

## **Model Relationship between the Variable Trust in Brand of Brand Loyalty Commitment through Reinforces**

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**Abstrak**-Studi ini bertujuan untuk memberikan sebagian besar jawaban untuk masalah-masalah interrelationships kepercayaan konsumen dalam dimensi merek yang diberikan kepada perusahaan manufaktur, karena cara observasi dan pengukuran di seberang lebih nilai-nilai yang jatuh pada dimensi kepercayaan di dalam merek perusahaan PT Semen. Holcim Indonesia, semakin banyak keluhan yang timbul dari para pelanggan tentang hubungan kepercayaan yang diperoleh pelanggan menurun, sehingga tingkat pengaruh pelanggan pun kesetiaan, oleh karena itu para peneliti akan mengkaji masalah ini sangat penting untuk meningkatkan tingkat kepercayaan hubungan merk dan untuk meningkatkan nilai kesetiaan dan melalui komitmen untuk pelanggan, terutama di perusahaan manufaktur tepatnya di PT. Holcim Indonesia dan akan mengkaji pengaruh kepercayaan dalam Brand untuk mempengaruhi loyalitas terhadap brand melalui komitmen menguatkan. Contoh-contoh dalam studi ini dari 144 responden ditarik dari pelanggan yang dikaitkan dengan produk-produk semen dari 2 kota penelitian yang telah ditentukan dalam kajian Surabaya dan Malang. Studi ini digunakan analisis kuantitatif dan pendekatan metode analisis kualitatif menggunakan teknik analisis SEM versi amous 20:00 Pada suatu temuan yang diharapkan dapat ditemukan hasil positif dan dapat menerangkan tingkat kepercayaan dalam merek adalah terus meningkatkan kepastian dan untuk membantu meningkatkan tingkat kepercayaan dalam Brand terhadap Brand Loyalitas Pelanggan Melalui memperkuat komitmennya terhadap perusahaan manufaktur Semen PT. Holcim Indonesia

**Kata kunci:** kepercayaan terhadap merk, loyalitas terhadap merk, peningkatan komitmen

**Abstract**-This study aims to provide most of the answers to the problems of the interrelationships customers Trust in Brand dimension given to the Manufacturing Company, due to the manner of observation and measurement beyond the more value-value that fell on the dimensions of Trust In Brand in Cement Company PT. Holcim Indonesia, a growing number of complaints arising from its customers about the relationship of trust acquired customers decreased, so the loyalty level of the customer influence, therefore the researchers will examine the issue very important to increase the level of relationship Trust In Brand and to increase the value of loyalty and through commitment to customers, mainly in manufacturing companies precisely in PT. Holcim Indonesia and will examine the influence of Trust In Brand to influence brand loyalty through Reinforces Commitment. Samples in this study of 144 respondents drawn from the Customer associated with cement products from 2 cities research has been determined in the study of Surabaya and Malang. This study used quantitative analysis and qualitative approaches analysis method using the analysis technique SEM amous versions of 20:00 on a findings are expected to be found positive results and can describe the level of Trust In Brand is further improved and certainty in order to help improve the level of Trust In Brand against Brand Customer Loyalty through Reinforces Commitment to the Cement Manufacturing Company PT. Holcim Indonesia

**Keywords:** Trust in Brand, Brand Loyalty, Reinforces Commitment

## 1. Introduction

This phenomenon occurs when the amount of cement companies in Indonesia adheres to the principles of free market. It is made of cement products abroad easily enter Indonesia and increase competition competitors reach broader markets, cement Indonesia which is one of the competitors of PT. Holcim is very spacious as it has for the Java market Semen Gresik, Semen Padang on Sumatra region, and Semen Tonasa to Sulawesi. PT Holcim Tbk entered to target potential markets Tuban in East Java, Central Java, Bali, Yogyakarta and Nusa Tenggara. PT Holcim showed that the increasing number of quality cement products adds to the competitiveness between PT cement in Tuban. Other companies in creating more innovative products to attract people's purchasing power, such as Semen Gresik which makes cement resistant to sea water. It is certainly a threat PT Holcim Indonesia, because it can interfere with Holcim product market. Empirically contractor in East Java a more positive effect on brand products from Holcim of the other brands due to the excellence of products that can be given to the customer.

