

The Role of Brand Image and Brand Love in Building Brand Trust (Case study of the BHS Sarong Brand in East Java)

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ABSTRACT

This research was conducted, because the BHS sarong brand is one of the well-known brands and still survives today. This study aims to determine the extent of brand trust owned by customers of the BHS brand sarong, so that the BHS sarong brand continues to exist and survive in this very tight competition. This is also what makes researchers interested in researching this BHS sarong, besides that research related to sarongs in the fashion world is still rarely done. This study uses a non-probability sampling technique with purposive sampling. The sample in this study was 112 people, who are in East Java spread over several areas such as Surabaya, Malang, Gresik and Pasuruan. This study uses SEM analysis. The problem in this study is how the direct and indirect influence of brand image on brand trust through brand love. The characteristics of this research are both direct and indirect influence, brand image has a significant influence on brand love and brand trust. Likewise, brand love has a significant effect on brand trust.

Keywords : Brand Image, Brand Love and Brand Trust.

INTRODUCTION

Indonesia is a potential market for fashion products, especially sarongs. This phenomenon occurs, because Indonesia is a country with the largest number of followers of Islam or the majority. This is a business opportunity for sarong manufacturers, because in Indonesia sarongs are clothes that are usually used for worship/prayer for men as well as for everyday wear. So from a business point of view this is an opportunity to increase sarong products in Indonesia, so that sarongs become the hosts in their own country. Of course, this is one of our prides as the Indonesian people, so to maintain the existence of a product, companies need to build what is called brand trust, so that consumers will continue to trust and believe in these products.

Based on research by Ganesan (1994), brand trust is a brand that maintains its commitment to consumers through production, service, product design, promotion and sales even in difficult times when a certain brand crisis occurs. According to research conducted by Ganesan (1944) brand trust can be measured by two different components, namely the first is credibility, namely technical quality or competence which includes the ability and willingness of each individual to respect his commitments and meet customer expectations. Consumer goodwill is associated with brands in other components related to consumer utility and welfare (Azzahra & Fachira, 2022)

Furthermore, Beccerra & Badrinarayanan (2013) said that trust, in general, is a willingness to depend on a party based on beliefs about the characteristics and behavior of that party in facing risk. From the company's point of view, brand trust is a brand that has succeeded in creating a memorable brand experience for consumers and is sustainable in the long term based on the integrity, honesty and decency of the brand.

This is in line with (Arief et al (2017), who said that brand trust is a consumer belief in a product that has certain attributes, a belief that arises from repeated views and with learning and also experience gained. From this it can be interpreted that consumers will have high brand trust, if consumers believe that the product has good quality, is honest, and is consistent in maintaining and continuing to make improvements. Brand trust is the ability of a brand to be trusted, which comes from consumer confidence that the product has promised and delivers assurance of a good product. To build brand trust, there are two variables that influence it, namely brand image and brand love.

Brand trust is an individual's tendency to believe in brand quality or attributes that are very important in brand consumer relations. Brand trust is the ability of a brand to be trusted, which comes from consumer confidence that the product is promising and intensely good for the brand.

In recent years, many studies have focused on brand love. According to research (Carroll & Ahuvia, 2006), which explains there is agreement that brand love develops when consumers form bonds with self-expressive, hedonic and symbolic brands, such as luxury brands. This implies that when using the brand love variable in a study, it is more appropriate to use luxury products or are synonymous with products that have high prices. Furthermore, research on luxury goods is mostly conducted on world-famous brands, while research using local brands is still rare. For this

reason, in this study researchers used brand love as a mediating variable and used the BHS brand as one of the local brands that has a positive image and high brand trust.

Brand image or brand image is a collection of perceptions and impressions that exist in the minds of consumers about a brand that is assembled from consumers' memories of that brand. A good image is very beneficial for the company, because consumers unknowingly recommend products or services to others. Conversely, a negative image about the brand of a consumer product or service will spread bad information to other people.

One of the consumer considerations in deciding to buy a product is the brand image. If a company pays close attention to and creates a good image for its brand, then this can be a profitable value for marketers. Products that have a good brand image are closely related to satisfaction, loyalty to a product brand, and the desire of consumers to seek more information from a brand, which in the end consumers will be able to decide whether to buy a product or not.

In this new era of marketing, creating strong relationships between brands and customers has become an integral part of a company's mission to face intense competition aimed at maintaining brand existence (Carrol and Ahuvia, 2006). So it can be concluded that brand love is the emotional attachment that consumers have towards a brand that influences positive reactions and brand evaluations, the brand love relationship generated by consumers will be considered irreplaceable by any brand. This is the reason for conducting this research.

In this new marketing era, attention to love for the brand is a building that can be seen by the growing relationship between consumers and brands (Batra et al., 2012). The purpose of this research is to examine and analyze the effect of brand image on brand trust through brand love. This research is important to do, because research related to the role of the mediating variable brand love in the case of BHS sarong consumers is rarely done. So that by conducting this research, it is hoped that it can develop knowledge related to the role of brand love in building brand trust.

