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Influence of Brand Image, Brand Trust and Perceived Product Quality on The Purchasing Decision

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Article Info	Abstract
	This study aims to analyze the influence of brand image, brand trust, and perceptions of product quality on purchasing decision for refill bvlgari extreme sport perfume. This research method uses a type of quantitative research, purposive sampling research sample which amounted to 96 people. Data analysis using multiple linear regression. that the variable brand image (X1) has a positive and significant effect on purchasing decision with a coefficient of 0.277. Then the brand trust variable (X2) has a positive and significant effect on purchasing decision with a coefficient of 0.295. Variable perceived quality (X3) also has a positive and significant influence on purchasing decision with a coefficient of 0.325. While simultaneously or collectively, the variable brand image, brand trust and perceived quality affect purchasing decision. The determination coefficient (R2) is 041,2 or 41.2%. 41.2% of purchasing decision are influenced by brand image, brand trust and perceived quality. The findings in this study are perceived quality is the variable that has the most dominant influence on purchasing decision Bvlgari Sporty Extrem perfume in Semarang City. The conclusion of this study is brand image, brand trust and perceived quality have a significant influence on the sale of perfume products. Results the research use for market improvment of Bvlgari Sporty Extrem perfume in Semarang City.

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INTRODUCTION

In the era of globalization, the decision to buy a product is strongly influenced by the assessment of the quality of a product brand, (Hawkins, Best, & Coney, 2004; Assael, 2004; Schiffman & Kanuk, 2010). engaged in various business fields running to improve the quality of their products, in order to maintain the brand image of the products they have (Chaudhuri & Holbrook, 2001; Ghodeswar, 2008; Srivastava, Fahey and Christensen, 2001; Pujadi 2010). Brand image has a distinctive nature, and it is this characteristic that differentiates one product from another. Brand image is also regarded as opinion and consumer confidence in the quality of products produced by organizations and organizational honesty in the products offered to consumers (Aaker, 1997; Cannon, Perreault, & McCarthy, 2009) The influence of brand trust also determines consumer loyalty to brands and trust has the potential to create high-value relationships. Trust in a brand has an important role in consumer purchasing decision (Lee, 1999), in other words consumers believe that a brand that has a positive image is a guarantee of product quality. Consumers believe in the brand because of the feeling of security that results from their interaction with the brand and this trust will directly influence consumer purchases on the same product in the future.

Most studies such as done by Srivastava, Fahey and Christensen (2001) considered brand trust as a market-based assets that are interconnected because it is exist externally and lies in the relationship with the end user of the brand. At the same time, the emergence of relationship marketing as a starting point in a study conducted by researchers or marketing practitioners suggest that trust is a major factor in which the relationship between the customer and the brand (Morgan & Hunt, 1994) perceived quality is the customer's perception of the overall quality expected. Consumers will like and be loyal to products with high quality perceptions. Conversely, if the product brand does not match the positive value, consumers will tend to have negative ratings. Consumers will not trust the brand or company and

prefer to cancel the purchase or use that product. Conversely, if the consumer believes in the positive value of a brand or company, then he will tend to use or decide to buy these products and services. The more positive consumer perceptions of the quality of a product, the greater the chances of consumer decisions to buy the product. Conversely, the more negative consumer perceptions of the quality of a product, the smaller the chance for consumers to buy the product.

La Parfume shop is one of the largest and longest perfume stores in Semarang City Indonesia, which sells various kinds of marek parfume and perfume types. Some of the perfumes sold are Bvlgari Sporty Extrem, Burberi Sport Women, Chacahreal Amor, Calvin Klain Enterniti Man, and others. Bvlgari Extrem Sporty Perfume is known as a well-known and trusted perfume from various social statuses, especially for students. If the product has a high value for consumers it will strengthen consumer interest in buying products. This process is a product evaluation carried out by consumers before deciding to buy a particular product.

Setiadi (2010) purchasing decision mean the activities of individuals who are directly involved in the exchange of money with goods and services and in the decision making process. (Munthiu, 2009) specific purchasing process consists of the following sequence of events: problem recognition, information retrieval, alternative evaluation, Purchasing decision, and post-purchase behavior. Kotler and Keller (2012) purchasing decision are influenced by the psychological basis of consumers to make purchasing decision that they believe. According to Kotler and Armstrong (2014) the purchasing decision stage has 5 steps, namely: (1) *problem recognition; (2) (information search; (3) (evaluation of alternatives; (4) Purchasing decision; (5) postpurchase behavior.*

Schiffman & Kanuk (2010), and Assael (2004) mentioned that the consumer made the purchasing decision is influenced by several measurements, namely (1) the measurement of culture, which has the most influence and the most extensive in the behavior of consumers so that marketers need to understand the influence of culture, sub-culture, and social class of consumers;

(2) social measurement, which need to be considered when designing a marketing strategy because these factors can affect consumer responses; (3) personal measurements, which consists of the age and stage of life cycle, occupation, economic situation, lifestyle, personality, and self-concept affects the consumer on what is purchased; and (4) psychological measurement, include motivation, perception, learning and beliefs and attitudes also influence the selection of consumer purchases.

