

The Mediation Role of Brand Trust On The Effect of brand Image On Student Decisions To Study At The Universitas Peradaban

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ABSTRACT

The purpose of this study is to analyze the effect of brand trust, and brand image on student decisions. To analyze the effect of brand image on student decisions to study at the Universitas Peradaban mediated by brand trust. The subjects to be studied in this study are students of the Universitas Peradaban Bumiayu in 2021. The sampling technique in this study was carried out using a probability sampling technique, namely proportionate stratified random sampling with a sample of 96 people. The analytical tools used are multiple regression analysis and the Sobel test.

The results showed that brand trust and brand image had a positive and significant influence on student decisions. Brand trust can mediate the influence of brand image on students studying at the Universitas Peradaban. This means that students' decisions to study at the Universitas Peradaban can be improved indirectly through brand trust

Keywords: *Brand Trust; Brand Image; Student Decision; Bumiayu; University.*

1. Introduction

The decision of prospective new students to choose a quality college at this time is a challenge in itself. More and more colleges or universities make prospective consumers of education many alternatives to study. Access to information that is relatively easy to get as it is now will also make it easier for prospective college consumers to choose universities that are considered good, but in general, they will see: 1) Lecture facilities and infrastructure ranging from buildings were lectures, laboratories, libraries, sports facilities and other development tools, 2). Services from these universities, the services here include benefits or uses for tertiary consumers entering the college, the quality of services offered, how is the accreditation status of study programs that have been approved by the National Accreditation Board for Higher Education (BAN-PT) the price of services offered includes tuition fee per credit or semester fee, the time of providing this service is reflected in the average time of study completion in each faculty or study program and 3). The perspective of customers or consumers of education is widely used as a reference, namely seeing the impression and reputation of the college or university that will be entered. The customer perspective is measured, among others, from the popularity of the university name (Identity Brand), the overall number of registrants, and the ratio between the number received and the

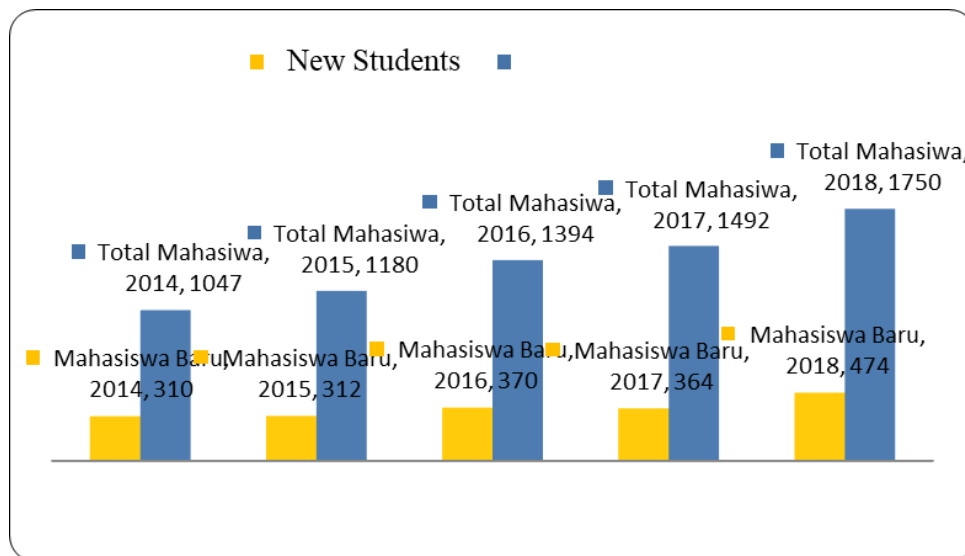
number of registrants. But admit it or not, choosing a college is not easy, you still need to look at it from the other side before deciding on choosing a college.

The decision of prospective new students to choose a university can be influenced by several factors including product knowledge, brand image, and brand trust (Ibnu and Reminta, 2020; Agora, 2017; Novansa and Ali, 2017). Brand image is a person's beliefs, ideas, or impressions of a brand (Kotler, 2016). That's why brands greatly influence consumer choices to determine which products they will buy and use. A strong brand image must be built on a consistent and long-term positive perception. So, it is not easy to form and build a strong and positive brand image. Higher education is not for profit for its founders and is a social organization or non-profit organization (a non-profit or not-for-profit organization) but good management needs to be continuously improved to improve the quality of the university itself. Cheap prices and still have quality now become a brand image for the Universitas Peradaban. It has been embedded in all people's minds that the Universitas Peradaban is an affordable campus.

