



THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE ON PURCHASING DECISIONS THROUGH BRAND TRUST AS MEDIATING VARIABLE

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Info Article

History Article:

Received November 2018

Approved December 2018

Published December 2018

Keywords:

Product Quality; Brand Image; Brand Trust; Purchasing Decision.

Abstract

The aim of the study is to examine the effect of product quality and brand image on purchasing decisions through brand trust. The population in this study is the consumers of *Sambal Terasi Siap Pakai* (Ready to use shrimp paste sauce) product from ABC brand in Semarang and applying incidental sampling. Questionnaire used instrument test, descriptive analysis, classic assumption test, partial test and path analysis. The data was analysed by SPSS 21 software for Windows. This study found that product quality has a positive effect on brand trust, brand image has a positive effect on brand trust, brand image has a positive effect on brand trust, product quality has positive effect on purchasing decision, brand trust has a positive effect on purchasing decision, product quality has a positive positive effect on purchasing decision through brand trust, brand image has a positive effect on purchasing decision through brand trust.

Abstrak

Penelitian ini bertujuan untuk menguji pengaruh antara kualitas produk dan citra merek terhadap keputusan pembelian melalui kepercayaan merek. Populasi dalam penelitian ini yaitu konsumen produk Sambal Terasi Siap Pakai merek ABC di kotra Semarang dan menggunakan incidental sampling. Metode pengumpulan data dalam penelitian ini menggunakan kuisioner. Metode analisis data menggunakan uji instrument, analisis deskriptif, uji asumsi klasik, uji parsial dan analisis jalur. Analisis data menggunakan perangkat lunak SPSS 21 for windows. Penelitian ini menemukan kualitas produk berpengaruh positif terhadap kepercayaan merek, citra merek berpengaruh positif terhadap kepercayaan merek, kualitas produk berpengaruh positif terhadap keputusan pembelian, citra merek berpengaruh positif terhadap keputusan pembelian, kepercayaan merek berpengaruh positif terhadap keputusan pembelian, kualitas produk berpengaruh positif terhadap keputusan pembelian melalui kepercayaan merek, citra merek berpengaruh positif terhadap keputusan pembelian melalui kepercayaan merek.

INTRODUCTION

Today people want everything that is fast, easy, and practical. Likewise in the matter of food, people prefer that it can be processed and served quickly and easily but also in accordance with the tastes of the Indonesian tongue. One example is shrimp paste, Indonesian cuisine made from this shrimp paste, chili, tomato, onion, and salt base is generally complicated and cannot be served quickly. The shrimp paste ready to use ABC brand is a product in the form of a paste (thick liquid) made from raw fruits or vegetables and shrimp paste, which is packed in ready-to-use packaging forms, ABC brand chili paste is sold in bottles (glass or plastic) but can also be packaged in the form of sachets (Heinzabc.com). According to Nuraini and Maftukhah (2015) states that humans are a part of the basic satisfaction that they feel or realize.

Indonesian consumers are very demanding to obtain goods and services that are of good quality, have a high awareness of their rights, and always voice their interests and fight for prosperity, so this consumer character will encourage producers or industries to work more efficiently and innovatively to produce products that more quality to meet consumer demands (Permana, 2013). Purchasing decisions are a problem-solving process that consists of analyzing or introducing desires, seeking information, and assessing sources of selection against alternative purchases (Kotler, 2003).

The process of purchasing decisions can be divided into five stages, namely problem recognition, information seeking, alternative assessment, purchasing decisions and post-purchase behavior (Kotler, 2003). According to Foster (2016) when making a purchase, consumers are faced with several choices or several existing products before deciding to make a purchase. You could say every decision in buying a buyer is actually a collection of a number of decisions.

Consumers when deciding to buy these items will certainly see in terms of the quality of their products (Suryani, 2008). According to Fatmawati et al. (2017) consumer perceptions of product quality will form preferences and attitudes which will ultimately influence the decision to buy or not. Product quality is a very important thing to be considered by companies because good product quality will give satisfaction to consumers. This good product quality will give confidence to consumers in its use which then becomes the motivation of consumers to buy or enjoy the product. It can be said that if the quality

of the product produced is good and guaranteed, sales will increase, whereas if the quality of the product produced is not good, people tend not to decide to buy the item, the sales will decrease.