Brand is a distinguishing name or the attached symbol (such as logo, trademark, or package design) intended to identify to goods or services of either one seller of a group of seller, and to differentiate those goods or services from those of competitors". The brand is actually a seller's promise to consistently provide privileges, benefits, and certain services to the buyer. The best brands provide quality assurance. However, the brand is more than just a symbol. Brands can have six levels of understanding. The importance of confidence in the brand as one of the key factors in many marketing relationships examined in numerous studies, but unfortunately it does not become a major and critical studies in particular its relationship with customer satisfaction and buying behavior (Delgado-Ballester & Munuera-Aleman, 2005; Chaudhuri & Holbrook, 2001; Deng, Lu, Wei, & Zhang, 2010).

According to (Genoveva, 2015), brand image or brand description is a description of the association and consumer confidence in a particular brand. A number of quantitative and qualitative techniques have been developed to help reveal consumer perceptions and associations for a particular brand, including multidimensional scaling, projection techniques, and so on. "Brand image is a perception of a brand that is a reflection of consumers' memory of their association with that brand". Kotler and Armstrong (2014) state that brand image is "The set of belief held about a particular brand is known as brand image".

According to Park et al. (1986), the construction and maintenance of the brand image is prerequisite to the brand management. Theoretically, all products and services could be demonstrated by functional, symbolic or experimental elements, through which brand image is established. Up to now, scholars haven't come to an agreement on the definition of brand image. Throughout prior literature, researchers define brand image mainly from four perspectives: blanket definitions, meanings and messages, personification, cognitive or psychological elements (Dobni, D. and Zinkhan, G.M. 1990).

Brand image that was created to make people think about everything from the business side, so as to be clearly defined brand image can benefit the company in the long term (Cannon, Perreault, & McCarthy, 2009; Morgan & Hunt, 1994).Brand image is also referred to as the customer's perception of either the reason or rational basis or through more emotions towards a specific brand (Malhotra, 2010; Cannon, Perreault, & McCarthy, 2009; Assael, 2004).

Brand image is a perception in the mind of the customers a good impression of a brand (Hawkins, Best, & Coney, 2004). The good impression could arise if the brand has a unique advantage, good reputation, popular, trustworthy and willing to provide the best service (Kotler & Keller, 2012; Keller, 1993; Aaker, 1997).

Consumers perceptions of the quality of the brand created by informational cues associated with the brand. Customers often measure the quality of the basic cues are displayed externally on the product itself such as price, brand image, corporate image, the image of the store or even the image of the country of origin. The perception of value (perceived value) is reflected in the perception of quality is also affected by the price perception among customers with high involvement, so it can be concluded that the perception of value can also be evaluated from the quality of the brand. Khraim (2010) examined the variables of culture and subculture that focuses on the elements of religion because religion still plays an important role in influencing social and customer behavior. Purchase behavior is considered as a relational asset market implications for the development and maintenance of trust is at the core of the brand, because it is a key characteristic of successful long-term relationships (Morgan & Hunt, 1994).

Brand trust is defined as feeling secure while interactions with a brand based on the perception that the brand is reliable and responsible for the interests of consumer (Delgado-ballester et al., 2003). It is usually defined in two ways, the first definition refers to consumer willingness to rely on brand (Chaudhuri and Holbrook, 2001). The second one refers to the reasons of such reliance of the brand as capacity & intentions in fulfilling its promises to consumers (Dalzeil et al., 2011; Delgado-ballestrand et al, 2001). Brand Trust is another cardinal factor affecting brand loyalty. Brand trust is expectations based on beliefs that a brand has a specific features or traits that is consistent, competent and credible).(Delgado-Ballester & Munuera-Alemán, 2005) Trust is a key mediator for a long-term relationship that would lead to brand loyalty. Trust has both technical and intentional nature as found in social sciences (Doney and Cannon, 1997; Morgan and Hunt, 1994).

