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THE IMPACT OF BRAND EQUITY AND BRAND TRUST TOWARDS PURCHASE INTENTION THROUGH BRAND PREFERENCE

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Abstract

The high demand for bottled water makes the growth of bottled water industry growing rapidly. This is marked by the number of brands of bottled water that makes competition in the bottled water industry more intense. This study aims to determine the direct and indirect effect of brand equity and brand trust on buying interest through brand preference in bottled water consumers in Tangerang City. The sample used is 170 respondents from society of Tangerang City which is determined using purposive sampling method. Data collection was done by distributing online questionnaires to respondents. This research is a quantitative research using structural equation model (SEM) data analysis method. The results of this study indicate that brand equity has a positive and significant effect on buying interest, either directly or indirectly through brand preference. Directly, brand trust has a positive but insignificant effect on buying interest. Simultaneously, brand equity and brand trust have a positive and significant effect on buying interest through brand preference.

INTRODUCTION

Branding is an essential element in marketing strategy which can influence consumer buying interest (Wijanarko, 2014). Brand is a distinguishing name and symbol with the intention of identifying goods and services from a seller or a group of sellers (Aaker, 2008). A healthy brand can lead to purchase intention, i.e. consumer's plan to buy a particular product accompanied by a commitment that the product is good and positive (Schiffman & Kanuk, 2007 in Amelia, 2016).

The value of the benefits of a brand can be measured through brand equity, which is a set of assets and liabilities owned by a brand because the value that can be given to consumers (Aaker in Wijanarko, 2014). A good Brand equity will encourage the feelings, thoughts, and attitudes of consumer's leads to consumer buying interest (Latwal & Sharma, 2012).

According to Aaker in Gunawardane (2015), brand equity can be measured through brand awareness, brand association, perceived quality, and brand loyalty. Brand equity has an important role in influencing consumer buying interest. Based on previous research, common brand equity factors used and influential on buying interest include brand awareness, brand association, perceived quality, and brand loyalty (Latwal & Sharma, 2012).

Strong brand equity will lead to consumer confidence in a brand (brand trust). In business competition, companies must be able to produce products that can meet the needs and desire of consumers in order to create customer trust that will generate interest in purchasing (Adji, 2014). Consumer confidence in a brand will have an impact on consumer interest in making purchases (Dharmayana & Rahanatha, 2017). Brand trust is a consumer perception that feels secure and believes in the benefits of using a product (Samuel & Lianto, 2014).

Another factor that can encourage the creation of buying interest is brand preference. Brand preference is a consideration that consumers get by comparing one product with other product (Dharmayana & Rahanatha, 2017). The more preferable a brand is, the higher the probability of consumers purchasing the product from that brand (Buil, Martinez, & Chernatony, 2013).

In Indonesia, bottled drinking water is already familiar and very accessible to the public (Kresna, 2016). This is supported by data from the Association of Indonesian Bottled Drinking Water Companies (ASPADIN) in 2015. The total national production of bottled drinking water reaches 25 billion liters. Of that amount, as much as 60 percent or 15 billion liters consumed in Jabodetabek and the rest spread throughout Indonesia.

Increasing demand for drinking water in a booster is driven by several factors. The first factor is the growth in demand for bottled water in proportion to the growing population of Indonesia each year. Other factors that encourage increased demand for bottled drinking water are the increasingly difficult access to clean water and poor water quality for drinking water, especially in city areas such as Jakarta and surrounding areas, leaving communities to start conventional ways to meet drinking water needs and to choose consuming bottled drinking water. This can be proved by 2016 data stating that poor water quality in Jakarta makes 9.6 million residents of Jakarta and surrounding areas consume bottled drinking water. At least, in a day it takes about 15 billion liters of water to meet the needs of bottled mineral water for the Jabodetabek residents (Kresna, 2016).

Indonesia's economic condition continues to grow with the increase of Gross Domestic Product (GDP) from year to year also helped increase people's purchasing power and the increasing of middle income class. (marketeers.com, 2015). The facts support the phenomenon that people do not hesitate to spend more to consume mineral water in packs that have better quality than drinking water by conventional means.