According to Schiffman and Kanuk (2007) product quality is the ability of a company to provide an identity or characteristic of each product so that consumers can recognize the product. Improving the quality of a product or service needs to be continuously carried out because it can make consumers feel satisfied with the products or services they buy, and will affect consumers to make purchases (Handoko, 2000).

A brand is the name of a term, sign, symbol, or design, or a combination of all that is intended to identify a product or service from one or a group of sellers, and distinguish it from other products (Kotler & Armstrong 2008). Thus the researcher can say that brand image is one of the important elements that encourage consumers to buy a product. Because consumers assume that a product with a trusted brand image gives more security when the consumer uses the product to be purchased. The brand image itself means the image of a product that is formed by consumers en masse and everyone will have the same image of a brand (Sutrasmawati, 2016).

From the review shows a significant relationship between product quality, brand image, and purchasing decision. This is supported by the existence of previous research which states that there is a positive and significant influence between product quality, brand image, and purchasing decision. However, there are also several studies which state that there is no relationship between positive and significant influences. to re-examine product quality and brand image on purchasing decisions

According to Maftukhah and Naufal (2017) the company's image cannot be engineered, meaning that the image will come naturally from the efforts we take so that communication and openness of the company are the basic keys to building the company's image. Whereas according to Sutrasmawati (2016) brands become an important factor in competition and become valuable corporate assets. The faster the consumer recognizes or remembers the brand, it can be said that the brand has a high value.

The difference in the results of the study was found in the study of Anggita and Ali (2017) suggesting product quality has a positive and significant effect on purchasing decisions. The results of the same study were also carried out by Fatmawati et al. (2017) suggesting product quality has a positive and significant effect on pur-

chasing decisions. But there are differences in the results of research conducted by Ago et al. (2015) which suggested that product quality had no effect on purchasing decisions

The difference in the results of the study also occurred on the influence of brand image on purchasing decisions, the first study conducted by Amron (2018) suggested that brand image had a significant effect on purchasing decisions. While the second research conducted by Fatmawati et al. (2017) suggested that brand image has a positive and significant effect on purchasing decisions. While the third research conducted by Rares and Jori (2015) suggested that there was no significant effect between brand image and purchasing decisions.

Brand trust is a condition when one of the parties involved in the exchange process believes in the reliability and integrity of the other party. According to Morgan and Hunt (2006) trust as a condition of willingness or willingness to rely on products involved in exchanges that are believed. If the brand's trust in the product is positive, then consumers will tend to decide to buy the product (Fatmawati et al., 2017). This research can add references related to research on the effect of product quality, brand image on purchasing decisions through brand trust as a mediation with objects of food products

There is a decrease in Top Brand data from 2015-2017 which can be explained in Table 1.

Tabel 1. Top Brand Category *Sambal Terasi* Ready to Use Year 2015-2017

Brand	Top Brand		
	2015	2016	2017
Abc	82.0%	78.8%	75.0%
Indofood	11.4%	9.4%	11.2%
Finna	2.7%	4.6%	5.8%
Sasa	2.2%	4.0%	4.1%

Tabel 2. Top of Mind Advertising *Sambal* Ready to Use Year 2016-2017

Brand	Top of Mind Advertising	
	2016	2017
Abc	67.1%	63.3%
Indofood	21.8%	21.2%
Sasa	4.4%	6.1%
Dua Belibis	2.4%	3.6%

In Table 1 shows that the share of chili pasta ready to use the ABC brand from year to year al-

ways ranks first in the Indonesian top brand, but there was a decline in 2015-2016. In 2016 there was a decrease of 0.17% from 2015, which was 82.0% to 78.8%. In 2017 the chili sauce ready to use the ABC brand declined again by 0.19%. From 2016, the value was 78.8% to 75.0%. This shows that the brand has decreased its product performance.

In Table 2, it can be seen that top of mind advertising shows ABC chili paste products ready to use even though it ranks first from 2016 and 2017 but experiences a decrease in top of mind advertising value by 67.1% in 2016. While the top of mind advertising value the ABC ready to use ABC brand in 2017 at 63.3%. This means that the decline of top of mind advertising value in 2016 to 2017 is 3.7%.

From these aspects, it can be said that the ABC ready-to-use chili sauce has decreased the strength of brand image and trust in a product in the minds of consumers, which has an effect on the purchasing decisions of chili paste ready to use the ABC brand.

Table 3. Total Sales of *Sambal Terasi* Products Ready to Use ABC Brand in 2019 in Semarang City.

