

# Role of the Brand Trust as Mediation between Brand Image and Purchase Intention VCO Lombok Products

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## ABSTRACT

VCO (Virgin Coconut Oil) oil with the brand "Lombok The VCO "is one of the processed coconut products produced by MSMEs in North Lombok Regency with a community empowerment program that reaches up to one of the villages in North Lombok namely Medana village, Tanjung sub-district. The product was first introduced by one of the UGM lecturers in 2012, namely Prof. Bambang Sutiaji, the owner of CV Krambil Ijo in Seleman Jogjakarta until now. Then the product was developed by the Nyiuh Daya Benefit group formed in 2014. The purpose of this study is between Other (1) To analyze the effect of Brand image on Purchase Intention of consumer consumers on Lombok VCO brand products; (2) To analyze the effect of brand image on consumer brand trust in Lombok VCO brand products; (3) To analyze the effect of Brand Trust on consumer Purchase Intention on Lombok VCO brand products, (4) To analyze the direct effect of Brand image on Purchase Intention through Brand trust as a mediating variable on Lombok VCO brand products. This research uses a quantitative approach and is included in the type of causality research. Samples taken amounted to 90 respondents. The data collection tool used was a questionnaire, a list of questions distributed to consumers. This research uses analysis Samples taken amounted to 90 respondents. The data collection tool used was a questionnaire, a list of questions distributed to consumers. This research uses analysis Samples taken amounted to 90 respondents. The data collection tool used was a questionnaire, a list of questions distributed to consumers. This research uses analysis Partial Least Squares (PLS). PLS analysis is used according to the problem being studied, the number of conditions samples that are not large, and do not require normality requirements and other conditions strictly in accordance with a variety of parametric statistical approaches. The conclusions from the research that can be drawn are (1) Brand image has a significant effect on consumer Purchase Intention on "Lombok VCO" brand products; (2) Brand image significantly influences the brand trust of "Lombok VCO" brand products; (3) Brand Trust has a significant effect on Purchase Intention on the "Lombok VCO" brand product; (4) Brand image has a significant direct effect on Purchase Intention through Brand trust as a mediating variable on "Lombok VCO" brand products.

Keywords: Brand Trust, Brand Image, Purchase Intention Lombok VCO

## INTRODUCTION

The industrial world that is increasingly advanced as it is today, the focus of development is not only in terms of the physical aspect of a product, but has stepped in the part that deals with the psychological condition of consumers, name brands. In brand image or brand image, a factor that can be considered is quality, where quality is closely related to the brand image given. If the brand image of a product is positive in the eyes of consumers, people tend to judge the quality of the item

as good. Product quality according to Kotler (2006: 272) has a direct impact on product or service performance.

Brand Image (Brand image) is one of the factors that influence a person's intention to make a purchase. Brand Image (brand image) is an impression and perception that someone feels about a brand, therefore what is understood will be used as a determinant of consumer attitudes and actions towards a brand (Simamora, 2004: 63). A good brand image will greatly affect the survival of a company as well as its products in order to stay afloat and be loved in the market which will later determine the next attitude taken by consumers.

Brand Image a company is able to influence long-term profits, encourage consumers to buy products at premium prices, increase share price, competitive advantage, and marketing success, (Yoo & Donthu 2001). Trust in the brand is the willingness of consumers to trust the brand with all the risks because of the expectations promised by the brand in providing positive results, (Lau & Lee 1999)

Brand image is related to the perception of style. In achieving company goals, namely successful marketing and high sales, the brand image of a product and the company itself must be good in the eyes of consumers because in general consumers have a very strong emotional relationship with the brand. If the Brand Image is well embedded in the minds of consumers, then it will help consumers reduce consumer confusion in choosing a product, which in turn consumers will buy the product because they believe in the products they buy according to what is perceived without too much consideration (Upamannyu, 2014).

Brand Image itself is a picture or impression that someone perceives in relation to a product or brand (Upamannyu, 2014). Brand Image is an important thing for producers and companies because it can be said that Brand Image is the face of a product. This face then becomes the main weapon for a company in introducing or persuading customers to buy the product (Sidharta et al, 2018).

