THE EFFECT OF ADVERTISING, BRAND TRUST, AND BRAND IMAGE TO PURCHASE INTENTION
(A STUDY ON INDIHOME INDONESIA CUSTOMERS IN MALANG)

By:
Harleyanto Dibyo Prakoso

Supervisor:
M. Abdi Dzillkhram W, S.E., M.M

ABSTRACT
This study aims to examine the effect of advertising, brand trust, and brand image toward purchase intention of Indihome customer in Malang. The research is explanatory research, which explains the causal relationship between the variables through hypothesis testing. The data collection technique of this study uses questionnaires.

This study used 150 samples who ever used Indihome product. The sampling technique used was purposive sampling and the research instruments were tested using the validity test, reliability test, hypothesis test, Partial Linear Square (PLS) analysis technique to analyze the data. The result from this study showed that the variable of advertising, brand trust, and brand image provides good value, and each of them made a positive and significant effect on purchase intention.

Keywords: Advertising, Brand Trust, Brand Image, and Purchase Intention.

ABSTRACT
Tujuan dari penelitian ini adalah untuk menguji pengaruh Periklanan, Kepercayaan Merek, dan Citra Merek terhadap Niat Pembelian dari pelanggan Indihome kota Malang. Penelitian ini merupakan penelitian explanatory yang menjelaskan hubungan kausal antara variabel melalui pengujian hipotesis. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner.

Penelitian ini menggunakan 150 sampel yang pernah menggunakan produk Indihome. Teknik pengambilan sampel menggunakan purposive sampling dan instrument penelitian diuji dengan menggunakan Uji Validitas, Uji Reliabilitas, Uji Hipotesis, Partial Linear Square (PLS) untuk menganalisis data. Hasil dari penelitian ini menunjukkan bahwa variable Periklanan, Kepercayaan Merek, dan Citra Merek memberikan nilai yang baik dan masing-masing berpengaruh positif dan signifikan terhadap niat pembelian.

Kata Kunci: Periklanan, Kepercayaan Merek, dan Citra Merek, Niat Pembelian.
INTRODUCTION

Along with the rapid progress of the times and increasing human needs, especially in the fields of technology, information, and communication, it encourages consumers to increase the intensity of the use of technology in daily needs. Information and communication technology, which was initially very limited in supporting daily needs, now has become an inseparable part or a necessity in life. Fulfillment of information needs that were initially limited can be obtained from printed information media, both magazines and newspapers but as time progressed now it can be obtained through electronic information media, both radio, and television.

The development of information technology started through media correspondence, and then developed through coin telephone media or home phones, and continued to cordless mobile phones better known as mobile phones. In line with the development of information and communication, currently, the fulfillment of these needs can be obtained through modern media, namely by utilizing the development of internet technology.

Interconnected network or the internet is one of the developments in information and communication technology that offers a side of sophistication, practicality, and convenience. Unlimited information and increasingly easy access in modern times followed by the development of information technology makes every individual curiosity answered and communication goes well. Starting from companies, governments, organizations, and Indonesian society, all of them use computers, gadgets, and the internet to access information and communicate with other people throughout the world. According to (APJI), from year to year internet users experiencing a significant increase, it certainly can make information and telecommunications service provider companies compete to provide information and telecommunications services with the best facilities to attract the attention of the Indonesian people.

PT. Telekomunikasi Indonesia (Telkom) is one of the company’s telecommunication service providers. Fulfillment of internet technology needs is answered by the development of product-based internet access; one of its products is Speedy, which has evolved into Indihome (Indonesia Digital Home). Malang City is one of the cities with the largest number of Internet users and also the city where many internet service providers open their businesses in Malang. It is because Indihome sees opportunities that the majority of the people are users of information and communication technology. The market is controlled by Indihome as market leader with a percentage of 55%. The data proves the existence of Telkom in providing services have gone through several developments, from only fixed line providers to service providers. The internet uses copper cable until it develops into Indihome (Internet Digital Home) which means providing three direct services with one sophisticated fiber cable, namely the internet, cable TV, and digital home phone.

Indonesia Digital Home or Indihome is one of the service products from PT. Telekomunikasi Indonesia and it is a package of communication and data services such as home telephone (voice), internet (Internet on fiber or high-speed internet), and interactive television services (Usee TV Cable, IP TV). Based on those services, Telkom labels Indihome as three services in one package (3-in-1) because customers also get TV shows and telephone lines. Indihome package is also equipped with content such as digital music portal services. Since the launching of Indihome, Speedy loyal customers have been asked one by one to proceed to Indihome, because the Speedy trading service will soon be terminated in 2015. Indihome was officially launched in early 2015. Indihome is also one of the main programs of the Telkom project. In its implementation, Telkom cooperates with several communication technology developments to build a digital concept house. Indihome services can only be applied to homes in the region where fiber optic networks are available from Telkom and areas that still use copper cables.

