THE EFFECT OF BRAND TRUST AND ADVERTISING ON PRODUCT PURCHASING DECISIONS IN PT. HERBAL PENAWAR AL WAHIDA INDONESIA

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Abstract

This research is intended to find out whether brand trust, advertising affect consumer product purchasing decisions at PT. Herbal Penawar Al Wahida Indonesia (HPAI). The population in this study comprised all consumers scattered in Jambi Province. Meanwhile the samples to be taken for this study were 97 people. The type of data used in this study are primary data and secondary data. Primary data were obtained by distributing closed questionnaires. The instrument data was subject to validity test and reliability test. Data was analyzed using multiple linear regression with the help of SPSS. Hypothesis testing used simultaneous test, partial test and coefficient of determination. The study concluded that simultaneously, brand trust and advertising variables have a positive and significant effect on purchasing decisions for HPAI products in Jambi Province. Partially, brand trust and advertising variables influence purchasing decisions.
Keywords: Brand trust, advertising, purchasing decisions, consumer, product

INTRODUCTION

Business competition from time to time is increasingly tight due to each company trying to be able to maintain and develop its business. Various efforts were made so that the company included efforts to advertise and build brand trust. The company must be able to determine the right advertising so that the business being run can survive and excel in the competition, so the company can achieve its goals.

At present the marketing paradigm has shifted from the focus on transactions to changing focus on relationships (Zeithaml, V. A., Bitner M. J, 2003). So the concept of building long-term relationships (*relationship marketing*) and retaining existing customers is far more useful than having to find new customers (Barney J., 2003). In the process of delivering products to customers and to achieve company goals in the form of optimal product sales, marketing activities become a benchmark by each company. Before launching its products the company must be able to see or know what is needed by consumers.

PT. Herba Penawar Al Wahida Indonesia (HPAI) is a Network company in Indonesia that offers Halal products that focus on herbal products. The aim of PT HPAI is to introduce halal and quality products with the Thibbunnabawi principle, in addition to achieving progress and implementing an Islamic economic system in Indonesia.

An interesting phenomenon regarding brand trust and advertising that occurs in HPAI consumers is that these two variables are thought to influence customer purchasing decisions and contribute greatly to business continuity. However, this allegation is still not necessarily proven to be true, for this reason further investigation is needed to prove whether this allegation is true. There have been a lot of studies examining brand trust and advertising, but those that have studied HPAI objects in Jambi Province have never been done. Therefore researchers interested in studying and taking this theme into research. This is the reason that this research is interesting to do. The formulation of the research problem is "whether brand trust and advertising of product purchasing decisions at PT. Herbal Penawar Al Wahida Indonesia (HPAI) both simultaneously and partially?"

LITERATURE REVIEW

Brand Trust

Sahin, A, (2011), explains, brand trust can be interpreted as the customer's confidence that he can rely on the seller to deliver his service promise. According to Ha, H. Y. (2004), stated that brand trust is a measure of customers relying on the brand's ability to perform the functions it plays. Meanwhile, according to Delgado (2013), brand trust is the trust held by customers in their interactions with brands, based on the perception that the brand can be trusted and accounted for attracting and satisfying customers. There are two brand trust indicators, namely:

a. Reliability, has a natural technique because it is concerned with the perception that a brand can meet or satisfy customer needs.

b. Intentionality, describes a sense of trust by customers for a product. Describe an aspect of trust with the available evidence to make people feel secure, that the brand will be

responsible and caring despite changes in the situation and problems in the future with product consumption.

Advertising

Advertisement is one of four important mixtures used by companies to launch persuasive communication with buyers and the targeted public. Basically advertising is a form of communication to fulfill the marketing function. Advertisement must be able to persuade consumers to behave in such a way as in accordance with the marketing strategy of the company to get sales and profits.

Advertisement is one of the most widely used forms of promotion for companies to promote their products. According to Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018), the notion of advertising is a form of presentation and promotion of goods, services, and ideas, non-personally by a certain sponsor where for broadcasting usually have to pay for a medium.