So, the higher the frequency of naming a brand in consumers' memories, the more likely it is that the brand will be the consumer's first choice in meeting their needs (Amron, 2018). Therefore, a strong image needs to be implanted continuously so that it can be embedded in the subconscious of consumers. In addition, Lau (2007) said that the impression of a brand that is embedded in the minds of consumers will be very helpful, because the intensity of impression of a brand will be directly proportional to the number of consumers who use the brand. This means that the more positive the consumers' impression of a brand, the more the number of consumers who will use the brand.

Trustor also called trust is a consumer's trust in producers that their products are able to meet expectations in accordance with what has been promised by the product (Siagian, 2014) Trust cannot be built in a short time. To be able to form trust, a business must be able to convince buyers to use their goods, as well as meet customer expectations when choosing to use their products (Noerhermaya, 2016), therefore to be able to build strong trust a business entity requires time and hard work.

Brand trust defined as a sense of security that is owned by the user of the product, in its interaction with a brand based on the perception that the brand can be trusted and pay attention to the interests and welfare of consumers, (Keller 1993). Brand trust is a behavior of consumers' willingness, in general, to depend on the ability of the brand to describe the function of its products, (Chaudhuri & Holbrook 2001). Brand trust is something that can be trusted and can be relied upon, (Dawar & Pillutla 2000). Willingness is not too influential, because of arguments that believe if a consumer wants to depend on the brand, (Morgan and Hunt 1994).

Whatever its form, basically every business has one goal in common, which is to make a profit by selling its products. Therefore, business people are demanded to be able to increase people's buying interest in their products. Purchase Intention or Purchase Intention is a person's preference or interest in choosing and buying goods and services (Yunis et al, 2015) Not only in general, but this buying interest can often describe a person's preferences in choosing a particular

product brand or product (Dewi et al, 2018) Of course, in determining these choices, one must go through a variety of considerations that can be influenced by various factors, one of which is the brand image (brand image) and trust (Dewi et al, 2018).

So, along with the development of an increasingly advanced era, the competition of a business becomes very competitive. With this business competition, business people have their own way of developing and maintaining their business in order to survive and grow their businesses. One of them is the Micro, Small and Medium Enterprises (MSME) business because the growth of micro-businesses makes it a source of growth in employment and income opportunities. By absorbing a lot of workforce, it means that MSMEs also have a strategic role in the government's efforts to fight poverty and unemployment. This means that MSMEs have a central role in advancing development in Indonesia.

Based on the results of the initial survey researchers found 243 MSME units located in North Lombok Regency. In addition, there are still 2,277 non-formal business units that do not yet have a clear business entity. The types of SME businesses in the North Lombok community are in the fields of clothing, workshops, handicraft furniture, convection, and various snacks such as tortilla chips, banana sales, various crackers, chips, cookies, and wet cakes to tofu and tempeh business units.

However, if seen in a number of souvenir shops in the city of Mataram not many sell local brands from North Lombok Regency, one of which is VCO oil, VCO oil (Virgin Coconut Oil) under the brand name "Lombok VCO" is one of the processed coconut products produced by MSMEs in North Lombok Regency with a community empowerment program, the activity reached one village in North Lombok, namely Medana village, Tanjung District, North Lombok Regency. The product was first introduced by one of the UGM lecturers in 2012, namely Prof. Bambang Sutiaji, the owner of CV Krambil Ijo in Jogja, to date. Then the product was developed by the MND (Power of Nyihuh Daya) group formed in 2014.

When compared with other products, MSME products from the North Lombok Regency are less competitive with local brands in the City of Mataram. Not only that, but the existence of MSME products from the Lombok Regency is also with local products from the city of Mataram and most residents are looking for products that are already well-known such as Phoniex and others. The lack of information regarding the products of the North Lombok Regency MSMEs has led consumers to feel less confident about the quality of the product and are reluctant to glance at it. So that the KLU MSME products are finally less competitive in the community. This is in line with the findings of several studies that explain that the strength of a brand can influence consumers' purchase intentions (Chand et al, 2015).

