The Effect of Brand Images and Quality Perceptions against Trustworthiness and the Impact on Purchase Decisions (Study on "KuBim" Energy Drink Consumers in DKI Jakarta)

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Abstract: *In recent decades energy drinks have become a daily lifestyle for teenagers and young adults. This is due to demands for the availability of high energy sources that can be quickly used by the body. One of the most well-known energy drink products in Indonesia is "KuBim" which is produced by the well-known herbal medicine company "PT. SM ". In fact, the "KuBim" product has decreased in the domestic market from 2017 to 2018 reaching 20%, the point of view of the decline in "KuBim" sales is to be seen from the consumer's perspective. One of the variables that can be used to see consumers' perceptions of the ups and downs of a product's sales is a purchase decision from consumers about the product. In this study two independent variables were chosen including brand image and perceived quality with the assumption that the independent variables proved to have a positive relationship with trustworthiness and their impact on purchase decisions. This research was conducted in five regions of DKI Jakarta (West Jakarta, East Jakarta, Central Jakarta, North Jakarta and South Jakarta) in August 2019. The sample used was 200 respondents. Data analysis techniques using the Structural Equation Model (SEM), in this case Liserel. The results of the study concluded: 1) Brand Image influences consumer confidence in KuBim products; 2) Quality influences consumer confidence in KuBim products; 3) Brand Image influences the decision of consumers to buy KuBim products; 4) Quality influences the decision of consumers to buy KuBim products; 5) trustworthiness influences the decision of consumers to buy KuBim products; 6) Brand image and quality can explain 86% of the trustworthiness variants, while the remaining 14% are explained by other factors. Brand image, quality and trustworthiness can explain 92% of variants of purchasedecisions while the remaining 8% is explained by other factors; and, 7) There are direct and indirect effects of brand image and quality variables on the decision to buy KuBim products. The indirect effect is through the variable of consumer confidence in Kubim products.*

Keywords: Brand Image, Quality Perception, Trustworthiness, Buying Decision, Energy Drink

1. Introduction

In this modern age, when busyness hits, energy drinks are certainly a mainstay when someone needs to recover from fatigue. Various kinds of energy drinks are sold, ranging from natural to artificial. Energy drinks are types of drinks intended to increase the energy of someone who drinks it. For some people, energy drinks are taken with the aim of preventing drowsiness. If generally overseas (United States), energy drinks are classified as soft drinks, in Indonesia, energy drinks are classified as health drinks.

In recent decades energy drinks have become a daily lifestyle for teenagers and young adults. This is due to high mental pressure and demands for the availability of high energy sources that can be quickly used by the body. No wonder that energy drinks can be found easily on campus, nightclubs or recreation areas. Most energy drinks are carbonated drinks that contain caffeine, taurine, sugar and other contents such as various multivitamins, minerals and herbs.

Energy drinks generally contain 80-141 mg of caffeine every 8 ounces or the equivalent of five ounces of coffee or two cans of 12 ounces of caffeinated soft drinks like Mountain Dew, Coca Cola, Pepsi Cola etc. (4) The sweetener content in energy drinks is generally 35 grams every 8 ounces and can be in the form of sugar, sugar substitutes, or artificial sweeteners.

The caffeine and sugar content in energy drinks are the main source of energy to increase activity. However, there are several main ingredients in energy drinks that need to be careful in consuming them freely, including caffeine and taurine. Although in the toxicology test, it shows that taurine is nontoxicogenic, but it is still doubtful about its safety when taurine is consumed every day. According to the results of other studies it is known that taurine can affect central nervous system and cardiovascular function.

One of the most well-known energy drink products in Indonesia is "KuBim" which is produced by the well-known herbal medicine company "PT. SM ". In fact, the "KuBim" product has decreased in the domestic market from 2017 to 2018 reaching 20%, the point of view of the decline in "KuBim" sales is to be seen from the consumer's perspective. One of the variables that can be used to see consumers' perceptions of the ups and downs of a product's sales is a purchase decision from consumers about the product.

In this study, two independent variables were chosen including brand imageand perceived quality, assuming the independent variable was proved to have a positive relationship with trustworthiness and purchase decisions.

2. Literature Review

Branding has emerged and developed as a top management priority in the last decade, due to growing awareness that the brand is one of the most valuable intangible assets owned by the company. According to Onigbinde and Odunlami, brands have a number of functions. At the most basic level, the brand serves as a marker for a company's offer. Brands for customers can simplify choices, promise certain levels of quality, reduce risk, and / or create trust. The brand is the only tool that can change buyer behavior [1].

Brand identity, refers to physical or tangible identity associated with a brand or product that makes it easy for consumers to easily identify and distinguish with other brands or products, such as logos, colors, sounds, smells, packaging, location, company identity, slogans, and others [2].Quality is a multi-dimensional concept that is not easy to define or measure. Whereas a distinction can be made between objective quality and perceived quality. Objective quality refers to the actual technical superiority of the product that can be verified or measured [3].

