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THE INFLUENCE OF BRAND IMAGE AND BRAND TRUST ON CUSTOMERS' BUYING INTEREST OF ALMA'SOEM BOTTLED WATER

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ABSTRACT

Nowadays Indonesian people, especially those who live in big cities cannot be separated from bottled water. Bottled water has become a basic need for them. Growing number of Indonesian people makes bottled water consumption increase. Moreover, the consumption of bottled water is affected by modern lifestyle of Indonesian people who prefer practical things, like drinking bottled water instead of boiled water which is troublesome. Certainly this increase demand has to be balanced with the growth of supply capacity. The great number of bottled water brands released by bottled water companies in Indonesia brings up a fact that there is a tight competition to produce the best product in this industry. Each company tries to make their brands on the top, so that they are able to strengthen and expand their businesses. One of the companies running business in production of bottled water is ALMA'SOEM. It has water source from mountain spring processed with high standard quality following the food and beverage standards and it is also proved by qualified laboratory analysis, as the result this product is secure for customers. Based on this phenomenon, writers are interested in investigating ALMA'SOEM bottled water. The aim of this study is to analyse the influence of Brand Image and Brand Trust on Customers' Buying Interest of ALMA'SOEM bottled water. Research method is a scientific way to obtain certain data and aims. The research method used is descriptive verification. Descriptive verification is a research method with testing hypothesis formulated at the beginning. In this method, there is still explanation, yet the focus is still on explanation of relationship between

variables. Population samples taken are customers of ALMA'SOEM bottled water. Assessment of the hypothesis uses multiple linear regression, coefficient correlation analysis, determination coefficient, and for the sample distribution, it uses Slovin method which the error level chosen is 10%. T-test and F-test is as research models.

INTRODUCTION

Bottled water is one of drinking water product which is developing fast in Indonesia. So far, the most drinking water needs are taken from groundwater distributed by drilling or taken from surface water processed by regional drinking water companies. However, getting worse and worse the quality of groundwater and the incapability of regional drinking water companies to supply safe water both from the quantity and the quality of drinking water for residents makes the trend of consuming bottled water increase.

Indonesian people today, particularly in big cities always consume bottled water, and it has become their basic need. According to the chairman of bottled water company association, Hendro Baruno, the increase number of Indonesian people becomes a booster driver in consuming bottled water (ASPADIN: Hendro Baruno). Not only the growth number of Indonesian people but also instant lifestyle of modern people who would rather drink bottled water than boiling water make the consumption of bottled water grow (Mahadi, 2015). Here is the composition of soft drinks in Indonesia based on volume.

Table 1. Comparison of Soft Drink Composition in Indonesia Based on Volume

Kind of Drinks	Consumption %
• Ready to Drink Water	• 85,1
• Ready to Drink Tea	• 8,7
• Ready to Drink Carbonate	• 3
• Others	• 3,2

Source: Association of Soft Drink at Mandiri-institute.id, industry-update-Volume on 11 October 2019

Table 1 shows that Ready to Drink products are dominating compared to other soft drinks consumption. The consumption of bottled water in Indonesia from year to year is increasing this case is supported by the growing number of Indonesian people and Indonesian economy. Here is the table of bottled water sales in Indonesia.

Bottled water industry from year to year shows positive trend along with the growth of water needs in society. Definitely, the growth of drinking water needs must be balanced with the increased supply capability of bottled water industry.

As stated by Hendro Bruno as the chairman of Indonesian bottled water company association, that map of business competition is strongly progress. Today in Indonesia there are more than 500 companies running in bottled water industry, which are segmented in small and local scales, and big scale companies dominate bottled water market nationally.

Based on research conducted by Goldman Sachs from Aqua: Danone group controls 46,7% bottled water market, then followed by Tirta Bahagia (Club) 4%, Tangmas (2 Tang) 2,8 %, PT. Santa Rosa Indonesia (Oasis) 1,8 %, Triusaha Mitraraharja (Super O2) 1,7 %, and Sinar Sosro (Prima) 1,4 %. The most players (60%) are small to medium scale which the market areas are local. However, the market share of bottled water industry is dominated by big scale players with their well-known brands. Now there are 1,500 brands of bottled water in Indonesia, and people in Java Island are the biggest customers, that is ± 40 percent, and ± 60 percent is spread out of Java Island. Here are bottled water companies in table 2.

