The Effect of Brand Trust on Brand Loyalty of Dodol Bestory Study of PD. Bestari Diamond Garut

Taopik Hidayat[1], Suca Rusdian[2], Ima Apriliani[3]
[1, 2, 3]Manajemen, STIE Yasa Anggana Garut
Correspondent: taopikhidayat79@stieyasaanggana.ac.id

Abstract

This research is motivated by the loyalty of the dodol bestory arrowroot brand loyalty to PD. Intan Bestari Garut who is experiencing sales instability. This is caused by several factors, one of which is brand trust. The purpose of this study was to find out how the effect of brand trust on brand loyalty on dodol bestory products in PD. Diamond Bestari Garut. Based on the results of data processing obtained using SPSS version 24, the instrument has been tested for validity and reliability and the results are valid because each item produces an r value of more than 0.30 and a reliability of 0.753 for brand trust and 0.744 for brand trust. Brand Loyalty. And it is known that the effect of brand trust on brand loyalty is 0.678, which means there is a unidirectional (positive) relationship which is included in the strong category, with a contribution of 35.2% to brand loyalty while 64.8% is influenced by other factors. not discussed in this study. . And the last is hypothesis testing using the t test where it is known that the t value is 6.027, which means 6.027 > t table 1.996 and the sig value is 0.000 <0.005, so it can be concluded that the hypothesis in this study Ho is rejected and Ha is accepted, which means Brand Trust (X) positive and significant effect on Brand Loyalty (Y) on PD. Diamond Bestari Garut. So, the hypothesis proposed can be accepted.

Keywords: Brand Trust, Brand Loyalty

INTRODUCTION

Every company has a desire to achieve the goals set. One of these goals is to maximize profits by making loyal customers. In law no. 8 of 1999 concerning consumer protection Article 4 explains that one of the rights of consumers is the right to comfort, security and safety in consuming goods or services. Therefore companies in the food sector can have consumer trust so that it will increase loyalty to the brand itself.

Based on data records from the Central Statistics Agency (BPS) for the Indonesian food industry in 2020, during the middle of the pandemic, it reached 3.75%. This shows that the food industry is still expansive, despite the corona pandemic. No wonder today's food companies are still competing to make consumers believe in the products they produce.

Trust in the brand itself means the attitude shown by consumers towards a brand that is known about all the advantages of the product and there is hope to rely on the product. So, the trust that must be owned by consumers because there is a belief in the product, the consumer will buy the product, even though many new products are popping up.

The city of Garut is known for the variety of food available, in every corner of the city there are various kinds of traditional food products with various brands that offer their own uniqueness while maintaining the authenticity of products that have been around for a long time. One of its important values is to develop the potential of regional native food which has begun to be displaced by new products.

With the nickname city of dodol, of course, there are certainly many dodol producers in the city of Garut, starting from the home industry class to the limited liability company class which are distributed to the Garut area to the big cities in Indonesia. With so many dodol companies, the company will try to increase brand loyalty to the dodol.

Brands have an important role for customers because for customers brands are useful for facilitating purchasing decisions. Therefore companies will compete with each other to strengthen the brand. In addition, brands must be able to increase customer emotional involvement so that customers

will buy the products offered and will be loyal to the brand, which will ultimately increase profits for the company.

In a journal written by Khudyz, Zyeinyelkhaan (2018) research title: The influence factors of brand loyalty. Mobile phone industry. Stating that Brand Trust can influence Brand Loyalty. This shows that the brand is needed so that the company can survive. Besides that, efforts to maintain brand loyalty are a more effective strategy than attracting new customers (Setyanto, 2012).

In some cases, most consumers do not make purchases repeatedly or return to buy because consumers feel they do not have a sense of trust, so that consumers repurchase products to create brand loyalty, companies must meet consumer expectations.