No	Month	Total Sales	Margin
1	January	1,523 product	
2	February	1,734 product	Increase 1.521
3	March	1,756 product	Increase 22
4	April	1,778 product	Increase 16
5	May	1,577 product	Reduced 201
6	June	1,520 product	Reduced 57
7	July	1,514 product	Reduced 6
8	August	1,488 product	Reduced 26
9	September	1,479 product	Reduced 9
10	October	1,465 product	Reduced 14
11	November	1,406 product	Reduced 60
12	Desember	1,389 product	Reduced 17

Based on Table 3, the number of products sold by *Sambal Terasi* Ready to Use the ABC brand in Semarang City is still relatively volatile, in the period from May to December with a total decline from May to December of 389 products. And only increased by 1,559 in February to April.

Based on the background description of the problem, the authors are interested in conducting research with the title "The Influence of Product Quality and Brand Image on Purchasing Decisions Through Brand Trust as a Mediation

Variable” (Study on consumers of *Sambal Terasi* Ready to Use ABC brand in Semarang City).

Hypotesis Development

Kotler and Armstrong (2006) argue that quality and product improvement are an important part of marketing strategies. Because good product quality will encourage consumers to choose and decide to buy products of good quality. Trust is the expectation or hope that the brand can be relied upon to behave generously and responsive to one's needs (Park et al., 2006). Trust exists when one party has confidence in the reliability and integrity of its exchange partners (Morgan & Hunt, 2006). It can also be proven by research conducted by Amron (2018) which states that product quality has a significant positive effect on purchasing decisions. This is also supported by research conducted by Fatmawati et al. (2017) stating that product quality has a significant positive effect on purchasing decisions.

H1: Product quality has a positive effect on purchasing decisions.

Fatmawati et al. (2017) in order to increase consumer confidence and trust, public relations have an important role in a company, public relations has the duty to create or maintain a positive image before the public company. Because a good brand image will encourage consumers to arise a sense of brand trust. This is supported by research conducted by Fatlahah (2013) suggesting brand image has a positive and significant effect on brand trust. This is also supported by research conducted by Fatmawati et al. (2017) suggesting brand image has a significant effect on trust.

H2: Product quality has a positive effect on purchasing decisions through brand trust as a mediating variable.

According to Tjiptono (2005) the image of a brand has an important role in influencing consumers to make purchases. Consumers who have a positive image of a brand or a product from that brand tend to choose the brand to choose from. A good brand image will encourage consumers to arise a sense of trust and decide to make a purchase (Fatmawati et al., 2017) this is supported by research conducted by Amron (2018) suggesting brand image has a positive effect on purchasing decisions through brand trust.

H3: Brand image has a positive effect on purchasing decisions.

According to Murwatiningsih and Apriliani (2013) consumers who already have trust in a

product/ brand, will generate interest in buying the product or brand. This statement is in accordance with research conducted by Amron (2018) and Fatmawati et al. (2017) suggesting brand trust has a positive and significant effect on purchasing decisions.

H4: Brand image has a positive effect on purchasing decisions through brand trust as a mediating variable.

According to Tjiptono (2005) the image of a brand has an important role in influencing consumers to make purchases. Consumers who have a positive image of a brand or a product from that brand tend to choose the brand to choose from. A good brand image will encourage consumers to arise trust and decide to make a purchase (Fatmawati et al., 2017). This is supported by research conducted by Amron (2018) suggesting brand image has a positive effect on purchasing decisions through brand trust.

H5: Product quality has a positive effect on brand trust.

According to Fatmawati et al. (2017) good product quality will give confidence to consumers in its use which then motivates consumers to buy or enjoy the product. This is supported by research conducted by Chinomona et al. (2013) stating that product quality has a significant effect on brand trust. It is also supported by research conducted by Fatmawati et al. (2017) stating that product quality has a significant effect on brand trust.

H6: Brand image has a positive effect on brand trust.

According to Tjiptono (2005) the image of a brand has an important role in influencing consumers to make purchases. Fatmawati et al. (2017) say that the better the brand image that is attached to the product, the more interested consumers will be to buy, because consumers assume that a product with a trusted brand image provides a more secure feeling when the consumer uses the product to be purchased. This is supported by research conducted by Malik et al. (2013) stating that brand image influences purchasing decisions. This is also proven by the results of research conducted by Amron (2018) suggesting brand image has a significant effect on purchasing decisions.