Yee argues that consumers often judge the quality of a product or service is located in the informative cue that they associate with a product or service. Some of these cues are things that are "intrinsic" from the physical characteristics of the product itself, such as product performance, features, reliability, compatibility, conformance, durability, use value (service ability), and its beauty (aesthetic). On the other hand, the extrinsic attributes of the product or service, such as price, brand name, company reputation, manufacturing image, image of the product outlet, and from which country the product originated of origin [4].

Evans introduced a new paradigm of "trust", with the formula trust = acceptable uncertainty. This means that when a person is totally in a position of uncertainty, it is impossible for him to believe it. Conversely, when a person absolutely believes, then that person is in a condition of certainty, or does not have uncertainty. Even so, according to Evans absolute trust is only theoretical, because in the real world one cannot possibly trust the thoughts and actions of another person at any time [5].Trusts provide the bonds needed by complex social systems to meet the needs of their members. The performance or credibility of the trust is important in business-to-consumer (B_2C), because companies are directly related to consumers [6].

A purchase decision is defined as a purchase decision with five sub-decisions. The five sub-decisions are: (1) a brand decision, (ii) a vendor decision, (iii) a quantity decision, (iv) a decision at the time of purchase timing decisions, and, (v) decisions on payment method decisions [7].According to Peter and Olson, the key process in consumer decision (consumer decision) is the process of integration with the knowledge it has to evaluate two or more alternative behaviors and then choose one of them [8].

3. Problem Definition

The "KuBim" energy drink product from "PT SM" company has experienced a significant decline in sales and that has been going on in recent years. This decline in sales is a matter of marketing, and can be seen from the perspective of producers and consumers' perspectives. Research wants to see this sales problem from the perspective of the consumer.

One of the variables that represents a decrease in sales and is related to consumer perception is the purchase decision. This study wants to examine the determinants that influence buying decisions. Based on previous research as stated in introduction, this study chooses two independent variables, namely Brand Image (X_1) and perceived quality (X_2), and that is proven in various studies related to and / or influencingtrustworthiness (Y_1) and purchase decisions (Y_2).

4. Methodology

This study uses a survey method conducted on primary data. This type of research is causal research, because it examines the causal relationship between two or more variables, so that it can explain the impact of changes in value variations in an independent variable on changes in the value variation in one more dependent variable. This study examines the effect of two independent variables (brand image and perceived quality) on two dependent variables (trustworthiness and purchase decision). The research sample used was 200 respondents who were in the Jakarta area.

Data analysis techniques using the Structural Equation Model (SEM), in this case Liserel. The tests include multiple linear regression, coefficient of determination test and t test.
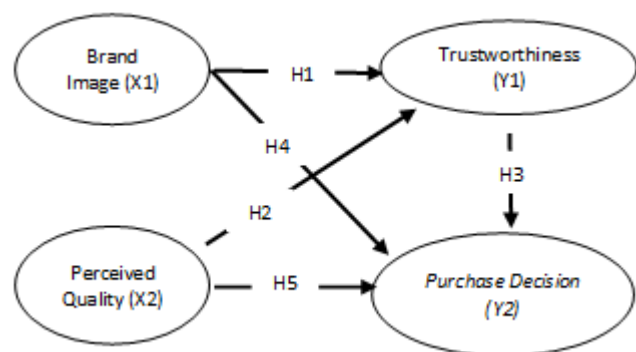

Figure 1: Research Framework

5. Results of Research

a) Structural Equation
Model specifications are implemented by converting Path Diagrams into a series of structural model equations and measurement model equations. The structural equation is as follows.

Table 1: Structural Equations

No.	Structural Equation	Information
1.	Trustworthiness = 0.56* Brand Image + 0.45* Perceived Quality	$R^2 = 0,86$
2.	*Purchase Decision* = 0.31* Brand Image + 0.21* Perceived Quality + 0,50 Trustworthiness	$R^2 = 0,92$

b) R^2 analysis
1) Trustworthiness has an R^2 of 0.86, this figure shows that brand image and quality can explain 86% of the variance of Trustworthiness, while the remaining 14% is explained by other factors.
2) The purchase decision has an R^2 of 0.92, this figure shows that brand image, quality and Trustworthiness can explain 92% of the variance of the purchase decision while the remaining 8% is explained by other factors.

c) Model Match Analysis
Model fit test is related to analysis of Goodness of Fit (GOF) statistics produced by the LISREL program. This test will evaluate whether the model is fit or not. From the printed output data generated in the LISREL program, the analysis of the suitability of the model fit can be seen from the following statistical figures.