Perceived quality : Perceived quality is the customer's perception of brand superiority in performing compared to other products. Perceived performance is closely related to quality perception. Consequently, trial and experience with a product does affect its overall quality assessment (Grace and O ' Cass, 2004). Perceived brand quality is an outcome of product associated tangible traits driven by cognitive & Utilitarian criteria. There are many measurements used for perceived quality . There is the measurement that used the five dimensions of service as tangibility, reliability, responsiveness and assurance and empathy. (Parasuraman, A., Zeithaml, V., Berry, 1988). Perceived brand quality is antecedent of trust (Botton & Lemon, 1999; Coulter and Coulter, 2003; Ganesan & Hess, 1997; Johnson et al., 2006)

This study aims to analyze the effect of brand image, brand trust, and perceived quality on the purchasing decision of Bvlgari Sporty Extrem perfume in Semarang City.

RESEARCH METHODS

This type of research is quantitative descriptive research, where in this study uses quantitative methods with a scientific approach to decisions. About 96 respondents there were 72 male respondents and 24females. Among the respondents up to 20 years old were 12%, aged 19 years old amounted 36% and followed by 18 years old were 52%. The type of data used in this study is primary data sourced from the questionnaire distributed to respondents in the study. The variables used in this study consist of dependent and independent variables. The dependent variable (Y) in this study is a purchasing decision, while the independent variables are brand image, brand trust and perceived quality .

Among the respondents about 82% of them were in second semester of there education and the rest were in the first semester. The validity and reliability test of this research instrument was conducted on 20 pieces of questionnaires that have been returned by the respondent and serves as a cross check on the validity and reliability. In the other side, reliability test conducted in an attempt to see the consistency of measuring instruments used if the measuring instrument is stable and consistent. The measurement results can only be trusted if the implementation of measures in recent times against the same group of subjects obtained the same relative results. Test reliability in research conducted with the SPSS program using Cronbach Alpha method in which a questionnaire said to be reliable if the Cronbach Alpha values greater than 0.6.

The data analysis method used in this study is Multiple Linear Regression with the least squares method using SPSS software. Multiple linear regression analysis is used if the independent variables are two or more. This analysis aims to determine the effect of brand image, brand trust and perceived quality of Purchasing decision. The form of the multiple regression equation model used in this study is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:
Y = Purchasing decision
α = Constant
X1 = Brand Image
X2 = Brand Trust
X3 = Perceived quality
β_1 = Regression coefficient of Brand Image

β2 = Coefficient analysis of Brand Trust

β3 = Coefisisen regression of Perceived quality

e = Standard Error

As for the hypothesis that has been proposed in the research, it is formulated as follows:
1. H1: brand image has significant influence to purchasing decision of Bvlgari Sporty Extrem perfume in Semarang City
2. H2:brand trust has significant influence to purchasing decision of Bvlgari Sporty Extrem perfume in Semarang City

3. H3: perceived quality has significant influence to purchasing decision of Bvlgari Sporty Extrem perfume in Semarang City.

RESULTS AND DISCUSSION

The data in this study were processed using multiple linear regression analysis. Regression in this study aims to determine how the influence of brand image, brand trust, and perceived quality of Purchasing decision. The results of multiple linear regression analysis in this study are as follows:

Table 10. Multiple Linear Regression

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,222	2,355		,943	,348
Brand Image (X₁)	,277	,097	,231	2,852	,005
Brand Trust (X₂)	,295	,083	,339	3,566	,001
Perceived quality (X₃)	,325	,102	,305	3,181	,002

Dependent Variable: purchasing decision of Bvlgari Sporty Extrem perfume in Semarang City (Y)

Source: research, 2018

Based on the regression results in table 10 it can be explained as follows:
1. The significance value of brand image (X1) on purchasing decision (Y) is 0.005 < 0.05 and the spread value t is 2.852 while the value of t table is at the significance level of 5% /2 and df (nk-1 = 96-3-1 = 92) is 1.989. So t count 2.852 > t table 1.989, so that it can be concluded that H0 is rejected and H1 is accepted which means that there is a significant influence of brand image (X1) on purchasing decision (Y)
2. The significance value of brand trust (X2) on purchasing decision (Y) is 0.001 <0.05 and obtained a value of 3.566 scattered counts while the t table value at the significance level of 5% and df (nk-1 = 96-3-1 = 92) is 1.989. So t count 3.566 > t table 1.989, so that it can be concluded that H0 is rejected and H1 is accepted

which means that there is a significant influence of brand trust (X2) on purchasing decision (Y)
3. The significance value of product perceived quality (X3) on purchasing decision (Y) is 0.002 <0.05 and the value of t count is 3.183 while the value of t table at the significance level of 5% / 2 and df (nk-1 = 96-3-1 = 92) is 1.989. So t count 3.183 > t table 1.989, so that it can be concluded that H0 is rejected and H1 is accepted which means that there is a significant influence of perceived quality (X3) on the purchasing decision (Y)