There are many studies that raise the theme of Brand Image and Brand Trust on Purchase Intention. Research conducted by Shah et.al., (2012) can be seen that people's buying intention towards a product is influenced by Brand Image. The same thing is also explained by Wijaya (2013) which shows that improving the quality of brand image is one of the best strategies to increase the number of new consumers while maintaining existing customers. In addition to Brand Image, consumer trust in brands (Brand Trust) is also believed to influence consumer purchase behavior intentions. As explained by Shah et.al., (2012) and Bouhleb et.al., (2011), which has shown that brand trust is a very important indicator to increase consumer purchase intentions for a product. Anggitasari (2016) found that brand image has a positive effect on buying interest and brand trust has a positive effect on buying interest.

While the reverse research results from Calvin and Samuel (2014) found that Brand Image has a negative influence on purchase intentions. Resmawa (2017) found that Brand Image has a negative influence on purchase intentions. Research conducted by Haikal, Handayani, and Nuyakin (2016) found that brand image and brand trust did not show an influence on purchase intentions, besides trust cannot mediate brand image on purchase intention.

The objectives of this research include (1) To analyze the effect of Brand image on Purchase Intention of consumers on Lombok VCO brand products; (2) To analyze the effect of brand image

on consumer brand trust in Lombok VCO brand products; (3) To analyze the effect of Brand Trust on consumer Purchase Intention on Lombok VCO brand products, (4) To analyze the direct effect of Brand image on Purchase Intention through Brand trust as a mediating variable on Lombok VCO brand products.

## **Theoretical Foundation**

### **Brand Image**

Peter and Olson in Romadhoni (2015), Brand image is defined as consumer perceptions and preferences towards brands. The components that describe the image also reflect the various types of brand associations that exist. Although brand associations can occur in various types, but can be distinguished according to the classification of attributes and brand advantages. Brand image is a representation of the overall perception of the brand and is formed from information and past consumption experience. The brand image of a brand is relevant to the attitude that comes from the beliefs and preferences of a brand. Consumers who have a positive brand image perception will be more likely to make a purchase.

Pradesta (2014) states Brand image or brand description, which is a description of the association and belief in a particular brand from the view or research of consumers on a good or bad brand. This is based on consideration or selection by comparing the differences found in several brands, so that the brand offering according to needs will be selected. In a brand image contained several things that explain the brand as a product, the brand as an organization, and the brand as a symbol. Brand image can also be created from other factors. Brand images can be created for a very long time can also for a short time. This depends on the company itself on how to build a brand image and maintain it.

Ferrinadewi (2008) argues that brand image is a perception of a brand that is a reflection of consumer memory of its association with that brand. It can also be said that Brand image is a concept created by consumers because of subjective reasons and personal emotions. Therefore in this concept consumer perception becomes more important than the actual situation.

### **Brand Trust**

Brand trust is brand ability to be trusted (brand reliability), which is sourced from consumer confidence that the product can meet the promised value and is considered to have good intentions (brand intention). The concept of brand trust is based on consumer belief that a brand is considered to prioritize what is in the interests of consumers (Bastian, 2014)

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### **Purchase Intention**

Purchase Intention there is the stage where consumers evaluate the information received. Purchase Intention can be interpreted as the possibility that consumers will make certain product purchases. A customer's willingness to buy has a higher probability, even though the customer may not actually buy it. Purchase Intention is determined by the benefits and value felt by consumers (Wang and Tsai, 2014).

Purchase Intention can be interpreted as the possibility that consumers will buy certain products. In addition, it can also be interpreted as a plan from consumers to make an effort to buy. The customer's willingness to buy has a higher probability, even though the customer may not actually buy it. Purchase intention is determined by the benefits and value felt by consumers (Wang and Tsai, 2014).

Karina et al (2015) Brand Identity has a significant influence on trust. Trust has a significant effect on Purchase Intention. Brand Identity has no significant effect on Purchase Intention. Lien et al (2015) Brand image, perceived price, and perceived intention are 3 important determinants that directly influence Purchase Intention.



Chao & Liao (2016) Brand image influences consumer buying intentions when the behavior of the consul is included as a mediating variable, it is found that the relationship can mediate. Antoni et al, (2017) Brand image and brand trust influence consumer buying interest. Shah, et al (2011), Chiang & Jang (2007), Resmawa (2017) Brand Image, in general, has a positive influence on Purchase Intention.