In volume, bottled drinking water consumption accounts for about 85% of total soft drinks in Indonesia, where nearly half of market share in Indonesia is still dominated by the first bottled water pioneer Aqua. The market condition of bottled drinking water in Indonesia, dominated by one brand (Aqua), shows the company's success in building branding strategy that influences consumer purchase intention to prefer Aqua product compared to

other products. Nevertheless, the market now is quite segmented as new player come entered the market, such as Danone Group which acquired Aqua, PT Coca Cola which acquired Ades, and PT Asahi Indofood Beverage Makmur who acquired the Club. Another example of new companies entering the bottled drinking water business in 2015 is PT Charoen Pokphand Indonesia Tbk. with the frozen brand (marketeers.com, 2015).

Based on data from Goldman Sachs 2015 Aqua as a pioneer of bottled drinking water products in Indonesia still dominate market share up to 46.7% (reduced from 55% in previous decade) amid tight competition of national bottled drinking water market with many other brands (marketeers.com, 2015). This indicates that opportunities for new competitors in the bottled drinking water business persist, depending on the marketing strategy of each company in marketing their products.

Based on the above mentioned background, the research objectives of this study are:

1. To know how brand equity influences the purchase intention of bottle drinking water consumers in Tangerang.
2. To know how brand trust influences the purchase intention of bottle drinking water consumers in Tangerang
3. To know how brand equity influences the purchase intention through brand preference of bottle drinking water consumers in Tangerang
4. To know how brand trust influences the purchase intention through brand preference of bottle drinking water consumers in Tangerang
5. To know how brand equity and brand trust influence the purchase intention of bottle drinking water consumers in Tangerang
6. To know how brand equity and brand trust influence the purchase intention through brand preference of bottle drinking water consumers in Tangerang

LITERATURE REVIEW
Brand Equity

Brand equity is a set of brand assets and liabilities associated with a brand, name, symbol, which can increase or decrease the value provided by a product or service, both to the company and to the company's customers. (Aaker in Gopal & Sharma, 2012)

The value of brand equity can be reflected from the consumer's perception, way of thinking and acting toward a brand, and the purchase decision of that brand. If the customer is not interested in a brand and buys because of product characteristics, price, convenience, and with little regard for the brand, the likelihood of brand equity is low. Whereas if customers tend to buy a brand even though the rest of the competitors who offer superior products, for example in terms of price and practicality, then the brand has a high value of equity.

The identification of a customer-based brand can be interpreted as a consumer's response to that brand. A brand can be said to have positive customer-based brand equity if the consumer reacts more favorably to a particular product.

On the other hand, a brand can be said to have negative customer-based brand equity when consumers react less favorably to marketing activities in the same situation.

According to Aaker in Wijanarko (2014), Brand Equity can be grouped into five elements:

Brand Awareness

Brand awareness is the ability of a consumer to be able to recognize, recognize, and remember a brand on a particular product category. Brand awareness can be useful for a company to deliver the value of a product to a consumer. Brand awareness is an important element that directly affects the brand equity of a product. If consumer awareness of a brand is low, then its brand equity will also be low and consumer identification of the brand will also be negative.

According to Aaker (1991) in Latwal & Sharma (2012), brand awareness has four levels: Top of Mind, Brand Recall, Brand Recognition, and Brand Unware. In addition to brand recognition and brand recall, other indicators of brand awareness include top of mind, brand dominance, brand knowledge, and brand opinion.

Based on previous research, indicator of brand awareness that researchers use in this research are Brand Recognition, Brand Recall, and Top of Mind.

Brand Association

According to Widjaja, Wijaya, and Jokom (2007) the brand association is another important thing in the brand association is the association that shows the fact that the product can be used to express lifestyle, social class, and professional roles or who can express associations that require product applications and the types of people using the product, the distributor channel that sells the product or the salesperson. Brand association reflects a brand's image of a particular impression in relation to customs, lifestyles, benefits, product attributes, geography, prices, competitors, celebrities, and so on (Aaker, 2008).

