benefits for business activities in the market. A brand is not just a name but includes various elements with the aim of providing a differentiator for the product. The importance of the brand in a product is because it will affect the purchasing decisions of consumers. Each brand will provide a different perception, and the choice will be determined by the brand image. There are five factors to determine the brand image of a product: identity, personality, association, attitudes, and behavior, as well as benefits and advantages (Kotler & Keller, 2016).

If a product's brand image and the offered product's quality are favorably associated, it will certainly create consumer trust and loyalty (brand trust). With the existence of brand trust among consumers, it will certainly create continuity between companies and consumers. In essence, brand image, brand trust, and purchase decision are three aspects that are related to one another. The first pillar on which these three elements are built is brand image. This is because maintaining a strong brand image is essential for retaining customers (Wulandari & Nurcahya, 2015).

The brand image of Ruben Onsu's "Ayam Geprek Bensu" is certainly more trusted and known by the public because of the association between the brand and its owner, who is a public figure. Theoretically, there is a strength of brand association that causes a superior brand image compared to the "I Am Geprek Bensu" brand. When people hear the brand "Bensu" their perception will immediately be directed at "Ayam Geprek Bensu" not "I Am Geprek Bensu". This is because the image of "Ayam Geprek Bensu" as an artist's business tends to give a deep impression to the public and reminds people every time, they hear the brand name (Ardian & Wijaya, 2017).

However, with the existence of a brand dispute between the two brands, it suffered a loss. People who know about this dispute consider it plagiarism. Apart from that, many partners feel uncomfortable with the case that drags on the partner. Finally, many partners ask to re-discuss their cooperation because of a bad image in society (Febia, 2020). Even while consumers' decisions to purchase a product are influenced by several factors, including brand image.

Apart from that, Jordi, as the main director of partners through swa.co.id, stated that 60 percent of customer service consisted of complaints. Most of the complaints were related to errors in product quality and service when ordering, such as the wrong level of spiciness or even an incomplete order (Dede, 2021). Therefore, partners need to manage and resolve existing complaints so as not to harm the company. Because complaints are an expression of customer disappointment and dissatisfaction, which can have an impact on purchasing decisions (Tjiptono, 2019).

Literature Review

Brand Image

Consumers' opinion of a brand when interacting with it is called its "brand image." The perception that appears can be positive or negative, depending on the thoughts or perceptions of consumers towards the brand (Firmansyah, 2019). Kotler and Keller (2016) define the perception of a brand based on the memory of each consumer. Sangadji and Sopiah then argued that a positive brand image will provide benefits for the company because it will attract consumers to buy their products, whereas if the perception of a brand is negative, then consumers will leave products with that brand out of their choices (Haribowo *et al.*, 2022; Sutrisno *et al.*, 2022).

Product Quality

Product quality is defined as a product's capacity to satisfy customer expectations (Nurdianto & Yuniati, 2013; Siregar *et al.*, 2022). This fulfillment will be related to customer satisfaction with the product.

Customer satisfaction is, of course, very important in building the image of the product and the good name of the company (Aulia, 2023). Prawirosentono (2012) explains that the importance of product quality is important because it will affect consumer image and loyalty. When a company does not have a quality product or cannot maintain quality, it will certainly reduce its reputation and at the same time affect consumer purchasing power. In building product quality, we not only emphasize products but also marketing and other related aspects.

Promotion

Promotion as a strategy for persuading potential customers to purchase a product by explaining its advantages (Kotler & Keller, 2016). Promotion is an active act of the company to introduce its products and influence consumers to buy them. In line with the definition put forward by Kotler & Keller, Stanton argued that within the framework of this promotion, the company emphasizes the advantages of its products, which can influence consumers. The output of promotional activities is, of course, in addition to introducing products and influencing consumer purchasing decisions.

Brand Trust

Delgado stated that brand trust is a consumer's sense of security when interacting with a particular brand. This feeling of security results from consumers believing that a brand is not only trustworthy but also accountable for their best interests (Guillen *et al.*, 2003). The definition put forward by Delgado focuses on the consumer's sense of security and comfort with a brand because his perception indicates that the brand has a positive reputation. (Lau & Lee, 1999) defines brand trust as customer faith in a certain brand with an expectation of a favorable perception. Costable stated that brand trust is a consumer view based on the transactions carried out. Morgan & Hunt simply provide a definition of brand trust: that a brand is reliable and has integrity (Senoaji *et al.*, 2023).

Purchase Decision

Purchasing decisions are a real act of consumption, namely making purchases of products (Ekasari *et al.*, 2022; Meliantari, 2022).

This means that at this stage, the consumer is not in a condition to consider but has already made a concrete purchase of the product he wants (Kotler *et al.*, 2005; Aulia *et al.*, 2021). Buying decision is the result of the consumer's process of identifying needs, followed by an evaluation of products or services to suit those needs (Tjiptono, 2014).