## Hypothesis

Brand image (Brand image) is one of the factors that influence one's intention to make a purchase (Lin, 2017). Lin (2017) says that Brand image in general has a positive influence on Purchase Intention. A positive influence can be interpreted that the more positive the Brand image, the higher the purchase intention of consumers on products. From the results of research conducted by Joseph, the test results note that Brand image, in general, has a positive influence on Purchase Intention. So the proposed hypothesis is as follows:

H1: the stronger the degree of brand image, the higher the purchase intention related to the "Lombok VCO" brand product produced by the North Lombok Regency SMEs.

Brand image influences consumer purchasing decisions and is one of the key factors considered. It has shown that Brand image is an extrinsic cue for evaluating product quality, and results in a better brand image in the perception of high quality. Thus, when consumers' intrinsic cues or other attributes of a product cannot help consumers assess product quality, brand image is usually used as a basis for evaluation. Samuel et al. (2014) say that Brand Image influences consumer brand trust.

The results of the study by Wijaya et al (2015) show that the research has proven that it means that there is an influence of Brand image on Brand Trust. The results of this study are consistent with research conducted by Khan et.al (2015) which shows that Brand image has a positive impact on Brand Trust. Therefore, marketers must develop effective marketing communication programs that create a brand image to motivate customers to have trust in the brand.

The results of Trista's research (2014) show that brand image has a positive and significant influence on trust. So the proposed hypothesis is as follows:

H2: The stronger the degree of brand image the higher the brand trust related to the "Lombok VCO" brand product produced by the North Lombok Regency SMEs.

Consumer trust in brands influences buying interest because consumers have a more cautious attitude toward brands that are not yet known. The existence of a strong and positive relationship is significant overall Brand trust influences purchase intentions (Samuel et al, 2014).

Trust grows from the belief that there is a positive assessment of a person on a brand, product, company, and others. These values that will influence consumers in taking the next attitude. When the product brand does not match the positive value, consumers will tend to have a negative rating. Consumers also will not trust the brand or company and prefer to discourage buying or using the products/services produced if he gets a negative rating. Conversely, if the consumer believes in the positive value of a brand or company, then he will tend to use or decide to buy the product/service. (Trista, 2015). So the proposed hypothesis is as follows:

H3: the better the brand image, the higher the purchase intention related to the "Lombok VCO" brand product produced by the North Lombok MSMEs.

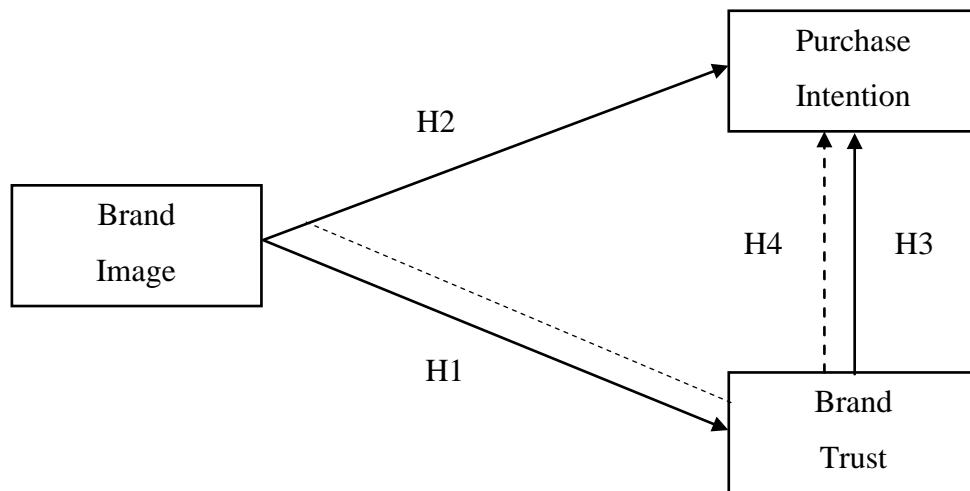
Through the Converse brand image that has been well adhered to, it is expected that brand trust will emerge from consumers. Customer trust in a brand (brand trust) is defined as the customer's desire to rely on a brand with the risks faced because expectations of the brand will lead to positive results (Rizan, 2012). Sweeney (in Setyaji, 2008) revealed that the purchase decision indicator is to buy or not buy related to confidence in buying and would not expect any problem which is the expectation of not getting the risk and consideration for getting benefits from the product. When a brand image that is positively attached to a brand is able to create brand trust in consumers,

The results of Adiwidjaja and Tarigan's research (2017) show that Brand Image has a positive and significant indirect effect on purchase intentions through Brand Trust. So the proposed hypothesis is as follows:

H4: the better the brand trust consumers, the better the brand image of consumers towards purchase intention related to the "Lombok VCO" brand products produced by the North Lombok Regency MSMEs.

