

THE ROLE OF BRAND TRUST IN MEDIATING BRAND IMAGE AND PRODUCT INNOVATION ON CONSUMER LOYALTY (Study On Samsung Users In Surakarta)

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Abstract: This research aims to investigate the influence of brand trust as a mediating factor between brand image, product innovation, and consumer loyalty. The study encompasses an infinite number of consumers in Surakarta, with a sample size of 100 respondents selected through purposive sampling. Primary data were collected using a questionnaire. The findings reveal that brand image positively and significantly impacts consumer loyalty, while product innovation lacks a significant effect on consumer loyalty. Additionally, brand trust exhibits a positive and significant influence on consumer loyalty. Furthermore, brand image positively and significantly affects brand trust, as does product innovation. The study also indicates that brand image positively and significantly influences consumer loyalty through brand trust, and similarly, product innovation has a positive and significant impact on consumer loyalty through brand trust.

Keywords: Brand Trust, Brand Image, Product Innovation, and Consumer Loyalty.

1. Introduction

Technology is increasingly developing, which can create competition in marketing, especially in smartphone gadgets, which have indirectly become basic needs because people need to meet communication. Information needs as a driving force to be more competitive and time used more efficiently. The rise in the global smartphone user base is evident through the escalating number of smartphone users, particularly in Indonesia.. Moreover, communication is needed in everyday life, where technology is increasing rapidly. So, cell phones we usually know can only access telephone features and short messages are now transforming into smartphones or smartphones.

People currently still have high brand trust in Samsung products. This is because there are few problems found with Samsung products. Although many competing products have emerged with the same features, people still believe in Samsung products. The increase in Samsung customers in Indonesia is due to the many young people who follow technological developments where all Samsung features and models are up to date and have good quality. Consumer loyalty is fueled by the outcomes of assessing a brand, product, or service that surpasses expectations. When customers experience satisfaction beyond their initial expectations, they tend to develop a positive attitude and a willingness to repurchase the same brand, product, or service. Additionally,

satisfied customers often become advocates, recommending the brand or product to others. This cycle, driven by positive evaluations and exceeding customer expectations, establishes a foundation for enduring consumer loyalty.

Consumer loyalty is shaped by the outcomes of appraising a chosen brand, product, or service that either meets or surpasses their expectations. As a result, these consumers are inclined to exhibit a positive attitude and express a desire to make future purchases or reuse the same brand, product, or service, this is in line with (Maimunah et al., 2019) Consumer loyalty is a commitment to consumers in re-subscribing, it can also be said to be a repurchase of products and services to be consistently selected, despite the influence of many situations or marketing efforts caused by a potential change in consumer behavior.

Brand Trust can be seen in how loyal consumers are. Through learning, a person will gain beliefs and attitudes. Ultimately, these beliefs and attitudes influence their usage behavior. This is in line with research (Bambang & Heriyanto, 2017). Consumer loyalty to a brand hinges on the level of trust established, and this trust holds the potential to foster high-value relationships. The foundation of trust lies in the anticipation that the brand will consistently act in alignment with the requirements and preferences of consumers.

Brand Image is also an essential factor in a product. When a product has a good Brand Image, consumers can easily be attracted to or believe in the products offered; this applies to Samsung products, which cannot be separated from the Brand Image factor. According to (Yuliza Mai, 2017), this is in line with research. Establishing a robust brand image offers several key benefits for a company, with one of the primary advantages being the creation of a competitive edge.

Product innovation is also essential for a company to persist and advance further developing preserving the high standards of its products. An industrial product company always needs product innovation because changes or advances in the products offered are always expected. This aligns with (Quintania, 2020) Innovation can be understood as a groundbreaking advancement linked to the creation of new products; however, it goes beyond merely encompassing new business philosophies and processes. Therefore, companies are expected to create new thoughts and ideas that offer innovative products and provide satisfying customer service.

