THE EFFECT OF BRAND TRUST AND BRAND LOYALTY ON ADIDAS PURCHASE DECISION IN BANDAR LAMPUNG

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ABSTRACT

The study aims to determine the effect of 1) Brand trust, 2) Brand loyalty on Adidas Purchase decision in Bandar Lampung. The quantitative associative research used multiple regression found that brand trust and brand loyalty effected Adidas purchase decision. So, brand trust and brand loyalty lead to certain marketing advantages including reducing marketing costs, attract new consumers, provide superior trading leverage, performing favorable word of mouth, and resist competitor marketing efforts.

Keywords: Brand trust, Brand loyalty, Purchase decision

INTRODUCTION

Consumers have an important role for company sustainability. Therefore, producers must be able to understand consumer behavior which dynamic and it is influenced by various factors such as cultural factors, lifestyle, economic conditions, social status, motivation, perceptions, personality, social class, reference groups, and technological developments (Hawkins & Mothersbaugh, 2010). Intensive competition requires companies to be able to play a reliable marketing strategy and attract consumers to buy. The ultimate goal is to make sales transactions or purchase decisions.

Purchase decisions are thoughts where individuals evaluate various options and decide on a choice of a product from many choices. According to Kotler & Armstrong (2014), purchase decisions are the stages in the buyer's decision-making process where consumers actually buy. Consumer purchase decisions become an important factor in determining the existence of a company. A company can continue to exist if consumer stimulation in deciding to purchase products from a market gets a positive response from the market itself. Consumers prefer for brands in personal collection and tend to buy the most desirable brands and leading to purchasing decisions (Kotler & Keller, 2016). Kotler and Keller (2016) define indicators to measure purchase decisions are:

1. Consumers needs that meet by the company.
2. Consumers collect information about the needs that meet by the company
3. Consumers choose companies over competitors
4. Consumers decide to buy products provided by the company
5. Consumers feel satisfied after buying the company's products

One unique purchase decision is the decision to buy fashion products. The word fashion itself refers to Troxell & Stone in their book Fashion merchandising is a style that accepted and used by the majority of members of a group at one time. Often fashion describes the culture, feelings, thoughts, personalities, popular styles, and lifestyles of people in a certain period. Piliang (2004) adds that fashion is a form of lifestyle that can be tried, maintained, or abandoned. This means that fashion products will continue to change from time to time. The scope of fashion products itself is quite broad, including: clothes,

hats, bags, glasses, accessories, cosmetics, as well as sandals and shoes.

Part of fashion that is quite developed is shoes. The use of shoes has now shifted its function, from what used to be sole and foot protectors to now being a style that can show the personality and social class of the wearer. Increased public interest in sports. Currently there is a phenomenon of using running shoes or running shoes that are starting to attract people's interest in using these shoes. Not only used for sports, running shoes are now starting to switch functions as fashion shoes where most people, especially young people, use running shoes at various events. (Ayu, 2015) Now, shoes consumers demand shoe manufacturers to create shoes that can be used for all activities, both of comfort, durability, technology, material quality, and also the shape of the shoe design. There are many types of shoes that can be used by men and women, such as: sneakers, wedges, peep toe heels, flat shoes, loafers, boots, stilettos, mary janes, slip ons, derby shoes, monk strap shoes, oxford shoes, boat shoes, and brogues (Merdeka.com, 2020). One type of shoes that is now widely used and supports fashion is sneakers because can use for various occasions both casual and official and can be use by men and women. In Indonesia, sneakers were popular in the late 90s due to the influence of the popularity of skateboarding in Indonesia. At that time, the most popular sneakers were Nike and Adidas. The development of the trend of sneakers in Indonesia has been increasing rapidly, especially in the last five years since 2017 (Kompas.com, 2017). This also supported by Cnbcindonesia.com (2018) which recorded an increase in enthusiasts of sneakers from 50% to 70% in 2016-2017. Awareness of maintaining health by walking is also the cause of the high purchase of sneakers (Cnnindonesia, 2018).