According to Keegan, W. J., & Green, M. C. (2015), advertisements are messages that contain elements of art, text / writing, titles, photographs, taglines, other elements that have been developed for their suitability. In advertising that must be determined that is determining the purpose of advertising. These goals must be based on past decisions about the target market, positioning, and marketing mix, which defines the tasks that advertising must carry out in the total marketing program. The overall purpose of advertising is to help build customer relationships by communicating customer value. The purpose of advertising (*advertisement objective*) is a specific communication task that is achieved with certain target markets over a certain period of time. The purpose of advertising can be classified according to the main purpose, whether the purpose is to inform, persuade, or remind the target audience.

Buying decision

According to Schiffman, L. K. (2014), a purchasing decision is the choice of two or more alternative purchasing decision choices, meaning that one can make a decision that several alternative choices must be available. According to Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018), there are several stages of the process in making purchasing decisions, namely:

1. Problem Recognition

The buying process starts when the buyer recognizes a problem or need, where the need can be triggered by internal and external stimuli.

2. Information Search

Consumers who are intrigued by their needs will be compelled to search for more information, we can divide it into two levels. The first situation is a lighter search for information called a strengthened search.

3. Alternative Evaluation

Some basic concepts will help us understand the process of consumer evaluation: first, consumers will try to meet a need. Second, consumers look for certain benefits from product solutions. Third, consumers will view each product as a set of attributes with different abilities in providing benefits that are used to satisfy those needs.

4. Buying decision

In this stage begins with an assessment of various alternatives that can be seen from the attributes inherent in the product.

5. Post Purchase Behavior

After purchasing a product, consumers will experience a certain level of satisfaction or dissatisfaction which will affect subsequent behavior.

RESEARCH METHODS

The study adopted a descriptive research design.

Population and Sample

The population in this study were all consumers of HPAI products in Jambi Province whose numbers are not known with certainty. The sample according to Sutrisno E. (2015) is part of the population taken in a certain way and the number is smaller than the population. The sampling method in this research is using *purposive sampling* technique.

Data source

The type of data used in this study are primary data and secondary data. Primary data is data obtained directly from the first source using a data collection tool in the form of a questionnaire. Secondary data obtained through the literature, both obtained from data and company documents, literature studies, the internet, and various other sources.

Data Analysis and Analysis Tools

Multiple linear regression analysis is used to determine the effect of the relationship of the independent and dependent variables between brand trust (X_1), Advertising (X_2), and purchasing decisions (Y).

The formula used in this study is:

Y = a + b₁X₁ + b₂X₂ ₊ e

Where,

Y	= purchasing decision
a	= constant
b_1, b_2	= coefficient of each variable
X_1	= Brand Trust
X_2	= Advertising
e	= error

Hypothesis testing

This t test is used to test whether the variable brand trust (X_1), advertising (X_2), individually have a significant influence on the dependent variable, namely the purchase decision (Y). Testing each regression coefficient used a two-way test.

Simultaneous Significance Test (Test F)

The F test aims to determine the effect of the independent variables together with respect to the dependent variable. This F test was carried out using a significant level of 95% (α = 5%) and degrees of freedom of numerator (n-k) and denominator (k-1).

Significance Test of individual parameters (Test statistic t)

This t test is used to test whether the variable brand trust (X_1), advertising (X_2), individually have a significant influence on the dependent variable, namely the purchase decision (Y). Testing each regression coefficient used a two-way test.

Determination Coefficient Analysis (R^2)

To test how far the model's ability to explain the variation of the dependent variable is used the coefficient of determination analysis. The small coefficient of determination means that the ability of independent variables in explaining the variation of the dependent variable is very limited. Further, coefficient of determination value close to one means that the independent variables are almost all the information needed to predict the variation of the dependent variable (Ghozali, 2013).

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Table 1. Results of Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.727	1.366		10.476	.000
	Brand Trust	.416	.115	.349	3.138	.001
	Advertising	.373	.138	.246	2.176	.022

a. Dependent Variable: purchasing decisions

From table 1, we get the following linear regression equation:

$Y = 14.727 + 0,416X_1 + 0,373X_2 + e$

Based on the multiple linear regression equation, it can be interpreted as follows:

1. Constant value of 14,727, this shows that if the variables X_1, and X_2 are zero (0) it will raise the purchase decision of 14,727. This indicates that purchasing decisions can be influenced by brand trust and advertising.

