JURNAL ILMIAH MANAJEMEN DAN BISNIS

Socio Cultural Paradigm Of Brand Trust Relationship To Purchase Intention Nu Green Tea In The Village Of Menganti, Gresik

Tri Tjahjo Poernomo
Management of Study Programs, Economy & Business Faculty, Wijaya Kusuma Sby of University
e-mail: purnomotricahyo@gmail.com

Abstract

This research article aims to identify the positivity of the brand trust relationship (viability dimension & intentionality dimension) to purchase intention. The research sampling consisted of 60 participants who consumed green tea drinks in the village of Menganti, through a judgement sample approach (Cooper & Emory, 2013). There is a positive relationship between brand trust and purchase intention green tea drink of the product, in line with research support that has been carried out by (Fang, Chiu & Wang, 2011). Revealed that there is a positive relationship between brand trust and repurchase intention. H1 & H2 observations can be accepted in the factuality as empiric.

INTRODUCTION

The success of the establishment of a brand trust for a business corporation, can not be separated from the customer's belief in the brand image of a product offered by a business entity to its consumers. The formation of the image positivity of a product depends very much on the quality of the product. Consumer confidence will be formed while a business entity is doing everything in its power to promote the products it produces through endorsement activities mediated by various virtual marketing tools in the form of a group of celebrities who have imaginative and personal appeal to support the success of continuous product promotion in certain social events conducted at the end of the year at a promo location and in the company's marketing outlets while carrying out promo launching activities on new products owned by the company and the retailer.

The impact positive endorsement activities conducted by the company in collaboration with the event organizer is able to synergize the total functionality of the usefulness and basic benefits of a new product of the company, which is able to be understood and believed by consumers that the products produced by the company has its own attractiveness and quality over its brand image is perceived positip by its loyal customers.

The formation of high loyalty values for a group of customers is able to stimulate the buying activities of consumer satisfaction repeatedly (repurchase intention), because the consumer's confidence spontaneity arises from the impulsivity of positive response due to actualization of expectations can be

optimally met related to the product that has a high brand image and tends to be favored by consumers based on existing market trends. This is factual evidence that the establishment of customer loyalty values is able to lift the brand image of a company's product, due to the realization of actualization of the positivity of the image of a product.

The factual condition has a close relevance to the existence of green tea beverage products as fresh soft drinks as an alternative thirst-relied solution that can be found at any time in grocery stores and food stalls/depots on the main roadside entering rural areas of gresik replacement areas. Green tea is known as a soft tea drink that is very fresh because it does not use preservatives or zakarin sugar that can damage the health of the body. Green tea is a hygienic drink that has a variant of apple and sweet orange flavor that is quite known among teenagers and adults, because the presentation is quite easy to be directly gulped instantly without processing in advance at a price that is quite affordable for all indonesians in particular.

The success of green tea beverages can not be separated from the hard work of the fabrication and R &D green tea in making market breakthroughs in an integrity to promote and introduce green tea drinks in social events and in national sporting events conducted by a group of certain community communities in all corners of the Indonesian archipelago. Green tea drinks are very well known to a group of teenagers and adults in rural areas of Menganti, Gresik.

While the village kaur held village has thanksgiving activities, the members of the village kaur without bothering to serve tea drinks by brewing first and pouring it into each glass, but simply served directly/instantly cold or not and can be drunk directly because it has formed in the size of cups neatly arranged in cardboard drinks. Green tea drinks have their own advantages over other tea drinks because the size is very practical and the convenience can be recycled according to the standardization of the concept of green ecology of the environment of people's lives today, supported by a variant of taste that is quite promising with a fairly cheap price offer for all levels of society as well.

Trust in the brand as an initiative of some customers to rely on the resources of a brand in running all its functional. Structured trust is able to reduce the vagueness of a communiqué where customers feel uncomfortable in the area, because they understand that they are able to put forward a brand that can be trusted. In relation to the condition of a market there are many unidentified customers, making it difficult for business corporations to build personal relationships with each customer. Fostering personal relationships to consumers is very able to be traced to the marketer through a symbol namely brand/brand.