It can be concluded that brand association is all the impression that there is a mind of a consumer related to his memory of a particular product brand. Impression on a brand will increase with the increasing number of consumer experiences in consuming a brand and is supported by a network association of brand marketing.

According to Santoso and Cahyadi (2014), brand association can be measured through three categories: brand attributes, brand benefits, and brand attitudes. In the category of brand attributes there are also indicators of promotion value and competitive price to measure brand association. Indicators of brand association assessed that can be adapted and used in this study include: Brand Attributes, Promotion Values, and Competitive Price.

Perceived Quality

Perceived quality is the perception and judgment of the customer of the overall quality of a product deemed important by the customer and in accordance with customer expectations (Gunawardane, 2015). According to Gunawardane (2015), perceived quality indicators include product performance, value add features, service quality, quality perception, and innovation.

Meanwhile, according to David A. Garvin in Santoso and Cahyadi (2014), perceived quality can be measured through 7 indicators, namely performance, features, conformance specification, reability, durability, serviceability, and fit and finish. In this study, perceived quality was measured using four indicators according to David A. Garvin in Santoso and Cahyadi (2014): Performance, Features, Realibility, and Durability.

Brand Loyalty

Aaker (1991) in Santoso and Cahyadi (2014) define brand loyalty as defining brand loyalty as a measure of how consumer bonds with brands. Brand loyalty reflects whether consumers will change attitudes toward other brands due to price or feature changes. Brand loyalty will determine brand equity.

According to Aaker in Muhammad and Abdurachman (2009), brand loyalty can be divided into several levels, namely: Switcher, Habitual Buyer, Satisfied Buyer, Likes The Brand, Committed Buyer.

Kotler and Keller (2006) in Santoso and Cahyadi (2014) measure brand loyalty through repeat purchases, retention and referrals. Meanwhile, Jalilvand (2011) in Santoso and Cahyadi (2014) measured brand loyalty through consumers' first choice, preference, and willingness to shift to other brands. Agusli and Kunto (2013) measures brand loyalty through positive wording, recommendation, and repeated usage towards a brand.

Based on the description above, the indicators used to measure brand loyalty in this study include: Repeat Purchase, Retention, First Choice, and Recommendation.

Prietary Brand Assets

Four elements of brand equity beyond other brands' assets are known by the major elements of brand equity. The fifth brand equity element will be directly affected by the quality of the four key elements.

Brand Trust

Brand trusts are the average willingness of the consumer to depend on the ability of a brand to execute all its uses and functions (Chaudhuri & Holbrook, 2001 in Deari & Balla, 2013). Brand trust is brand reliability, which comes from consumer confidence that the product is capable of meeting the promised value and brand intention based on consumer belief that the brand is able to prioritize the interests of the consumer (brand name) Delgado in Bastian, 2014).

Brand trust will be created if there is a good interaction between parties who bind themselves in transactional relationships. Brand trusts have an important role in maintaining good relationships over the long term. Therefore, it is important for a company to build consumer confidence

through the suitability between benefits with product descriptions offered to consumers.

McKnight et al (2002) in Adji (2014) states that there are two dimensions of brand trust, namely:

Trusting Belief

Trusting belief is the extent to which a person believes and believes in others in a situation. Trusting belief is the perception of a trusting (consumer) party to a trusted party (seller) in which the seller has characteristics that will benefit the consumer. There are two elements that are considered able to build trusting belief in this research, benevolence and integrity.

Trusting Intention

Trusting intention is a deliberate thing in which a person is ready to depend on others in a situation. Trusting intention is based on one's cognitive beliefs to others. There are two elements that can build trusting intention, willingness to depend and subjective probability of depend

Brand Preference

Brand preference is the attitude of consumers who prefer a product brand based on experience in using the brand compared with other similar brands (Wang & Yang, 2010 in Dafiq & Widiyanto, 2016). Brand Reference is a belief in information received by consumers that will affect its behavior to choose a particular brand to buy (Sutisna, 2011 in Fendy, 2013).