2. Literature Review

1. Consumer Loyalty

According to (Fandi & Tjiptono, 2014), Consumer loyalty is the result of customers demonstrating a dedicated allegiance to a brand, store, or supplier over an extended period, driven by positive attributes acquired through sustained purchasing. In essence, brand loyalty is established through a blend of positive experiences and customer satisfaction, forming a lasting connection.

2. Brand Image

According to (Putra Alfian Surya, 2018), The brand image encapsulates the collective perception held by consumers about a brand, shaped through acquired information and past interactions with the brand.

3. Product Innovation

According to (Quintania, 2020), Innovation can be characterized as a significant advancement related to the introduction of novel products. It extends beyond the realms of new business thinking and processes, encompassing a broader spectrum of transformative developments.

4. Brand Trust

According to (Rahanatha, 2017) , Consumer trust in a brand is vital for companies to maintain and establish good relationships with customers and trust customers so that customers will repurchase products from the company. Therefore, the product must be appropriately introduced so that it can build trust in customers.

3. Research Methods

This research adopts a descriptive quantitative approach, focusing on Samsung consumers in the Surakarta area as the study subjects. Primary data serves as the main source for this study, with a sample size of 100 individuals selected through purposive sampling. The inclusion criteria involve Samsung consumers residing in Surakarta, aged 17 years and above, and those who have made multiple purchases of Samsung products. Data collection employs various techniques, including observation, documentation, questionnaires, and literature studies. The questionnaire is the primary method for gathering data. The gathered data is subsequently analyzed through the application of the Partial Least Squares (PLS) technique using the SmartPLS3 software. The research validates and ensures instrument reliability through tests such as Convergent Validity, AVE (Average Variance Extracted), Cronbach's Alpha, and Composite Reliability. Additionally, the model's accuracy is confirmed, and the impact of one variable on another is analyzed using Path Coefficients and p-values.

The indicators employed for gathering data on consumer loyalty encompass various aspects such as engaging in repeat purchases, extending purchases across different products and service lines, recommending the brand to others, and exhibiting a resilience to alternative competitive offerings (Griffin, 2010) (Quintania, 2020). Indicators of brand image variables are Competitive, Reliable Products, Easy to find, Have characteristics, and Easy to remember (Pujadi, 2010: 49). The indicators related to variables assessing product innovation include factors such as the perceived relative advantage, compatibility with existing practices, complexity in implementation, trialability or the ease of experimentation, and observability of the innovation's benefits (Kotler and Keller, 2016: 478). Indicators of brand trust variables are Brand Characteristics, Company Characteristics, and Customer Brand Characteristics.

4. Results and Discussions

All the criteria for testing the construct's validity have been successfully fulfilled. Among the 20 indicators associated with the four variables, each indicator has a factor loading value exceeding 0.50. This implies that these indicators are deemed suitable for effectively representing the constructs under investigation in the research.

Table 1. Convergent Validity Testing

NO	Indikator	Value Loading Factor	Description
1	Brand Image (X1)	0,737	Valid
2		0,769	Valid
3		0,790	Valid
4		0,781	Valid
5		0,820	Valid
6	Product Innovation (X2)	0,820	Valid
7		0,854	Valid
8		0,714	Valid
9		0,780	Valid
10		0,785	Valid
11	Brand Trust (Z)	0,824	Valid
12		0,863	Valid
13		0,774	Valid
14		0,799	Valid
15		0,774	Valid
16	Consumer Loyalty (Y)	0,833	Valid
17		0,767	Valid
18		0,829	Valid
19		0,765	Valid
20		0,859	Valid