In such conditions, brands have an important role as a substitute for personal relationship activities between business corporations to their consumers. Afterwards trust is able to be formed through the existence of a brand. In a solid brand there are several considerable customer commitments. Customer loyalty will arise, the trust of those customers in the existence of a brand of products.

Through this trust there will be a communication interaction between customers, namely: discussing the existence of the product. It can be drawn a conclusion that the customer's trust in a product is his belief that arises from his personal self to use a product that has been recommended and trustworthy. Indirectly, business corporations are able to use a relationship contact, experience, economic specifications on employee operations to customers in order to increase the customer's confidence in the existence of a product. So in this case the involvement of functional management parties in responding to various consumer complaints will also make a positive contribution. Because consumers can be free in supporting input to the functional management and business corporations to the existence of their products.

Brand trust or consumer trust in the existence of the brand is the perception of consumers to believe in brand realibility, based on experience and transaction prose and interaction of the existence of a brand so as to realize its expectations and contribution of benefits promised and value for satisfaction supported by the positivity of results. The existence of a customer's trust in a brand can create a sense of comfort and reduce the customer's view of a growth in risk. Trust is the foundation of strategic partnership because the interssion of relationships through trust is quite beneficial where a communiqué aims to make an agreement on his personal self to the interaction of the relationship.

Consumers have the flexibility to choose the product they want, the brand they like and the seller they trust. Business corporations that get this confidence will be difficult for other business corporations to turn their customers' eyes to them.

Trust in the brand will be able to reduce an obscurity where customers feel uncomfortable in it, because they see that they are able to rely on the brand that he already believes in. Trust is formed because of an expectation that the other party will behave in accordance with its needs and the wishes of the

customer. Customer confidence in a brand mostly occurs if the brand of the product is able to actualize self-konsptuality, needs and value benefits.

Business corporate agreements are very important in responding to and responding to customer complaints. It is expected that through the seriousness of the endeavor it develops on the customer's belief in the honesty, integrity and reliability of a brand. Trust is a reflection of the feeling of security towards consumers because they believe that the brand they choose and the process of experience they do can meet their expectations. Marketers can no longer accept the risk of losing a number of consumers because it is only due to neglected consumer dissatisfaction. It is better for business corporations to sacrifice small funds to replace customer disappointment through service activity recovery programs and restore marketing program wins.

Not only responding to complaints, but also handling critical moments. The conceptuality of trust makes the most popular issue in the field of marketing with the emergence of empirical approaches in marketing activities. Trust is perceived as a reference in relation to customers and trust is a crucial attribute that they have. Some marketing researchers make a statement that trust is a very basic factor that is able to develop the values of customer loyalty. The satisfaction factor in customers will grow trust, due to the determination of the brand in meeting customer expectations. In addition, selected brands can protect, maintain comfort, security and urgenitas customers. Those trust in reliability and comfort is the most important factor of trust.

Previous research studies have been conducted by Rizan, et al. (2012) on consumer behavior research on consumption of sosro bottled tea beverages. Where the final implications of the study explained that most customers perceive sosro bottled tea as a high brand brand product, supported by the usefulness and hygiene of the basic ingredients of the drink does not use preservatives/artificial sugars in the form of zakarin. So that consumers feel confident/loyal that sosro bottled tea is a high-flavored beverage product, because it has clarity of direction over the function and value of use for customers today.

The image of a brand is closely related to consumer behavior. Where consumers through their positive image of the existence of a particular brand will have a tendency to buy a product. Where the existence of a good brand image with the support of a high reputation in the eyes of a consumer, then this will also have an impact on the purchase intention of the consumer concerned. This has been empirically proven through research activities that have been carried out by (Adiwijaya et.al, 2017).

The relationship between brand trust and consumer of purchase intention is strengthened by previous research conducted by Antoni & Herianto, (2017) where the final implication of the study explains that brand trust has a positive relationship to consumer of purchase intention today.