The level of trust that customers have made the onset of customer commitment that brand loyalty of these customers can take effect. Judging from the market segmentation by demographic that Semen Gresik Group is still the greatest rulers of the cement market in Indonesia, with a market share (market share) 39.74% in the first half of 2012. The Company through PT Semen Gresik Tbk, PT Semen Padang and PT Semen Tonasa, managed to sell 10.29 million tons of cement. Sales of PT Indocement Tunggal Tbk as much as 8.55 million tons in the domestic market, or with a market share of 33% in the first half of 2012. Sales were up 22% compared to the same period last year to 7 million tons. PT Holcim Indonesia Tbk managed to sell 4.06 million cement, or an increase of 16.67% and a market share of 15.69%. Other producers, among others Bosowa and Lafarge, sold 2.98 million tonnes in the country, or a market share of 11.53%. The phenomenon of gap that often occurs in different brands of goods with that look on brands other services. Brand is the term, sign, symbol, or design, or a combination of these things, which are intended to identify the goods or services of a person or group of sellers and to differentiate them from competitors' products (Kotler, 2003). Brand should reflect a good image of a product and not the product plunges. Brand loyalty is a commitment that is shared by consumers in the purchase consideration over a product or service either in the present or in the future, Aaker (1991) argues the brand's commitment is the highest level of brand loyalty. Another opinion says strong brand commitment and a high degree of loyalty which have differences in terms of the level of involvement (Morgan and Hunt, 1994).

Brand loyalty and brand commitment indeed have a relationship or correlation is very strong, but different in terms of concept. This difference occurs in terms of the concept of behavior and attitude concepts. Adhesion brand commitment reflects a particular brand has ancient roots and a selection of single brand in a class of products (Phelps and Thorson, 1991; Holden and Vanhuele, 1999). This happens due to the stickiness of the emotional and psychological boost to a brand. simply reflect the desire of consumers to reduce effort and simplify decision-making. Research Gap When the preferred brand is not available, it will switch to other brands, but consumers who have high brand commitment is not the case and variable Trust In Brand did not affect their level of loyalty (Aaker, 1991). Research gaps related to Trust In Brand consists of variable brand characteristics, company characteristics, and consumer brand characteristics together, especially on variable consumer brand characteristics of the most powerful or dominant in influencing Brand Loyalty.

Lau and Lee (1999) states that there are three factors that affect trust in the brand, three factors are associated with three eutitas covered in the relationship between the brand and jonsumen. As for the third factor is the brand itself (Brand Characteristic), and consumers (Consumer Brand Characteristic). De Chernatony and McDonald (2003) stated brand is very important, both for customers and manufacturers to customers, helpful brand facilitate the purchase decision process, the quality assurance, can meet the need for status. As for brand manufacturers can help efforts to build loyalty and ongoing relationship with the customer, therefore manufacturers are always going to maintain or build brand loyalty known as Brand Loyalty. The success of a company depends on the brand loyalty.

This research question is whether there is influence of the Customer Trust In Brand Loyalty through Reinforces Commitment to the customer's cement products PT. Holcim Indonesia. The results of this

research have contributed theoretically and practitioners, the researchers these results can be considered particularly linked to trust in a brand and customer loyalty. For the academic research is used as additional information or reference related to the factors determine the quality of a brand trust and customer loyalty.