H7: Brand trust has a positive effect on purchasing decisions.

According to Murwatiningsih and Apriliani (2013) consumers who already have trust in a

product/ brand, will generate interest in buying the product or brand. This statement is consistent with the research conducted by Amron (2018) and Fatmawati et al. (2017) suggesting brand trust has a positive and significant effect on purchasing decisions.

Based on these theoretical thinking, the research framework can be described as Figure 1.

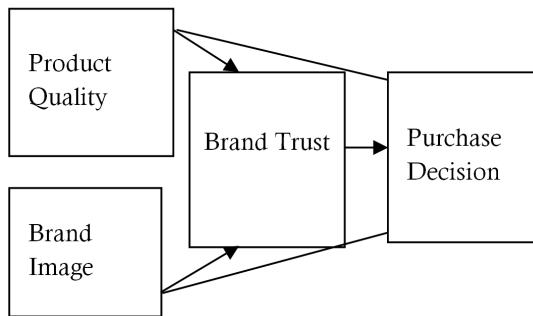


Figure 1. Research Model

METHOD

The population in this study are consumers who have used the *Sambal Terasi* Ready to use ABC brand in the city of Semarang. The sampling technique in this study was using the Non Probability Sampling technique, namely Incidental Sampling technique. Incidental Sampling is a technique of determining samples based on chance, who is only those who accidentally or incidentally met with the researcher could be used as a sample, if viewed by the person who happened to be found it was suitable as a source of data. In this study the number of samples was determined using the literacy formula method with the results of the calculation of 116 samples. the population in this study is not known with certainty. The method of analyzing data uses statistics, research uses statistics. In this study using three research variables, namely independent variables, dependent variables, and intervening variables.

The dependent variable in this study is a purchasing decision. Purchasing decisions are the purchasing decisions of individual and household end consumers who buy goods and services for personal consumption (Kotler, 2009). Indicators of purchasing decisions according to Jessie Chen-Yu and Kincade (2001) are product evaluations, purchases, and after purchases. The decision to buy a product in a consumer does not just happen, but requires a process (Suciningtyas 2012). The purchasing decision by Sunaryo and

Sudiro (2018) is defined as the process by which consumers make an assessment of various alternatives, and the choice of an alternative according to the needs based on certain considerations. The process of buying decisions is influenced by various impulses.

Although the decision to buy cannot be forced at all. Producers, buying motives, producers can influence or increase the tendency consumers buy various ways such as having promotions to communicate their strengths from products produced to prospective buyers who are interested.

The independent variable in this research is product quality and brand image. Product quality is a characteristic and characteristic of an item or service that affects its ability to satisfy expressed or implied needs (Kotler, 2000). According to Afrianti (2013) quality is the basic factor of consumer decisions in many products and services. Indicators of the quality of products used in this study is an indicator of Garvin (1997) namely performance, features, durability, conformance. According to Hartono and Wahyono (2015) often the image of a brand is associated with an abstract description of a product. Consumers who have a positive image of a brand or a product from that brand tend to choose the brand to choose Tjiptono (2005). Brand image according to Keller (2008) that the community perceives or thinks of the company or product imagery is the perception and belief of consumers who can direct consumers to talk and recommend these products to others. The indicator of brand image in this study is an indicator of Keller (2003) namely brand strength, brand favorability (brand favorite), brand uniqueness (impression unique or difference).

Intervening variables are variables that functionally mediate between the influence of independent variables on the dependent variable. The intervening variable in this study is brand trust. Brand trust means consumers are generally willing to rely on the brand's ability to carry out it's functions (Chaudhuri & Holbrook, 2002).

Delgado et al. (2003) define brand trust as conjecture or expectation with confidence in the reliability and intention of a brand in situations involving risk for consumers.

RESULTS AND DISCUSSION

Validity Test

Validity test is used to measure the valid or valid whether or not a questionnaire. The number of respondents in this validity trial is 30 respon-

dents. So that the calculation results are obtained as follows: $df = 30 - 2 = 28$. Based on these calculations, it can be seen that the value of r table with a significant level of 5% is 0.361. The validity test is done by comparing r count $>$ r table, and is said to be invalid if r count $<$ r table.