2. The sales promotion variable coefficient regression (X_1) of 0.416 shows that the brand trust variable has a positive effect on the purchasing decision (Y), so that every increase in the brand trust variable (X_1) by 1 will raise the purchase decision by 0.416.

3. The advertising variable regression coefficient (X_2) of 0.373 indicates that the advertising variable has a positive effect on the purchasing decision (Y), so that every time an increase in the advertising variable (X_1) of 1 will raise the purchase decision of 0.373.

Simultaneous Significance Test (Test F)

Table 2. Results of F Test Analysis

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	46.315	2	21.633	4.313	.004[b]
	Residual	319.044	97	3.412		
	Total	365.359	99			

a. Dependent Variable: Purchasing Decisions   b. Predictors: (Constant), Brand Trust, Advertising

Based on table 2, it can be seen that the results of the analysis obtained a F-*count* of 4.313 with a p-*value* of 0.004. From these results it can be concluded that the significance value obtained is 0.004 <0.05, so that it shows simultaneously the brand trust variable (X_1) and advertising (X_2) affect the purchase decision variable (Y). Then it can be stated that H_3 is accepted.

Significance Test of individual parameters (t test)

In the X_1 variable obtained a significance value of 0.001 This significance value is smaller than the probability value of 0.05. Then it can be stated that H_1 is accepted. Thus partially the influence of brand trust on purchasing decisions is significant.

In the X_2 variable obtained a significance value of 0.022. This significance value is greater than the probability value that is 0.05. Then it can be stated H_2 is accepted. Thus, partially the effect of advertising on purchasing decisions is significant.

Table 3. The coefficient of determination (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642[a]	.535	.401	2.074

a. Predictors: (Constant), Drand trust, Advertising

b. Dependent Variable: Purchasing decisions

Based on table 3, it can be seen that the coefficient of determination (R^2) obtained from this study is 0.535 or 53%. This shows that the *independent variable* influences 53% of purchasing decisions, while the remaining 47% is influenced by other variables that are not found or not examined in this research model.

DISCUSSION

The Effect of Brand Trust on Purchasing Decisions

Sahin, A, (2011) explains that brand trust can be interpreted as the customer's confidence that he can rely on the seller to deliver his service promise. Here, variable X_1, namely brand trust has a significant effect on purchasing decisions, because based on the significance value it shows 0.001, which means it is smaller than the probability value that is 0.05.

The Effect of Advertising on Purchasing Decisions

Advertising according to Kustandi in Rahman, (2012) advertising is a mass communication process involving certain sponsors, who pay the services of a mass media for broadcasting their advertisements. Based on the results of research that has been done, it can be seen that the X_1 variable, namely advertising, has a positive and significant effect on purchasing decisions. because based on the results of linear regression the coefficient value is positive with the significance value indicating 0.022 which means it is smaller than the probability value which is 0.05.

The Effect of Advertising and Sales Promotion on Purchasing Decisions

As the research hypothesis in the overall test revealed previously, that together brand trust (X_1) and advertising (X_2) have a positive and significant effect on purchasing decisions (Y) because the F value is 4,313 and the significance is 0.004 but the most influential is brand trust (X_1) because the beta value is greater than advertising (X_2).

CONCLUSION

1. Simultaneously, variable brand trust and advertising have a positive and significant effect on purchasing decisions for HPAI products in Jambi Province. This can be seen in the results of data analysis by obtaining a probability value of significance less than 0.05. This means that simultaneously or simultaneously the Independent variable consisting of brand trust and advertising influences the dependent variable, which is the Purchase Decision of HPAI products.

2. Variable brand trust partially influences purchasing decisions because based on the results of calculations performed, the significance probability value of the variable is less than 0.05.

3. Variable ads affect purchasing decisions partially because based on the results of calculations performed, the significance probability value of the variable is less than 0.05.

4. The most dominant variable is brand trust because the beta value is greater than that of advertising and the significance is smaller than the significance value of advertising.

SUGGESTIONS

In this study it was found that the variable brand trust and advertising have a significant influence on purchasing decisions. Therefore, companies are advised to continue to increase brand trust and advertising because it can have an impact on increasing the number of

consumers. It is recommended to further research to add other variables such as product quality, product innovation, brand image and others so that research can develop, and can change the object of research so that it can be compared with the objects in this study.

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