



The Influence of Brand Image and Brand Trust on Purchase Decision of Vivo Smartphones Among Undergraduate Students of The 2020 Cohort At STIMI Banjarmasin

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Abstract

This study aims to analyze the influence of Brand Image and Brand Trust on purchasing decisions at STIMI Banjarmasin campus. The research uses a quantitative method with a survey approach. Data was collected through a questionnaire distributed to 31 respondents, consisting of students who use Vivo smartphones. Data analysis was conducted using multiple linear regression methods. The purpose of this study is to examine the relationship between independent variables, namely Brand Image and Brand Trust, and the dependent variable, Purchase Decision. Data collection employed a Likert Scale questionnaire and purposive sampling method. Data analysis was performed using Multiple Linear Regression with the assistance of SPSS 27. The results show that Brand Image influences students' Purchase Decision by 21.62%. Brand Trust has a significant influence of 29.80%. Furthermore, Brand Image and Brand Trust have a combined significant impact of 43.41%.

Keywords: Brand Image, Brand Trust, Purchase Decision

INTRODUCTION

The increasing competitiveness of business, driven by rapid technological advancement and globalization, compels businesses to continuously innovate to meet diverse consumer needs, retain customers, and succeed in the market. In this endeavor, branding has become a crucial aspect that is often overlooked. Effective branding is not merely an attempt to capture attention; it also aims to create unique and distinctive customer satisfaction, setting the brand apart from competitors. When branding fails to significantly differentiate a product, its impact on customer satisfaction diminishes.

Amid the fast-paced market growth, the demand for smartphones is on the rise. Smartphones have become essential, serving not only as communication tools but also as supports for daily activities such as work, entertainment, and social interaction. Competition in the smartphone industry is intense, pushing companies to design precise marketing strategies to meet consumer needs, enhance loyalty, and influence purchase decisions.

An effective approach to gaining a competitive edge is by strengthening Brand Image and Brand Trust. Brand Image reflects consumers' perception of a

brand, encompassing product attributes, reliability, and offered value. Meanwhile, Brand Trust refers to consumers' confidence in a brand's consistent quality and the company's commitment to meeting their needs and expectations. These two aspects are vital in building consumer loyalty and significantly influence purchase decisions. Based on this background, this study aims to analyze the impact of Brand Image and Brand Trust on purchase decisions among student consumers in the smartphone market.

LITERATURE REVIEW

In general, marketing involves various activities, such as sales, market research, distribution channel planning, pricing policies, advertising policies, and other related actions. Here, its role is to identify the needs of the target market and ensure customer satisfaction. To also outperform competitors, it is essential to adopt effective strategies in satisfying these market demands. Below are definitions of marketing according to several experts:

Laksana (2019) explains that marketing is the interaction between consumers and sellers during the transaction of goods or services, emphasizing the opportunity to meet in a physical location.

According to Tijptuno and Diana (2020), marketing is a series of processes involving the creation, distribution, promotion, and pricing of products. Its purpose is to stimulate beneficial exchanges and strengthen positive relationships with stakeholders in the face of environmental changes.

Sunyoto (2019) also describes marketing as focused on meeting customers' needs and wants through exchange processes involving various groups connected to the company.

Aaker (1991) argues that brand image is a collection of associations that arise in consumers' minds regarding a brand, often identified as part of the brand's culture. When a brand is built based on experience and substantial information, its connection with consumers becomes stronger.

Grayson (2020) states that brand trust is the consumer's belief that a brand will fulfill its promises and deliver consistent quality. Brand trust creates a strong emotional bond between consumers and the brand, which is crucial in fostering customer loyalty.

Chaudhuri and Holbrook define brand trust as the willingness of customers to rely on a brand's ability to fulfill its commitments.

According to Delgado in Iendy Zelvian Adhari (2021), brand trust is a source of hope and a significant potential for satisfying customer outcomes.

Kertajaya in Senen Abdi Santoso (2021) notes that from a company's perspective, brand trust is an assessment of a brand's reliability that can create unforgettable experiences for customers over the long term.

According to Tyrone, purchase decision-making is the stage in which consumers evaluate various factors before buying a product or service.