The results of the validity test of the four variables indicate that 32 items of statements from the four variables have r count $>$ r table, thus it can be said that 32 items of the four variables are declared valid. The following is the validity test table that the author summarizes:

Table 4. Validity Test of Product Quality Variable

No	Item Statement	R Count	R Table	Criteria
1	X1.1	.586	.361	Valid
2	X1.2	.668	.361	Valid
3	X1.3	.490	.361	Valid
4	X1.4	.673	.361	Valid
5	X1.5	.812	.361	Valid
6	X1.6	.517	.361	Valid
7	X1.7	.812	.361	Valid

Table 5. Validity Test of Brand Image Variable

Item Statement	R Count	R Table	Criteria
X1.1	.613	.361	Valid
X1.2	.654	.361	Valid
X1.3	.494	.361	Valid
X1.4	.864	.361	Valid
X1.5	.645	.361	Valid
X1.6	.795	.361	Valid
X1.7	.523	.361	Valid
X1.8	.806	.361	Valid

Table 6. Uji Validity Variabel Brand Trust

Item Statement	R Count	R Table	Criteria
Z.1	.501	.361	Valid
Z.2	.585	.361	Valid
Z.3	.545	.361	Valid
Z.4	.698	.361	Valid
Z.5	.600	.361	Valid
Z.6	.793	.361	Valid
Z.7	.660	.361	Valid
Z.8	.794	.361	Valid

Table 7. Validity Test of Purchasing Decision Variabel

Item Statement	R Count	R Table	Criteria
Y.1	.779	.361	Valid
Y.2	.696	.361	Valid
Y.3	.713	.361	Valid
Y.4	.548	.361	Valid
Y.5	.696	.361	Valid
Y.6	.701	.361	Valid
Y.7	.651	.361	Valid
Y.8	.597	.361	Valid

Reliability Test

If the alpha coefficient results $>$ significant level of 70% or 0.70, the questionnaire is reliable. If the alpha coefficient results are $<$ 70% significant level or 0.70 then the questionnaire is not reliable. The reliability test results of statement items processed using SPSS 21 are shown in Table 4.

Table 8. Reliability Test Results

Variabel	Cronbach Alpha	Information
Product Quality	.824	Reliabel
Brand Image	.749	Reliabel
Brand Trust	.793	Reliabel
Purchase Decision	.828	Reliabel

Based on Table 8, it can be seen that the Cronbach alpha value of product quality, brand image, brand trust, purchase decision is declared reliable because the value is $>$ 0.70.s

Results of Analysis of Description of Identity of Respondents. Based on the results of the descriptive analysis respondents can find out the following data:

Table 9. Descriptive Analysis Based on Age of Response

Age	Frequency	Percentage (%)
17 – 21	33	28
22 – 26	12	10
27 – 31	19	16
32 – 36	11	9
37 – 41	11	9
42 – 46	11	9
47 – 51	8	7
52 – 59	11	9
Total	116	100

Based on Table 9, from these results it can be explained that most consumers of chili paste are ready to use the ABC brand in Semarang City in the age range of 17-21 years.

Table 10. Descriptive Analysis Based on Gender Response

Gender	Total	Percentage (%)
Man	54	47
Woman	62	53
Total	116	100

Based on Table 10, it can be seen that most ready to use ABC brand consumers, is dominated by female.

Table 11. Descriptive Analysis Based on the Work of Respondents

Work	Frekquency	Percentage
Colage Student/ Student	41	35%
Empolye	25	20%
Private Employes	23	22%
Housewife	27	23%
Total	116	100%

Based on Table 11, it can be seen that most users of the *Sambal Terasi* product, ready to use ABC brand, are students or students.

Descriptive Analysis of Respondents' Answers. The following are the results of the descriptive analysis of respondents' answers for each variable.

Tabel 12. Analisis Deskriptif Presentage Variabel Product Quality

Indicator	Average Indeks Value	Criteria
Performance	78.36	High
Features	75.15	High
Durability	75.00	High
Conformance	75.34	High
Average	76.27	High

Based on Table 12, it can be seen that the average value of the Product Quality variable index as a whole is 76.27 which is classified as high criteria. The highest average index value is found in the fourth indicator with a value of 78.36 clas-

sified as high. This shows that the *Sambal Terasi* product ready to use the ABC brand has good product quality.