### Conceptual Figures

The research conceptual framework is a concept in the form of a chart arranged systematically, used to provide a brief view of the object of research, so that from this research model the direction and purpose of the research will be known. The conceptual framework of this study is as follows:



**Figure 1. Conceptual Framework**

### RESEARCH METHOD

This research uses a quantitative approach and is included in the type of causality research. Causality research according to Ferdinand (2014: 7) is a research that wants to find an explanation in the form of a cause-effect relationship (cause-effect) between several concepts or several variables. The type of causal research used in this study is expected to analyze the presence or absence of influence from the Brand image variable on Purchase Intention using the Brand trust mediation variable.

The location of this research is North Lombok Regency, Lombok Island, West Nusa Tenggara Province, Indonesia. The reason the researchers took the location was because tourism in the area was developing so it could be an opportunity for the "Lombok VCO" brand MSME business unit in the area. Samples taken amounted to 90 respondents.

Alat data collection used was a questionnaire, ie the list of questions was distributed to consumers. In this study, researchers used Google forms as a medium for distributing questionnaires. This research uses analysis Partial Least Squares (PLS). PLS analysis is used according to the problem being studied, the number of conditions samples that are not large, and do not require normality requirements and other conditions strictly in accordance with a variety of parametric statistical approaches. PLS analysis can works, both on formative indicators and reflective indicators, where deep this research is in the form of reflective indicators. The point is as if the indicator as variables that are influenced by latent variables. This results when it occurs changes from one indicator will result in changes in other indicators in the same direction.

## RESEARCH RESULT

### Voc Overview In North Lombok

Virgin coconut oil is extracted from old coconut meat. In the trade it is called VCO (Virgin Coconut Oil). VCO is beneficial for health maintenance because it can increase High-Density Lipoprotein (HDL) and reduce Low-Density Lipoprotein (LDL); protect the growth from harmful microorganisms, because it contains lauric acid which can be changed by growing into monolaurin which is able to eradicate various types of dangerous pathogens such as bacteria, viruses, and fungi; lose weight, because it can increase the availability of energy in growing and reducing hunger; overcoming constipation or constipation, treating stomach ulcers, preventing irritation of the intestine, and improving the performance of the breeding system; maintain healthy teeth and mouth, because it can eradicate various bacteria in the mouth (Tajidan et al, 2019).

Pure coconut oil has become a trade commodity in various regions and is produced on a household business scale, including in Nias District, Lampung, Bengkulu, Yogyakarta (Peirera, 2019, Nabiu, et al., 2006, Dindy, 2006) in Tajidan et al. (2019) and produced in North Lombok Regency (Tajidan, et al, 2019). Various research results reveal that processing old coconuts into VCO produces added value and provides economic benefits for businesses.

The results of the study in Bengkulu City revealed that the added value obtained from VCO processing ranged from Rp2,082 / item to Rp2,576 / item (Nabiu, et al., 2006; Dindy, 2006) in Tajidan et al (2019) using the Hayami method concluded that the added value obtained by crafters as plasma is smaller than the added value obtained by the company as a core. Research conducted by Supanji and Endang (2016) in Natuna Regency in the 2014 harvest period. Using the Hayami method, it produced an added value of IDR 952 / liter from fresh coconut input and IDR 376 / liter from copra coconut.

In North Lombok Regency, 1 liter of pure VCO is sold at a price of 50 thousand Rupiah, to become 1 liter of pure VCO oil consumes 30-35 coconuts. While the second oil press is mixed with coconut oil 1 to make cooking oil which is sold for 10 thousand rupiah / 600 ML.

