

Analysis Brand Awareness and Brand Trust to Purchase Decision (Case Study: PT. MountAqua Kruenggeukuh, AcehProvince)

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ABSTRACT

This study aims to test brand awareness and brand trust to purchase decision of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province. The data used in this research are 125 consumers of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province with the kind of quantitative research and primary data source. The analysis tool used is Structural Equation Modeling (SEM) using AMOS-20 (Analysis of Moment Structure). The results showed that brand awareness significantly influence the purchase decision of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province. Brand trust has significant influence to purchase decision of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province.

Key Word : *Brand Awareness, Brand Trust, Buying Decision.*

1. BACKGROUND TO STUDY

The mineral water drinking industry is one of the bottled water industry that is currently increasingly tight competition. This is caused by the development of the times and the increasingly complex human needs resulting from the many activities that humans do. Therefore, people tend to look for things that are considered practical and efficient. Similarly, their need for clean and hygienic drinking water that can be readily consumed, so it does not need to be cooked first and of course this is more practical and efficient so that consumers prefer to buy bottled drinking water as a means of fulfilling their needs.

In general, consumers tend to buy products with a brand that has been known on the basis of considerations of comfort, security and others. However, a well-known brand prevents consumers from using risk with the assumption that a well-known brand is reliable. Brands that have a high degree of brand awareness are more likely to be selected consumers in making purchases and it will continue to customer satisfaction.

Trust is also important for consumers because trust will help reduce consumer time and risk to brand. Brand trust will allow consumers to simplify the brand selection process and reduce the time it takes to make a buying decision. Brand trust can also reduce uncertain purchases. This is an advantage that can be obtained from brand trust.

According to Keller (2008) brand awareness affects the formation and strength of associations that make up the brand image. In addition, brand awareness is also the first step

in building brand equity. The basic psychological process plays an important role in understanding how consumers actually make their purchasing decisions (Kotler & Keller, 2009). A brand can be an alternative consumer choice in making purchasing decisions.

Furthermore, trust in a brand also plays an important role in consumer purchasing decisions. Brand trust is what can affect consumer attitudes to a brand and to a company that produces it (Gurves & Kocia, 2003). Good and strong brand trust from consumers will create a buying decision for the brand.

Similarly, mineral water products in the packaging of Mount Aqua in PT. Mount Aqua Kruenggeukuh, purchasing decisions are strongly influenced by brand awareness and brand trust from consumers. However, the similarity of the brand Aqua Aqua with Aqua cause distortion of brand recognition from consumers. Packaging and color packaging that also tend to be similar to cause consumers not too care whether the mineral water in the packaging that he bought branded Mount Aqua or Aqua. There are even some consumers who consider that Mount Aqua is a product of innovation from Aqua under the same company. This indicates that brand awareness and brand trust from consumers are still low. So this can affect the purchase decision of the consumer itself So it can be concluded that this study aims to see how far the influence of brand awareness and brand trust to purchase decision of Mount Aqua In PT. MountAqua Kruenggeukuh Aceh Province.

Based on the brief description above, the authors feel the need to conduct research under the title "Analysis Brand Awareness and Brand Trust to Purchase Decision (Case Study at Mount Aqua In PT. MountAqua Kruenggeukuh Aceh Province)".

2. THEORETICAL BASIS

Brand Awareness

According to Durianto, (2004: 54) defines brand awareness (brand awareness) is the ability of a potential buyer to recognize, recall a brand as part of a particular product category.

There are four indicators that can be used to find out how far consumers are aware of a brand among others (Kriyantono, 2006: 26):

- 1) Recall that is how far consumers can remember when asked what brands are remembered.
- 2) Recognition is how far the consumer can recognize the brand belongs to a certain category.
- 3) Purchase is how far the consumer will enter a brand into an alternative choice when going to buy products / services.
- 4) Consumption is how far consumers still remember a brand while using the product / service competitors

Furthermore, researchers will use the indicator by Kriyantono (2006) to measure the brand awareness variable.

Brand Trust

Chaudhuri and Holbrook (2001) define brand trust as the willingness of the average consumer to depend on the ability of a brand to perform its functions or functions. Chaudhuri and Holbrook further said that, in particular, trust can reduce uncertainty in an environment where consumers feel insecure in it, because they know they can rely on a trusted brand.