Previous research has also been conducted by Noer, (2014) on research on the implications of the influence of brand image that has a tight relevance of relationships to brand trusts. Where the final implications of the research explain that the brand image can not be separated from the formation of customer loyalty values. Because customer loyalty is the main strength joint for a business corporation, in order to actualize the success of its product brand image through trust in the minds of consumers because it believes that the products it buys have high usefulness and economic benefits. Brand image and brand trust is one of the factors that shape the psychological value of customers in fostering loyal behavior towards one of the brands / brands of a product that is very favored by an internal group of customers today. It is concluded that brand image & brand trust has a tight relevance of positip influence on brand loyality.

Clure & Seock, (2012) has also conducted an explanatory previous research review of the role of investigative involvement in the influence of social media on consumer purchasing structures. Where the final implications of the research results explain that social media is a means of connecting marketing activities between business corporations to consumers. Through social media, the company is able to study the overall expectations and desires of its customers to offer products that have been produced into the form of media / marketing bulletins in order to respond to the emergence of consumer buying interests positive.

Brand trust is proven to have a significant influence on consumer loyalty, where the establishment of consumer loyalty values is able to stimulate consumer purchase intentions on an ongoing basis in the long term, which means that an item and a brand that has been believed by the customer has a tendency to review the buying activities of the barand compared to other brands.

Brand trust is one of the results through the process of interaction and communication between brands and consumers conducted by marketers factually. Factuality of research problems to be presented by

researchers in this article, related to the relevance of empirical proof of the positivity of the relationship of brand trust observation parameters with repurchase intention whether it has meaningful meaning.

This research article aims to measure the extent of the positivity of the empirical relationship of brand trust with repurchase intention as well as research studies conducted by Fang, Chiu &Wang, (2011).

This research article is expected to be able to make a positive scientific contribution to the development of research repertoire on modern marketing concepts. Which discusses the urgency of customer trust in a brand. Where a reputable brand will be able to influence the confidence of a customer to believe in the existence of the brand. A good brand and supported by a high reputation value will be able to stimulate a customer's purchase intention to believe in the brand on an ongoing basis in the long term.

LITERATURE REVIEW
Brand Trust

Tjahjadi, (2016) perceives that consumer confidence in a brand is defined as consumer interest in relying on a brand with the possibility of a risk to be faced because expectations for the brand will lead to positive outcomes today. If a brand can meet consumer expectations/even exceed the threshold related to a consumer's expectations and is able to provide a guarantee of quality at every moment or opportunity for using the brand in question as an integral part of itself.

Brand trust is defined as the extent to which customers believe that a brand can satisfy what they want. Trust is able to reduce customer instability, where the customer does not understand that a brand can be trusted due to the clarity of its direction and the economic benefits it has (Chinomona, 2016).

Brand trust can be defined as customer confidence to realy on the existence of a brand that is able to provide services in accordance with what it promises (Kang et. al. 2016)

Lau & Lee, (2012) perceived brand trust is the will of consumers to stop the existence of a brand and the consequences of the risks faced because the expectation of the brand will result in positive results.

Also explained by Delgado & Munuera, (2015) where brand trust is a brand resource to be believed (brand reliability), which is guided by customer trust where the existence of the product can meet the promised values and intense good brand (brand intention) based on a customer's belief that the brand consists of 3 main pillars:

1. Brand characteristics have a crucial role in determining the customer's decision-making process in order to believe in the existence of a brand. This is because the customer evaluates the assessment before purchasing. Brand characteristics related to brand confidence include: predictable, reputable and competent.

2. The characteristics of the business corporation behind the existence of a brand can also affect the level of customer confidence in the brand. The discourse of customer knowledge about the business corporation that is behind the existence of a brand of a product is the foundation of the basis for the customer's understanding of the brand of a product. Where these characteristics consist of: the reputation of a business corporation, the motivation of the desired business corporation as well as the unity of a business corporation.

