The Influence of Brand Image on Laptop Purchase Decisions Through Brand Trust as Mediation

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ABSTRACT

This study aims to analyze the effect of brand image on purchasing decisions with brand trust as a mediating variable, with a focus on students of the Faculty of Economics and Business, Muhammadiyah University of Semarang who use X laptop. The research method used a questionnaire with 95 respondents selected using non-probability sampling techniques, specifically convenience sampling. The sample size was determined using the Slovin formula, and the data was analyzed using the Structural Equation Model (SEM - PLS) method using SmartPLS 4.0. The results showed that brand image has a positive and significant influence on purchasing decisions, brand image also has a positive and significant impact on brand trust, brand trust also influences purchasing decisions positively and significantly. Also, brand trust is proven to have a positive and significant influence in mediating the relationship between brand image and purchasing decisions.

Keywords: Brand image, brand trust, purchase decision, Laptop, SEM -PLS

INTRODUCTION

As technology advances, the need for technology will continue to increase over time. The emergence of technology has facilitated the accessibility of information and the execution of certain tasks for users. especially the role of laptops that make it easier for users to access information and do work anywhere. As technology advances, the need for laptops continues to increase. However, choosing a laptop is a challenge for consumers, especially for those who are not familiar with the specifications. Based on Hengki Yosafat's research (2020), factors such as brand, model, size, and specifications influence laptop purchasing decisions.

In Indonesia, the laptop market is highly competitive with various brands such as Asus, Acer, Toshiba, Lenovo, and Apple competing to attract consumers. Consumer behavior, which includes actions in obtaining and consuming products and the decision-making process, plays an important role in purchasing decisions (Shimp, 2013; Tjiptono, 2016). Laptop purchasing decisions are influenced by the information provided by manufacturers to consumers, who then determine the products that suit their needs. Fluctuations in the popularity of laptop brands in Indonesia, According to a Kurious survey from Kata Data Insight Center (KIC), Asus is the most widely used laptop brand by consumers in Indonesia, with 23.3% of respondents reporting frequent use of Asus brand laptops in the past year. Acer took second place with 23% of consumer usage. Other laptop brands such as Lenovo and HP were used by 16.2% and 13.7% of respondents respectively. The use of other laptop brands, such as Samsung, Dell, Apple, Axioo, Xiaomi, MSI, and Microsoft, was lower.

Albari & Safitri (2020), brand image is defined as a collection of memories or associations that are formed about a particular brand, both positive and negative. Brand image plays an important role in influencing consumer purchasing decisions, as it influences the selection of a particular brand among many alternatives. Consumers not only buy products based on their intrinsic value, but also because of the symbolic value associated with the brand. As defined by Kotler & Keller (2009), brand image can be understood as a set of ideas, impressions, and beliefs held by an individual about a particular object. The stronger the brand image in the minds of consumers, the greater the likelihood of consumer loyalty to the product purchased. A consumer will only feel satisfied with a particular brand if they have a positive attitude towards the brand, which in turn will encourage them to make repeat purchases of the product (Hidayanti et al., 2018).

Luarn and Lin (2003) define brand trust as "the willingness to accept a brand with all its components, based on the belief that the brand will provide positive results for its users" (Hidayanti & Nuryakin, 2018). Furthermore, brand trust includes consumers' willingness to engage in certain behaviors because of their belief in the brand's ability to meet their expectations. Gantasari (2019) defines brand trust as the willingness of consumers to place trust in any brand, driven by the expectation that the brand will deliver positive outcomes for consumers. This is referred to as the "Brand Promise". Therefore, brand trust plays an important role in influencing consumer purchasing decisions.