According Chaudhuri and Holbrook (2001), using four indicators to measure brand trust variables, namely:

- 1) Trust is defined as the manifestation of the consumer trusting a product or service through a brand.
- 2) Reliable (rely) is defined as a trust level of a product or service can be relied upon by the characteristics of a brand.
- 3) Honest (honest) is defined as a level of confidence in the brand that a product or service is an honest product or service (brand).
- 4) Security is defined as the level of security that consumers trust in a brand, product, or service.

Furthermore, researchers will use indicators according to Chaudhuri and Holbrook (2001) to measure brand trust variables.

Purchase Satisfaction

According to Kotler and Armstrong (2008) consumer purchasing decisions are the most preferred brand buying, but two factors can lie between purchasing intent and purchasing decisions. The first factor is the attitudes of others and the two situational factors are not expected. Therefore, purchase preferences and intentions do not always result in an actual purchase. In other words, every consumer is a rational economic man who has rational reasons and makes rational choices in every purchase of products and services, (Tjiptono, 2008).

According to Hsu, Chang and Sweeney (Setyaji, 2008) indicators of purchasing decisions are as follows:

- 1) The desire to use the product
- 2) The desire to own the product
- 3) Interest in the product
- 4) Take the time to get the product
- 5) Know the function of the product well.

Furthermore, researchers will use indicators according to Hsu, Chang and Sweeney (Setyaji, 2008) to measure the purchase decision variable.

3. HYPOTHESES

Hypothesis is the answer to the formulation of research problems, where the formulation of this research problem has been formulated in the form of statement sentence.

- 1) The effect of Brand awareness on purchasing decisions

Research from Wilujeng (2013) found that brand awareness and brand trust influenced the purchase decision of Oriflame brand cosmetics. Further research from Akbarsyah (2012) found that brand awareness has a positive effect on purchasing decisions Joytea In Bandung.

H₁: Brand awareness significantly influence the purchase decision of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province.

- 2) The influence of Brand Trust on purchasing decisions

Research from Adiwidjaja and Tarigan (2017) found that brand image and brand trust had a positive and significant effect on purchasing decisions of Converse shoes.

H₂: Brand awareness significantly influence the purchase decision of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province.

4. RESEARCH METHODS

The object of this research is all consumers of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province. The location of this research is Kruenggeukuh District of Aceh Province.

In determining the number of samples also consider the research model used. The research model used in this research is the model of Structural Equation Modeling (SEM) with the help of AMOS version 20.0, where in SEM the ideal number of samples between 100-200 (Hair et al, 2009) and also must consider the number of indicators in the model.

Hair et al (2009) further said for the determination of the number of samples can amount to 5-10 of the number of indicators. In this study there are 13 indicators so that the number of samples can range between 65-130 respondents. The number of samples is determined by multiplying the number of indicators by 10, so the total sample is $13 \times 9 = 117$ respondents. To guard the occurrence of data outlier then added again with 8 respondents. So the number of samples is 125 respondents.

In this research, the survey method was conducted by using questionnaires directly distributed by consumers of Mount Aqua at PT. Mount Aqua Kruenggeukuh Aceh Province. Technique of data collecting by using likert scale 5-1, where 5 represent statement strongly agree and 1 represent statement very dissenting (Sugiyono, 2012). Where sampling technique is done by using probability sampling technique with accidental sampling approach.

5. RESEARCH RESULT AND DISCUSSION

Research Result

The model suitability test is carried out through flowcharts in the full model equation, ie the tests performed on all the exogenous and endogenous variables that have been combined into one whole diagram through the variant or covariant matrix and the full model is referred to as the research model. The full model test is done in two stages ie full SEM model before modification and full model of SEM after modification.