3. Customer-brand characteristics are 2 groups that influence each other. Therefore customer-brand characteristics are able to influence confidence in the brand. These characteristics consist of: similarities between the emotional conceptuality of the customer and the personality of the brand, the passion for the brand as well as the experience of the brand. Self-actuality is the whole individual thought and feeling of his or her personal self base with a person. A brand is able to have both impressions and personalities. Brand personalities are groups related to brands that customers remember and which customers can accept.

Customers often interact with the brand as if it were a living thing. Those the similarity between the conceptuality of the customer and the personality of the brand is closely related to the customer's belief in the brand. A passion for a brand shows a group's passion for other groups due to similar vision and attractiveness. In order to start a relational group must be favored first or gain sympathy from other groups. For customers to open relational to the existence of a brand, then the customer must first love the brand. Customer confidence is considered the most relevant way of shaping and maintaining relational with that consumer.

A conclusion is drawn that the meaning of a brand trust can be interpreted when consumers have confidence in the existence of a brand. Then repurchase behavior will take place and lead to customer commitment to the brand it self. Where the relationship between brands and customers can be built consistently and continuously in the long term (Chinomona et.al, 2014).

Purchase Intention

Kotler & Keller, (2015) perceived the buying interest is an action that arises in response to an object that shows the willingness of customers to make a purchase activity. A product is said to have been consumed by the customer if the product has been set by the customer for purchase. Purchase intention is a tendency of the behavior of interested customers, then take steps related to the purchase of various stages and strata possibilities up to the ability to buy certain products, services and brands. Buying interest is the willingness that arises in the customer over a product as an excess of an observation process and customer learning of a product.

Customers who have an interest in buying a product show a response and a feeling of joy over the product, which is then followed by actualization in the form of purchasing behavior. Buying interest is the final stage of a very complex purchasing policy process. This stage of the process starts from the emergence of the need for a product or brand (need arousal). Then the processing of information by the customer (consumer information processing), and then the customer will conduct the evaluation process of the product or brand. The results of the evaluation that ultimately give rise to the intention or intention to buy and in the end the customer actually make a purchase activity.

Schiffman & Kanuk, (2017) suggests there are 3 aspects of buying interest in customers, namely:

1. Interested in finding information about products

   Customers who are aroused need to be stimulated in search of more accurate information. There are 2 levels of stimulation maupu stimulant customer needs, namely: the level of light information search and strengthening response and active level of searching for information, namely: looking for reading references, asking friends or visiting stores to learn certain products.

2. Considerations for buying

   Through information gathering, customers learn about the competition of these brands and brand features. Evaluate the reference options and start considering the purchase of the product.

3. Interested in trying

   Once a customer has made an effort to meet their needs, learn about the competition for brands and features of those brands, they will look for specific benefits based on product solutions and evaluate those products. The evaluation process is considered a cognitively oriented process. With the purpose where the customer is considered to judge a product logically and rationally to generate interest to try:

   1. Want to know the product

      Once you have an interest in trying a product, customers will choose the willingness to know the existence of a product. Customers will perceive the product as a set of attributes with different resources in contributing benefits used to satisfy the needs.

   2. Want to have a product

      Some customers will pay a lot of attention to the attributes that contribute to the benefits they seek. And in the end the customer will take a stance (decision, preference) over the product through the process of evaluating attributes and form the intention to buy or own the product that he likes.

Schiffman & Kanuk, (2017) perceived interest is one of the psychological aspects that have a high influence on attitude behavior. Buying interest can be defined as a joyful attitude to an object that makes an individual strive to obtain the object by trying to pay it with funds and sacrifices. Interest can also be differentiated as a form of thought that is reflected in the purchase plan to buy several units on a certain scale through several brands available within a certain period of time.

In the process of purchasing, the customer's buying interest is closely related to the motive he has to use or buy certain products. Buying interest is obtained through a thought process that forms a response. Buying interest creates a motivation that continues to be remembered in the minds of consumers and makes a very strong will and in the end when a customer has to meet his needs will realize what is happening in his mind. The policy to buy taken is actually a set of decisions or policies. The structure of

the purchase decision is crucial, because it has determined a need and has a desire for certain products, where customers are expected to show a decision that actually buys.