Pure VCO oil is famous for its multi-functional properties, including being a very super and natural antibiotic, an antioxidant that protects bones from potential damage and osteoporosis, decreases bad cholesterol levels in the body while increasing cholesterol Good HDL in the body, beneficial for pregnant women and breastfeeding mothers, and is useful for hair health.

### Description of Respondent Characteristics

VOC Consumers are male as many as 45 people with a percentage of 45.5% while VOC Consumers are female as many as 54 people with a percentage of 54.5%. This illustrates that the majority of VOC Consumers are Male.

VOC Consumers who have age less than 31 years are 26 people with a percentage of 26.3%, VOC Consumers who have ages between 31-40 years are 64 people with a percentage of 64.6%, VOC Consumers who have more than 40 years of age is as many as 9 people with a percentage of 9.1%. Therefore, it can be concluded that most VOC Consumers are still relatively mature in age. 34 people who have income levels smaller than Rp. 1.5 million with a percentage of 34.3%, consumers who have income levels between Rp 1.51 million - Rp 2.5 million are 53 people with a percentage of 53.5%, and consumers who have income levels greater than Rp 2.5 million are 12 people with a percentage of 12.1%. This illustrates that most VOC Consumers have adequate income which is located at the middle-income level.

### Description of Research Variables

#### Brand Image

Brand image is the thoughts and beliefs that the seller wants to create for consumers, so that the brand "Lombok VCO" is in the consumer's memory when seeing/remembering that brand in North Lombok Regency. The VOC Consumer response to each indicator statement item that received the lowest average answer from the Consumer was the second indicator, the Favorability of the Brand Association of 4.17 with a good category. This shows that the product "Lombok VCO"

is able to create a profitable brand association so that it can satisfy the needs and desires of consumers.

While the indicator that obtained the highest average answer from consumers was the third indicator related to the Uniqueness of the Brand Association of 4.34 with a very good category. This shows that the "Lombok VCO" product is unique to its brand so that it becomes a reason for consumers to choose the product.

The average total of Brand Image based on Consumer responses is 4.26 with very good criteria, meaning that the thoughts and beliefs that have been shaped by sellers to consumers make the "Lombok VCO" brand stick in consumers' memories when seeing/remembering the brand in Lombok Regency North.

### **Brand Trust**

Brand trust is the ability of the brand product "Lombok VCO" to be able to instill confidence in consumers and stem from consumer confidence that the product can meet the promised value and is considered to have good intentions. The VOC Consumer response to the Brand Trust that obtained the lowest average answer from the Consumer is the first indicator, namely Problem Solving (Commitment to overcome complaints) of 4.26 with a very high category. This shows that the producer of the product "Lombok VCO" has a commitment to receive advice and criticism from consumers in order to make their products better.

While the Indicator that obtained the highest average answer from the Consumer was the second indicator related to Satisfaction (4.52) with a very high category. This shows that the producers of "Lombok VCO" products are able to give satisfaction to consumers.

The average total of Brand Trust based on Consumer responses is 4.39 with a very high category, meaning that the "Lombok VCO" brand product has been able to instill confidence in consumers so that it becomes consumer confidence that the product can meet the promised values in the benefits provided in its use.

### **Purchase Intention**

Purchase Intention there is respondents response to the stage where consumers evaluate the information received about the "Lombok VCO" brand product so that it has the possibility of making a purchase of the product. The VOC Consumer response to each Purchase Intention statement item that obtains the lowest average answer from the Consumer is the third and fourth indicator namely preferential Interest and Explorative Interest of 4.25 with a very high category. This shows that consumers have a tendency to describe someone who has a primary preference on "Lombok VCO" brand products and has a tendency to buy "Lombok VCO" brand products.

While the Indicator that obtained the highest average answer from the Consumer was the first indicator relating to transactional interest of 4.40 in the very high category. This shows that consumers have a tendency to buy "Lombok VCO" brand products.

The average total of Brand Image based on Consumer responses is 4.32 with very good criteria, meaning that consumers have a very high possibility to make purchases of "Lombok VCO" brand products.