The growth of the shoe market in Indonesia and the phenomenon of running shoes which have become one of the new fashions is a good opportunity for sports shoe manufacturers to create sports shoes, especially running shoes which are currently in vogue. This also done by one of the biggest companies, namely Adidas (Ayu, 2015). There are many factors that influence purchase decision, including: promotion, price perception, service quality, location (Idris, 2015), cultural, social factors, personal, psychological (Isnan, 2020), product design, brand image (Rachman & Santoso, 2015), lifestyle (Mongisidi, Sepang & Soepeno, 2019), product quality (Mukarromah & Rofiah, 2019), product brand, product packaging, features product (Pradana & Reventiary, 2016), brand image (Adiwidjaja & Tarigan, 2017), consumer motivation (Rahman & Masreviastuti, 2018) brand trust, fashion lifestyle (Pratisti, Yusa, & Rahayu, 2020), and brand loyalty (Sharma et .al, 2013).

The research about the effect of brand image, product quality, and other variables has been studied quite a lot, so research uses variables that are rarely studied, namely the effect of brand trust and brand loyalty on purchasing decisions of Adidas brand sneakers in Bandar Lampung.

Delgado et.al. (2003) in Pratisti, Yusa & Rahayu (2020) defines brand trust (brand trust) as the perception of reliability from a consumer's point of view based on experience or fulfilled expectations of product performance. Brand trust is a psychological variable that reflects a number of initial accumulations involving credibility, integrity and benevolence attached to a particular brand (Lau & Lee, 1999). Boon and Holmes (1991) in Lau & Lee (1999) state that if individuals trust other parties, the possibility of forming positive behavior intentions towards these other parties is also greater. This means that when consumers trust a certain brand, the possibility of forming positive buying intention towards that brand is also getting bigger. Intention is one of the conative components of attitude. Attitude itself consists of three components, namely cognitive, affective and conative. Cognitive relates to the consumer's learning process, while affective relates to attitudes, and conative relates to behavior, more precisely conation indicates an intention or commitment to do something towards a certain goal such as a purchase (Dharmmesta, 1999). This research is in line with Delgado's research (2005); Sahin, Cemal, & Hakam

(2011); Delgado & Estela (2015); Dhurup, Pieter, & Vsemuli (2018) in Pratisti, Yusa & Rahayu (2020).

The concept of trust has become a popular issue in the field of marketing with the emergence of relational orientation in marketing activities. Trust is seen as the foundation in the relationship with consumers and is the most important attribute that is owned by a brand.

The existence of satisfaction with consumers will lead to trust, because of brand consistency in meeting consumer expectations. In addition, the chosen brand can protect, maintain the safety, security and interests of consumers. Based on the description above, it can be assumed that H1 brand trust influences the decision to purchase Adidas brand shoes. The opinion of Lassoued & Hobbs (2015) in Trista, Prihatini & Saryadi (2020) is used to measure brand trust, namely:

1. Credibility, is part of the level of trust in the product information contained in the brand which is expected to increase the perceived quality and value of the brand.
2. Brand competence, can be developed through direct use or word of mouth. Brand competence can be seen when consumers perceive the quality of the product or service offered according to their needs
3. Brand goodness, reflects the intention of a company towards consumers. This intention can be in the form of benefits (health, social, environmental) that consumers get when buying or consuming products with that brand
4. Brand reputation, including the belief that exists in the form of consumers that the brand will be consistent in providing high-quality products, is reflected in the willingness of consumers to pay a higher price.

Another variable that influences purchasing decisions is brand loyalty. Brand loyalty is a term in marketing to describe how strong a consumer's preference is for a brand when compared to other brands. According to Aaker (1997) brand loyalty is a measure of a customer's attachment to a brand. Meanwhile, according to Assael (1995) brand loyalty based on the consistent behavior of customers to buy a brand as a form of the customer learning process on the brand's ability to meet their needs. Apart from being a form of consistent buying behavior, brand loyalty is also a form of positive consumer attitudes and consumer commitment to a brand over other brands (Dharmesta, 1999).

Brand loyalty often measured by how many repeat purchases are made or by brand sensitivity. Brand loyalty in the marketing world is the main goal and customers are usually willing to pay high prices (Saif, 2018). Companies with customers who have brand loyalty will lead to companies that have a larger market share and a higher rate of return on investment (Nawaz, 2012). Durianto et al (2004) stated that brand loyalty provide value to companies because it can reduce marketing costs, increase trade, attract new consumers, and provide time to respond to competitive threats. So it is assumed that H2 is brand loyalty influencing the decision to purchase Adidas brand shoes. In this study, brand loyalty variables measured through three indicators, namely:

1. Loyal use of the brand
2. Recommend the brand
3. Return to use the brand on another occasion

There are several sneakers brands that are widely used in Indonesia, including Adidas, Nike, Piero, Compass, Diadora, Aerostreet, Eagle, Reebook, and Ardiles. Economy. business. com (2018) noted that the largest market share for sneakers in Indonesia was Nike (30%) and followed by Adidas (23%). However, in 2020 the top brand for sneakers in Indonesia was Adidas (38.6%) far above Nike (18.1%). This study chose Adidas brand sneakers because it was the first top brand index in Indonesia from 2018 to 2020. Information about the top brands of sneakers can be seen in the following table:

Table 1.1 Top Brand Index (TBI) Sneakers 2018-2020

No	Sneakers Brand	2018 (%)	2019 (%)	2020 (%)

1	Adidas	37.6%	37.0%	38.6%
2	Nike	25.6%	21.1%	18.1%
3	Reebok	6.2%	6.3%	5.3%
4	Ardiles	5.2%	8.3%	11.1%
5	Diadora	4.6%	2.9%	5.1%

Source: http://www.topbrand-award.com, 2021

To see the effect of brand trust and brand loyalty, a pre-survey conducted on 30 people who use sneakers in Bandar Lampung and obtained the following brands:

Table 1.2 The Most Used Sneakers Brand in Bandar Lampung

Sneakers Brands	Amount (people)	Precentage (%)	Reason
Adidas	15	50%	already trust the brand
Nike	7	23,3%	easy to get anywhere
Reebok	5	16,7%	have affordable prices
Ardiles	2	6,7%	have good quality
Diadora	1	3,3%	have affordable prices

Source: Prasurvey, 2021.

Research on the effect of brand trust and brand loyalty on purchasing decisions of Adidas brand sneakers is important to see how much influence these two variables have on brand management for the company. The results of this study are not only used for input and consideration for sneakers manufacturers and sellers but also various other fashion products. This study aims to determine the effect of brand trust on purchasing decisions of Adidas brand shoes, to determine the effect of brand loyalty on purchasing decisions of Adidas brand shoes, and to determine the effect of brand trust and brand loyalty on purchasing decisions of Adidas brand shoes.

METHODS

The type of research used is quantitative research. This research method is causal associative. Primary data in this study were obtained from questionnaires. The measurement scale of the questionnaire research used is the Likert scale. The sample is taken from the population, namely some consumers who have purchased Adidas brand sneakers in Bandar Lampung. Sampling used a non-probability sampling method with purposive sampling technique. The number of respondents determined in this study were 180 respondents. Test the research instrument requirements using validity and reliability tests. Test the data analysis requirements usingnormality, linearity, homogeneity, tests. The data analysis method used in this research ismultiple linear regression.

RESULT AND DISCUSSION

Data Description

Based on the results of questionnaire data to respondents, it can be seen that 56% are at most 24-29 years old as many as 112 people. Based on occupation, it can be seen that Adidas customers have 84 customers from bachelor degree with a percentage of 42%. Based on the price of adidas brand shoes in Bandar Lampung, it can be seen that the price

> 500,000 gets the highest score by 86 respondents or 43%. Based on the presence or absence of shoes from other brands, the presence of shoes from other brands scored the highest, with 166 respondents (83%). Based on other shoe brands owned by the respondent, the Nike shoe brand scored the highest of his 115 respondents, or 57.5%.

Validity and Reliability of Measures

The results of the data validity test related to the Brand Trust variable (X1), the results of the tests carried out by the researchers obtained the results of all significance values smaller than alpha (0.05). All statements related to brand trust as many as 12 items are said to be valid and feasible to be used for data collection in this study. The results of the validity test of data related to the Brand Loyalty variable (X2), the results of the tests carried out by researchers obtained the results of all significance values smaller than alpha (0.05). All the 9 statement items said to be valid and feasible to be used for data collection in this study. The results of the data validity test related to the Purchase Decision variable (Y), the results of the tests carried out by the researchers obtained the results of all significance values smaller than alpha (0.05), that 15 statement items are said to be valid and feasible to be used for data collection in this study.

The results of the reliability test on each variable, because the value of Cronbach's Alpha on the Brand Trust variable (X1) is 0.951, the Brand Loyalty variable (X2) is 0.863, and the Purchase Decision variable (Y) is 0.958. It can be concluded that the data obtained from the entire instrument questionnaire statements on each variable have met the requirements of instrument reliability.