Based on their perception that each purchase decision has a structure of 7 components, the structure is among others: 1.Decisions about the type of product, where consumers can make decisions to buy a product or use its funds for products and other purposes. In this case the marketer satisfies the attention of those interested in buying a variety of products and other alternatives considered by customers. 2. Decisions about the form of the product, where the customer can make a decision to buy the desired form of product. This decision also covers the size, quality, brand, variety and so on. 3.Decisions about brands, where in general each brand has its own inequalities. Marketers should be aware of how customers choose a brand. An example through market research. 4. Decisions about the seller, in carrying out the purchase of a product, the consumer is faced with a decision related to the product he purchased. Therefore marketers should understand how customers choose a particular seller. 5. Decisions related to the number of products, where the producer of goods or services must provide a large number of products in accordance with the unequal will of some customers because in carrying out purchasing activities depends on a need and ability. 6. Decisions regarding the time of purchase, in which the customer in making a decision regarding the duration of the purchase time is influenced by various factors including the availability of funds to make purchases. In understanding the factors that influence consumers in making a decision related to production time and marketing activities.

Research Hypothesis

The trust that has been built by consumers in a brand will cause customer re-purchase interest in a product will be greater, because feeling confident in the beginning is a form of loyalty/loyalty to a brand (Kustini, 2011).

Literally theoretically brand trust has a positip relationship with purchase intention. The success of consumer purchase interest can be actualized factually through the pattern of forming loyalty values of a customer's compatibility. With the formation of the pattern of customer loyalty values, indirectly able to stimulate the actualization of buying interests of a group of consumers on an ongoing basis in the long run.
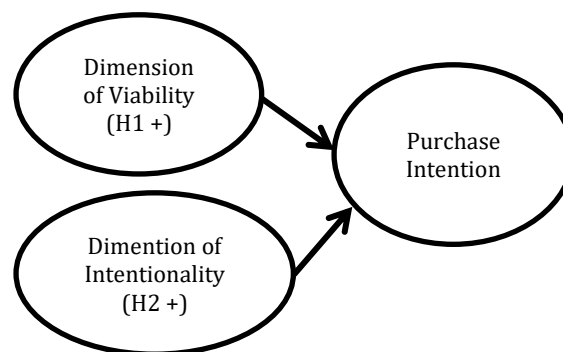
Figure 1. Conceptuality Of Research Analysis Model

Based on the argument of the theory, the research hypothesis can be formulated as follows:
H_1: Dimention of viability correlates positip to consumer purchase intention green tea.
H_2: Dimention of intentionality is positip correlated to the purchase intention of green tea consumers.

METHODOLOGY

Sampling research consists of 60 participants consuming green tea drinks in menganti village, Gresik through judgement sampling approach (Cooper & Emory, 2013).
The pooling of research data was conducted through questionnaire instruments and interview techniques intensively based on the objectivity of the observation field.
Variable Operations

(x1), Dimension of Viability/dov represents a view that a brand can meet and satisfy the needs of consumers, with indicators:
1. Satisfaction
2. Value
The measurement method uses a likert scale approach.
(x2), Dimension of Intentionality/doi reflects an individual's comfortable feelings towards the existence of a brand, with indicators:
1. Comfort
2. Trust
The measurement method uses a likert scale approach.
(y), Purchase Intention as a joyful attitude to an object that makes an individual strive to obtain the object by trying to pay it with funds and sacrifices, with indicators:
1. Interested in finding information about products
2. Considerations for buying
3. Interested in trying
The measurement method uses a likert scale approach.

Conceptuality Research Model:

$$canon\ r.y = x_1 + x_2 + ...x_p\ (\textbf{\textit{multivariate}}\qquad \textbf{\textit{correlation of canonical model}})$$

Description:

The basic functional conceptuality of linearity of the research model consists of canonical linear equations where the magnitude of the variation in the estimated value of purchase intention in the form of multivariate canonical model linear equations has the function of linear relationship to the magnitude of dov value variation and the magnitude of doi value variation.