## **2. Research Method**

That the study design whole process is needed in the planning and execution of the research, in other words the study design was a plan and structure research was structured so that the study can obtain answers to research questions. The study design in social research is generally divided into three forms namely exploratory research (Explorative research), descriptive study (descriptive research) and explanatory research (explanatory). This research is explanatory research that intends to explain causal relationships between variables through hypothesis testing and conduct explanatory. Research associative (causal) is the research aims to examine the relationship between predictor variables (variables that affect) and the dependent variable (variable that is affected) through hypothesis testing. The hypothesis is a temporary answer to the formulation of research problems that need to be true through statistical tests. The statistical test used in this study is Structural Equation Modeling (SEM). SEM is a set of statistical techniques that allow the testing of a series of relatively complicated relationships simultaneously. SEM techniques are often referred to as Confirmatory Factor Analysis allows a researcher to test multiple dependent variables at once. By destination, type, and nature of the research, the best method to describe the characteristics of the existence of the wider population groups through a survey. Methods of data collection using survey research is a way to gain self-report information on attitudes, beliefs, opinions, and the characteristics of the population. This research survey using a list of statements. List this statement to obtain primary data. Register statement is used to collect basic data for analysis later. List of statements made with the intent purpose of the study researchers reached. Therefore, researchers must determine the unit of analysis of this research beforehand.

### **2.1. Population Sample, Determination of the Sample, and Technique**

The population in this study is that consumers or users of Gresik cement material consisting of three classes:

1. Manufacturers or companies that produce goods using Holcim cement raw materials such as: company tile, floor tile company and culverts.
2. Household, Contractors

Everything in the city of Surabaya and Malang cluster sampling with purposive sampling technique. The population in this study is the contracting companies, households, manufacturers that use raw materials of cement PT. Holcim Indonesia. Samples are part useful for research purposes and the population of its aspects. Samples were part of the population is taken for examination. According to Hair et al. (1995), the amount or the sample size has a direct impact on the accuracy of the statistical count of regression. The results of the multiple regression explains the probability of the statistical accuracy of the calculation as a specific level.  $R^2$  or regression coefficient at a certain level of precision or a certain sample size.

Techniques used in the sampling in this research is accidental sampling. Accidental sampling conducted by questionnaire to be filled to the consumers who buy the products of cement from PT. Holcim Indonesia in Contracting Firms, households, and companies that use cement products are in Surabaya and Malang during the study period. In selecting the sample, the researchers have no other consideration except by convenience only. Someone sampled because the chance was there or she happens to know these people. Therefore, some authors use the term unintentional or accidental sampling also captive sample (the man on the street). This type of sampling is excellent if used for research assessment, which is then followed by the study. The sample size was determined based Maximum Likelihood (ML) as a minimum requirement by (Hair et al., 1998) sample size (research data) corresponding to the needs of the SEM analysis was numbered among 100 to 200. this study establishes

the number of respondents who used no 144 respondents, which means that the assumptions for sample size have been met.

## 2.2. Data Analysis

The analysis technique used in this study is the first we used a technique authenticity of data covering of validity and subsequent reliabelitas if it passes the data then wear Path analysis SEM analysis. Data were analyzed using SEM (Structural Equation Modeling) AMOS (Arbuckle, 1997: 18; and Ferdinand, 2002: 48) to give a clear picture of the relationship between research constructs. Structural equation model of AMOS used to obtain indicators fit model.