PD. Intan Bestari which is one of the companies that managed to process and produce dodol under the name Dodol Bestory Garut. Dodol Garut Bestory has been around since 2003 and has been registered with the LP-POM MUI since 2005, until now the company has 32 employees. The company produces two types of dodol products, namely bulk dodol and packaged dodol with various flavors, such as peanut dodol, black sticky rice dodol, sesame dodol, salad flavored dodol and fruit flavored dodol. Dodol Bestory makes its products weighing approximately 20 grams for each small package made of transparent plastic and paper. Based on the results of an interview with Mr. Amal Rasyid as the owner of the company on March 23, 2021. He stated that Dodol Bestory experienced an unstable level of sales, causing a decrease in sales and an unstable number of customers each year. The following sales of Dodol Bestory can be seen from the following graph in 2016-2020 :

Figure 1 Dodol Bestory Sales Graph for 2016-2020 (Source: Garut Dodol Bestory sales report)

Based on the graph above, it can be seen that in 2016 Dodol Bestory sold 180 tons, 168 tons in 2017, and 182 tons in 2018, while in 2019 it was 190 tons and finally in 2020 it was 86 tons. Based on these data it can be seen that PD. Intan Bestari has never had a stable and optimal sales system in the category of achieving annual targets. Whereas in the last 2020 yesterday PD. Intan Bestari experienced a decrease of 70% from the predetermined annual target. Broadly speaking, when viewed from the chart, Dodol Bestory sales have fluctuated over the last 5 years from 2016 to 2020, which ended in an increase in sales in 2020, but this still cannot be said to be sales in the good category, because of During those 5 years, sales never reached the optimum target. It is possible that there is no sense of trust and repurchase of the product so that consumers switch to other dodol products.

Some of the problems above have caused the company to experience a decline and an unstable number of customers each year. Therefore, several factors are needed so that consumer loyalty to the brand can increase, including brand trust. This is in line with previous research conducted by Arini Anjani (2017) conducting research with the title "The Effect of Brand Trust and Brand Image on Revlon Lipstick Brand Loyalty". The research results show that Brand Trust and Brand Image together influence Brand Loyalty.

LITERATURE REVIEW
Brand Trust

According to Ibanez et al. in (Zegin, 2013) and (Hafizah, 2012),Brand Trust is one factor that can influence Brand Loyalty. Trust in the brand felt by consumers feel they have an exclusive and

important relationship with the brand certain. With a high brand, it is hoped that consumers will become more loyal to a particular brand. According to Lau and Lee in (Rizan, 2012), Brand Trust is the trust of consumers in a brand with various risks faced because of the expectations of the brand will have a positive impact where it exists Brand Trust will lead to Brand Loyalty. According to (Jimmy, 2015) Brand Trust is defined as a customer's desire to leaning on a brand at risk because of expectations towards the brand led to positive results. According to Delgado, in (Phillius Mamahit et al, 2015) stated that brand trust as the feeling of security that consumers have due to interactions with a brand, which is based on the perception that the brand is reliable and responsible responsibility for the interests and safety of consumers. According to Ika and Kustini(2011), Brand Trust can be measured by two dimensions, namely:

1) Viability Dimension
   This dimension represents a perception that a brand can fulfill and satisfy consumer needs and values. These dimensions are measurable through indicators of satisfaction and value.
2) Intentional Dimension
   This dimension reflects the feeling of security from individuals towards something brand.
   This dimension is measured through security and trust.

Brand Loyalty

Brand Loyalty according to (Tjiptono, 2012) Brand Loyalty is one of the brand equity that has to do with sales, which also means a guarantee to obtain company profits. According to (Sumarwan, 2011) revealed that Brand Loyalty is a positive attitude a customer towards a brand, the customer has a strong desire to re-buy the same brand now or in the future will come. As well as According to (Schiffman, 2012), Brand Loyalty is consistent consumer preferences to make purchases on the brand the same for a specific product or service category.