Key factors that influence consumer trust include product quality in terms of design, performance and features. Laptop X is also known for offering competitive prices, which allows many consumers to purchase the product. In addition, an extensive network of service providers facilitates consumer access to repair and maintenance services. According to Maulana & Marista (2021), brand image has a significant positive effect on purchasing decisions. In contrast, Diva Aurellia and Helena Sidharta (2023) found that brand image has a significant negative effect on purchasing decisions. Hanaysha (2022)

and Aeni & Ekhsan (2021) found that brand trust has a significant positive effect on purchasing decisions. This study replicates a journal article by Diva Aurellia and Helena Sidharta (2023) which examines the effect of brand image on purchasing decisions through brand trust as a mediating variable in the context of local skincare products. However, in this study, one laptop product became the object of research. This study aims to determine the relationship between variables, in the context of X laptop user students at the Faculty of Economics and Business, Muhammadiyah University of Semarang.

LITERATURE REVIEW

Consumer Behavior
According to Griffin in Hanum & Hidayat (2017), consumer behavior is all activities, actions, and psychological processes that influence purchasing decisions before, during, and after purchasing and using products and services. Consumer behavior includes how individuals search for, evaluate, and select products or services based on various factors such as needs, desires, motivations, perceptions, and previous experiences. Social factors such as the influence of family, friends, and culture also play an important role in consumer behavior.

Purchase Probability

Kotler and Armstrong (2015), define purchasing decisions as the stages of the decision-making process where consumers make purchases. This opinion is in line with the statement from Kotler & Keller (2016) that the purchasing decision-making process consists of five stages, namely recognition of problem needs, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior that has not occurred when the actual purchase is made in the long term. There are indicators of purchasing decisions according to Kotler and Keller (2016), namely: Needs, Public, Benefits, Attitudes of others and Satisfaction
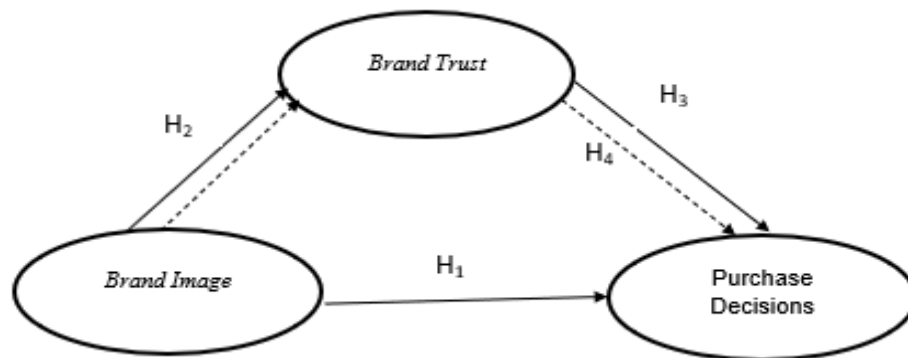
Brand Image
Brand image is a consumer's perception of a brand that comes from their experience in using the product and the information they receive about the product. According to Keller (2013), brand image includes consumer perceptions that include positive and negative aspects of the brand known by consumers. Brand image reflects how the brand is viewed by consumers and can influence their attitudes and purchasing decisions.. There are indicators according to Kotler & Keller (2013), namely: Brand association excellence, Brand association strength and Brand association uniqueness.

Brand Trust
According to Lau and Lee (2007), *Brand trust* is defined as the willingness of customers to put trust in a brand regardless of the risks that exist, because the expectations of the brand lead to positive results. Gantasari (2019) states that brand trust (*Brand Trust*) is the willingness of a consumer to trust a brand despite the risks, related to the expectation that the brand has promised to provide positive results, this is called "Brand Promise". There are brand trust indicators according to Lau and Lee (2007), namely: Brand characteristics, company characteristics and brand – consumer characteristics.

Figure 1. Conceptual framework

Source : data developed by researchers, 2023

Hipotesis :

H1: *Brand image* has a positive and significant effect on Purchase Decisions.

H2: *Brand image* has a positive and significant effect on *brand trust.*

H3: *Brand trust* has a positive and significant effect on purchase decisions.

H4: *Brand trust* has a positive and significant influence in mediating relationships

brand image to purchase decisions.

RESEARCH METHOD

The purpose of this study is to evaluate the impact of brand image on purchasing decisions through the mediation of brand trust. As described by Sekaran and Bougie (2017), quantitative research involves analyzing numerical data using statistical techniques. The independent variable in this study is brand image, which according to Sugiyono (2011) affects the dependent variable, namely purchasing decisions. Brand trust functions as a mediator variable, connecting the independent and dependent variables indirectly (Sugiyono, 2014).