Source: Primary data, 2023

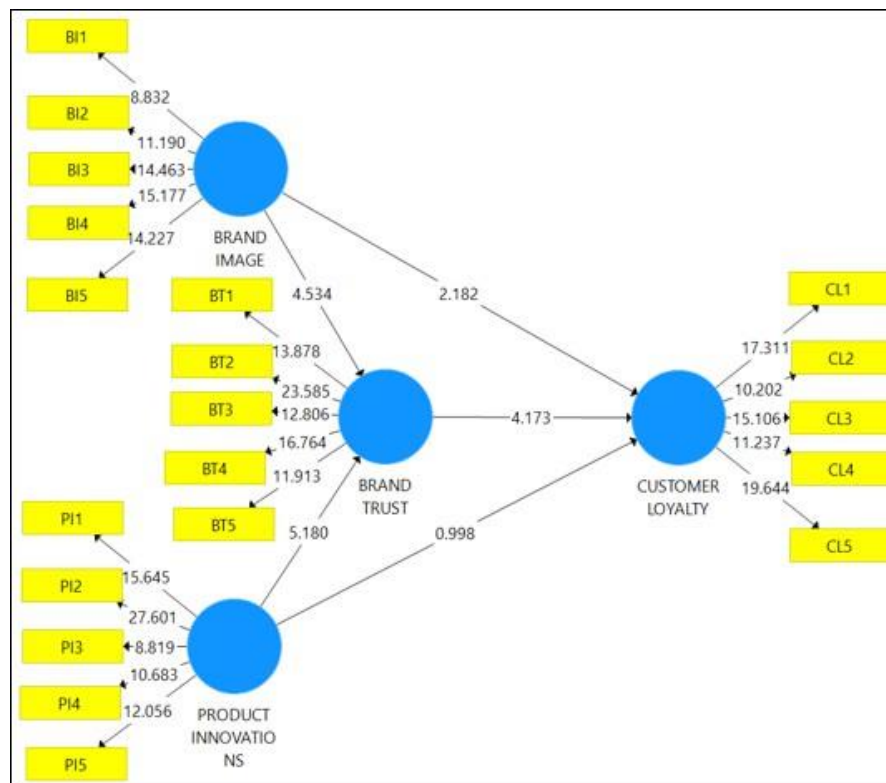
Table 2. Testing AVE, Cronbach's Alpha, and Composite Reliability

Variable	AVE	Cronbach's Alpha	Composite Reliability	Description
Brand Image	0,608	0,839	0,886	Reliabel
Product Innovation	0,652	0,866	0,903	Reliabel
Brand Trust	0,659	0,870	0,906	Reliabel
Consumer Loyalty	0,627	0,851	0,893	Reliabel

Source: Primary data, 2023

The outcomes of the reliability test indicate favorable results, with the average variance extract (AVE) value surpassing 0.50, and both the composite reliability and Cronbach's alpha values exceeding 0.70. These values meet the commonly accepted rule of thumb, which suggests values above 0.60. This implies that respondents consistently provided reliable answers to the questionnaire.

In Figure 1, the data analysis results illustrate the impact of brand image and product innovation on consumer loyalty, with brand trust serving as a mediating factor.



Source: Data analysis SmartPLS 3.0, 2023

Image 1. Data Analysis Results

The analysis of the data reveals several key findings. Firstly, the path coefficient for brand image on consumer loyalty is 2.182, with a p-value of 0.030 (significance < 0.05), indicating a positive and significant impact of brand image on consumer loyalty. Conversely, product innovation on consumer loyalty shows a path coefficient of 0.998 and a p-value of 0.319 (significance > 0.05), suggesting that product innovation does not have a significant positive effect on consumer loyalty. Furthermore, brand trust significantly influences consumer loyalty, as indicated by a path coefficient of 4.173 and a p-value of 0.000 (significance < 0.05). Brand image also positively and significantly affects brand trust, with a path coefficient of 4.534 and a p-value of 0.000. Similarly, product innovation has a positive and significant impact on brand trust, with a path coefficient of 5.180 and a p-value of 0.000. Moreover, when examining the mediation effect, brand image on consumer loyalty with brand trust mediation yields a path coefficient of 3.273 and a p-value of 0.001, indicating a significant influence of brand image on consumer loyalty through brand trust mediation. Similarly, product innovation on consumer loyalty with brand trust mediation has a path coefficient of 3.073 and a p-value of 0.002, demonstrating that product innovation, when mediated by brand trust, significantly and positively affects consumer loyalty.