Identifying the extent of linearity accuracy of canonical multivariate models in the estimation process of the amount of variation in the value of purchase intention parameters that can be explained directly through the magnitude of variations in the value of dov and doi parameters factually, in order to actualize the relevance of sampling observation of 60 participants consuming green tea beverages in the region of change, gresik to the entire population that exist into the observation model (canonical model).

RESULT AND DISCUSSION

In line with Fang's research, Chiu &Wang, (2011) revealed that there is a positive relationship between brand trust and repurchase intentions. Where the consumers of green tea a number of 60 participants in the observation area (Menganti) explained that they strongly believe green tea drinks as a favorite drink, while the need does not bother to look for green tea beverage products, because it is easy to get in the nearest grocery stores and in some areas of the super market such as indo maret or alfa mart demgan purchase price is quite affordable in various circles of society, especially for only 5000 rupiahs.

People in the village area change, trust the green tea beverage products because it causes a sense of security on the grounds that it does not contain sacharine/ artificial sugar substances that can damage the throat canal, without using beverage preservatives even though for days put in the refrigerator, the packaging material is made of fabrication material that is easy to recycle and very environmentally friendly / eco green (made from waterproof cardboard material) this is a perception (dimension of intentionality) that has been proven and stated in fact by most people in the village area.

The stimulus for consumer buying interest arises, because green tea beverage products are quite well known by all levels of rural society. Especially when the momentum of the village community changes when holding private celebrations or routine recitation activities which are held once a week. No need to bother making tea drinks, just serve green tea soft drinks in cup size, as an alternative drink that can be served at any time these days.

Variants of taste and quality of green tea drink content have been tested for feasibility at the green tea fabrication laboratory in Kerawang Bekasi, through the recommendation of the local BPOM.

The market ranking of green tea soft drinks is in second place, after the adult bottle of Sosro. One ranking above fresh tea drink as a new comer as a soft drink, according to info from a swa business of magazine in the decade of 2021.

While the perception (dimension of viability) expressed his feelings based on the evidence of respondents observation that green tea beverage products are more trusted as an alternative drink for the community in the village area replace as a substitute for coffee drinks, without brewing with hot or warm water and can be drunk at any time without knowing the time or weather and free to drink for children including toddlers and adults both old and young.

The presence of green tea products is well known by rural communities, especially in Eid events or hajatan easily served without the use of cups, making it easier in the way of presentation, although green tea beverage products as newcomers rival the existence of tea bottles sosro today. Green tea soft drinks have a special practical value with a variety of size and taste variants. Where green tea soft drink products actually contain tea ingredients and natural sugar. No added preservatives or other chemicals.

So that consumers feel safe if they want to consume it at any time in any atmosphere. So that it creates comfort and safety if consumed under any conditions, especially on the momentum of the fasting day and Eid as an important momentum for Mouslems in particular. The presence of green tea soft drink products is able to answer the challenges of soft drink competence outside of green tea, such as: drinking bottled tea, fresh tea, tea shoots. The green tea drink has received positive response signals among the rural community, Gresik. Especially the mothers who often hold family gatherings/pkk events within the local household.

Where green tea soft drinks are the main treat for mothers who hold social gatherings and other celebrations. So that green tea drinks are no stranger to their presence in rural communities, especially nowadays. Several research participants have proven the freshness of the green tea drink. With the support of a variety of fruit flavors, namely lychee & apple, which can satisfy the thirst of the consumer.