In addition to the brand image of the product, other factors that can influence consumers in choosing a college are brand trust (brand trust). Brand trust is the perception of reliability from the consumer's point of view based on experience, or rather on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction (Costabile Research in Ferinnadewi, 2011). Delgado (2003), defines brand trust as a feeling of security that consumers have as a result of their interaction with a brand, which is based on the perception that the brand is reliable and responsible for the interests and safety of consumers.

The results of previous research by Helen Inseng Duh (2020) show that brand awareness, image, trust, and belief in efficacy positively affect the purchase.

Based on the results of temporary observations, the number of prospective students who entered to become students of the Universitas Peradaban Bumiayu between 2014 and 2018 experienced a fairly high increase. This increase can be seen in Figure 1. below.



Source: Academic universityperadaban Th.2020

Figure 1. The Development of New Students at the University of Civilization in 2014 – 2018

Based on existing data, showing the number of prospective students from 2014 to 2018 the number of student registrants at the Universitas Peradaban is increasing, registrants in 2017 decreased but in 2018 they increased again. Based on the ups and downs of the number of applicants at the university civilization, the writer wants to know the factors that influence the student's decision to choose the Universitas Peradaban.

2. Library Review and Hypothesis Development

2.1 The relationship between brand trust and purchasing decisions

Brand trust (brand trust) is generated from previous experiences and previous interactions (Garbarine & Johnson, 1999) because its development is expressed as a process of individual learning experiences over time. This is influenced by consumer evaluations of each direct (trial and use) & indirect (advertising and word of mouth) with the brand (Keller & Krishnan, 2016). Brand experience is the most relevant and important source of brand trust because it influences associations & reflects perceived thoughts with more confidence (Dwyer et al., 1987; Krishnan, 1996). Further in the study of services, brand experience, measured by Brakus, (2009), was investigated to assess its effect on brand trust directly, and its relationship to purchasing decisions while considering brand trust as a determinant variable.

Brand trust is something that can affect the attitudes of consumers toward a brand and toward the company that produces it (Gurves and Kocia, 2003). Good and strong brand trust from consumers will create purchasing decisions against the brand. In addition, Agora (2017) states that brand trust is a factor that can influence purchasing decisions for consumers. Good brand trust will have a positive impact on organizations that will ultimately benefit the organization through increased purchasing of consumers because the brand trust consumers.

The research of Dumortier, et al, (2017) states that trust in brands can be a determinant of consumers buying a product. Consumers who already believe that the product is the right choice will decide to buy it. In line with this research is the research of Lodorfos, Mulvana, & Temperley, in Angga and Annisa (2020) reveals that trust is one of the strongest determinants of purchases by consumers. Based on the description above, the hypothesis in this study is :

H_1 : Brand trust has a positive effect on student decisions to study at the Universitas Peradaban

2.2 The relationship between brand image and purchasing decisions

A positive brand image about the product, according to Dohle and Siegrist (2013), encourages consumer purchasing decisions. In cases where consumers have a negative brand image of the product due to doubts about safety and quality, Wonga et al. (2014) found that they had no intention to buy or use the product. Meanwhile, Novansa and Ali (2017) find that purchasing decisions are influenced by brand image.

Research conducted by Song, Wang, & Han (2019) states that brand image has an influence on brand trust, besides that trust affects the desire to repurchase the same product. This shows that brand trust can be a mediator between brand image and purchasing decisions. Prospective students who have a perception of the image of the university will feel confident in their decisions, and trust in the brand encourages prospective students to decide on college choices. Based on the description above, the hypothesis in this study is :

H_2 : *Brand image* has a positive effect on student decisions to study at the UniversitasPeradaban

2.3 The Brand Trust relationship mediates the influence between Brand Image and student decisions to study at the Universitas Peradaban

Research conducted by Song, Wang, & Han (2019) states that brand image influences brand trust, besides trust affects the desire to repurchase the same product. This shows that brand trust can be a mediator between brand image and purchasing decisions. Prospective students who have a perception of the image of the university will feel confident in their decisions and trust in the brand encourages prospective students to decide on college choices. Based on the description above, the hypotheses in this study are:

H_3 :Brand trust mediates the influence between brand image and student decisions to study at the UniversitasPeradaban

Based on the description of the relationship between the research variables above, the research model in this study is:

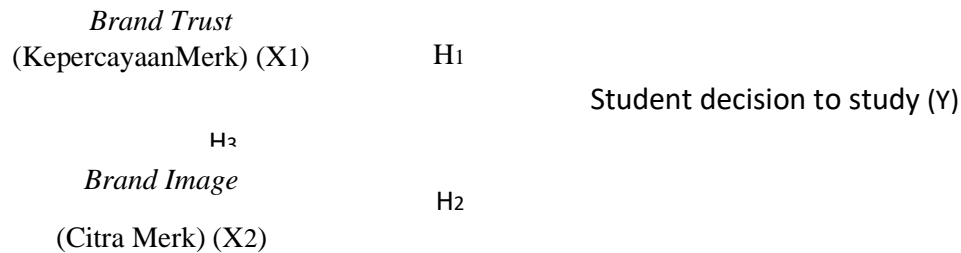


Figure 2. Research Model

3. Research Method

This type of research is based on the type of data and analyzes it using the Quantitative method, namely an approach that uses numbers or numbers, data collection or data collection using Time series to obtain data, researchers use the Survey (survey Research) technique in the form of associative research, where researchers try to find an explanation of the influence of independent variables on variables dependent who became the object of research. This research was conducted from September 2021 to December 2021. This research was conducted on the campus of the UniversitasPeradabanJl.Pagojengan KM.3 Paguyangan, Brebes, Central Java. The object of the research is brand trust, brand image, and college selection decisions. The subjects to be studied in this study are students atUniversitasPeradabanBumiayu in 2021.

The population is the entire object to be studied for its characteristics (Suliyanto, 2018). In this study, the population to be studied is students from The UniversitasPeradabantotaling 2,186 students. The sample is part of the number of characteristics possessed by the population (Sugiyono, 2018). The sample selection is done by determining the sample size and determining the size of the sample that must be taken to describe the actual population characteristics. The formula used to determine the sample size in this study is to use the formula Slovin with the results of 96 respondents, with the distribution of students in semester 1 as many as 29 people, semester

3 as many as 23 people, semester 5 as many as 23 and semester 7 as many as 21 people. The sampling technique in this study was carried out using the probability technique sampling which is proportionate stratified random sampling. In this study, the population is grouped or categorized by strata in semesters. The scale used is a bipolar adjective. This scale is a refinement of the semantic scale with the hope that the resulting response can be internally called data, the method only by providing extreme categories (Ferdinand, 2014), while the analytical tool used is multiple regression analysis (Sugiyono, 2018).

4. Discussion

4.1 Validity and Reliability Test

The results of the validity test can be seen that the value of r calculates the validity of all questions on the student decision variables to study at the Universitas Peradaban, brand trust, and brand image greater than the r table. So it can be said that all questions on student decision variables, brand trust, and brand image are valid for further analysis. Likewise, the reliability value for student decision variables, brand trust and brand image (0.879; 0.893; 0.905) is greater than the r table, so it can be interpreted that student decision variables, brand trust, and brand image have been tested for reliability and can be used as variables in the study.

4.2 Classical Assumption Test Results

The results of the normality test using the Kolmogorov Smirnov method, are normally distributed with a significance value of 0.200, the value of VIF for brand trust is 1.664, and brand image is 1.062 less than 10. of 0.501 is greater than 0.05, which means that there is no heteroscedasticity in the research variables.

4.3 Multiple Regression

Table 1. Regression coefficient values and their testing with t test and F . test

No.	Variable	Regression coefficient	t count	t table	F count
1.	<i>Brand trust</i>	0.374	4,279	1,986	37,009
2.	<i>Brand image</i>	0.151	2,296	1,986	Ftab= 2.70
3.	Constanta	3.026	1,630	1,986	

The regression equation of the linear relationship between brand trust and brand image variables on student purchasing decisions is as follows:

$$Y = 3.026 + 0.374 X_1 + 0.151 X_2 \quad (1)$$

t hit (4,279) (2,296)

The equation above describes the influence of brand trust and brand image on students' decisions to study at the Universitas Peradaban. The results of the regression test with the F test obtained that the calculated F is 37,009, while the F table for a significance level of 95% and $\alpha = 0.05$ is 2.70. So $F_{count} > F_{table}$, it can be interpreted that there is a significant influence between brand trust and brand image jointly on the student's decision to study at the Universitas Peradaban.

The constant value is 3.026, meaning that if brand trust and brand image value are zero, then the student's decision to study at the Universitas Peradaban will be worth 3.026. To maintain and improve student decisions at the Universitas Peradaban, it is necessary to increase brand trust, and brand image.