Brand preference is the tendency of consumers to choose one brand based on their own habits and experience, as well as external information related to the brand. If the preferred brand is difficult to obtain, the existence of other brands of similar products is still acceptable.

A strong brand preference makes a brand can survive for a long time even though the scope of competition similar products increasingly tight with the increase of other brands (Soenyoto, 2015). Based on previous research (Fendy, 2013), brand preference is influenced by the brand equity of a product. The better the brand equity of a product will create a brand preference for the product that leads to purchase interest (purchase intention). According to Sutisna (2011) in Fendy (2013), brand preference can be measured through two dimensions, internal preference and external preference.

Purchase Intention

Interests are part of psychological factors that have an influence on behavior and interest is also a source of our motivation to do or buy something. According to Susanto (2007) that individuals in taking decision to buy goods influenced by two factors, namely external factors and internal factors.

Purchase intention by Kotler and Keller (2012) is a process used to evaluate consumer purchase decisions. Durianto (2011) reveals that buying interest is the desire of individuals to buy a product, buying interest usually arises when the consumer is affected by the quality and price of the product. Simamora (2011) believes buying interest arises because of the belief in the product as well as the accompaniment with the ability to buy the product and

buying interest can also arise based on the experience of someone who is trusted as well as the advertising factor and the urgent need in using the product.

From some of the above opinions can be concluded that the interest in buying is a feeling of wanting to have that arise due to several factors from the outside ranging from interest in products, needs, and influences that arise from some external factors.

According to Adji (2014), buying interest can be identified through the following indicators: transactional interest, referential interest, preferential interest, and explorative interest.

Buying interest is essentially a subjective purchase in every individual against things that are directly related to economic transactions. According to Mangkunegara in Wijanarko (2014), several key factors affecting buying interest:

1. Psychological factors, including individual learning experiences about past events, and the influence of individual attitudes and beliefs.
2. Social factors, including group reference factors (small reference group). A role group is defined as a group of people influencing consumer attitudes, opinions, norms, and behavior.

MATERIALS AND METHODS

The strength of a product's brand can be measured through the elements contained in brand equity (brand awareness, brand association, perceived quality, brand loyalty). In addition, brand trust is also able to encourage consumer preferences and buying interest in a product. This study aims to determine the effect of brand equity and brand trust to purchase intention through brand preference on bottled drinking water consumers in Tangerang City.

This research is a kind of associative research and causality, where the researcher tries to analyze the relationship of influence between two independent variables, namely brand equity (X1) and brand trust (X2) to one dependent variable, namely purchase intention (Y) through one intervening variable, preference (Z).

Quantitative research method used is structural equation model (SEM) method used to find out the direct influence of independent variable (X) to dependent variable (Y) and indirect influence through intervening variable (Z).

a. Independent Variable, where changes that occur in this variable is assumed will result in changes in other variables. Independent variables in this research are brand equity (X1) and brand trust (X2).
b. Dependent Variable, which is influenced by independent variable, in this research is buying interest or purchase intention (Y) at consumer of AMDK.
c. Intervening Variable in this research is brand preference (Z).

Table 1. *Table of Operational Variable*

Variable		Dimension	Indicator
Brand Equity (X1)	1.	**Brand Awareness**	Brand Recognition
			Brand Recall
			Top of Mind

	2.	**Brand Association**	Brand Attributes Promotion Values Competitive Price
	3.	**Perceived Quality**	Performance Features Reliability Durability
	4.	**Brand Loyalty**	Repeat Purchase Retention First Choice Recommendation
Brand Trust (X2)	5.	**Trusting Belief**	Benevolence Integrity
	6.	**Trusting Intention**	Willingness to depend Subjective probability of
Brand	7.	**Internal Preference**	Feel Willingness Preference
Preference (Z)	8.	**External Preference**	Other Experience
Purchase	9.	**Transactional**	Intention to buy
Intention (Y)		**Referential**	Intention to give reference to others
	10.	**Preferential**	Intention to be the first preference
	11.	**Explorative**	Intention to find the supporting information

26 questions with possible answer using Likert scale were asked to capture the 11 dimension of the 4 variables. Sampling technique in this research using nonprobability sampling technique. The type of nonprobability sampling used is purposive sampling which is the determination of the number of selected samples based on certain criteria, such as the respondent is domiciled in Tangerang City and the respondent has ever and actively consume bottled drinking water. Because the population in this study is very much, then taken several samples to represent the population. There are several guidelines used by the author in determining the number of samples.