Research Methodology

The population used in this study is a limited population. So that the population determined by the researcher is people who live in the Jakarta area. And who has already purchased the product. In this study, the researcher employed a purposive sampling technique for the sampling technique and non-probability to ensure equal opportunities for the sample determination. Google Forms will be used to distribute the results of the study to consumers in online media. A questionnaire was used to gather data by the researchers. A Likert scale was utilized for the questionnaire's measurement. From strongly agree to strongly disagree, in order, which describes a person's view or opinion about the variable being studied, this study uses simple path analysis, where X_1 , X_2 , and X_3 are exogenous or independent variables from Y and Z .

Results and Discussion

Many respondents answered that they strongly agreed on the brand image variable, which was 50.18%. Of the 11 questions that received the highest response, namely question 2, 62% of respondents strongly agreed that the company logo was easy to remember and recognize. Many respondents answered that they strongly agreed on the product quality variable, which was 47.82%. Of the 11 questions that received the highest response, namely question 5, 58% of respondents strongly agreed that the product was well-known and liked by the public. Many respondents answered that they agreed on the promotion variable, which was 43%. Of the 4 questions that received the highest response, namely question 1, 47% of respondents agreed that the quality of the promotion carried out

(either through the website, Instagram, Facebook, or other promotional media) was very good and in accordance with the benefits received. Most respondents answered that they strongly agreed on the brand trust variable, which was 50.22%. Of the 9 questions that received the highest response, namely question 5, 61% of respondents strongly agreed that the brand has a good image. Of respondents, 59% agreed with the purchase decision variable. 72% of respondents agreed that making cash and non-cash payments available to customers made it easier for them to complete transactions, which was one of the four questions with the highest answer rate, namely question 3.

The brand image, product quality, and advertising factors are all observed to have an impact on the brand trust variable in the ANOVA test, as shown by the sig. $< 0.001 < 0.05$. H_0 is accepted, and H_a is rejected based on the importance value. The purchase decision variable is influenced by brand trust, promotion, product quality, and brand image factors, as shown by the sig. $< 0.001 < 0.05$. It can be inferred from the significance value that H_0 is rejected, and H_a is accepted.

The level of significance is < 0.001 . We can infer that whereas H_0 is turned down, H_a is welcomed. Because the significance value is less than the level of significance value, or $< 0.001 < 0.05$, the brand image variable has an impact on the brand trust variable. The level of significance is 0.001. We can infer that and is accepted and H_0 is refused. Because the significance value of the product quality variable is less than the level of significance value, which is $< 0.001 < 0.05$, it has an impact on the brand trust variable. The important number is < 0.534 . It can be said that H_0 is approved whereas and is disapproved. Because the significant value of the promotion variable $0.534 > 0.05$ is more than the level of significance, it has no impact on the brand trust variable.

Brand trust variables are influenced by brand image and product quality factors. While the brand trust variable is unaffected by the promotion variable. The purchase decision variable is significantly influenced by the

variables of product quality and brand trust. The purchase decision variable, however, is unaffected by the brand image and promotion variables.

The Effect of Brand Image on Brand Trust

The data analyzed for this study demonstrates that brand image affects brand trust. This is evident from the significance value, which is 0.001, which is less than 0.05. H_0 is therefore approved but H_a is denied. Conclusion: Consumer trust in a brand tends to rise when they believe it has a positive reputation, and the opposite is also true. In the case study of this research, brand image is quite good if assessed from the respondents' answers to the questionnaire. As many as 62% of respondents strongly agree that the brand's logo is easy to remember and recognize. Just by looking at the logo, consumers have a good association, which then creates a feeling of trust in the brand. This is in line with earlier research by Juliana and Johan (2020), which demonstrates how brand image affects brand trust. Rahma Izzati (2019) discovered in additional research that brand image affected brand trust. Due to brand image, according to Kotler (2013), is the perception or view of a brand that makes the identity or characteristics of the brand memorable.

Effect of Product Quality on Brand Trust

The analysis of the data for this study demonstrates that brand trust is influenced by product quality. This is evident from the significance value, which is 0.001, which is less than 0.05. H_0 is therefore approved but H_a is denied. It can be inferred that buyers will seek the highest quality while making a purchase. Quality will determine the value and quality of a product (Gunawan, 2022). Consumers believe that their food products are of good quality. This is evidenced by the respondents' answers to the questionnaire, results demonstrate that 53% of those surveyed strongly concur that the product uses high-quality materials. This is consistent with analysis by Ditto Marcheliano and Indra Wijaksana (2019) that shows product quality affects brand trust. According to Kotler and Keller (2013), it is said that the brand describes how the quality of a particular product is then

able to make consumers satisfied and dependable, and they frequently choose the brand when they come back.

The Effect of Promotion on Brand Trust

The data that has been processed in this study shows that promotion has no effect on brand trust. This is evident from the significance value of 0.534, which is higher than 0.05. H_0 is so passed over whereas H_a is welcomed. Promotion has no impact on brand credibility, it can be said. But, in the questionnaire responses, 47% of respondents agreed that the promotion carried out by the brand was good and in accordance with the benefits received. So, it can be concluded that even a good promotion does not influence consumers to believe in the brand itself.