The full model test before being modified is presented to see how far the initial model was formed in meeting the Goodness Of Fit (GOF) criteria before the model was modified. The following will present a full model image before it is modified:

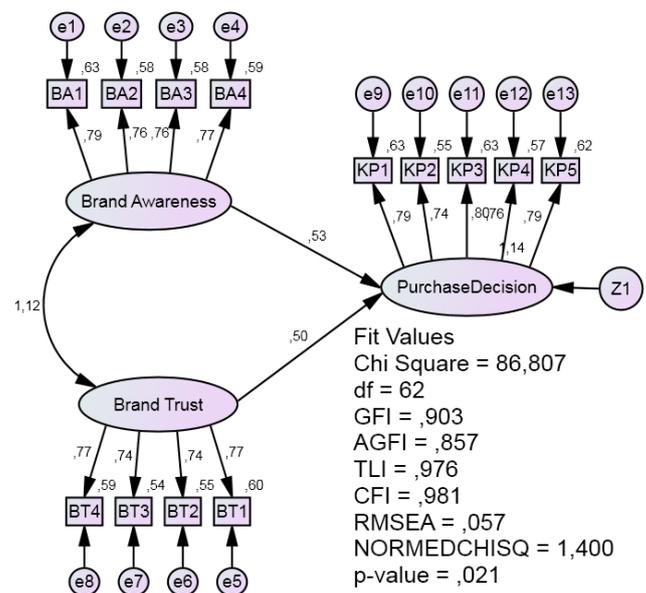


Figure1. Full Models of Research Before Modified

Based on Figure 1 it is clear that not all Goodness of Fit (GOF) values meet the required criteria, for example the value of AGFI is still marginal ($0.857 < 0.90$), and the p-value is also poor (ugly). Thus the research model has not been appropriate and has not been able to explain the research model properly and well, so that the model needs to be modified.

The full model test after modification is intended to allow the established model to meet GOF requirements. Modifications are made by connecting any error term suggested by the system, with the aim of raising the GOF value that has not met the criteria. The following will be shown full model image after modified:

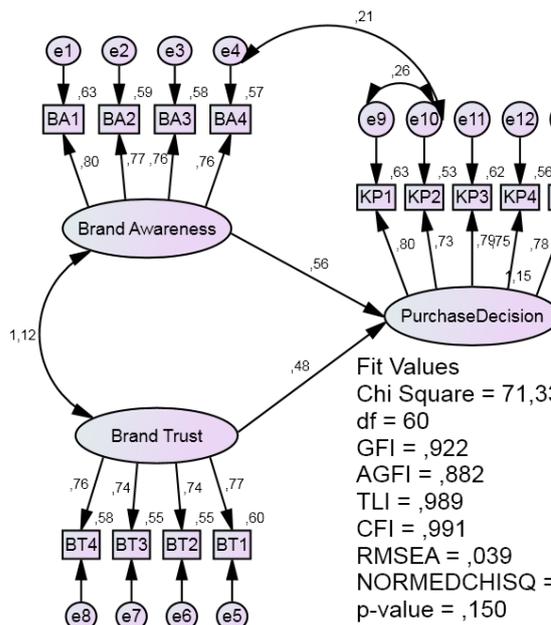


Figure2. Full Models of Research After Modified

Based on Figure 2 it is clear that all constructs used to form this research model have met the GOF criteria. As the chi-square, TLI, CFI, RMSEA, CMIN / DF values have met the required criteria and are further reinforced with a p-value value of 0.150 greater than 0.05 indicating that the established model has been highly significant. Except the value of AGFI which is still marginal but is approaching well.

For more details see Table 1 below:

Table 1. Criteria Goodness of Fit Full Model After Modified

Goodness Of Fit Index	Value Expected	Value Results	Co
χ^2 C-square Statistics	Diharapkan kecil	71,331	
GFI	$\geq 0,90$	0,922	
AGFI	$\geq 0,90$	0,882	
TLI	$\geq 0,95$	0,989	
CFI	$\geq 0,95$	0,991	
RMSEA	$\leq 0,08$	0,039	
CMIN/DF	$\leq 2,00$	1,189	
P-Value	$\geq 0,05$	0,150	

DISCUSSION

The statistical test is performed by observing the level of significance of relationships among variables indicated by the value of C.R (Critical Ratio) which is identical with the t-test in the regression and its probability value (P). Significant relationships were marked with values of C.R greater than 2.58 and P values less than 0.05 (Ferdinand, 2014). To see how big the effect of exogenous variables on endogenous variables is shown in Table 2.