As a pioneer of green tea products in the form of packaging that was born in 2005. Nu green tea is a soft drink product processed by the ABC President Indonesia fabrication which is able to maintain its market segmentation reputation in the 50% category today. According to Rena Lesmana, Brand Manager of ABC President's business corporation In Indonesia, for the first time, Nu Green Tea has carried out market penetration activities for green tea players, there are only 2/3 players. But nowadays, there are dozens of new players and even more. The target market segmentation targeted by the marketing management of nu green tea is teenagers aged 16 to 25 years consisting of high school to college circles. Why is the marketing management of nu green tea targeting the youth group? Due to the average age of teenagers, they are eager to find fresh soft drinks of high quality and taste, which are easy to get in school canteens and college campus canteens. And it is very easy to find in mini markets and grocery stores along urban streets throughout the motherland of Indonesia. Because nu green tea has been introduced to the public since 2005 until now, its competitiveness has dominated market segmentation in several retail market areas in Indonesia today. And often appears at sporting events, music launching events, culinary bazaars nu green tea acts as sponsorship and is very popular with his campaign shutter activities through digital gadgets. Like Twitter, Facebook, Instagram and on YouTube channels, where Nu Green Tea is aggressively carrying out campaign/promotional activities there with a lifestyle with a tendency to develop psychographic patterns of the dynamics of young people nowadays. This activity is what makes nu green tea soft drinks very popular with fans, namely young people aged 16 to 25 today, especially the online community on Kaskus gadgets. And the nu green tea icon in mass media advertising jingles and social media still exists to this day, where the proportion of the green tea market segment has penetrated in the range of 50% compared to other green tea drinks

In this case the local community has fulfilled its needs in consuming fresh and quality drinks with the support of cheap and environmentally friendly prices, so that in the minds of consumers there is no boredom or reluctance in consuming green tea either day or night according to the conditions that want to consume it, so that green tea beverage products are perceived positip by loyal fans (the feeling of satisfaction) especially sampling objects a number of 60 research participants who have proven the taste of green tea as a drink quality and economical snacks compared to other similar tea drinks, today. It is concluded that H1 and H2 research are empirically acceptable.

Table 1. Hypothesis Testing

Hypothesis			Estimate	p-value	Decision
H1			Alpha.Sig (0.05)	.019	True Accepted
H2			Alpha.Sig (0.05)	.024	True Accepted
Variable	**Sq. Mul. R**	**Error MS**			
x1	.00045	1.11061			
x2	.13438	1.28831			
Root No.	**Eigenvalue**	**Pct.**	**Cum. Pct.**	**Canon Cor.**	
1	1.24704	100.00000	100.00000	.74496	

Based on canonical correlation of analysis in table 2, through the approach (model selection) it is concluded that there is feasibility of testing models with the support of the F-test coefficient of model (.000). Through the approach (hottelings model) it is concluded that there is feasibility of testing models with the support of the F-test coefficient of model (.000). Through the approach (wilks model) it is concluded that there is feasibility of model testing with the support of the F-test model coefficient of (.000). On the approach to the three multivariate test models, only (hottelings model) that has a contribution coefficient r correlation multivariate dominated between the other two models is (55.49%), (124.7%), (44.50%).

Table 2. Canonical Model Testing

Test Name	Value	Sig. of F	Decision
Pillais	.55497	.000	True Accepted
Hotellings	1.24704	.000	True Accepted
Wilks	.44503	.000	True Accepted

Note. F statistics are exact.

CONCLUSION

Through the approach (pillais model) it is concluded that there is feasibility of analysis test with the support of F-test model coefficient of (.000). Through the approach (hottelings model) it is concluded that there is feasibility of analysis test with the support of coefficient F-test model of (.000). Through the approach (wilks model) it is concluded that there is feasibility of model testing with the support of the F-test model coefficient of (.000). On the approach to the three multivariate test models, only (hottelings model) that has a contribution coefficient r correlation multivariate dominated between the other two models is (55.49%), (124.7%), (44.50%).

It is explained that the dimension of intentionaliity (x2) parameter has a dominant r-correlation multivariate coefficient contribution (13.4%), compared to the dimension of viability parameter (x1) has a contribution to the coefficient of r-correlation multivariate (1%), this is supported by eigenvalues analysis which concludes that there is a strong correlation alignment positivity between brand trust observation parameters and purchase intention observation parameters (74.4%).

In line with Fang's research, Chiu &Wang, (2011) revealed that there is a positive relationship between brand trust and repurchase intentions. It is concluded that H1 and H2 research are empirically acceptable.