## 3. Result and Discussion

Variable Trust In Brand (X1) significantly affects Brand Loyalty (Y1) (Table 1). This is evident from the path marked positive coefficient of 0.383 with a value C.R. amounted to 2.909 and acquired a significance probability (p) of 0.004 which is smaller than the significance level determined at 0.05. Thus Trust In Brand direct impact on Brand Loyalty amounted to 0.383, which means that every increase in the brand Trust In Brand Loyalty will increase by 0.383. So the first hypothesis is terbukti. Dimension of Trust In Brand (X1) significantly affects Brand Loyalty (Y1). This is evident from the path marked positive coefficient of 0.961 with a value C.R. amounted to 4.181 and acquired a significance probability (p) of 0.000 which is smaller than the significance level (P) determined at 0.05. Thus the dimension of Trust In Brand direct impact on Brand Loyalty amounted to 0.961, which means that every increase in Trust In Brand it will increase Brand Loyalty at 0.961. So the second hypothesis is proven that Brand Loyalty (Y1) significantly affects Reinforce Commitment (Y2). This is evident from the marked positive path coefficient of 1,086 with a value of C.R. amounted to 0.463 and acquired a significance probability (p) of 0.643 greater than the significance level (P) determined at 0.05. Brand Loyalty thus has no direct influence on Reinforces Commitment. So the hypothesis is not proven. Trust In Brand (X1) significantly affects Brand Loyalty (Y1). This is evident from the path marked positive coefficient of 0.252 with a value C.R. amounted to 0.274 and acquired a significance probability (p) of 0.784 greater than the significance level (P) determined at 0.05. Thus Trust In Brand has no direct influence on Reinforce Commitment.

Table 1 : Direct Impact Hypothesis Testing Results

|                                       |  | <i>Estimate</i> | S.E.  | C.R.  | P    | description |
|---------------------------------------|--|-----------------|-------|-------|------|-------------|
| <i>Trust In Brand (X<sub>1</sub>)</i> | <i>Brand Loyalty (Y<sub>1</sub>)</i>         | 0.383           | 0.132 | 2.909 | .004 | Sig         |
| <i>Brand Loyalty (Y<sub>1</sub>)</i>  | <i>Reinforces Commitment (Y<sub>2</sub>)</i> | 1.086           | 2.346 | 0.463 | .643 | No Sig      |
| <i>Trust In Brand (X<sub>1</sub>)</i> | <i>Reinforces Commitment (Y<sub>2</sub>)</i> | 0.252           | 0.920 | 0.274 | .784 | No Sig      |

Source : Annex 8 data, 2015

In Table 2 above shows that the Trust In Brand no direct impact on Brand Loyalty to the magnitude of the direct effect is 0252 and can also affect indirectly ie Brand Loyalty has a mediating effect that significantly influences Trust In Brand to Brand Loyalty to the magnitude of indirect influence is 0416.

Table 2 Results of Hypothesis Testing Indirect Influence  
Indirect Effects (Group number 1 - Default model)

|                            | Trust In Brand (X1) | Brand Loyalty (Y1) | Reinforces Commitment(Y2) |
|----------------------------|---------------------|--------------------|---------------------------|
| Brand_Loyalty_(Y1)         | .000                | .000               | .000                      |
| Reinforces_Commitment_(Y2) | .416                | .000               | .000                      |

Source : Annex 8 data, 2015

### 3.1. Trust In Brand Impact Positively Against Brand Loyalty

The results of studies that prove that Trust In Brand positive effect of 0383 on Brand Loyalty in the Company PT Holcim Indonesia, Because it has a CR value of 2,909 with p value of 0.004. Results The study was supported by the opinion (Back, 2005). are proving that Trust In Brand Loyalty Brand effect on product Jenang Holy Karomah. And studies Padmanto, (2014), which prove that Trust In Brand Loyalty Brand influential students of the Faculty of Economics and Business, University of Muhammadiyah Surakarta who make purchases of bottled water brands Aqua. Related to the research results prove that Trust In Brand positive effect on customer loyalty. This fact becomes material evaluations for PT. Holcim Indonesia to further enhance confidence in the quality of a brand, in view of the statements that are perceived less by customers with their indicators Trust In Brand which has the lowest average value of the variable Trust In Brand. This fact becomes material PT.Holcim evaluation for Indonesia to further boost confidence in their brands to have a clarity on the meaning of a brand trust In Brand Impact Positively Against Reinforces Commitment on Brands Holcim Cement products at PT. Holcim Indonesia