Tabel 13. Descriptive Analysis Variable Percentage of Brand Image Variable

Indikator	Average Indeks Value	Criteria
Brand Strenght	75.78	High
Brand Favorite	76.67	High
Brand Uniquenes	68.62	High
Average	73.69	High

Based on Table 13, it can be seen that the average index value of the overall brand image variable is 73.69 which is classified as high criteria. The highest average index value is found in the second indicator with a value of 76.67 which is classified as high. This shows that in this study the *Sambal Terasi* product ready to use ABC brand has a good brand image.

Table 14. Descriptive Analysis of Percentage of Variable Brand Trust

Indicator	Average Indeks Value	Criteria
Trust	73.45	High
Reliable	77.16	High
Honestly	77.50	High
Acourding to Expectacion	74.05	High
Average	75.54	High

Based on Table 14, it can be seen that the average index value of the overall brand trust variable is 75.54 which is classified as high criteria. The highest average index value is found in the third indicator with a value of 77.50 which is classified as high. This shows that in this study brand trust is classified as high.

Table 15. Descriptive Analysis Variable Percentage of Purchasing Decisions

Indicator	Average Indeks Value	Criteria
Alternatife Evaluation	76.55	High
Purchase	75.52	High
After Purchase	70.95	High
Average	74.34	High

Based on Table 15, it can be seen that the average index value of the overall purchasing decision variable is 74.34 which is classified as high criteria. The highest average index value is found in the third indicator with a value of 76.55 which is classified as high. This shows that in this study the purchase decision of the *Sambal Terasi* product is ready to use brand ABC is high.

**Classic Assumption Test
Normality Test**

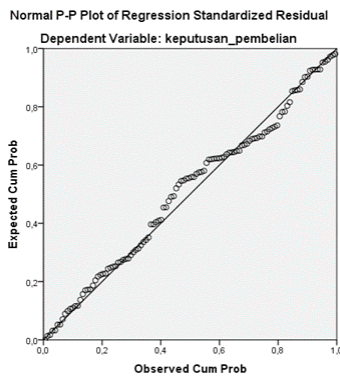


Figure 2. P-Plot Graph with Pe Decision Buy

Based on Figure 2, it can be seen that the data on product quality variables, brand image and brand trust in purchasing decisions on consumers are normally distributed which is indicated by data spread around the diagonal line and following the diagonal line direction. The following Kolmogorof-Smirnov (KS) non-parametric statistics:

Tabel 16. The Result Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		116
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	3.05003629
54Most Extreme Differences	Absolute	.065
	Positive	.054
	Negative	-.065
Kolmogorov-Smirnov Z		.696
Asymp. Sig. (2-tailed)		.718

a. Test distribution is Normal.
b. Calculated from data.

Based on Table 16, Kolmogorov-Smirnov value for Independent variables (Product quality, Brand image, and Brand trust) toward dependent

variable (Purchasing decisions) is 0.696 with Asymp. Sig (2-tailed) value 0.718 > 0.05, which has normal distributed residual data.

Multicollinearity Test

The multicollinearity test aims to test whether the regression model is found to have multicollinearity. To detect the presence or absence of multicollinearity, one of the ways can be seen from the tolerance value and the variance Inflation Factor (VIF). Multicollinearity occurs when the tolerance value is <0.10, and if the tolerance value is > 0.10, there is no multicollinearity, or the VIF value <10 = does not occur multicollinearity.

The following are the results of the multicollinearity test which is processed using SPSS 21 software:

Table 17. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Product Quality	.875	1.143
Brand Image	.914	1.094
Brand Trust	.816	1.226

The results of the calculation of Tolerance and Variance Inflation Factor (VIF) values in table 17 each show a Tolerance value > 0.10 and a VIF value <10. These results indicate that there is no multicollinearity between product quality, brand image, and brand trust in purchasing decisions.

Heteroscedasticity Test

One way to detect the presence or absence of heteroscedasticity is to look at plot graphs that are processed with the help of the SPSS 21 program as follows:

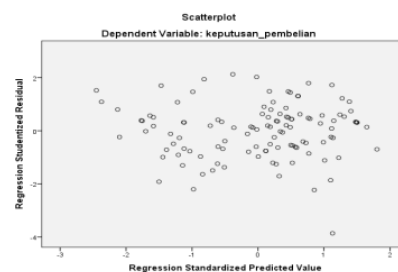


Figure 3. The Scatterplot of Heteroskedastisitas Test Graph

In Figure 3, it shows that the point spreads irregularly, both above and below the number 0

of the Y axis. So it can be said that the data does not occur heteroscedasticity. To further strengthen that regression does not occur heteroscedasticity can be done by the Glejser test.