F Test

F test is known as Simultaneous Test or Model / Anova Test, which is a test to see how the effect of all the independent variables together on

the dependent variable. Or to test whether the regression model that we made is good / significant or not good / non significant. If the value is sig. <0.05 means that the independent variables together influence the independent variable. the test results in this study are as follows:

Table 12. Goodness of Fit Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	368,763	3	122,921	21,514	,000[b]
	Residual	525,643	92	5,714		
	Total	894,406	95			

a. Dependent Variable: Purchasing decision(Y)

Predictors: (Constant), Perceived quality (X₃), Brand Image (X₁), Brand Trust (X₂)

Source: research, 2018

(R^2) Test

From the table above, the value of F calculated is 21,514, while the value of F table is at the significance level of 5% and df1 = 3, df2 = 93 is 2,76. the significance value for the influence of brand image (X1), brand trust (X2), and perceived quality (X3) in a tangible manner towards purchasing decision (Y) is 0,000 <0,05 and the calculated F value is 21,514> F table 2,76 thus it can be concluded that it is accepted which means that there is an influence of brand image (X1), brand trust (X2), and perceived quality (X3) in a proper manner towards purchasing decision (Y).

The coefficient of determination (R Square) is meaningful as a contribution of the influence given independent variable (X) to the dependent variable (Y), or in other words, the coefficient of determination or R Square is useful for predicting and seeing how much the influence of variables is given (X) simultaneously to variable (Y). The results of the coefficient of determination in this study are as follows:

Table 13.Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	,642[a]	,412	,393	2,39030

a. Predictors: (Constant), Perceived quality (X₃), Brand Image (X₁), Brand Trust (X₂)

Based on the output table of the summary model, it can be seen that the coefficient of determination or R Square is equal to 0.412 or equal to 41.2%. This number implies that the brand image variants (X1), brand trust (X2) and perceived quality (X3) simultaneously influence the purchasing decision variable (Y). while the remaining 58.8 is influenced by variables outside the research model.

Discussion

The results of multiple linear regression analysis show that the significance value of brand image (X1) on purchasing decision (Y) is 0.005 < 0.05 and the spread value t is 2.852 while the value of t table is at the significance level of 5% / 2 and df (nk-1 = 96-3-1 = 92) is 1.989. So t count 2.852 > t table 1.989, so that it can be concluded that H0 is rejected and H1 is accepted which means that there is a significant influence of brand image (X1) on purchasing decision (Y). Brand image is a

representation of the overall perception of the brand and is formed from information and past experience of consumers of the brand. According to Kotler and Keller (2009: 403) brand image or brand image is the perception and belief held by consumers, as reflected in the association embedded in consumers' memories. The coefficient value of the brand image variable is 0.227 which means when there is an increase in brand image by one unit, the purchasing decision will increase by 0.227 assuming the other variables are of fixed value.

The results of this study are in line with research by Fianto, et al (2014) which states that brand image has a positive and significant influence on Purchasing decision. The results of this study are also supported by research conducted by Evelina et al (2012) which shows that brand image has a positive effect on a customer's Purchasing decision. Another study conducted by Bahareh Ahmadinejad, et al (2014) entitled A Survey on Interactive Effects of Brand Image and Perceived quality of Services on Each Other (Case Study: Chain Store Ethics) also shows that store brand image has a positive and significant effect on purchasing decision. Previous research conducted by Hawkins, Best, & Coney (2004); Assael (2004), Aaker (1997); Chaudhuri & Holbrook, (2001); Srivastava, Fahey and Christensen, (2001); Pujadi (2010), shows that the brand image must be strong, competitive, and orderly, so that the brand is unique. Brand image is also considered as an opinion and consumer trust in the quality of products produced by the organization and organizational honesty in the products offered to consumers (Aaker, 1997; Cannon, Perreault, & McCarthy, 2009). The brand image inherent in the Bvlgari Sport Extreme perfume in Semarang City product provides a special attraction for consumers to buy the product.