According to Marconi (Kuncoro, 2012) influencing factors brand loyalty is:

1) Value (price and quality), the use of a brand in a period of time the old one will lead to loyalty, therefore the company must be responsible for maintaining the brand. Important to note, reducing the standard of brand quality will disappoint consumers Even the most loyal consumers do the same price changes. Therefore the company must control the quality brand and price.
2) Image (both personality and reputation of the brand) mentioned), the image of the company and the brand begins with the company and Brand starts with awareness. Based on the research conducted there is a correlation between awareness and market share, so it can concluded that there is also a relationship between brand image and market share. Products that have a good image will be able to generate loyalty consumers on brands.
3) Convenience and ease of acquiring brands. In situation pressured and demanding market demand convenience, the company is required to provide products that convenient and easy to get.
4) Satisfaction felt by consumers, after comparing services or the product received is in accordance with what was expected.
5) Service, with good service quality offered by a brand can affect consumer loyalty to the brand.

The paradigm of thought that has been put forward before can described as follows:
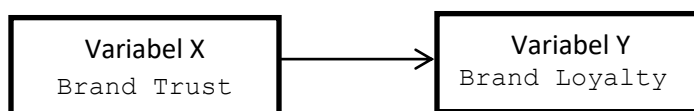

Image 1
The Pradigm Structure of Relations between Variables

Information :
X = Brand Trust
Y = Brand Loyalty

METHODOLOGY

In this research, the writer uses descriptive method and associative method. The descriptive method aims to describe or describe an independent variable that is studied either only one variable or more. While the associative method aims to determine the relationship between two or more variables, with the form of a causal relationship, namely the relationship shows cause and effect. This research was submitted to PD. Intan Bestari with his product Dodol Bestory Garut which is located at JL Raya Garut – Bayongbong KM. 1.5 Cangkuang Village, Muara Sanding Village, Garut Kota District, Garut Regency.

The population in this study is very large and spread out so it is difficult to know, so samples were taken for this study, namely consumers from various social and educational backgrounds. Because the population proportion is unknown, the researcher performs a maximal estimation by setting p = 0.5, while the precision is set at 10%, the minimum sample size that can be taken is as follows:

$$n = \frac{1,65^2 \cdot 0,5(1-0,5)}{(0.1)^2} = \frac{0,680625}{0,01} = 68$$

From the calculation above, it can be seen that the sample in this study were 68 people.
In carrying out this research the authors used data collection techniques in the following way:
1) Questionnaire or questionnaire.
2) Observation
3) Interview or interview
4) Literature study

The data obtained from the results of the study were then processed and analyzed using the Quantitative Analysis method: namely a data analysis using statistical formulas in the form of validity and reliability tests, simple correlation coefficient analysis, multiple correlation coefficients, coefficient of determination, and hypothesis testing.

RESEARCH RESULTS AND DISCUSSION

The trust of the Dodol Bestory Brand in PD. Diamond Bestari Garut

Supporting components such as price, promotion, distribution and service play a role in creating customer trust as well as validating the brand as the main customer satisfaction. Bestory is a brand that really maintains product quality, especially maintaining customer trust by maintaining the quality of these products while continuing to make dodol from quality natural ingredients. For price issues, the Bestory adjusts to market prices while also adjusting to the quality of existing products.

Based on the results of research on Brand Trust (X) Dodol Bestory on PD. Intan Bestari Garut, the number obtained is 1093 and these results are between 1088 and 1360. This shows that the Dodol Bestory Brand Trust in PD Intan Bestari Garut gets a good response from its consumers, this is because the results of the respondents' answers to the questionnaire are in the category agree.

Brand trust is an important thing that must be considered and maintained by the company (PD. Intan Bestari Garut) to increase the number of consumers and not lose out to competitors/competitors in similar products so that sales volume continues to increase according to the expected target.

In addition to brand trust, which must be maintained, the PD also feels secure. Intan Bestari Garut must continue to experience innovation in terms of good service. Based on the opinion above, that with good brand trust and a sense of security in consuming products designed by the company well, it will produce brand loyalty given by consumers.