Effect of Brand Image on Purchase Decision

The data analyzed for this study demonstrates that the influence of brand image on purchasing decisions is rather small. This is evident from its significance value of 0.883, which is higher than 0.05. H_0 is therefore approved but H_a is denied. This indicates that there is absolutely no influence of this brand's reputation on consumer purchasing decisions. According to research by Adistiana *et al.* (2019), brand image has no discernible influence on consumers' purchasing behavior. Respondents' answers through the questionnaire also stated that 72% of respondents agreed that there was convenience in payment transactions. This means that the convenience of payment transactions, both in cash and non-cash, is one of the factors that make consumers decide to buy.

Effect of Product Quality on Purchase Decision

The analysis of the data for this study reveals that product quality does have some bearing on purchasing decisions. The significant value, which is less than 0.05 and equal to 0.003, demonstrates this. H_0 is so passed over whereas H_a is welcomed. This implies that consumers think about the food's quality before making a purchase. Through the answers to the questionnaire, it is known that 53% of respondents strongly agree that this

brand uses good-quality ingredients in its products. In addition, 46% of consumers strongly agree with the superior taste that other geprek chickens have. This is in line with the results of a study by Nofta Martini *et al.* (2021), which discovered that product quality influences purchases in a favorable way.

Effect of Promotion on Purchase Decision

The data analyzed for this study indicates that the influence of promotions on purchasing decisions is modest. This is evident from the significance value of 0.769, which is higher than 0.05. H_0 is therefore approved but H_a is refused. Promotion has absolutely no influence on purchasing decisions. Even though it was known from the answers to the questionnaire, as many as 47% of respondents agreed that the ease of payment, both in cash and non-cash, was one of the factors they valued. Even though the promotion has been good and accepted by the community.

The Effect of Brand Trust on Purchase Decision

The data analyzed for this study demonstrates that brand trust has some influence on purchasing choices. This is evident from the significance value, which is 0.010 and less than 0.05. H_0 is so passed over whereas H_a is welcomed. Considering the results of studies by Lantara and Pramudana (2020) state, brand trust has an influence on consumer decisions to buy. This is also supported by research (Andriana & Ngatno, 2020), which discovered a favorable relationship between brand trust and purchasing choices.

The Effect of Brand Image on Purchase Decision Through Brand Trust

The data analyzed for this study demonstrates that brand image, via brand trust, directly influences purchasing behavior. The estimated effect value, which shows that the indirect effect is worth more than the direct effect, illustrates this. This implies that brand image has an immediate impact on purchasing choices through the brand trust variable, independent of intermediaries. Consumers decide to make a purchase just by looking at the brand image itself. A good image does not necessarily make consumers believe and then

decide to buy the product. Consumers will only choose to purchase the product after seeing it and if the brand has good value. This is comparable to earlier research from the same team (Ali *et al.*, 2019), which discovered that brand image affects consumers' purchasing decisions. Positive brand image will provide benefits for the company because it will attract consumers to buy its products, whereas if the perception of a brand is negative, then consumers will leave products with that brand of choice (Kotler & Keller, 2016).

Effect of Product Quality on Purchase Decision Through Brand Trust

The data that was processed for this study demonstrates that product quality indirectly influences purchasing choices through brand trust. This is demonstrated by the computed effect value, which shows that the indirect effect's value is lower than the direct effect's value. Good product quality can increase consumer confidence. Once there is trust in the brand, consumers will purchase the product. Therefore, these three variables have an indirect relationship and influence, namely through brand trust. The results of earlier investigations, whose conclusions coincide with those of this study, also confirm this. Good product quality will influence consumer trust in a brand and influence purchasing decisions, according to Tirtayasa *et al.* (2021). Customers evaluate high-quality products, as seen by their responses to the survey. 53 percent of respondents strongly agree that the products are of good quality. This is what makes consumers trust the brand enough to make a purchase.

The Influence of Promotion on Purchase Decision Through Brand Trust

The data that has been processed in this study shows that promotion through brand trust has no effect either directly or indirectly on purchase decisions. This is since partial promotion has no impact on consumer choice or brand trust. As a result, a trimming model is used to eliminate variables that have no bearing. Hence, the promotion variable in this study has no impact whatsoever on exogenous factors.

Conclusion

It is clear from the statistics and research findings that brand image variables influence brand trust variables. The brand trust variable is influenced by the product quality variable. The brand trust variable is unaffected by the promotion variable. The purchase decision variable is unaffected by the brand image variable. The purchasing decision variable is influenced by the product quality variable. The purchase decision variable is unaffected by the promotion variable. The purchase decision variable is influenced by the brand trust variable. The brand image variable directly influences the purchase decision variable through the brand trust variable. Purchase choice variables are indirectly impacted by varying product quality and brand trust. There is no indirect effect between promotion variables and purchase decisions through brand trust.

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