The regression coefficient value of the brand trust variable is 0.374, meaning that brand trust has a positive influence on student decisions to study at the Universitas Peradaban, this is because the regression coefficient of the brand trust variable is positive. Positive influence means that the better the brand trust is given to students, the higher the student's decision to study at the Universitas Peradaban. Brand trust can be seen from the level of confidence that the Universitas Peradaban realizes the ideals, believes that the Universitas Peradaban makes it easy to get a job, believes that the Universitas Peradaban is a reliable private university, and feels happy that the Universitas Peradaban has many successful alumni and feels happy to study at the Universitas Peradaban which is near the place stay.

The regression coefficient value of the brand image variable is 0.151, meaning that brand image has a positive influence on student decisions to study at the Universitas Peradaban, this is because the regression coefficient of the brand image variable is positive. Positive influence means that the better the brand image for students, the higher the student's decision to study at the Universitas Peradaban. The brand image can be seen from the lecturers of the Universitas Peradaban who are of good quality, the academic life of the Universitas Peradaban is unique, different from other similar private universities, Graduates of the Universitas Peradaban are mostly able to make a positive contribution to society, Universitas Peradaban get recommendations from various companies as their workforce and when studying at the Universitas Peradaban feel more confident.

The value of the coefficient of determination is 0.547, meaning that the contribution given by product knowledge, brand trust, and brand image to the student's decision to study at the Universitas Peradaban is 54.70 percent, while 45.30 percent of the student's decision to study at the Universitas Peradaban is given by other variables outside variables studied such as price and promotion factors.

4.4 Simple Regression Analysis

$$Y = 17.433 + 0.222 X \quad (2)$$

t hits (2,357)

The constant value is 17,433 meaning that if the brand image is zero, then the brand trust of the Universitas Peradaban students will be worth 17,433. To maintain and increase the brand trust of Universitas Peradaban students, it is necessary to improve the brand image of students. The regression coefficient value of the brand image variable value 0.222 means brand image has a positive influence on the brand trust of Universitas Peradaban students, this is because the regression coefficient of the student brand image variable is positive. Positive influence means that the higher the brand image of the students, the higher the brand trust of the Universitas Peradaban students. The brand trust factor can be seen from the level of confidence that the Universitas Peradaban realizes its ideals, believes that the Universitas Peradaban makes it easy to get a job, believes that the Universitas Peradaban is a reliable private university, and feels happy that the Universitas Peradaban has many successful alumni and feels happy to study at the Universitas Peradaban which is near a residence.

4.5 Hypothesis Test

The t value of the brand trust variable is 4.279. The value of the t table for 95% significance level and $\alpha = 0.05$ is 1.986, so $t_{count} > t_{table}$. Based on the t-test, it can be concluded that there is a significant effect of the brand trust variable on student decisions, so the first hypothesis which states that brand trust influences student decisions to study at the Universitas Peradaban **can be accepted**.

The t value of the brand image variable is 2.296. The value of the t table for 95% significance level and $\alpha = 0.05$ is 1.986, so $t_{count} > t_{table}$. Based on the t-test, it can be concluded that there is a significant influence on the brand image variable on student decisions, so the second hypothesis which states that brand image influences student decisions to study at the Universitas Peradaban **can be accepted**.

the third hypothesis in this study is related to the indirect effect of the independent variable on the dependent variable through the mediating variable tested using the Sobel test. Based on the results of the Sobel test calculation, it is known that the t value of the variable brand image on student purchasing decisions through brand trust is 2.0699 which is greater than the value of the t table (1.986). Thus, the fifth hypothesis which states that brand trust acts as a mediator of the relationship between brand image and the student's decision to study at the Universitas Peradaban **was accepted**.

5. Conclusion

Brand trust and brand image have a positive and significant influence on student decisions. It means if brand trust and brand image are further enhanced, it will increase students' decision to study at the Universitas Peradaban. Brand trust can mediate the influence of brand image on students studying at the Universitas Peradaban. This means that students' decisions to study at the Universitas Peradaban can be improved indirectly through brand trust.

Enhancement of Brand trust can be achieved, among others, by paying attention to the level of public confidence in the Universitas Peradaban, realizing the ideals and many successful alumni, while improving brand image can be achieved, among others, by paying attention to the quality of teaching staff and the uniqueness of academic life that is different from other similar Private Universities.

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