



## **The Influence of Brand Awareness on Brand Trust Through Brand Image**

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The purpose of this study was to determine 1). relationship influences brand awareness on .b brand trust, 2.) relationship influences brand awareness on brand image, 3). influence of brand image on brand trust. The study was conducted on islamic product brands in City of Malang, East Java. Used accidental sampling, total sample of 100 respondent. SEM analysis technique using PLS. The results showed that brand awareness brand effect on trust, brand awareness effect on brand image, and brand image affect to brand trust.

Keywords: awareness, image, trust

### **INTRODUCTION**

The brand used by companies to differentiate their products with competitors' products, so that consumers know and recognize products by brand name. In the competitive market, Consumer trust in the brand is an important factor in consumer purchasing decisions. The higher consumer trust in the brand, the higher the consumer's commitment to the high level of involvement will improve customer satisfaction. (Morgan & Hunt 1994), (Moorman et al. 1992) Consumer trust in the product is also a dominant factor that affecting purchase intention, (Rishi 2013) consumer loyalty to the brand. (Chaudhuri & Hoibrook 2001)

### **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

#### **Brand Trust**

Trust in business play an important role. The sustainability of the brand is difficult to grow if consumers do not have trust with the brand. (Ha 2004) defined as the average consumer's willingness to entrust the brand's ability to demonstrate its function. For consumer, trust in the brand gives confidence to take the risk of errors in the purchase decision. For marketers, maintaining good relationships with customers can be measured the degree to which consumer trust in company's product brand.

(Delgado-Ballester 2003) explains that brand trust is composed of viability dimension and the dimension of intentionality. Dimension of viability is the degree to which the brand of products can satisfy the needs, while the dimensions of intentionality is the feeling of safety of an individual to a brand.

#### **Brand Image**

Brand image is an association that arise in the minds of consumers when considering a particular brand. the brand association is a reference point information in memory that contains the meaning for consumers, (Keller 1993). Further explained that the form of association may be conceptualized by type, support, strength and uniqueness that plays an important role in the level of consumer response on the brand.

A product can retain its image in order to be better than competitors. The more consumers have the brand associations about the product, the product image is increasing. Positive brands image helps consumers improve consumer trust to the brand of the product. Therefore, brand image effect on consumer trust, making brands became very strong. Based on the above explanation, it can be concluded that brand image has an influence on brand trust. (Ulusu 2011), (Fianto et al. 2014)

**Brand Awareness**

The importance of brand awareness for consumers related to the degree to which consumers familiar with the brands product. Products that have a brands which is familiar to consumers have more chance to be selected by consumers than the brand products that are not familiar, and vice versa, (Panchal et al. 2012). Familiar person more considering brands of products his known, namely when evaluating several alternative brands products which his already known. According to (Shimp 2007) brand awareness is the ability of the brand appears in the minds of consumers when they are thinking about a particular product category. (Keller 1993) defining the brand awareness as consumers' ability to remember and recognize product brands in consumer memory.

Brand awareness for the company may be intervened through marketing communications to consumers so that consumers can continue to recognize the company's product brands. The company creates exposure to consumers so that consumers can see, hear and think about certain brands, that ultimately the consumer is able to perform the retrieval in the memory if requires information products. Brand awareness for consumers also serves to reduce the risk of error in purchasing products, because the brand guarantees product quality. In this context, consumers use brands as a marker of the quality of certain products. Consumers do not need to consider too deep or too long to find information about the quality / attributes of a product if consumers already trust the brand. From the above explanation can be concluded that brand awareness effect on brand trust. (Mourad et al. 2011), (Ha 2004).

Consumer familiarity is an important aspect of brand awareness, which can be stimulated by various corporate communication strategy, the more consumers to hear, observe and think about certain brands, the more easy for consumers to have associations in consumer memory, so in this case will increase consumer brand image. so it can be concluded that brand awareness effect on brand image. Studies conducted by (Villarejo-Ramos et al. 2000) said that brand awareness effect on brand image.

According to the theoretical basis of brand awareness, brand image and brand trust, it can be compiled the conceptual framework as follows :

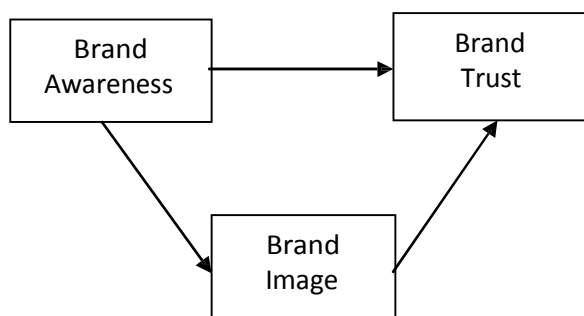


Figure 1. Conceptual framework

Based on the literature review above, then the hypothesis in this study are as follows:

1. Brand awareness has positive and significant influence on brand trust.
2. Brand awareness has positive and significant influence on brand image
3. Brand image has positive and significant influence on brand trust

### RESEARCH METHOD

The population in this study are the consumers who make purchases in bakery store in the City / Regency of Malang. This research is exciting the sample using the method or technique of accidental sampling, with a total sample of 100 respondents. Methods of data collection using questionnaires, with the research variable of three variables; 1 independent variables namely brand awareness, 1 the dependent variable that is brand trust and 1 intervening variables that is brand image.