The results of studies that prove that Trust In Brand positive effect of 0961 on Brand Loyalty in cement produced by PT. Holcim Indonesia, Because it has a CR value of 4,184 with p value of 0.000. Results The study was supported by the opinion (Sugiyono, 2008) are proving that belief influential brand satisfaction and loyalty products in Yogya Batik shirt. With the positive perception is the result of complacency would be a trust given to the customer, while the negative perception is a form of consumer dissatisfaction on the product or service purchased. If trust established by a company is not in accordance with customer expectations then it can lower the level of loyalty to a brand that is known to the customer, and vice versa if the trust established by a company in accordance with the expectation that received it will increase Brand Loyalty through Reinforces commitment strong, It can be concluded that the level of Trust In Brand that has been given to the customer, if the perceived benefits increases, then the value will increase as well. If the customer's perceived value is higher, it will increase Brand Loyalty maximum anyway. This is confirmed by the results of a study done by Ardhana (2013) which showed that the Trust brand positive effect on customer loyalty through customer commitment to the product Motorcycle Brand Honda in Jogyakarta.

Reinforces Commitment Against Positively Influential Brand Loyalty in PT Semen product. Holcim Indonesia. The results of studies that prove that Reinforces Commitment no effect on Brand Loyalty on Cement Products PT. Holcim Indonesia, Because it has a CR value of 0463 with p value of 0643. Results The study was supported by the opinion Saragih (2014) which proves that the commitment does not affect the loyalty of students Faculty of Economics and Business, University of Airlangga Banyuwangi who purchase bottled water brand Total. This proves opinion Phelps and Thorson (1991), which suggests that Brand Loyalty will affect consumer behavior. Where the measurement of Brand Loyalty is an important element in providing marketing services better, more efficient and more effective, if the consumers feel dissatisfied with a service that is provided, these services can be ascertained ineffective and inefficient and then create the loyalty to a product.

### 3.2. Trust In Brand Influential In Indirect Against Reinforces Brand Loyalty Through commitmen At PT. Holcim Indonesia.

The results of studies that prove that Trust In Brand indirect effect on Brand Loyalty through Reinforces Commitment to the PT. Holcim Indonesia. Trust In Brand is closely connected with Brand Loyalty, if the goods and services purchased match what is expected by the consumer, there will be satisfaction or loyalty and vice versa. According to (Morgan and Hunt, 1994). customer commitment is a condition. According to (Dharmmesta et al., 2012) customer commitment to a brand is an encouragement desire goal-directed individuals to obtain satisfaction. Consumers will be faithful and loyal to a brand when consumers get satisfaction from brands and memengang unwavering commitment. Has a lot of previous research concerning Reinforces commitmen as moderating variables, such as research (Dhamayanti, 2006) which concluded that the service performance has a direct influence strong on loyalty, and service performance does not always generate loyalty. But the presence of Reinforce commitmen as moderating variable as an intervening variable is not right, because it has been proven that Reinforces Commitment able memoderate effect of service performance against loyalty. The creation Reinforce Commitment can provide benefits, including the relationship between the company and its customers to be harmonious. The relationship is a good basis for the repeat purchase, the creation of customer loyalty, and establish a the recommendation to others that are beneficial for the company (Tjiptono, 2008)

#### 4. Conclusion

This study analyzes the influence of using the method in use among variables and moderating between variables. This study used path analysis SEM 20:00 amous version used in the field of economics as well as in other studies. The analysis process is an attempt to determine the answer to the problem formulation are there to prove phenomenally regarding the truth of the hypothesis made. In analyzing the research data to answer the problem of the analysis will influence the Brand Trust In Brand Loyalty through commitmen Reinforce the cement company PT. Holcim Indonesia. The findings of empirical statistical analysis in this study shows in each and every international journals and national that in Indonesia large companies more revealing dimensional models of Trust In Brand, and no indication of manufacturing companies in Indonesia that disclosure dimensional Trush In Brand. In addition to assessing the service relationship also depends on the size of the manufacturing company servicing.

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