RESEARCH METHODOLOGY

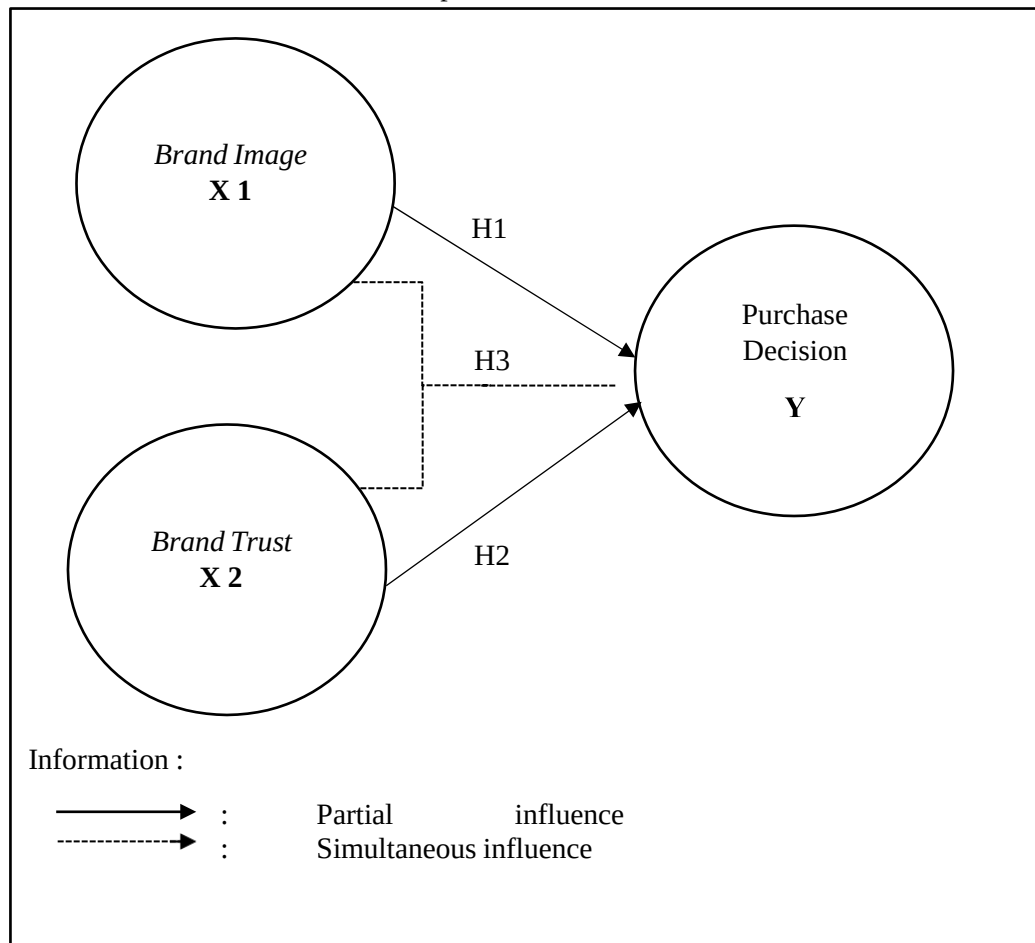
Based on the research objectives and the conceptual framework, this study employs a quantitative approach with an associative strategy. According to Sugiyono (2016: 92), an associative strategy is research aimed at investigating the influence between two or more variables. This strategy is supported by the use of

an associative survey sample method, involving data collection and analysis by gathering opinions from the subjects being studied (respondents) through a questionnaire. The aim is to determine whether there is an influence between the variables of Brand Image (X1), Brand Trust (X2), and Purchase Decision (Y), using purposive sampling. This method is a sample selection technique with specific considerations, intended to obtain data that more accurately represents the sample by choosing individuals who are particularly suited as data sources. The population consists of a generalization area made up of objects or subjects with specific quantities and characteristics determined by the researcher for study and conclusion drawing (Sugiyono, 2016: 148), totaling 31 students.