The study population consisted of X laptop users at the Faculty of Economics and Business, Universitas Muhammadiyah Semarang. The sample was taken from the population of active students of the Faculty of Economics and Business, Muhammadiyah University of Semarang, totaling 1,784 students from the 2020 to 2023 academic years. Non-probability sampling method, with convenience sampling technique. Researchers used the Slovin formula to determine the number of samples needed, which was calculated to be 95 respondents.

The data were analyzed using the Partial Least Square (PLS) method with the help of the SmartPLS version 4.0 application. PLS allows testing complex models with many latent variables and indicators, as well as confirming the theoretical framework and explaining the relationship between variables without the imposition of strict distribution assumptions. PLS provides a powerful predictive approach to statistical modeling (Hair et al., 2019).

RESULTS

Figure 2. Final Model Analysis
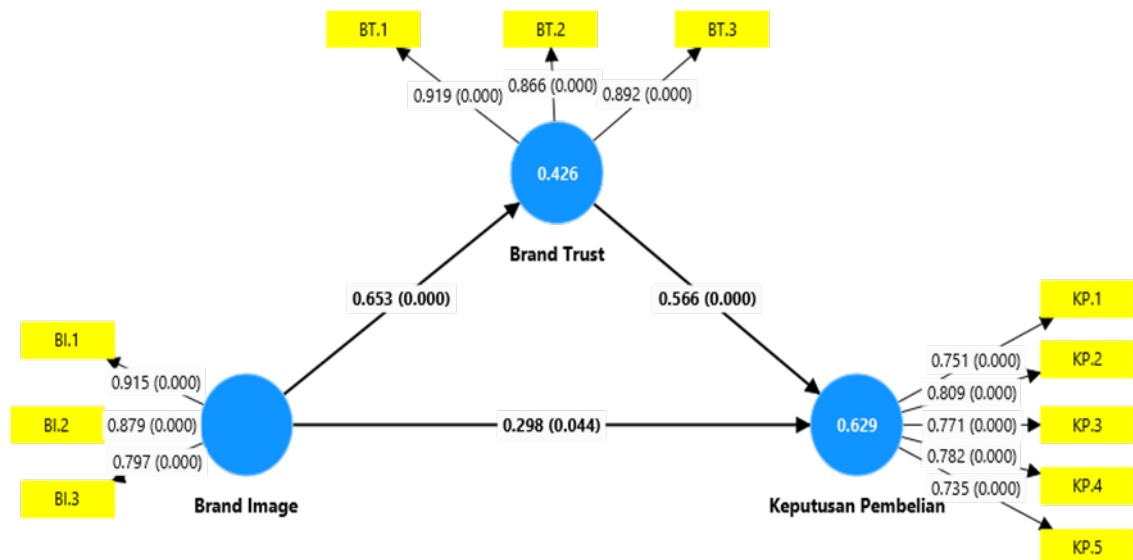
Source : Primary data processed by SmartPLS, 2024

Table 1. Hasil *Outer Loading (Loading Factor)*

Variable	Indicator	Outer loading
Brand Image	BI 1	0.915
	BI 2	0.879
	BI 3	0.797
Purchase Decision	KP 1	0.751
	KP 2	0.809
	KP 3	0.771
	KP 4	0.782
	KP 5	0.735
Brand Trust	BT 1	0.919
	BT 2	0.866
	BT 3	0.892

Source : Primary data processed by SmartPLS, 2024

The results of the SmartPLS 4.0 analysis are presented in Table 1. The results of the outer loading values for variables that have met the convergence validity criteria, which is indicated by the fact that these indicators have a validity value above 0.60. In the case of the variables brand image, decision-making process, and brand trust, the validity value exceeded 0.60 indicating that no indicator was eliminated from the model (Ghozali, 2015).