In building brand trust for a product, companies need to improve the brand image and brand love of a product so that consumers continue to trust it. The schematic research concept framework is shown in Figure 1. The hypotheses in this study are: (1) There is a direct influence between brand image and brand love; (2) There is a direct influence between brand love and brand trust; (3) There is a direct influence between brand image and brand trust; (4) There is an indirect effect between brand image and brand trust through brand love as a mediating variable.

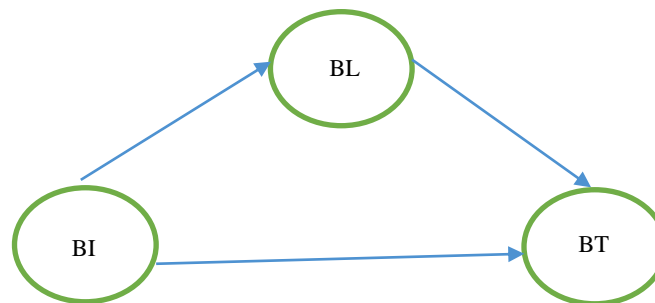


Figure 1. Conceptual Framework

METHOD

This research is a quantitative research with explanatory research methods. That is research that connects one study to another. In measuring operational variables in this study, the instrument scale used was the Likert scale. Through a Likert scale, the variables to be measured are translated into variable indicators which will later be used as a starting point for compiling instrument items in the form of statements. This study uses primary data by distributing questionnaires to 112 respondents. Questionnaire distribution is done by distributing questionnaires through the Google form. The researcher chose Partial Least Square (PLS) as the data analysis method to be used.

RESULTS AND DISCUSSION

Based on gender, the respondent's data shows that the male respondents are more dominant, namely 76 respondents compared to 36 female respondents. The characteristics of respondents based on age were dominated by respondents with an age range of 40 years and over 97 respondents. This shows the level of comfort of the respondents, because the BHS brand sarong is a sarong brand which includes expensive sarongs. Furthermore, the characteristics of respondents based on work, dominated by private employees as many as 85 respondents. Then the characteristics of respondents based on monthly income are dominated by income > Rp. 5,000,000 / month.

To test the validity, the indicators used are convergent validity and discriminant validity. According to Chin in Santosa (2018: 83) an indicator is declared valid if the outer loading value is greater than 0.5 so that it can be said to have fulfilled the convergent validity criteria, based on the discriminant validity test. An indicator can be declared to fulfill discriminant validity if the value of the outer loading indicator contained in the variable is the largest compared to other variables. Based on the results it can be seen that all the indicators used can be declared valid because the outer loading value is > 0.5.

The results of cross loading of all loading scores obtained from latent variables are higher than other variables. It can be stated that all indicators in this study have met the criteria of discriminant validity. The reliability test is used in two ways, namely the composite reliability value > 0.6 and the Cronbach alpha value > 0.7 . All indicators of this study are declared valid, then all variables are also declared reliable so that they can be used for testing the inner model. Testing the inner model is done by looking at the path value to see whether the effect is significant or not seen from the t value of the path value (t value can be obtained by carrying out the bootstrapping process). Next is the process of reviewing whether there is a strong relationship between the independent variable and the dependent variable. The inner model path diagram can be seen in Figure 2.

Based on Figure 2, the coefficient values and statistical t values of each independent latent variable relationship to the dependent latent variable can be seen in the bootstrapping results on the inner model. Hypothesis testing is carried out with the criteria that if the path coefficient value is positive, then there is a positive influence between one construct and the other constructs and if the t statistic $> t$ table, then H_0 is rejected. These values can be seen in Table 1.

RESULTS AND DISCUSSION

Direct Influence

H1: Brand Image has an effect on Brand Love

Based on the Path test results, it is known that brand image has a direct effect on brand love, see table 1. As we know, BHS sarongs have a positive image in the eyes of consumers. This positive image gave rise to consumer love for the BHS brand. So consumers don't necessarily love the BHS brand, but there is a strong effort and effort from the BHS brand sarong in increasing a positive image in the eyes of consumers. This proves that the strategy that has been carried out by BHS is able to increase brand image. The strategy that has been carried out by BHS is to make BHS sarongs using high-quality, unique and prestigious Non-Machine Weaving Equipment (ATBM) techniques. It is this advantage that makes the BHS brand sarong have a positive image in the eyes of consumers. And it is this reality that gave birth to the love for the BHS brand as we see it today. Even though BHS brand sarongs are priced high, consumers still love the BHS brand sarongs.