The sampling technique used, which includes all respondents when the population size is below 50, is typically referred to as saturated sampling or a census. In this technique, the entire population is used as the sample since its size is small, allowing for data collection from all population members without requiring selection or specific sampling.

Data collection utilizes a questionnaire with a Likert scale. The analysis tool for testing the data and hypotheses in this study is the multiple linear regression analysis technique. The conceptual framework of this research can be illustrated as follows:

Conceptual Framework



RESULTS AND DISCUSSION

Vivo, a technology company, was established in 2009 in Dongguan, Guangdong, China, by Shen Wei. Initially part of BBK Electronics (a large electronics conglomerate in China), Vivo focused on producing mobile phones with superior audio quality, especially through the integration of innovative Hi-Fi audio chips. This strategy was a defining factor that set Vivo apart from other smartphone brands in a highly competitive market.

In 2012, Vivo began expanding its business reach into international markets by launching its products in several Southeast Asian countries, such as India, Indonesia, and Malaysia. Vivo managed to capture attention by consistently offering innovative features. One of its innovations includes introducing the first in-display fingerprint sensor and pop-up camera, which pioneered the design of modern smartphones. To this day, Vivo offers a variety of smartphone models with attractive features, including high-quality cameras, strong performance, and distinctive designs. With competitive prices and a range of specifications, Vivo attracts students and campus staff as a reliable and affordable smartphone choice. This has led to Vivo gaining popularity among smartphone users at STIMI Banjarmasin.

Based on the instrument testing, all measurement tools used in this study proved to be valid and reliable, allowing data collection and processing to proceed using SPSS and statistical testing. Through the Kolmogorov-Smirnov normality test using SPSS 27, the collected data was confirmed to have a normal distribution, enabling further analysis. In the multicollinearity test, this step was taken to ensure that there was no significant relationship among the independent variables in the regression model. The results showed that all variables in the study displayed low multicollinearity symptoms, with VIF values below 10.

Furthermore, the heteroscedasticity test was conducted to examine whether there was unequal variance in the residuals across observations within the regression model. This aimed to ensure that the regression model was free from heteroscedasticity. This was evident from the scatterplot, where the points were randomly dispersed (forming no particular pattern) and spread evenly above and below the zero mark on the Y-axis. The results of the multiple linear regression analysis are as follows:

Table 1. Results of multiple linear regression analysis

Variable	Coefficient(B)	Std. Error	t	Sig.
Constant (a)	-5.739	14.131	-0.406	0.688
Brand Image	0.972	0.450	2.162	0.039
Brand Trust	1.152	0.387	2.980	0.006

Model Summary					
Model	R	R Square	Adjusted R ²	Std. Error	Durbin-Watson
1	0.486	0.237	0.182	9.033	1.838

ANOVA					
Model	Sum of Squares	df	Mean Square	f	Sig.
Regression	708.295	2	354.148	4.341	0.023
Residual	2284.414	28	81.586	—	—
Total	2992.710	30	—	—	—

1. Regression Coefficients: From the table, we see that the coefficient for Brand Image is 0.972 with a significance level of 0.039, and the coefficient for Brand Trust is 1.152 with a significance level of 0.006. This indicates that both variables have a significant influence on Purchase Decision.
2. Adjusted R Square (R^2): The Adjusted R^2 value is 0.182 or 18.2%. This suggests that Brand Image and Brand Trust account for 18.2% of the variance in Purchase Decision.
3. Simultaneous F Test: As indicated by the F-statistic value of 4.341 and a p-value of 0.023 (which is less than 0.05), it can be concluded that there is strong significance within this regression model. This shows that both Brand Image and Brand Trust have a significant effect on Purchase Decision.

Table 2. Results of F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	708.295	2	354.148	4.341	.023 ^b
	Residual	2284.414	28	81.586		
	Total	2992.710	30			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, Brand Trust

With the results of the simultaneous F test conducted, it is evident that the significance value (Sig.) is 0.023, which is smaller than the alpha (α) value of 0.05. This indicates that the regression model used is valid, and there is a significant simultaneous (collective) effect between the independent variables, Brand Image (X1) and Brand Trust (X2), on the dependent variable, Purchase Decision (Y). In other words, the null hypothesis (H_0), which states that there is no joint influence between the independent and dependent variables, can be rejected. Therefore, it can be concluded that Brand Image and Brand Trust, together, have a significant influence on consumer purchase decisions.