Table 2. Nilai *Average Variance Extracted* (AVE)

Variable	AVE	Information
Brand Image	0.748	Valid
Brand Trust	0.797	Valid
Purchase Decision	0.593	Valid

Source : Primary data processed by SmartPLS, 2024

The minimum acceptable value for an AVE indicates convergent quality. The expected AVE value > 0.50 (Hair et al., 2022). Based on table 4.3 of brand image variables , purchase decisions and *brand trust* have met the convergent quality, which is > 0.50.

Table 3. Formell dan Lacker Criterion

	Brand Image	*Brand Trust*	Purchase decision
Brand Image (X)	**0.865**		
Brand Trust (M)	0.653	**0.893**	
Purchase Decision (Y)	0.667	0.760	**0.770**

Source : Primary data processed by SmartPLS, 2024

Formell and Lacker*'s criteria* in*,* the variable tested should be larger than the other variables (Hair et al., 2021).The brand image variable (0.865) showed a greater correlation with brand trust and purchase decisions The correlation between brand trust (0.893) and purchase decision making was more significant. Thus, it can be concluded that the Formell and Lacker values of this study have a high level of discriminatory validity.

Table 4. Hasil *Heterotrait - Monotrait Rasio* (HTMT)

	Brand Image	*Brand Trust*	Purchase decision
Brand Image (X)			
Brand Trust (M)	0.765		
Purchase Decision (Y)	0.798	0.892	

Source : Primary data processed by SmartPLS, 2024

Hair et al., (2019) suggested HTMT because on this measure *of discriminant validity* it is considered more accurate and sensitive, the recommended value is at the threshold of 0.90. The results showed that the HTMT value in the study was below 0.90 in the variable pair, then *the discriminant validity* was achieved.

Table 5. Composite Reability *and Cronbach's Alfa* Results

Variable	Composite Reability	Cronbach's Alfa	Information
Brand Image (X)	0.899	0.830	Reliable
Purchase Decision (Y)	0.879	0.828	Reliable
Brand Trust (M)	0.922	0.872	Reliable

Source : Primary data processed by SmartPLS, 2024

The results of Composite Reability and Cronbach's Alfa brand image variables, purchasing decisions and brand trust construct values have reached a good Composite

Reability and Cronbach's Alfa values. Because it is> 0.70 which is supported by the theory of Hair et al., (2021). So it can be concluded that this research gets a reliable Composite Reability and Cronbach's Alfa value.

Structural Model Evaluation (*Inner Model*)

Table 6. *R-Square* and Q^2 *Predictive Relevance Values*

Indicator	R-square	Q2 *predict*
Brand Trust	0.426	0.408
Purchase Decision	0.629	0.413

Source : Primary data processed by SmartPLS, 2024

R-squares results range from 0 to 1 with higher values. As a guideline, the R-square values of 0.75, 0.50 and 0.25 can be considered strong, moderate and weak (Hair et al., 2021). R2 for brand trust is (0.426) and for purchase decision R2 is (0.629). so the value of R-squares is appropriate (Hair et al., 2021). The value of brand trust is moderate and the value of purchasing decisions is strong.

Q2 value> 0 indicates that the model has predictive relevance In Hair et al., (2019) Q2 relevance value 0 (Low), 0.25 (Moderate), and 0.50 (high). Q2 brand trust variable there is an amount of (0.408) and for Q2 purchasing decisions an amount of (0.413). so the Q2 relevance value is moderate.

Table 7. Coeffecient *Path Results*

	Original Sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*
Brand Image → Purchase Decision	0.298	0.314	0.148	2.012	0.044
Brand Image → *Brand Trust*	0.653	0.653	0.074	8.762	0.000
Brand Trust → Purchase Decision	0.566	0.553	0.142	3.992	0.000

Source : Primary data processed by SmartPLS, 2024

Hypothesis testing is based on the path coefficient which is to determine whether or not the variables in the model are significant. The hypothesis is accepted if the t-statistic value of each variable is greater than > 1.96. The probability value of P-values alpha 5% is <0.05 (Ghozali, 2015). Based on the results of Table 7. That the effect of each variable t-statistic> 1.96 and p-values> 0.05, so that it has a positive and significant effect.