### **PLS Analysis Results**

To determine the level of significance of the path coefficient, the value of t (t-value) and the level of significance (p-value) generated by running the Bootstrapping algorithm is used to determine whether or not the hypothesis is accepted. At the 0.05 significance level. The results of the significance level test can be seen in Figure and Table 1.



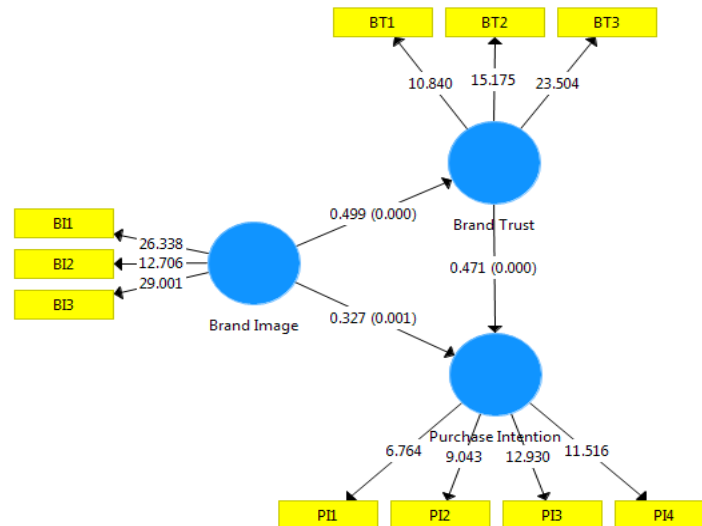


Figure 1. Bootstrapping Test Results on SmartPLS

Table 2. Model Structural Test Results

Influence Between Variables	Coefficient	T-Statistics	P-value	Information
<i>Brand Image (X1) -&gt; Brand Trust (Y1)</i>	0.499	4,947	0,000	Significant
<i>Brand Image (X1) -&gt; Purchase Intention (Y2)</i>	.327	3,368	.001	Significant
<i>Brand Trust (Y1) -&gt; Purchase Intention (Y2)</i>	.471	5,668	0,000	Significant

The results of the significance of the image smartPLS output can be seen below,

Table 2. summarizes the results of hypothesis testing with the PLS approach. The path coefficient value obtained from SmartPLS output can be seen in Appendix 5. Based on the above table it can be seen that:

1. Brand Image has a positive and significant effect on VOC Consumer Purchase Intention of 0.327 with a significance level of 0.001 (<0.005), so it can be concluded that the first hypothesis is accepted.
2. Brand Image has a positive and significant influence on Brand Trust of 0.499 at a significance level of 0,000 (<0.005), so it can be concluded that the second hypothesis can be accepted.
3. Brand Trust has a positive and significant effect on VOC Consumer Purchase Intention of 0.471 at a significance level of 0,000 (<0.05), so it can be concluded that the third hypothesis can be accepted.
4. Brand Image has a positive and significant effect on VOC Consumer Purchase Intention through Brand Trust of 0.235 at a significance level of 0,000 (<0.05), so it can be concluded that the fourth hypothesis can be accepted.

## DISCUSSION

### Effect of Brand Image towards Purchase Intention

The results showed that Brand Images significantly influence VOC Consumer Purchase Intention. Brand Image perceived by VOC Consumers has a direct effect on increasing Consumer Purchase Intention related to VOC products in North Lombok. Brand image is one of the factors

that influence one's intention to make a purchase (Lin, 2017). Lin (2017) says that Brand image in general has a positive influence on Purchase Intention. A positive influence can be interpreted that the more positive the Brand image, the higher the purchase intention of consumers on products. From the results of research conducted by Joseph, the test results note that Brand image, in general, has a positive influence on Purchase Intention.

### **The Effect of Brand Image on Brand Trust**

The results showed that Brand Imagesignificant effect on Brand Trust. Brand Image perceived by VOC Consumers directly influences in increasing Consumer Brand Trust related to VOC products in North Lombok. Research conducted by Shah et.al., (2012) can be seen that people's buying intention towards a product is influenced by Brand Image. The same thing is also explained by Wijaya (2013) which shows that improving the quality of brand image is one of the best strategies to increase the number of new consumers while maintaining existing customers.