Table 2 Bottled Water Companies in Indonesia

No.	Nama Perusahaan	Nama Produk
•1	•PT. Tirta Investama	•Aqua
•2	•PT. Akhasa Wira International, Tbk	•Nestle
•3	•PT Tirta Tama Bahagia	•Club
•4	•PT. Buana Tirta Abadi	•Vit
•5	•PT. Coca Cola Amatil Indonesia	•Ades
•6	•PT. Sinar Sosro	•Prim-A
•7	•PT. Tang Mas	•2 Tang
•8	•PT. Panfila Indosari	•Ron 88
•9	•PT. Tri Bayan Tirta, Tbk	•Alto
•10	•PT. Sariguna Primatirta	•Cleo
•11	•PT. Tirta Amarta Bottling Company	•Viro
•12	•PT. Indotirta Jaya Abadi	•Aguaria

Source taken from www.swa.co.id, www.indonesiainancetoday.com

Table 2 shows that quite many companies producing bottled water in Indonesia causes a tight competition among them. A lot of brands released by bottled water companies bring up a fact that there is strong competition in this industry. They compete how to make their brands the best (top brand), so they can strengthen and expand their business. Top brand is very important to compete in market because it is a measurement for being success in market.

Here is table 3, it is data about top brand index of bottled water in the year of 2016 – 2019.

Table 3 Top Brand Index Category of Bottled Drinking Water Year of 2016 -2019 (in percentage)

Merek	TBI (%)				TOP
	2016	2017	2018	2019	
Aqua	73,4	73,3	63,9	61,0	TOP
Ades	3,4	4,1	7,6	6,0	
Club	3,4	4,5	3,4	5,1	
Le Minerale	-	-	-	5,0	
Cleo	2,0	-	2,7	4,7	

Source: www.topbrand-award.com

Table 3 shows that in the last 4 years, Aqua brand is number one brand and three other big brands are Ades, Club, and Le Minerale. ALMA'SOEM is not included.



Figure 1. ALMA'SOEM Bottled Water

Production from PT. Mu'awanah ALMA'SOEM has been consumed by public and agencies both private and government with the market area covering all of West Java, Banten and Jakarta. ALMA'SOEM bottled water is taken from mountain spring processed with good quality standard in accordance with the provisions of the food and beverage, and also supported by the qualified laboratory analysis. Therefore, bottled water that ALMA'SOEM produces has good quality for the customers to drink. ALMA'SOEM has a long journey as a distributor of bottled water product. It was started in 1999, then in 2001 ALMA'SOEM did manufacturing fee in other places, and finally at the end of 2003 had own factory in manufacturing the product. With owning factory, it becomes its own advantages in understanding and managing bottled water industry. The marketing is focused for people who live in West Java and Jakarta, especially for employees working at government agencies, state-owned enterprises, industries around, and tourism unit or ALMA'SOEM tourism area, with the brand "ALMA'SOEM bottled water"

Seen from the product quality, ALMA'SOME bottled water belongs to mineral water category which has standard requirements in accordance with the mineral water requirements.