Table 2: Goodness of Fit Statistics (GOF)

GOF size	Acceptance Parameters	Conclusion
Chi-square = 786.45; *p* = 0,00	P-value ≥ 0,05	Poor fit
RMSEA = 0.047	≤ 0,05 (*close fit*) 0,05 <RMSEA≤ 0,08 (*good fit*) 0,08 – 0,10 (*marginal fit*) > 0,10 (*poor fit*)	Poor fit
ECVI = 4,49	ECVI Model mendekati ECVI Saturated = 20,92	Poor fit
AIC Model= 894.00	AIC model mendekati AIC Saturated = 2970,00	Poor fit
CAIC Model = 1212.08	CAIC Model < CAIC Saturated = 8854,82	Poor fit
NFI = 0,97	0,8 – 0,9 (*marginal fit*) ≥ 0,9 (*good fit*)	Good fit
NNFI = 0,99	0,8 – 0,9 (*marginal fit*) ≥ 0,9 (*good fit*)	Good fit
CFI = 0,99	≥ 0,90 (*good fit*)	Good fit
IFI = 0,99	0,8 – 0,9 (*marginal fit*) ≥ 0,9 (*good fit*)	Good fit
RFI = 0,97	0,8 – 0,9 (*marginal fit*) ≥ 0,9 (*good fit*)	Good fit
RMR = 0,034	≤ 0,05	Good fit
SRMR = 0,041	≤ 0,05 (*good fit*) 0,05 < SRMR ≤ 0,1 (*marginal fit*) > 0,1 (*poor fit*)	Poor fit

d) Hypothesis Test (t test)
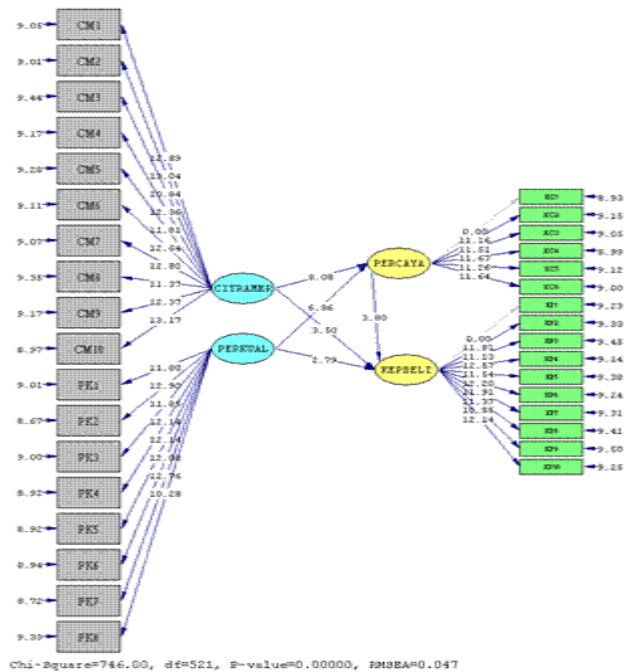
Figure 2: Structural Model Full Path Diagram (t-value)

The results of testing the relationship between the variables of this study are summarized in the table below.

Table 3: Conclusions of the Hypothesis Test

Hypothesis	Variable	t-value	t-table	Information
H1	Brand Image of trustworthiness	8,08	>1,96	accepted
H2	Quality of trustworthiness	6,86	>1,96	accepted
H3	Brand Image of purchase decisions	2,79	>1,96	accepted
H4	Quality of purchase decisions	3,50	>1,96	accepted
H5	trustworthiness of purchase decisions	3,80	>1,96	accepted

Table 4: Direct, Indirect and Effects Total **b**etween Variables

Pathway	Intermediate Variable	Influence		Total
		Direct	Indirect	
Brand Image → purchase decisions	trustworthiness	0,31	0,28 (0,56*0,50)	0,59
Quality → purchase decisions	trustworthiness	0,21	0,22 (0,45*0,50)	0,43

6. Conclusions

Based on the results of the analysis, it can be concluded as follows.

1) Brand Image influences consumer trustworthiness in KuBim products. That means, the better the KuBim brand image, the higher the consumer's trust.
2) Quality influences consumer trustworthiness in KuBim products. That means, the better the quality of KuBim, the higher the consumer trustworthiness.
3) Brand Image influences the decision of consumers to buy KuBim products. That means, the better the KuBim brand image, the higher the consumer's decision to buy KuBim products.

4) Quality influences the decision of consumers to buy KuBim products. That means, the better the quality of KuBim, the higher the decision of consumers to buy KuBim products.

5) trustworthinessinfluences the decision of consumers to buy KuBim products. That means, the better the consumer's trust in the KuBim product, the higher the consumer's decision to buy the KuBim product.

6) Brand image and quality can explain 86% of the trustworthiness variants, while the remaining 14% are explained by other factors. Brand image, quality and trustworthiness can explain 92% of the variants of purchase decisions while the remaining 8% is explained by other factors.

7) There are direct and indirect effects of brand image and quality variables on the decision to buy KuBim products. The indirect effect is through the variable of consumer trustworthiness in Kubim products.

7. Scope of the Future

This research provides information that consumers' decision to buy a product is very dependent on their trust in brand image and product quality. That is, in terms of the consumer's perspective, the brand image and quality variables are factors that are absolutely taken into account by the company to obtain optimum sales results. If both of these variables are managed very well, they will get a very positive response from consumers in the form of trust that drives them to buy the product.

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