According to Ferdinand (2002) in Bastian (2014) and Dharmayana and Rahanatha (2017), the determination of the number of samples can be measured according to the number of indicators studied. Based on these guidelines, the indicator is multiplied by 5-10 the estimated number of parameters. Indicator used in this research as many as 26 indicators, then the number of samples used in this study should be in the interval of 130-260 samples (5-10 x 26 indicators). To meet some guidelines determining the number of samples, the researchers determine the number of samples used in this study is 170 samples.

Data Analysis Techniques

This research uses a Structural Equation Model (SEM) as data analysis techniques with AMOS software, which is there are two models based on Ferdinand in Adji (2014), Confirmatory Factor Analysis (CFA) and Full Structural Equation Model.

RESULTS AND DISCUSSIONS

Table 2. *Respondent Profiles*

Age	Gender	Minicipality	Occupation
18-20 : 11%	Male : 53%	Batu Ceper : 15%	Students : 62%
21-30 : 75%	Female 47%	Benda : 10%	
31-40 : 11%		Cibodas : 10%	Employee : 27%
41-50 : 2%		Ciledug : 6%	Civil
> 50 : 1%		Cipondoh : 14%	Servant : 1%
		Karang Tengah : 11%	Entrepreuner
		Karawaci : 14%	: 9%
		Neglasari : 5%	Others : 1%
		Tangerang : 15%	

Table 3. *Influence Test*

Standardized Regression Weights: (Group number 1 - Default model)

		Estimate
BrandPreference	<--- BrandEquity	,401
BrandPreference	<--- BrandTrust	,560
PurchaseIntention	<--- BrandTrust	,238
PurchaseIntention	<--- BrandEquity	,384
PurchaseIntention	<--- BrandPreference	,442

Source: Output AMOS, 2018

a.   Hypothesis 1

Brand equity significantly affects purchase intention. This can be seen from the probability value of 0.008 (<0.05) so it can be stated that the influence between the two variables is significant. Brand equity positively affects purchase intention. This can be seen from the estimate value of 0.384 which indicates a positive nature of influence.

b.   Hypothesis 2

Brand trusts have no significant effect on purchase intention. This can be seen from the probability value of 0.207 (> 0.05) so it can be stated that the influence between the two variables is not significant. Brand trust positively affects purchase intention. This can be seen from the estimate value of 0.238 which indicates the existence of positive influence properties.

c.   Hypothesis 3

Brand equity significantly affects purchase intentions indirectly through brand preference. This can be seen from the value of brand equity probability to brand preference of 0,025 (<0,05), and the preference value of brand preference to purchasing intention is 0,017 (<0,05). Brand equity positively affects purchase intention indirectly through brand preference. This can be seen from the estimate values of 0.401 and 0.442 which indicates the existence of positive influence properties.

d. Hypothesis 4

Brand trust has significant effect on purchase intention indirectly through brand preference. This can be seen from the value of brand trust probability to brand preference of 0.002 (<0.05), and the preference value of brand preference to purchase intention of0.017 (<0.05). Brand trust positively affects purchase intention indirectly through brand preference. This can be seen from the estimate value of 0.560 and 0.442 which indicates the existence of positive influence properties.

e. Hypothesis 5

Brand equity and brand trust simultaneously have a significant effect on purchase intention. This can be seen from the value of brand equity probability to purchase intention of 0.008 (<0.05) and the probability of brand trust to purchase intention by 0,207 (> 0,05). Brand equity and brand trusts simultaneously have a positive effect on purchase intention. This can be seen from the estimate value of 0.384 and 0.238 which indicates the existence of positive influence properties.