Table 4 Laboratory test results of ALMA'SOEM bottled water

Parameter	Satuan	Hasil	Persyaratan Mutu Air Mineral SNI 3553:2015	Metode Uji / Teknik
Keadaan :				
Bau		Tidak Berbau	tidak berbau	SNI 3554:2015, butir 3.2.1
Rasa		Normal	normal	SNI 3554:2015, butir 3.2.1
Warna	Unit Pt-Co	< 0,12	maks. 5	SNI 3554:2015, butir 3.2.3.2
pH	-	7,28	6,0 - 8,5	SNI 3554:2015, butir 3.3
Kekeruhan	NTU	0,36	maks. 1,5	SNI 3554:2015, butir 3.4
Zat Padat Terlarut	mg/L	192	maks. 500	SNI 3554:2015, butir 3.5
Zat organik (KMnO ₄)	mg/L	< 0,41	maks. 1,0	SNI 3554:2015, butir 3.6
Nitrat (NO ₃ ⁻)	mg/L	12,2	maks. 44	SNI 3554:2015, butir 3.8
Nitrit (NO ₂ ⁻)	mg/L	< 0,004	maks. 0,1	SNI 3554:2015, butir 3.9
Amonium (NH ₄ ⁺)	mg/L	< 0,007	maks. 0,15	SNI 3554:2015, butir 3.10
Sulfat (SO ₄)	mg/L	0,58	maks. 200	SNI 3554:2015, butir 3.11
Klorida (Cl ⁻)	mg/L	2,75	maks. 250	SNI 3554:2015, butir 3.12
Fluorida (F ⁻)	mg/L	< 0,29	maks. 1	SNI 3554:2015, butir 3.13
Sianida (CN ⁻)	mg/L	< 0,002	maks. 0,05	SNI 3554:2015, butir 3.14
Besi (Fe)	mg/L	< 0,003	maks. 0,1	SNI 3554:2015, butir 3.15.2
Mangan (Mn)	mg/L	< 0,0007	maks. 0,05	SNI 3554:2015, butir 3.16.2
Klor bebas (Cl ₂)	mg/L	< 0,03	maks. 0,1	SNI 3554:2015, butir 3.17
Kromium (Cr)	mg/L	< 0,001	maks. 0,05	SNI 3554:2015, butir 3.18.2
Barium (Ba)	mg/L	0,001	maks. 0,7	SNI 3554:2015, butir 3.19.2
Boron (B)	mg/L	< 0,001	maks. 2,4	SNI 3554:2015, butir 3.22.3
Selenium (Se)	mg/L	< 0,006	maks. 0,01	SNI 3554:2015, butir 3.20.2
Cemaran logam :				
Timbal (Pb)	mg/L	< 0,005	maks. 0,005	SNI 3554:2015, butir 3.26.1.1
Kadmium (Cd)	mg/L	< 0,003	maks. 0,003	SNI 3554:2015, butir 3.26.3.1
Tembaga (Cu)	mg/L	< 0,002	maks. 0,5	SNI 3554:2015, butir 3.26.2.2
Raksa (Hg)	mg/L	< 0,0004	maks. 0,001	SNI 3554:2015, butir 3.26.4
Arsen (As)	mg/L	< 0,004	maks. 0,01	SNI 3554:2015, butir 3.26.5.3
Cemaran mikroba :				
Angka lempeng total awal 22°C, 72 Jam	koloni/mL	TTD*	maks. 1,0 x 10 ³	SNI 3554:2015, butir 3.28.1
Angka lempeng total awal 36°C, 48 Jam	koloni/mL	TTD*	maks. 1,0 x 10 ²	SNI 3554:2015, butir 3.28.1
Coliform	koloni/250 mL	TTD*	tidak terdeteksi	SNI 3554:2015, butir 3.28.2
<i>Pseudomonas aeruginosa</i>	koloni/250 mL	TTD*	tidak terdeteksi	SNI 3554:2015, butir 3.28.3

Source: The report result from Balai Besar Industri Agro (BBIA) – Ministry of Industry, November 2019

Table 4 shows that from laboratory test result on bottled water parameter. ALMA'SOME belongs to mineral water which has better standard requirements than ordinary mineral water. The sales of ALMA'SOEM have been running for over 17 years, but the growth is not in line with the company expectation. It is associated with the revenue target set in the company's work plan and budget. The realization of the plan and budget has never been achieved well.

Here is table 5, it is about target and realization revenue of ALMA'SOEM bottled water from 2017 to 2019.