H2: Brand Image has an effect on Brand Trust

The second hypothesis is proven, that brand image has a direct effect on brand trust, see table 1. This explains that the better the image of the BHS sarong brand in the eyes of consumers, of course, the more consumers will increase their trust in the BHS sarong brand. This is proven that until now, BHS sarongs still exist in this increasingly fierce competition, even though the price is relatively expensive. This is consistent with the results of research (Al Haddad 2015) which explains that brand image refers to a series of impressions generated by consumers through observation and consumption where these impressions tend to change brand image as a determining factor in decisions and therefore brand image has an important role in building brands (Al-Haddad 2019). Furthermore, the results of research by Chinomona (2016) explain that by increasing a positive brand image in the minds of consumers, brands can gain customer trust in the brand. Finally, customers will be loyal to brands they perceive as worthy of trust

H3: Brand Love has an effect on Brand Trust

The Path test results show that brand love has a direct effect on brand trust, see table 1. This proves that love for a brand can increase consumer confidence in a product, because the product is able to give pride to its consumers. By using the BHS brand sarong, consumers feel proud and happy, because the BHS brand apart from providing comfort when worn and of high quality, the BHS brand sarong also gives a high social impression and prestige. Furthermore (Song, et al., 2019) explains that love for the brand brings an emotional attitude towards the brand which is a key factor influencing brand selection and consumer brand loyalty.

By looking at the relationship between brands and consumer loyalty, brand love can be considered as a construction that indicates the level of relationship between brands and consumers and the quality of brand relationships (Pandir and Yasin, 2017). In other research, brand love refers to the long-term relationship of a brand with consumers and brand love also has an impact on creating strong satisfaction when consumer satisfaction with a brand or product turns into love (Unal and Aydin, 2013). This explains that the higher the brand love owned by consumers, then in the end a trust will be created for the brand (brand trust), because the brand love that arises in the hearts of consumers is a manifestation of satisfaction or a sense of satisfaction when using the product (BHS brand sarong).

Hasugian (2015) also found something similar in his research which concluded that, customers place trust in the brand as the key in indicating a willingness to rely on the brand, and can also form positive purchase intentions towards the brand or brand loyalty. As explained by Tjahyadi (2006) that consumer trust in a brand contributes to customer intentions to repurchase the same brand in the future, and their intention to recommend the brand to people. Therefore, marketers need to build consumer confidence in the brands they offer.

Hypothesis Test (Direct Effect)

Table 1. Path Coefficient of Hypothesis Testing Path Structural Model

Connection	Path Coefficient	P value	t statistics	Conclusion
Brand Image-→Brand Love	0,855	0,000	23,849	Significant
Brand Image →Brand Trust	0,719	0,000	8,613	Significant
Brand Love -→ Brand Trust	0,232	0,000	2,708	Significant

Indirect Influence

H4: Brand Image influences Brand Trust through Brand Love as mediation

The fourth hypothesis is proven, these results prove that brand image has an effect on brand trust through brand love, see table 2. This explains that brand love is able to mediate or connect between brand image and brand trust. This result means that the strategies or methods that have been carried out by BHS sarongs, such as keeping the BHS brand sarong products high quality, exclusive, unique and done with techniques (ATBM) in building a positive image in the eyes of consumers are able to increase consumer love for BHS brand. The stronger the positive image in the eyes of consumers, the more consumers love and are proud of the BHS sarong brand. Which in the end, the love of this brand will give rise to high trust in the BHS brand.

Brand trust is where consumers want to believe in themselves and trust the products available. Brand trust is obtained from consumers who have repeatedly purchased products and are consistently satisfied, thus instilling trust in the brand. If the product always offers very high product quality and of course meets the desired expectations, then the expected brand trust will lead to a feeling of trust in the brand (Hernandez-Fernandez & Lewis, 2019).

Indirect influence hypothesis test

Table 2. Direct and Indirect Influence Between Brand Image on Brand Trust Through Brand Love

Connection	P value	t statistics	Conclusion	Mediation Status
B.Image-→B.Trust	0,000	8,613	Significant	Partial Mediation
B.Image -→B.Love→B.Trust	0,007	2,704	Significant	

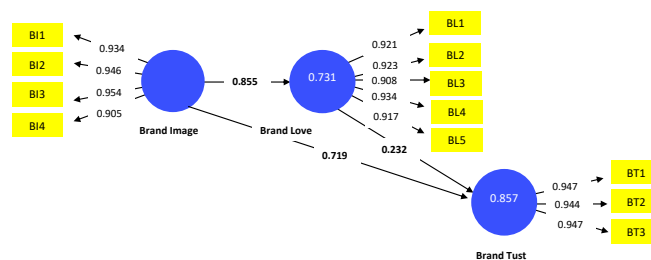


Figure 2. Processing Results PLS 2023

CONCLUSION

1. Brand image has a direct effect on brand love, this proves that the more positive the image of the BHS sarong brand is in the eyes of consumers, the higher the consumer's love for the BHS sarong brand.
2. Brand love has a direct effect on brand trust, this explains that the higher consumer love for the BHS sarong brand, the brand love is able to build trust in the BHS sarong brand, because consumers are proud to use BHS sarongs.
3. Brand image has a direct effect on brand trust, this result means that when a BHS sarong has a positive image in the eyes of consumers, the consumer will trust the BHS sarong because the BHS sarong never disappoints.
4. Brand image has an indirect effect on brand trust through brand love as a mediating variable, this indicates that brand trust will be formed when the strategy undertaken by BHS sarongs in building brand image is able to increase consumer love for the BHS sarong brand. After the consumer's love for the BHS sarong brand has been created, a thing called brand trust will eventually be created for the BHS sarong brand.

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