Analysis techniques in this study using SEM PLS; is an analytical tool to determine the relationship between construct variables with the another construct or constructs with the manifest variable.

### RESULT AND DISCUSSION

This research was conducted in the City/Regency of Malang in bread products under the Islamic brand. The following is respondent description of study result.

**Table 1.** Respondents Age

<b>Respondents Age</b>			
<b>No.</b>	<b>Information</b>	<b>Frequency</b>	<b>%</b>
1.	< 20 Year	27	27
2.	20 - 25 Year	55	55
3.	26 - 30 Year	11	11
4.	30 - 35 Year	7	7
5.	> 35 Year	0	0
<b>Total</b>		100	100

Source: Processed Primary data

**Table 2.** Weekly Purchasing Frequency

<b>Frequency</b>			
<b>No.</b>	<b>Information</b>	<b>Frequency</b>	<b>%</b>
1.	< 1 time	41	20
2.	1 time	39	39
3.	> 2 time	20	41
<b>Total</b>		100	100

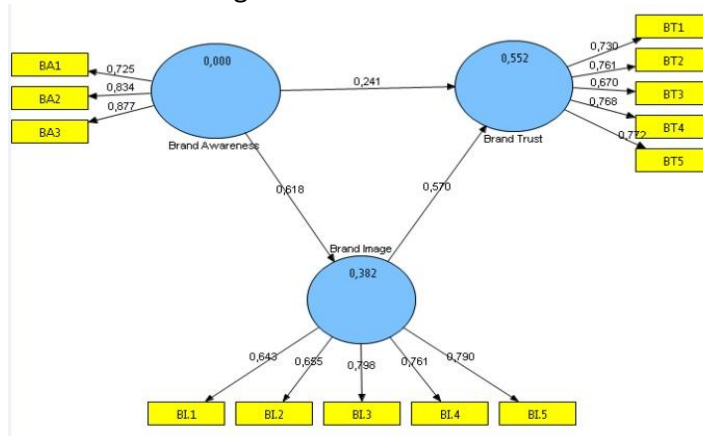
Source: Processed Primary data

In accordance with the the problem formulation and research objectives, by using analytical techniques of SEM PLS, latent variables and manifest variables, consisting of exogenous variables of brand awareness, endogenous variables of brand image and brand trust the following are latent variables and indicators:

**Table.3** Variabel Latent dan Indikator

No.	Variabel Latent	Indikator
1.	Brand Awareness	Brand is memorable
		Brand easily comparable
		The brand is easily recognizable
2.	Brand Image	Good quality
		The meaning of brands is good
		Brand is credible
		Make a sense of excitement
		Favourable
3	Brand Trust	Never disappoints
		Quality assurance
		Become the primary choice
		In accordance with the promised
		Able to give a sense of security

To determine the effect of variables between latent variables used statistical analysis techniques of Structural Equation Modelling based on variance with the method of Partial Least Square (PLS). As for the construction modeling results as follows :



**Figure 2.** Model Construction Result

**a.Evaluation of Outer Model (Measurement Model)**

**Test of Validity**

An indicator is said to be valid if has a loading factor above 0.5 to construct intended. Output of SmartPLS for loading factor gives the following results:

**Table 4.** Loading Factor

No.	Indicator	Brand Awareness	Brand Image	Brand Trust
1.	BA.1	0,724845		
2.	BA.2	0,833671		
3.	BA.3	0,876570		
4.	BI.1		0,643105	
5.	BI.2		0,654531	
6.	BI.3		0,797928	
7.	BI.4		0,761158	
8.	BI.5		0,790397	
9.	BT.1			0,729935
10	BT.2			0,761134