Dodol Bestory Brand Loyalty to PD. Diamond Bestari Garut

Brand companies with a loyal customer base for a product can reduce marketing costs because the cost of retaining customers is much cheaper than getting new customers. Brand loyalty can also attract new customers because they have the belief that buying well-known branded products can minimize risk. Brand loyalty is a very important concept for Bestory in its marketing strategy because the existence of loyal consumers to the brand is necessary for the company to survive. In this case, the Bestory is able to maintain the brand in order to grow the company's image and customer loyalty. Bestory sells quality products from selected quality ingredients with a wide variety of flavors,

packaging and sizes. Dodol Bestory is guaranteed to be halal and healthy for consumption. Not only that, the Bestory always conducts community service programs, by recruiting employees in the surrounding area, and also doing social services.

Respondents' responses regarding Dodol Bestory brand loyalty to PD. Intan Bestari Garut, has a total of 2778 and these results are between the lines of 2720 and 3400. This shows that the loyalty of the Dodol Bestory brand to PD. Intan Bestari Garut got a good response from its customers, this is because the results of the respondents' answers to the questionnaire were in the very agree category.

Based on the expert opinion above, PD. Intan Bestari Garut must be able to meet the needs and wants of consumers by providing and offering Dodol Bestory products in good quality and in large quantities, because by meeting the needs and wants of consumers, PD. Intan Bestari Garut can attract consumer buying interest which in turn can generate the expected brand loyalty.

Effect of Brand Trust (X) on Brand Loyalty (Y) in PD. Diamond Bestari Garut

Trust from customers has an important role for the brand, because it will reduce the sacrifice of time and consumer risk to the brand. Development of Brand Trust has a big role for companies to retain or get consumers towards the company's brand.

Based on the results of calculations using correlation coefficient analysis, it shows that the influence of brand trust on brand loyalty is moderate and unidirectional. This can be seen from calculations using SPSS software version 24 with a result of 0.678. So it can be interpreted that brand trust in brand loyalty has a strong and unidirectional relationship, because the results of calculating the correlation coefficient are in the correlation coefficient interval of 0.600–0.799 with a contribution of 45.9%, the remaining 54.1 is influenced by other factors.

While testing the hypothesis using the t test on the effect of brand trust on brand loyalty, the t-count value is 6.027, which means 6.027 > t-table 1.996 and a sig value of 0.000 <0.005, so it can be concluded that the hypothesis in this study is that Ho is rejected and Ha is accepted. which means Brand Trust (X) has a positive effect and Significance of Brand Loyalty (Y) on PD. Diamond Bestari Garut. So, the hypothesis proposed is acceptable, which means Brand Trust (X) has an effect on Brand Loyalty (Y).

CONCLUSIONS, PROPOSALS, RECOMMENDATIONS:

The conclusions from the results of this study are as follows:

1. Brand trust in PD. Intan Bestari Garut has had very good positive responses from the respondents. This is based on the responses of respondents who generally agree with various indicators regarding brand trust. The total score is 1093, so the respondent's assessment is included in the agree category because it is located between the lines 1088 and 1360.

2. Brand Loyalty to PD. Intan Bestari Garut has had very good positive responses from the respondents. This is based on the responses of respondents who generally agree with various indicators regarding purchasing decisions. As for the total score of 2778, so that the respondents' assessment is included in the agree category because it is located between the lines 2720 and 3400.

3. From the test results, the results obtained are rs = 0.678 which indicates a positive relationship unidirectional (positive), so that it can also be said that brand trust in brand loyalty has a strong and unidirectional relationship, because the results of calculating the correlation coefficient are in the correlation coefficient interval of 0.600 – 0.799. And it is said to be unidirectional, meaning the better brand trust in brand loyalty dodol bestory in PD. Diamond Bestari Garut. And the t-count value is 6.027, which means 6.027 > t-table 1.996 and a sig value of 0.000 <0.005, so it can be concluded that the hypothesis in this study is that Ho is rejected and Ha is accepted, which means Brand Trust (X) has a positive effect and Significance of Loyalty Brand (Y) in PD. Diamond Bestari Garut. And the Coefficient of Determination is 55.7% and the remaining 54.3% is influenced by other factors not examined in this study.