Table2. The Effect of Dependent Variablesto Independent Variable

Variable Laten	Std. Estimate	Estimate	S.E.	C.R.	P
PurchaseDecision <--- BrandTrust	,477	,533	,078	6,793	0,0001
PurchaseDecision <--- BrandAwareness	,564	,590	,077	7,671	0,0001

Based on the results of data analysis as shown in Table 2, then the structural equation as follows:

Structural Equations:

$$KP = b_1BA + b_2BT + z_1$$

$$KP = 0,564BA + 0,477BT + z_1$$

Based on Table 2, then the researchers can describe the conclusion that is as follows:

The Influence of Brand Awareness to Purchase Decision

Based on the results of the analysis seen that brand awareness significantly influence the purchase decision of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province with the value of standardized regression weight estimate of 0.564 (56.4%), the critical ratio value of 7.671 is greater than 2.58 and the probability value of (***) which means very significant. This proves that brand awareness significantly influence the purchase decision of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province.

In general, consumers tend to buy products with a brand that has been known on the basis of considerations of comfort, security and others. However, a well-known brand prevents consumers from using risk with the assumption that a well-known brand is reliable. Brands that have a high degree of brand awareness are more likely to be selected by consumers in making purchases and it will continue to customer satisfaction. Likewise with the Mount Aqua brand, the brand Mount Aqua for people in Aceh Province, especially Kruenggeukuh community is well known. So this is of course indicates that Kruenggeukuh community awareness brand of mineral water products in the packaging of Mount Aqua is very good. So it can be concluded that brand awareness significantly influence the purchase decision of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province.

The Influence of Brand Trust on Purchase Decision

Based on the results of the analysis seen that brand trust significantly influence the purchase decision of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province with the value of standardized regression weight estimate of

0.477 (47.7%), the critical ratio value of 6.793 is greater than 2.58 and the probability value of (***) which means very significant. Can be concluded that brand trust influential significantly to purchase decision of Mount Aqua at PT. Mount Aqua Kruenggeukuh Aceh Province ..

Trust is very important for consumers because trust will help reduce consumer time and risk to brand. Brand trust will allow consumers to simplify the brand selection process and reduce the time it takes to make a buying decision. Brand trust can also reduce uncertain purchases. This is an advantage that can be obtained from brand trust. Likewise with Mount Aqua products in PT. Mount Aqua Kruenggeukuh Aceh Province, public confidence about the quality and authenticity of Mount Aqua products will influence the purchase decision of Mount Aqua products in PT. Mount Aqua Kruenggeukuh Aceh Province.

6. CONCLUTION AND RECOMENDATION

Conclution

Based on the discussion that has been described previously, this research can give some conclusions as follows: 1) Brand awareness significantly influence the purchase decision of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province. 2) Brand trust has significant effect to purchase decision of Mount Aqua in PT. Mount Aqua Kruenggeukuh Aceh Province.

Recomendation

This research produces some practical implications that are directed especially to the leadership of PT. Mount Aqua Kruenggeukuh Aceh Province is as follows:

To increase the brand awareness of Mount Aqua products efforts that can be carried out by PT. Mount Aqua Kruenggeukuh Aceh Province is to improve consumers' memory of the brand Mount Aqua when consumers are using competitor products / services by increasing the volume of advertising and other similar promotions in order to increase public awareness of the brand Mount Aqua

To increase consumer brand trust to brand Mount Aqua is expected to the leadership of PT. Mount Aqua Kruenggeukuh Aceh Province to improve the safety of Mount Aqua products ranging from packaging safety, hygienic water and create corporate social responsibility programs to increase public confidence in the brand Mount Aqua.

To improve the decision to purchase mineral water products Mount Aqua, the leadership of PT. Mount Aqua Kruenggeukuh Aceh Province is expected to be able to increase consumer interest in Mount Aqua products, ranging from the relatively cheap price, unique and attractive packaging, and available in all stores and supermarkets. With these efforts are expected consumer purchasing decisions will be Mount Aqua products will increase each year.

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