11.	BT.3			0,670476
12.	BT.4			0,768221
13.	BT.5			0,772064

Source: Processed Primary data, 2015

**Table.5:** Cross Loading

No.	Indicator	Brand Awareness	Brand Image	Brand Trust
1.	BA1	0,724845	0,388109	0,432516
2.	BA2	0,833671	0,458195	0,420274
3.	BA3	0,876570	0,624007	0,571387
4.	BI.1	0,416447	0,643105	0,570818
5.	BI.2	0,405232	0,654531	0,453607
6.	BI.3	0,528467	0,797928	0,545020
7.	BI.4	0,435979	0,761158	0,470277
8.	BI.5	0,462170	0,790397	0,572540
9.	BT1	0,364227	0,477577	0,729935
10.	BT2	0,394513	0,546425	0,761134
11.	BT3	0,481433	0,537692	0,670476
12.	BT4	0,514172	0,594889	0,768221
13.	BT5	0,416521	0,483284	0,772064

Source: Processed Primary data, 2015

From the analysis of convergent validity through the loading factor value known that all indicators are valid. As for the validity discriminant analysis through cross loading value known that all the indicators have high discriminant validity, ( $> 0,5$ )

### Reliability Test

Reliability test performed by seeing the value of composite reliability from the block indicator which measuring the construct and Cronbach alpha. The result of composite reliability will be showed a satisfactory value if above 0.7, As for the suggested value for Cronbach alpha was above 0.6 The following is the value of Cronbach alpha and composite reliability on output :

**Table 6.** Cronbach Alpha & Composite Reliability

No.	Variable	Cronbach Alpha	Composite Reliability
1.	Brand Awareness	0,746523	0,854310
2.	Brand Image	0,780595	0,851638
3.	Brand Trust	0,794587	0,858853

In the above table, it can be seen that the value of the composite reliability of all variables  $> 0,7$  and Cronbach alpha value of all variables  $> 0,6$  so that all variables are reliable.

### b.Evaluation of Inner Model (Structural Model)

After the estimated model meet with the criteria of Outer Model, next conducted the Inner Model test. Assessing the inner model is looking at the relationship between latent constructs by looking at the path parameter coefficient estimates and the level of significance. The following is the value of R'square.

**Table. 7 R Square**

Variabel	R Square
Brand Awareness	
Brand Image	0,381545
Brand Trust	0,551678

Source: Processed Primary data, 2015

In the above table can be seen that value of R2 on brand image was 0,381545 meaning that brand image variation can be explained by the brand awareness of 38% while the remaining 62% was explained by other variables that was not included in this research model. As for value of R2 on brand trust was 0,551678, meaning that brand trust variation can be explained by brand image and brand awareness of 55%, while the remaining explained by other variables that was not included in this research model.

**Table. 8: Path Coefficient**

	Original Sample	Sample Mean	Standard Deviation	Standard Error	T Statistics
Brand Awareness -> Brand Image	0,617693	0,633833	0,056668	0,056668	10,900247
Brand Awareness -> Brand Trust	0,240653	0,244080	0,091712	0,091712	2,624024
Brand Image -> Brand Trust	0,569584	0,572762	0,070832	0,070832	8,041304

Source: Processed Primary data

The above table shows that the relationship between brand awareness with the brand image is significant with the value of t-statistic 10,900247 (t calculate over 1,96). The value of original sample estimate is positive 0,617693 which indicates that the direction of the relationship between brand awareness with brand image. Then it can be concluded that brand awareness had positive effect on the brand image of the islamic product brand at the City / Regency of Malang with the coefficient of 0,617693. This means that the more customer is easy to remember and recognize products with the islamic brand then the brand image is increased.

The relationship between brand awareness with brand trust is significant with a value of t-statistic 2,624024 (t calculate over 1,96). The value of original sample estimate is positive 0,240653 which indicates that the direction of the relationship between brand awareness with brand trust. Then it can be concluded that brand awareness had positive effect on the brand image of the islamic product brand at the City / Regency of Malang with the coefficient of 0,240653. This means that the more customer is easy to remember and recognize products with the islamic brand then consumer trust on the product will increased.

Similarly, the relationship between the brand image with the brand trust, shows significant with the value of t statistic 8,041304. The value of original sample estimate is positive 0,617693 which indicates that the direction of the relationship between brand image with brand trust. Then it can be concluded that brand image had positive influence on trust of the islamic product brand at the City / Regency of Malang with the coefficient of 0,617693. This means that the enhancement of customer trust can be increased through the brand image of the product.

**CONCLUSION**

Based on the above results, it can be concluded that:

1. Exogenous variables of brand awareness had influence on brand trust, it mean an increase in exposure of consumers about the information brands then the level of consumer trust in the brand of Islamic products increased.
2. Variable of brand awareness had influence on brand image, it mean an increase in exposure of consumers about the brands information, then it will increase brand image. The improvement of brand image make consumers have associations about the brand of Islamic products in his memory.
3. Variable of brand image had influence on brand trust, it mean an increase in brand image will improve the level of consumer trust in an islamic product brand.

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