The results of multiple linear regression analysis show that the significance value of brand trust (X2) on purchasing decision (Y) is 0.001 <0.05 and obtained a value of 3.566 scattered counts while the t table value at the significance level of 5% and df (nk-1 = 96-3-1 = 92) is 1.989. So t count 3.566 > t table 1.989, so that it can be concluded that H0 is rejected and H1 is accepted which means that there is a significant influence of brand trust (X2) on purchasing decision (Y). The coefficient value of the brand trust variable is 0.295 which means that when there is an increase in brand trust by one unit, the purchasing decision will increase by 0.295 assuming the other variables are of fixed value.

The results of this study are in line with previous research conducted by Arista and Astuti (2011) which shows that brand trust has a positive influence on a customer's purchasing decision on a product. Brand trust is one important factor that must be considered by a company in marketing a product. Brand trust has a close relationship with customer satisfaction and consumer purchasing behavior ((Delgado-Ballester & Munuera-Aleman, 2005; Chaudhuri & Holbrook, 2001; Deng, Lu, Wei, & Zhang, 2010).

Trust is formed from consistent quality, convincing promotions and the connections needed are very much in accordance with the wishes of consumers so that consumer purchasing decision become easier. Consumers will buy products according to their wishes and are trusted based on their experience while using a product. Trust is built because of the hope that the other party will act in accordance with the needs and desires of consumers. According to Ryan (2002), when someone has trusted the other party they are sure that expectations will be fulfilled and there will be no disappointment. The trust held by Bulgari Sporty Extrem perfume is formed because Bulgari Sporty Extrem perfume knows what consumers want.

The results of multiple linear regression analysis show that The significance value of product perceived quality (X3) on purchasing decision (Y) is 0.002 < 0.05 and the value of t count is 3.183 while the value of t table at the significance level of 5% / 2 and df (nk-1 = 96-3-1 = 92) is 1.989. So t count 3.183 > t table 1.989, so that it can be concluded that H0 is rejected and H1 is accepted which means that there is a significant influence of perceived quality (X3) on the purchasing decision (Y). The coefficient value of the variable perceived quality is 0.325 which means that when there is an increase in the perception of quality by one unit, the purchasing

decision will increase by 0.325 assuming the other variables are of fixed value.

Perceived quality is one of the determinants of whether consumers will buy a product or not. In choosing a product, quality will be one of the considerations of consumers when determining whether the choice is appropriate and meets what consumers need or not. At present there are many business people who have begun to develop their products with better quality compared to other similar products to create a perception of good quality consumers of these products. Likewise, the same is the case with Bulgari Sporty Extrem perfume which has begun to be improved in quality to make it more attractive for consumers to buy. According to Simamora (2003: 78), states that the perception of quality is the consumer's perception of the quality or excellence of a product or service in terms of its function relative to other products. Meanwhile, according to Durianto, et al (2004: 96), perceived quality is a consumer perception of the overall quality or excellence of a product or service related to what is expected by consumers.

Based on the results of multiple linear regression test shows that the variable brand image, brand trust and perceived quality together influence the purchasing decision of Bulgari Exstrem Sport refill parfume products at the La Parfume store in Semarang City. This was obtained from the results of the F test, the calculated F value was 21.514> F table 2.76 and with a significance of 0.000 <0.05. The findings in this study are perceived quality is the variable that has the most dominant influence on purchasing decision Bulgari Sporty Extrem perfume in Semarang City. Therefore, a company should pay attention to how consumers perceive the products produced, because that way the company will be able to determine the steps that can be taken to strengthen customer perceptions of the products owned by the company.

CONCLUSION

Based on the results and discussion above, it can be concluded that the variable brand image (X1) has a positive and significant effect on Purchasing decision. The coefficient value of the

brand image variable is 0.227 which means when there is an increase in brand image by one unit, the purchasing decision will increase by 0.227 assuming the other variables are of fixed value. Then the brand trust variable (X2) has a positive and significant effect on purchasing decision. The coefficient value of the brand trust variable is 0.295 which means that when there is an increase in brand trust by one unit, the purchasing decision will increase by 0.295 assuming the other variables are of fixed value. Variable perceived quality (X3) also has a positive and significant influence on purchasing decision of Bvlgari Sporty Extrem perfume in Semarang City. The coefficient value of the variable perceived quality is 0.325 which means that when there is an increase in the perception of quality by one unit, the purchasing decision will increase by 0.325 assuming the other variables are of fixed value. While simultaneously or collectively, the variable brand image, brand trust and perceived quality affect purchasing decision of Bvlgari Sporty Extrem perfume in Semarang City.

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