The results of this study are consistent with the results of research conducted by Samuel et al. (2014) that Brand image influences consumer brand trust. The results of the study by Wijaya et al (2015) show that the research has proven that it means that there is an influence of Brand image on Brand Trust. The results of this study are consistent with research conducted by Khan et.al (2015) which shows that Brand image has a positive impact on Brand Trust. The results of Trista's research (2014) show that brand image has a positive and significant influence on trust.

### **The Influence of Brand Trust on Purchase Intention**

The results showed that the Brand Trust significant effect on Purchase Intention. Brand Trust can increase Consumer Purchase Intention regarding VOC products in North Lombok. Consumer trust in the brand (Brand Trust) is also believed to influence consumer purchase behavior intentions. As explained by Shah et.al., (2012) and Bouhleb et.al., (2011), which has shown that brand trust is a very important indicator to increase consumer purchase intentions for a product. Anggitasari (2016) found that brand image has a positive effect on buying interest and brand trust has a positive effect on buying interest.

Brand trust influences purchase intentions (Samuel et al, 2014). Consumer trust in brands influences buying interest because consumers have a more cautious attitude toward brands that are not yet known. There is a strong and positive significant overall relationship

Trust grows from the belief that there is a positive assessment of a person on a brand, product, company, and others. These values that will influence consumers in taking the next attitude. When the product brand does not match the positive value, consumers will tend to have a negative rating. Consumers also will not trust the brand or company and prefer to discourage buying or using the products/services produced if he gets a negative rating. Conversely, if the consumer believes in the positive value of a brand or company, then he will tend to use or decide to buy the product/service. (Trista, 2015).

### **The Effect of Brand Trust on Purchase Intention through Brand Image**

The results showed that Brand Imagesignificant effect on Purchase Intention mediated by Brand Trust. Brand Image can increase Consumer Purchase Intention related to VOC products in North Lombok by being mediated by the Brand Trust variable. Through the Converse brand image that has been well adhered to, it is expected that brand trust will emerge from consumers. Customer trust in a brand (brand trust) is defined as the customer's desire to rely on a brand with the risks faced because expectations of the brand will lead to positive results (Rizan, 2012). Sweeney (in Setyaji, 2008) revealed that the purchase decision indicator is to buy or not buy related to confidence in buying and would not expect any problem which is an expectation not to get risk and consideration for getting benefits from the product. When a brand image that is positively attached to a brand is able to create brand trust in consumers, consumers will have to consider risks in a positive direction that affects consumers to ultimately make a purchase. The results of Adiwidjaja and Tarigan's research (2017) show that Brand Image has a positive and significant indirect effect on purchase intentions through Brand Trust.

## CONCLUSION

The conclusions from the research that can be drawn are:

1. Brand image significantly influence consumer Purchase Intention on "Lombok VCO" brand products
2. Brand image significant influence on Brand trust of consumers of the "Lombok VCO" brand product.
3. Brand Trust significant effect on Purchase Intention on the "Lombok VCO" brand product.
4. Brand image Significant direct effect on Purchase Intention through Brand trust as a mediating variable on "Lombok VCO" brand products.

## MANAGERIAL IMPLICATIONS

In general, the results of this study prove the effect of Brand Image on Purchase Intention related to VOC products in North Lombok through Brand Trust so that the following are suggested to related parties:

1. Government. Assistance cooperation in the framework of VCO agroindustry development as far as possible can be carried out if it has already been carried out, it is necessary to continue so that community business groups benefit and increase income from productive economic business activities.
2. Community and Society of MSME Performers. Bad impression is embedded in coconut oil, because it is considered to contain high saturated fat. In fact, it has been proven that the content of coconut oil can be processed and even beneficial to health by making it a VCO. This should be stretched to continue to be conveyed through various social media so that consumers' understanding of VCO products becomes better so that their interest becomes higher.

## THEORY IMPLICATIONS

The results of this study have proven that Brand Image influence Purchase Intention both directly and indirectly through Brand Trust related to VOC products in North Lombok. The results of this study are in line with studies conducted by Adiwidjaja and Tarigan (2017) research showing that Brand Image has a positive and significant indirect effect on purchase intentions through Brand Trust. The results of this study can be used as a reference in the study of the relationship between Brand Image and Brand Trust with Purchase Intention.

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