The number of customers who used Indihome from January 2015 to August 2016 tended to decline despite several times the number of customers increased in certain months. This certainly can be used as evidence that Indihome's brand over the past two years has declined. The decline in the number of new customers who make installations certainly does not necessarily occur. These are some examples of the effects of ineffective advertising and low brand trust and a declining brand image. Along with this, the level of purchasing intention has decreased because when customers feel dissatisfied with
Indihomebrand, they tend to look for alternatives and move to other providers.

LITERATURE REVIEW

Advertising
Advertising is any form of non-personal presentation and promotion of ideas, goods, or services by individual sponsors that must be paid (Kotler and Keller, 2007) while Shimp, (2003) defined advertising as an indirect process of persuasion, which is based on information about excess a product that is arranged in such a way as to create a sense of fun that will change people's minds to take action or purchase so according to the researcher what is meant by advertising here is an activity that is used by a person or group of people to influence and direct others thought to a particular purpose. According to Tjiptono (2001), advertising can be used effectively to build a long-term image of the product and company and can also trigger immediate purchases. Advertising is also used to educate and build brand preferences. Current advertising is also a competition for each product brand to lower rival products. Many advertisements attack competing products and display competitor products vaguely and notify their weaknesses. In addition, advertising is also an entertainment facility which is displayed attractively by giving funny animation and delivery.

Brand Trust
Trust is built because there are other parties hope will act according to the needs and desires of consumers. When someone trusts another party, they are sure that expectations will be fulfilled, and there will be no more disappointment according to (Ryan, 2002) while Lau and Lee, (1999) stated that trust in the brand is the consumers willingness to trust the brand with all the risks due to promised expectations by brands in providing positive results for consumers. Brand trust can be realized if a product has met the expectations and needs of consumers, where they will be satisfied with the product. Trust will arise if consumers have felt satisfaction because they have consumed or used a product with a certain brand. Consumers who feel comfortable and believe because of a product, it will not be easy to leave or replace the product with another brand of product. Therefore, the brand also plays an important role in becoming the identity of the product. A brand must be able to give confidence to consumers that the brand is truly trustworthy. With the construction of a brand trust by a company, the community will be sure that the products issued by the brand will be able to meet their needs and desires.

Brand Image
Every product sold on the market has its image in the eyes of its consumers who are deliberately created by marketers to distinguish it from competitors, according to Kotler and Keller, (2006). Brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. Such associations can appear in the form of certain thoughts or images that are associated with a brand, as well as when someone thinks about someone else. The association can be conceptualized based on type, support, strength, and uniqueness. Types of brand associations include attributes, benefits, and attitudes. Attributes consist of attributes related to the product, such as price, user, and usage image. Benefits include functional benefits, symbolic benefits, and benefits based on experience (Shimp, 2003). A product that can maintain its image so that it is better than competitors will get a place in the hearts of consumers and will always be remembered.

Purchase Intention
According to Howard, (1994), purchase intention is closely related to consumers’ plans in making the actual purchase in a certain period. Purchase intention also can be described as the urge or motivation arising from consumers’ minds to purchase a particular brand after they evaluate it before deciding to make any purchase based on their needs, attitudes, and perceptions towards the brands (McCarthy and William, 2002; Durianto and Liana, 2004; Madahi and Sukati, 2012). In marketing a brand, purchase intention is considered as a crucial factor to know and predict the consumer’s behaviour (Durianto and Liana, 2004). It is also proven by some researches (Pi et al, 2011; Pavlou and Gefen, 2004) that purchase intention acts as an important factor influencing the actual final purchase and may lead to repeat buying in the future. Tariq et al, (2013) argued that purchase intention is a multi-step process. First, consumers collect any related information regarding their desired brand. Afterward, they will start to evaluate it by using its attributes since they have experienced the product and have complete product knowledge about the product. If the product suits them, they will repurchase in the future.
Hypothesis
H1: Advertising has influence on Indihome customer’s purchase intention.
H2: Brand trust has influence on Indihome customer’s purchase intention.
H3: Brand image has influence on Indihome customer’s purchase intention.

RESEARCH METHOD
This study used 150 samples who ever used Indihome product. The sampling technique used was purposive sampling and the research instruments were tested using the validity test, reliability test, hypothesis test, Partial Linear Square (PLS) analysis technique to analyze the data. The result from this study showed that the variable of advertising, brand trust, and brand image provides good value, and each of them made a positive and significant effect on purchase intention.

RESULTS AND DISCUSSION
PLS Analysis-Structural Model (Outer Model)

Convergent Validity
Values loading factor, which is > 0.7, can be said to be valid, but the rule of thumbs in interpreting the loading factor values of > 0.5, can be said to be valid. From this table, it is known that all the loading factor values of the indicator Advertising (X1), Brand Trust (X2), Brand Image (X3), and Purchase Intention (Y) are greater than 0.7, this shows that the indicators are valid.

Discriminant Validity
Based on the value of cross loading, it can be seen that all the indicators making up each of the variables in this study (values in bold) meets discriminant validity because it has the greatest value for the variable of outer loading and not on other variables. Thus, all of the indicators in each of the variables in this study have met the discriminant validity.