Table 3. Data Analysis Results

variable	<i>Path Coefficients</i>	<i>P-Values</i>	Description
BIM → LK	2,182	0,030	Positively Significant
IP → LK	0,998	0,319	Not Significant
BT → LK	4,173	0,000	Positive Significant
BIM → BT	4,534	0,000	Positively Significant
IP → BT	5,180	0,000	Positively Significant
BIM → BT → LK	3,273	0,001	Positively Significant
IP → BT → LK	3,073	0,002	Positively Significant

Source: Results of data analysis SmartPLS 3.0, 2023

The findings indicate that brand image has a positive and significant impact on consumer loyalty, and this aligns with the outcomes of research conducted by (Faizah Naila, 2017; Putra Alfian Surya, 2018) which reveals that brand image positively affects consumer loyalty. The findings of further research show that product innovation has no effect and is significant to consumer loyalty. The outcomes of this study diverge from the findings of previous research conducted by (Yuliza Mai, 2017; Quintania, 2020;), which reveals that product innovation has a positive effect on consumer loyalty. The results of further research show that brand trust has a positive and significant effect on consumer loyalty. The results of this study align with findings from research conducted by (Ratnawati Alifah, 2018; Sastrawan & Pramudana, 2022), This suggests that consumer loyalty is positively influenced by brand trust, as uncovered in the study. Subsequent research findings further emphasize that brand trust is positively and significantly impacted by the brand image. The findings of this study are consistent with research carried out by (Merchandya Mertha & Respati, 2022; Sastrawan & Pramudana, 2022) This indicates that the positive and notable impact of brand image on brand trust has been affirmed by the findings of this study. Additionally, subsequent research findings highlight that brand trust is positively and significantly influenced by product innovation. The findings of this study are consistent with research carried out by (Khamwon & Pattanajak, 2021), Indicating that brand trust is positively and significantly influenced, the study reveals the constructive impact of product innovation.

Subsequent research findings affirm that brand image has a positive and significant impact on consumer loyalty, with this association being mediated by brand trust. A favorable brand image initiates the establishment of brand trust, which subsequently plays a constructive role in enhancing consumer loyalty. Consequently, concerted efforts directed at preserving and enhancing a positive brand image can exert a profound influence on the enduring relationship between Samsung products and their consumer base. The direct test results underscore the substantial influence of both brand image and brand trust on consumer loyalty toward Samsung products. Additionally, the outcomes of indirect assessments, which scrutinize the relationships between brand image and brand trust, as well as brand trust and consumer loyalty, are also significant. This establishes brand trust as a confirmed partial mediator in the correlation between brand image and consumer loyalty concerning Samsung products.

Additional research reveals that the impact of product innovation has a positive and significant effect on consumer loyalty, and this influence is mediated by brand trust. A more effective execution of product innovation enhances brand trust, consequently positively affecting consumer loyalty toward Samsung products. The direct test results emphasize the substantial

influence of both product innovation and brand trust on consumer loyalty to Samsung products. Furthermore, the outcomes of indirect assessments, specifically examining the relationships between product innovation and brand trust, as well as brand trust and consumer loyalty, are also significant. This establishes brand trust as a confirmed partial mediator in the relationship between product innovation and consumer loyalty concerning Samsung products.

5. Conclusion

In summary, the study's findings lead to several conclusions. Firstly, brand image exhibits a positive and significant impact on consumer loyalty. However, product innovation does not show a significant effect on consumer loyalty. Secondly, brand trust is confirmed to have a positive and significant influence on consumer loyalty. Additionally, brand image positively and significantly affects brand trust, while product innovation also positively influences consumer loyalty through the mediating factor of brand trust. In essence, the study emphasizes the importance of brand image and trust in influencing consumer loyalty, while underscoring the limited impact of product innovation directly on consumer loyalty.

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