The existence of a reputable brand will be able to increase the degree of quality of a particular product produced through the company's fabrication process. Increasing the reputation of a brand, will be actualized through the support of high-quality product endorsement activities. The presence of a reputable brand will encourage a group of customers or consumers to carry out repurchase intentions with the support of positive and wise buying interest.

Consumer buying interest will arise spontaneously, if a product has a good quality and brand and is always recognized by its consumers with reasons. The product has a high brand image on the condition that it must have added value, economic benefits and clarity of direction for the product for its users on an ongoing basis.

ACKNOWLEDGMENTS

REFERENCES

Adiwidjaja, Adrian J., Tarigan, Z. Jiwa Husada. (2017). *Pengaruh Brand Image dan Brand Trust Terhadap Keputusan Pembelian Sepatu Converse*. Jurnal Penelitian. AGORA, 5,(3).

Antoni, A., & Herianto, M. (2017). *Pengaruh Brand Image dan Kepercayaan Merek terhadap Minat Beli Konsumen pada Produk Mobil Toyota Etios Valco (Studi pada PT. Agung Automall Pekanbaru)*. Jurnal Online Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Riau, 4(1), 1-10.

Cooper, D. R. & Emory, C. W. (2013). *Business Research Methods*, Ed.5, Richard D Irwin, Inc. New York.

Chinomona, R. & Dubihlela, D. (2014). *Does customer satisfaction lead to customer trust; loyalty and repurchase intention of local store brands? The case of Gauteng province of South Africa. Mediterranean*. Journal of Social Sciences, 5(9), 23-32.

Chinomona, E. & Dhurup, M. (2016). *The effects of organizational commitment and employee perceptions of equity on organizational citizenship behaviour in Zimbabwean SMEs. South African*. Journal of Labour Relations, 40(2), 1-22.

Clure, M. C. & Seock, Y. K. (2020). *The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention.* Journal of Retailing and Consumer Services (53).

Delgado, E. B.. Munuera, L. A. (2015). *Does brand trust matter to brand equity*. Journal of Product & Brand Management.

Fang, Y. H., Chiu, C. M., Wang, E. T. G. (2011). *Understanding Customers Satisfaction and Repurchase Intentions: An Integration of IS Success Model, Trust, and Justice*. Internet Research- Emerald Group Publishing Limited, 21(4), 479-503.

Ghozali, I. (2016). *Multivariate Analysis Of Application By SPSS Program*, Ed.4, Diponegoro University.

Kustini, I. (2011). *Experiential Marketing, Emotional Branding, And Brand Trust, And Their Effect On Loyality On Honda Motorcycle Product*. Journal of Economics Business and Accountancy Ventura, 14(1), 19–28.

Kotler & Keller, 2015. *Marketing Management* I. Third Edition, Jakarta: Erlangga.

Kang, J., Manthiou, A., Sumarjan, N. & Tang, L. (2016). *An Investigation of Brand Experience on Brand Attachment, Knowledge, and Trust in the Lodging Industry*. Journal of Hospitality Marketing & Management, (2), 1-22.

Lau, G.T., Lee, S.H. (2012). *Consumers' Trust in a Brand and the Link to Brand Loyalty*. Journal of Market-Focused Management, (4), 341–370.

Noor, M. F. 2014. *The Influence of Brand Image and Brand Trust on Brand Loayality King Thai Tea Bandung*. Journal Of Image, 3 (2).

Rizan, M. S., Sari, B., Yusiana. (2012). *The Influence of Brand Image and Brand Trust on Brand Loyality of The Botol Sosro at the Food Court ITC Cempaka Mas, East Jakarta*. Indonesian Science Management Research Journal (JRMSI) 3(1).

Schiffman & Kanuk, (2017). *Consumer behavior*. Jakarta: Index.

Tjahyadi, R. A. (2016). *Brand Trust Dalam Konteks Loyalitas Merek: Peran Karakteristik Merek, Karakteristik Perusahaan, dan Karakteristik Hubungan Pelanggan-Merek*. Jurnal Manajemen, 6(1).