The results of heteroscedasticity test with the Glejser test method can be seen in Table 10.

Table 18. Glejer Test Results

Coefficients ^a		
Model	T	Sig.
(Constant)	.586	.559
1 Product Quality	-2.044	.063
Brand Image	.947	.346
Brand Trust	-1.827	.070

a. Dependent Variable: RES2

Based on Table 18 shows that none of the independent variables statistically significant influence other independent variables or probabilities Sig.> 0.05, so it can be concluded that heteroscedasticity does not occur.

Hypothesis testing

Ghozali (2011) the t test statistic shows how far the influence of one independent variable is the excess workload and individual work fatigue in explaining the dependent variable namely employee performance. The t test is used to determine the effect of each independent variable on the dependent variable partially. In conducting testing using statistical analysis t, decision making is seen based on a comparison of coefficient values t count with t table and the level of significance used. The following are the results of testing the significance of individual parameters using the SPSS version 21 program:

Table 19. Results of the Test t Effect of Product Quality, Brand Image and Brand Trust on Purchasing Decisions

Coefficients ^a		
Model	T-Test	Sig.
Product Quality	9.684	.000
Brand Image	2.421	.017
Brand Trust	2.085	.039

a. Dependent Variable: Purchase Decision

Effect of Product Quality on Purchasing Decisions

The results of the product quality statistical test on purchasing decisions that can be seen

in Table 19 show a t count of 9.684 with a sig value of 0.000 <0.05. This number indicates that H1 is accepted. That is, the third hypothesis in this study which states product quality has a positive and significant effect on purchase decisions proved to be accepted.

Direct Effect of Brand Image on Purchasing Decisions

The statistical test results of brand image on purchasing decisions that can be seen in Table 19 shows t count of 2.421 with a sig value of 0.017 <0.05. This number indicates that H3 is accepted. This means that the fourth hypothesis in this study which states brand image has a positive and significant effect on purchasing decisions proved to be accepted.

Direct Effect of Brand Trust on Purchasing Decisions

The statistical test results of brand image on purchasing decisions that can be seen in Table 20 shows t count of 2.085 with a sig value of 0.039 <0.05. This number indicates that H7 is accepted. This means that the fifth hypothesis in this study which states brand trust has a positive and significant effect on purchasing decisions proved to be accepted.

Table 20. Test Results t Effect of Product Quality and Brand Image on Brand Trust

Coefficients ^a		
Model	T-Test	Sig.
Product Quality	3.371	.000
Brand Image	2.914	.005

a. Dependent Variable: brand_trust

Effect of Product Quality on Brand Trust

The results of the product quality statistical test on brand trust that can be seen in Table 20 shows t count of 3.711 with a sig value of 0.00 <0.05. This number indicates that H5 is accepted. It means that hypothesis one in this study which states product quality has a positive and significant effect on brand trust is proven to be accepted.

Effect of Brand Image on Brand Trust

The results of the statistical test of product quality on brand trust that can be seen in Table 20 shows t count of 2.914 with a sig value of 0.004 <0.05. This number indicates that H6 is accepted. That is, the second hypothesis in this study which states brand image has a positive and significant effect on brand trust has been proven to be accepted.

Path Analysis

Path analysis is an extension of multiple linear regression analysis or path analysis is the use of regression analysis to estimate causality relationships between variables that have been previously determined based on the theory (Ghozali, 2011). The following are the results of the t test and the coefficient of determination (R2) which are processed using SPSS 21 which will then be compared with the direct effect of the variable.

$$\begin{aligned} \text{Value } e_2 &: \sqrt{(1-R^2)} \\ e_2 &: \sqrt{(1-0.748^2)} \\ e_2 &: \sqrt{(1-0.559)} \\ e_2 &: 0.664 \end{aligned}$$

Table 21. Regression I Capital Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.429 ^a	.184	.170	4.497

a. Predictors: (Constant), brand_image, product_quality
 b. Dependent Variable: Brand trust

$$\begin{aligned} \text{Value } e_1 &: \sqrt{(1-R^2)} \\ e_1 &: \sqrt{(1-0.184^2)} \\ e_1 &: \sqrt{(1-0.034)} \\ e_1 &: 0.983 \end{aligned}$$