f. Hypothesis 6

Brand equity and brand trust simultaneously have a significant effect on purchase intention indirectly through brand preference. This can be seen from the probability value of brand equity and brand trust toward brand preference of 0,025 and 0,002 (<0,05), and the preference value of brand preference to purchase intention is 0,017 (<0,05). Brand equity and brand trust simultaneously have a positive effect on purchase intention indirectly through brand preference. This can be seen from the value of estimate brand equity and brand trust to brand preference of 0.401 and 0.560. Similarly, the value of estimate brand preference to purchase intention of 0.442 indicates the existence of positive influence.

Direct and Indirect Effect Coefficients

In accordance with the formulation of the problem, this research model aims to determine the direct effect partially and simultaneously between brand equity and brand trust variable to variable purchase intention. And to know indirect effect of partial and simultaneous between brand equity and brand trust variable to purchase intention through brand preference as intervening variable.

Table 4. *Direct and Indirect Effect Coefficients*

Influence Test	Direct Influence	Indirect Influence
Brand Equity (X1) →	0,401	

Brand Preference (Z)

Brand Trust (X2) → *Brand Preference* (Z)	0,560	
Brand Equity (X1) → *Purchase Intention* (Y)	0,384	0,177
Brand Trust (X1) → *Purchase Intention* (Y)	0,238	0,248
Brand Preference (Z) → *Purchase Intention* (Y)	0,442	

Source: Output AMOS (2018)

Based on the table of coefficient of influence, then the value of influence between variables can be expressed as follows:

- Direct influence between Brand Equity to Purchase Intention is equal to 0.384 or 38.4% and the rest is influenced by other variables.
- The direct effect of Brand Trust on Purchase Intention is 0.238 or 23.8% and the rest is influenced by other variables.
- The indirect effect of Brand Equity on Purchase Intention through Brand Preference is 0.177 or 17.7% and the rest is influenced by other variables.
- The indirect effect of Brand Trust on Purchase Intention through Brand Preference is 0.248 or 24.8% and the rest is influenced by other variables.
- The simultaneous direct effect between Brand Equity and Brand Trust on Purchase Intention is 0.622 or 62.2% and the rest is influenced by other variables. The simultaneous indirect effects between Brand Equity and Brand Trust on Purchase Intention through Brand Preference amounted to 0.425 or 42.5%.
- The simultaneous indirect effects between Brand Equity and Brand Trust on Purchase Intention through Brand Preference amounted to 0.425 or 42.5%.

CONCLUSIONS

Based on the results of data analysis using SEM method with AMOS, it can be concluded several things as follows:

- Brand Equity directly affects positively and significantly to Purchase Intention on AMDK consumers in Tangerang.
- Brand Trust directly affects positively but not significantly to Purchase Intention on AMDK consumers in Tangerang.
- Brand Equity indirectly have a positive and significant effect on Purchase Intention through Brand Preference on AMDK consumers in Tangerang.
- Brand Trust indirectly have a positive and significant effect on Purchase Intention through Brand Preference on AMDK consumers in Tangerang.
- Brand Equity and Brand Trust simultaneously have a positive and significant effect on Purchase Intention on AMDK consumers in Tangerang.

- Brand Equity and Brand Trust simultaneously have a positive and significant impact on Purchase Intention indirectly through Brand Preference on AMDK consumers in Tangerang.

Brand Preference can mediate the influence between Brand Equity and Purchase Intention becomes smaller. This is due to buying interest in AMDK consumers in Tangerang is more influenced by Brand Preference which is more subjective. Brand preference can mediate the influence between Brand Trust and Purchase Intention becomes greater. This is because Brand Trust plays a role in creating a Branding Preference that will encourage increasing Purchase Intention to AMDK consumers in Tangerang. For Brand Awareness, the company must be able to do a good marketing branding strategy with ads that can be easily realized and remembered by consumers.

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