References:

Aanker, D. (2015). *Aanker On Branding.* Jakarta: Gramedia.

Hasan. (2015). Marketing strategy *(edisi 4).* Yogyakarta: ANDI.

Hasan, A. (2014). *Marketing* and selected cases. Yogyakarta: CAPS.

Hasibuan, Malayu SP. (2014). Human Resource Management (14th edition). Jakarta. Script Earth.

Jimmy, T. M. (2015). The Influence of Brand Image and Brand Trust on Brand Loyalty Telkomsel Vol. 3 No. 4. Ecogen Journal.

Kustini, I. N. (2011). Experiential Marketing, Emotional Branding, and Brand Trust and their Effect on Loyalty on Honda Motorcycle Product. Journal of Economics,

Kottler and Keller. 2018. Marketing Management Twelfth Edition. Jakarta: PT. INDEX.

Nasution, Atika & Harahap, Baginda. (2022). The Influence of Product Quality, Promotion and Design on Purchase Decisions for Yamaha Nmax Motor Vehicles SPSS Application Based. International Journal of Economics (IJEC). 1. 01-13. 10.55299/ijec.v1i1.67.

Nasution, Atika & Harahap, Baginda & Harahap, Rohmah & Wahdi, Nasrul. (2022). Socialization of the Use of Multimedia as a Learning Tool to Improve the Skills of MAS Darul Ilmi Students. International Journal of Community Service (IJCS). 1. 48-61. 10.55299/ijcs.v1i1.88.

Prabowo, A. (2013). Prabowo, Aris. Analysis of the Influence of Product Quality, Brand Trust, Brand Image and Customer Satisfaction on Brand Loyalty in Aqua Mineral Water (Case Study on Aqua Mineral Water Consumers in the South Tangerang Region). Jakarta: Syarif Hidayatullah State Islamic University.

Phillius Mamahit et al, P. M. (2015). The Influence of Brand Image, Brand Trust and Product Quality on Purchasing Decisions. Efficiency Scientific Periodical Journal Vol. 15 No. 05 , 779.

Rizan, M.B. (2012). The Effect of Brand Image and Brand Trust on Brand Loyalty for Teh Botol Sosro. Indonesian science management research journal, 1-7.

Schiffmsan, L. G. (2012). customer behavior 8th. New Jersey: Prentice Hall- International.inc.

Sugiono. (2014). Management Research Methods: Quantitative Approach, Qualitative, Combination, Action Research, Evaluation Research. Bandung: Alphabet.

Sugiyono. (2013). Business Research Methods. Bandung: Alphabet.

Sugiyono. (2015). Research & Development Methods . Bandung: Alphabet.

Sugiyono. (2016). Research & Development Methods: (Research and Development/R&D). Bandung: Alphabet.

Suryani. 2016. Effect of Brand Image, Brand Trust in service quality on ZARA clothing Brand Loyalty. Journal of the Faculty of Economics, Sanata Darma University, Yogyakarta.

Tjiptono, F. (2012). Strategic Marketing. Yogyakarta: ANDI.

Tjiptono and Diana. 2016. Essential and Application Marketing. Yogyakarta: CV. ANDI.

Zegin, G.F. (2013). The Relationship between Brand Trust, Brand Affect, Attitudinal Loyalty and Behavioral Loyalty. International Journal Of Marketing Studies. Vol. 5, No. 2, 111-119.

Sugiyono. (2016). Research & Development Methods: (Research and Development/R&D). London: 2016.

Sugiyono. (2017). Research & Development Methods: (Research and Development/R&D). Bandung: Alphabet.

Sumarwan, U. (2011). Consumer Behavior: Theory and Its Application in Marketing. Bogor: Ghalia Indonesia.