Table 22. Ecuation Analysis Regression I (Product Quality and Brand Image to Brand Trust)

Model	Coefficients ^a		T	Sig.
	Unstandardized Coefficients			
	B	Std. Error		
(Constant)	10.771	4.079	2.640	.009
Product Quality	.339	.091	3.711	.000
Brand image	.354	.122	2.899	.004

a. Dependent Variable: Brand Trust

Based on Table 21 and Table 22 can be formulated into the following equation:

$$\begin{aligned} Z &= b_1 X_1 + b_2 X_2 + e_2 \\ Z &= 0.339X_1 + 0.354 X_2 + e_2 \dots \dots \dots (1) \end{aligned}$$

Tabel 23. Model Summary Regresi II

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 ^a	.559	.548	3.091

a. Predictors: (Constant), Brand trust, Brand image product quality
 b. Dependent Variable: Purchase decision

Table 24. Regression Analysis Equations II (Product Quality, Brand Image and Brand Trust in Purchasing Decisions)

Model	Coefficients ^a		T	Sig.
	Unstandardized Coefficients			
	B	Std. Error		
(Constant)	2.908	2.889	1.007	.316
Product quality	.645	.670	.649	.000
Brand image	.218	.087	2.500	.014
Brand trust	.114	.065	1.758	.032

a. Dependent Variable: Purchase decision

Based on Table 23 and Table 24 can be formulated into the following equation:

$$\begin{aligned} Y &= b_3 X_1 + b_4 X_2 + b_5 Z + e_1 \\ Y &= 0.645 X_1 + 0.218 X_2 + 0.114Z + e_1 \dots \dots \dots (1) \end{aligned}$$

Based on Table 22 and 24 it can be concluded that the direct and indirect effects are as follows:

Table 25. Path Coefficients of Direct and Indirect Effects of Product Quality on Purchasing Decisions through Brand Trust.

Var.	Influence	KM	K.Pem	Total
	Directly		.645	.645
Product Quality	Indirect	.339	.114	.339 x .114 = .390
Total				.645 + .390 = .684

Based on the calculation in Table 25 shows that the direct effect value of 0.645 indirect effect of 0.39 and total coefficient of 0.684 so that the total coefficient value > direct effect, it can be concluded that brand trust in this study has a mediating effect, meaning H2 states that brand trust mediates the relationship of product quality to purchasing decisions is accepted.

Table 26. Direct and Indirect Effects of Brand Image on Purchasing Decisions through Brand Trust

Var.	Influence	KM	K.Pem	Total
	Indiirect		.218	.218
CM	Indirect	.345	.124	.345 x .124 = .039
Total				.218 + .039 = .257

Based on the calculations in Table 26, it shows that the direct effect value is 0.218, the indirect effect is 0.039 and the total coefficient is 0.257 so that the total coefficient value is direct effect, it can be concluded that brand trust in this study has mediating effect, meaning H4 states that brand trust mediating the relationship of brand image to purchasing decisions is accepted

CONCLUSION AND RECOMMENDATION

Based on research on product quality, brand image of purchasing decisions with brand trust as mediation. To 116 respondents who have used *Sambal Terasi* products Ready to use ABC brand in Semarang City, it can be concluded that product quality has a positive and significant effect on brand trust. This means that the better the quality of products provided by the company, the feeling of consumer confidence in the brand increases. Brand image has a positive and significant effect on brand trust. This means that the better the brand image of the product, the feeling of consumer confidence in the brand increases.

Product quality has a positive and significant effect on purchasing decisions. It means that the better the quality of products provided by the company, the purchasing decision will increase. Brand image has a positive and significant effect on purchasing decisions. This means that the better the brand image of the product in the eyes of consumers, the purchasing decision will increase.

Brand trust has a positive and significant effect on purchasing decisions. That is, the greater the consumer’s trust in the brand, the consumer prefers to choose to buy the product. The quality of the product has a positive and significant indirect influence on purchasing decisions through brand trust. mediate between product quality and purchasing decisions.

Brand image has a positive and significant indirect effect on purchasing decisions through brand trust. That is, brand trust is able to mediate between product quality and purchasing decision

future research is expected to be able to apply variables used in other fields, both those that offer products or services such as automobiles, fashion, services, and can add other variables such as prices to purchasing decisions.

This research is only conducted in one city so that the results obtained are less able to interpret the actual condition of the company. It is expected that further research will conduct research on a wider scope.

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