Table 3. Results of T-test

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.417	15.212		0.225	0.824		
2	Brand Image	0.972	0.450	0.373	2.162	0.039	1.000	1.000
	(Constant)	-5.739	14.131		-0.406	0.688		
	Brand Trust	1.152	0.387	0.484	2.980	0.006	1.000	1.000

a. Dependent Variable: Purchase Decision

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The t-test results show that brand image is significantly influenced by perceived quality, which in turn positively impacts consumer satisfaction with Vivo products. As the perceived quality of Vivo increases, especially regarding brand awareness, brand associations, brand loyalty, and quality image, consumer satisfaction also increases. Among these four indicators, quality image has the greatest influence, as the quality offered by Vivo is still excellent and economically priced, matching consumers' purchasing power. This increases consumer satisfaction with Vivo products, providing a more satisfying experience for Vivo users. Therefore, it is essential for Vivo to continue offering affordable pricing to enhance customer satisfaction.

This study also found that consumers' perceptions of the quality of Vivo products play a major role in increasing purchase intention. Consumers feel that the price set is appropriate for the product's benefits, including communication and entertainment needs, as well as supporting comfort and functionality. This gives a positive impression to consumers, particularly those with varying purchasing power. Therefore, it is expected that Vivo will continue to maintain this affordable quality image, which is believed to facilitate purchase decisions and remain a key factor in Vivo's competitiveness in the market.

Furthermore, Brand Trust in Vivo products significantly influences consumer satisfaction. The brand trust perceived by consumers has increased through the strengthening of integrity, one of the five main indicators highlighted in this study. The integrity of Vivo products is reflected in various features that enhance ease of operation and practicality, as well as designs tailored to consumer preferences. Vivo products offer many customizable specifications, allowing consumers to select additional features, adjust specifications, and enjoy ease of everyday use. The product's reliability also plays a crucial role in improving customer satisfaction. Vivo has successfully maintained product durability and quality according to consumer expectations.

The findings of this study indicate that brand trust plays a major role in influencing consumer satisfaction with Vivo, as consumers grow more confident in

the quality and performance of the products offered. Additionally, the F-test results show that Brand Image and Brand Trust together have a significant impact on Vivo consumer satisfaction. Therefore, Vivo needs to maintain the quality of these two factors—Brand Image and Brand Trust—to maximize customer satisfaction. This improvement in satisfaction is expected to positively impact sales and increase consumer interest in choosing Vivo products in the future.

Furthermore, consumer responses in the questionnaire of this study also indicate other factors that could enhance satisfaction. The relationship between price and product quality supports a positive experience during the purchasing process. Based on respondent answers, consumer satisfaction indicators show significant and relevant results to Vivo's goal of maintaining customer loyalty.

With this study, Vivo is expected to increase sales by focusing on enhancing the brand image and brand trust perceived by consumers. In terms of quality image, Vivo needs to maintain competitive prices that still meet consumer expectations regarding product quality, thus broadening its appeal across various market segments. Moreover, Vivo should continue to introduce innovative products with relevant, practical, and accessible features that meet current consumer needs. Regarding brand trust, Vivo can highlight product integrity through clear communication on quality, product guarantees, and responsive after-sales services. This will strengthen consumer trust and encourage long-term loyalty.

CONCLUSION

Based on the data analysis conducted in this study, the following conclusions can be drawn:

1. Brand Image has a significant impact on the Purchase Decision of smartphones among 2020 undergraduate students at STIMI Banjarmasin, accounting for 21.62%.
2. Brand Trust has a substantial and significant influence on the Purchase Decision of smartphones among 2020 undergraduate students at STIMI Banjarmasin, accounting for 29.80%.
3. Brand Image and Brand Trust together have a significant impact on the Purchase Decision of smartphones among 2020 undergraduate students at STIMI Banjarmasin, reaching a combined influence of 43.41%.

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