Based on the results of table 8, it shows that the t-statistic value is 3.765> 1.96 and p values are 0.000 <0.05, so it can be concluded that brand image has a significant effect on purchasing decisions through brand trust as a mediating variable.

Table 8. Indirect Effect Results

	Original Sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*
Brand Image → *Brand Trust →* Purchase Decision	0.369	0.360	0.098	3.765	0.000

Source : Primary data processed by SmartPLS, 2024

DISCUSSION

The influence of brand image on purchasing decisions

The test results in the study show that brand image has a positive and significant effect on purchasing decisions, with a path coefficient of 0.298, T-statistic 2.012> 1.96, and p-value 0.044 <0.05. Brand image is important in influencing purchasing decisions because it affects consumer brand choice. The better the brand image of Laptop X, the better the brand is seen in the eyes of consumers. Other research also supports these findings. Maulana et al. (2021) found that brand image has a positive and significant effect on purchasing decisions. Sherry, S. (2022) also found that brand image has a positive and significant influence on purchasing decisions. These findings confirm the importance of brand image in marketing strategy, because positive perceptions of brands can increase consumer confidence.

The influence of brand image on brand trust,

The test results in the study show that brand image has a positive and significant effect on brand trust, with a path coefficient of 0.653, a T-statistic of 8.762> 1.96, and a p-value of 0.000 < 0.05. This effect occurs because consumers expect positive results from the brand. This trust involves consumer expectations that the brand will deliver consistent and satisfying results. Other research also supports these findings. Alexandro and Yenny Wiranata (2022) also found that brand image has a positive and significant effect on brand trust. Aurellia and Sidharta (2023) also found that brand image has a positive and significant effect on brand trust. These findings reinforce the importance of brand image in building consumer trust in a brand.

The influence of brand trust on purchasing decisions

The test results in the study show that brand trust has a positive and significant effect on purchasing decisions, with a path coefficient of 0.566, a T-statistic of 3.992> 1.96, and a p-value of 0.000 < 0.05. Through strong brand trust, consumers will choose to buy products without much consideration because they believe that the product meets their expectations. Other studies also support these findings. Amelda et al. (2021) found that brand trust has a positive and significant influence on consumer purchasing decisions. Hanaysha (2022) shows similar results, that brand trust has a positive and significant influence on purchasing decisions. These findings confirm the importance of building brand trust in marketing strategies to improve consumer purchasing decisions.

The influence of brand trust in mediating the relationship between brand image and purchase decisions.

The test results in the study that brand image has a positive and significant effect on purchasing decisions through brand trust as a mediating variable, with a path coefficient

of 0.369, T-statistic 3.765> 1.96, and P values of 0.000 <0.05). Consumers tend to trust products with a good image, which they believe will meet or even exceed their expectations. Therefore, a strong brand image is an important factor for consumers in trusting a brand. Previous research by Diva Aurellia and Helena Sidharta (2023) states that brand trust has a positive and significant influence in mediating the relationship between brand image and purchasing decisions. These results support the findings of this study that brand trust plays a key role in strengthening the influence of brand image on purchasing decisions.

CONCLUSION

Based on the analysis and discussion of the results of the research which aims to find out how "The Effect of Brand Image on Purchasing Decisions with Brand Trust as a Mediating Variable Case Study on Students of the Faculty of Economics and Business, Muhammadiyah University of Semarang Laptop Users X. Brand image has a positive and significant influence on purchasing decisions, brand image also has a positive and significant impact on brand trust. brand trust also influences purchasing decisions positively and significantly. brand trust is proven to have a positive and significant influence in mediating the relationship between brand image and purchasing decisions. Consumers will tend to form the belief that the products produced exceed expectations with a positive image will fulfill their desires. Therefore, a stronger brand image can be a driving force for consumers to trust a brand.

RECOMMENDATION

Researchers expect for future research, can examine similar findings are expected to add other variables outside of this study and further expand its scope, with dimensions, indicators and also the latest research methodology, so as to support the theory in further research. For future research, it can also develop research methods using other analytical techniques, as well as using similar objects with the aim of seeing comparisons

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