Composite Reliability
AVE value for the four constructs is greater than 0.5. Thus, it can be concluded that the evaluation of the measurement model has good discriminant validity. Besides testing the construct validity, reliability test is also performed by constructing the measurement on the test criteria, which are composite reliability and Cronbach alpha of blocks. Construct is declared reliable if the value of composite reliability and Cronbach alpha are above 0.70. Therefore, it can be concluded that the construct has good reliability.

Structural Model (Inner Model)

R-Square
The value of Purchase Intention variable (Y) is affected by Advertising (X1), Brand Trust (X2), and Brand Image (X3) by 53.53%, while other variables outside the study influence the remaining 46.47%.

Predictive Relevance
From the results of these calculations, it is known that the value of Q2amounted to 0.5353, meaning that, the amount of data from a diversity of research can be explained by the structural model which is designed to reach 53.53%, while other factors outside the model explain the remaining of 46.47%. Based on these results it can be said that the structural model in this study is quite good because it is closer to the value of 1.

Hypothesis Testing
H1: Advertising has a directly and significantly positive influence on Purchase Intention.
Advertising variable has values to Purchase Intention with a path coefficient of 0.249 and T-statistic 2.328. Meanwhile, the T-statistic value is greater than T-table (1.960) or p ≤ 0.05%.
From the above results, it is noted that H0 is rejected and H1 is accepted, meaning that the first hypothesis is accepted. Therefore, Advertising has a positive influence directly and significantly to Purchase Intention.

H2: Brand Trust has a directly and significantly positive influence on Purchase Intention.

From the results of data processing using SmartPLS, the researcher obtained samples of the original value (O), which is the value of path coefficients and the value of T-statistics to show its significance. The second hypothesis on testing results shows that the variable relationship between the Brand Trust and Purchase Intention shows path coefficient value of 0.304 with a value of t-statistic of 2.603. The value is greater than T-table (1.960) and has a significant p of ≤ 0.05%. From the above results, it is noted that H0 is rejected and H1 is accepted, which means that the second hypothesis is accepted. This means that Brand Trust has a directly and significantly positive influence on Purchase Intention.

H3: Brand Image has a directly and significantly positive influence on Purchase Intention.

Brand Image has a positive influence on Purchase Intention with a path coefficient of 0.264 and 3.023 for T-statistical, which is greater than T-table (1.960) and a significant p of ≤ 0.05%. From the above results, it is noted that H0 is rejected and H1 is accepted, which means that the third hypothesis is accepted. Therefore, the Brand Image has a directly and significantly positive influence to Purchase Intention.

CONCLUSION & SUGGESTIONS

Conclusions
This research is conducted to determine which variables that have significant influence on Purchase Intention. In this research, the independent variables used are Advertising, Brand Trust, and Brand Image variables. While the dependent variable used is Purchase Intention.

Based on the problems that have been formulated and the analysis as well as hypothesis testing having been done in the previous chapter, the research conducted can be concluded as follows.
1. The results of the study show that advertising has a significant effect on purchase intention. It is because advertising is the ability of the potential consumer to recall and recognize certain brand rather than the other competitor brands.
2. The results of the study show that brand trust has a significant effect on Purchase Intention. This proves brand trust is the feeling that consumers have as a result of their interaction with a brand, which is based on the perception that the brand is reliable and responsible for the interests and safety of consumers.
3. The results of the study show that Brand Image has a significant effect on Purchase Intention. It can be concluded brand image are the promise of sellers to consistently provide certain features, benefits, and services to buyers, not just symbols that differentiate certain company products from their competitors and proves that Indihome have good brand image.

Suggestions
Based on the conclusions above, some suggestions can be used for the useful purpose of the internet service provider business and the other researcher. They are described as follow.

To Indihome and other internet service provider companies.
1. For the Indihome company and other internet service provider company, it is expected that the company can maintain and improve services to Advertising, Brand Trust, and Brand Image. Most customers agree that Indihome has a good reputation, but the competition of the fixed broadband market is fierce. It will become a challenge for Indihome to maintain and keep loyalty as time goes by. It can be done by doing more promotion in term of advertisement, creating innovation, and making a new and unique product. Hopefully, the customers’ Purchase Intention will increase.
2. For the Indihome company and other internet service provider company, the company should intensively conduct advertisements through social media, because with social media potential consumers can see the product and its superiority. To boost sales of the product, it is better to keep up to date with creative advertising, because nowadays always use social media to interact with each other and get some information through social media.

For the next researchers.
1. The next researchers who are interested in studying advertising, brand trust, and brand image to purchase intention can do similar research using another measurement.
2. Further researchers are also advised to involve more research objects so that the results can be generalized in a wider group of objects.

3. This research only uses one company; therefore, the next researches are expected to expand the number of samples that will be used, so the description of the results will be closer to the actual conditions.


Pemodelan Persamaan Struktural Dengan Partial Least Square.


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