Data Analysis Requirements Test Results

Based on the results of the One-Sample Kolmogorov Test-Smirnov test, it shows that Brand Trust (sig. 0.070), brand Loyalty (sig. 0.322) and Purchasing Decisions (sig. 0.055) with a significant level of significant data obtained is greater than Alpha (0.05), which means the data is normally distributed.

The results of the linearity test show that the ANOVA calculation produces a Sig value. in the line Deviantion from linearity for the Brand Trust variable (X1), the Sig value is 0.224 > 0.05 (Alpha), and the Brand Loyalty variable (X2) is the Sig value is 0.151 > 0.05 (Alpha). It can be concluded that the data obtained from the questionnaire respondents who became the sample in this study stated that of all the independent variables showed that the data obtained a linear regression model on the dependent variable, namely Purchase Decision (Y).

Multiple Linear Regression Test Results

Table 1. Multiple Linear Regression Coefficient Test Results

Variable	Unstandardized Coefficients	
	B	**Std. Error**
(Constant)	31,277	3,103
Brand Trust (X1)	0.431	0.061
Brand Loyalty (X2)	0.269	0.067

The test was carried out by researchers using the help of the Statistical Program and Service Solutions series 21.0 program. In this study the regression equation is as follows

$$Y = 932{,}277 + 0{,}431X1 + 0{,}269X2 + e$$

Based on parsial results, it was explained that Brand Trust (X1) had an effect on Purchase Decision (Y) in purchasing Adidas branded sneakers at Bandar Lampung. Judging from the results, the sig value is less than or equal to 0.000, which is below the Alpha value of 0,05. According to Chaudhuri & Holbrook (2001) define brand trust as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function". Brand trust arises after consumers' evaluation of companies' offerings. If companies provide beliefs of safety, honesty and reliability about their brands to consumers, brand trust will be generated subsequently (Doney & Cannon, 1997). It can be interpreted that brand trust is created and developed by direct experiences of consumer via brands. Therefore, manufacturers of Adidas brands are encouraged to maintain brand trust by providing comfortable and reliable products.

Based on the test results, it can be concluded that Brand Loyalty (X2) had an effect on Purchase Decision (Y) in purchasing Adidas branded sneakers. From the sig value of 0.000 or smaller than the alpha value of 0.05, which means that the Brand has an impact on Purchase Decision. Purchasing the same brand by customers shows the behavioral aspect of loyalty (Lam et al., 2004; Jones & Taylor, 2007). According to Reichheld and Schefter (2000) have stated that customers who demonstrate behavioral loyalty to a brand are skilled for acquiring new customers beyond they have low price sensitivity and they purchase more. Positive sharing about the brand by customers, recommending the brand to the potential customers and encouraging them to purchase it can be listed as attitudinal aspect of the loyalty. Therefore, a surveyed group of college students have purchased Adidas products with an average price of over 500 thousand and recommend the product to their friends.

The test results state that Brand Trust (X1), Brand Loyalty (X2) have a simultaneous effect on Purchase Decision (Y) Adidas branded sneakers. It means that product purchasing decisions are influenced by a brand. Many studies concentrate on role of brand trust and brand loyalty. In line with the results of the study which showed that brand trust variables affect purchasing decisions (Faizan, 2015; Kasanah & Sudarwanto, 2021). Similarly, consumer brand loyalty plays an important role in the business-consumer relationship. Brand loyalty variables affect purchasing decisions (Nasib & Bashira, 2019; Fatimah, S.,

2014).

CONCLUSION

Today, the majority of scientists, businesses and consumers recognize its power and importance of the brand. From a consumer perspective, brands have become the focal point of consumer behavior purpose. Consumers use brands to associate self-image with brand-her image. Connections create brand value and long-term consumer-brand relationships (Escalas & Bettman, 2003). From the companies' point of view, brand is an efficient way for companies to distinguish their selves from competitors and enhance the marketing effectiveness (Sung & Kim, 2010).

Several literatures underscore the importance of brand trust and brand loyalty which are influenced by several choices of dependent variables, including consumer perceived ethicality (Singh, J.J. et al, 2012) and brand name change variables (Pauwels-Delassus, V. et al, 2013). Based on the results of data analysis and hypothesis testing that has been done, the conclusions in this study conclude that brand trust and brand loyalty influences purchase decisions for Adidas-branded sneakers in Bandar Lampung. In the similar vein as other studies, our results show that brand trust and brand loyalty lead to certain marketing advantages including reducing marketing costs, attract more new consumers, provide superior trading leverage, performing favorable word of mouth, and resist competitor marketing efforts.

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