Table 5 Target and Realization Revenue of ALMA'SOEM Bottled Water 2017 - 2019

New Gallon	Gallon	475.872.484	559.669.022	406.482.000
Rejected Gallon	Gallon	209.814.486	209.166.684	175.311.000
Refill 19 lt	Gallon	8.328.921.478	8.537.144.514	7.758.641.405
1500 ml	Bottle	4.342.855.657	4.451.427.049	4.979.274.766
600 ml	Bottle	19.594.544.300	20.084.407.907	18.480.292.112
330 ml	Bottle	2.235.763.987	2.291.658.087	2.272.037.152
240 ml	Cup	27.762.945.211	28.457.018.842	4.875.624.308
210 ml	Cup	-	-	27.336.107.250
REVENUE	IDR	62.950.717.603	64.590.492.105	66.283.769.993
New Gallon	Gallon	267.102.000	445.044.500	542.911.000
Rejected Gallon	Gallon	200.872.000	205.230.000	204.271.000
Refill 19 lt	Gallon	8.696.629.684	7.569.406.249	6.076.654.094
1500 ml	Bottle	4.592.568.800	4.857.829.040	3.539.779.500
600 ml	Bottle	18.789.863.095	18.029.553.280	18.255.520.368
330 ml	Bottle	2.402.059.276	2.216.621.612	1.835.910.300
240 ml	Cup	26.972.374.28	27.613.139.208	4.921.064.786

		4		
210 ml	Cup	-	-	24.479.759.56 9
REVENUE	IDR	61.921.469.13 9	60.936.823.889	59.855.870.61 7

Source: Finance Report Audited between 2017 and 2019, MuawanahALMA'SOME Limited Company

Table 5 shows that in the period 2017 to 2019 the realization of revenue has never been achieved. Based on the data above, the data explain that in each year there is always deviation between the target and the realization, it means the customer buying interest in ALMA'SOEM bottled water is still low, so that revenue realization is not accordance with the target expected by the company. There are factors which affect customers to remain buying and choosing the ALMA'SOEM bottled water.

In order to survive and win the competition with the other bottled water producers, company must continue to innovate to win the heart of potential customers. The ability to get customers depends on the promotion or the way how the information is delivered, the marketing strategy and customer behaviors.

Marketing in business has very important role because marketing is one of activities done to survive. People often think that marketing and sales are similar, but basically this understanding is too narrow since sales are a part of marketing. Marketing identifies the needs and the desire of market to achieve target and satisfy customers. Successful business in achieving goal depends on marketing strategy made by the company.

The company goal is to satisfy its customers and to achieve the company target. Along with the goal, company wants to meet as many demands, so the expected sales result can be attained. However, there is a problem emerging that is how to influence buyers to purchase the product offered.

One of the efforts that must be done by ALMA'SOEM bottled water is able to maintain the company brand image as brand image is customers' perception on the product. The perception is created from the information obtained by customers through experience in consuming or using the product. According to Keller (2013) brand image is customer's response to a brand based on good and bad that are remembered by customers. Brand image is a belief that is created in customers' mind about the product that has been used.

Brand image can create positive perception and customer trust for the product or service that will strengthen brand loyalty. Brand loyalty can create image which is good, right, and appropriate with customer taste to the product and service produced. Image is a description, likeness of main impression or outline, and even the shadow owned by someone about something, therefore, image can be maintained.

Based on Kotler and Keller (2012) brand image is perception and belief owned by customers as a reflection which occurs in customer's memory. A strong brand image is able to provide primary advantage and create competitive advantage. Brand image is customer perception to a product created from information obtain through experience in using the product. Based on this understanding it shows that a brand will be strong if it is based on a lot of experience and information.

Brand can create good, right, and appropriate image suitable with customer's taste to the product and service offered. Image is a description; likeness of main impression or outline, and even shadow owned by someone about something, therefore, image can be maintained for customer's loyalty.

Philip Kotler and Keller stated about brand image and buying interest. Brand image is a set of association about attached brand and it is created in customer's mind. Thus, it can be concluded that brand image is interpreted as a set of association which is perceived by customer to a brand and delivered through existing communication facilities. This phenomenon makes writers interested in investigating the brand image of ALMA'SOEM bottled water.

Furthermore, there is customer trust when buying a product. Perception according to Walzuch, Teltzrow, et al (as cited in Ferinnadewi, 2015: 149) about brand trust rests on subjective customer assessment based on some perceptions: (1) customer perception of benefits provided by the product; (2) customer perception of brand reputation, the equality of interest between customers and sellers, and how far customers can control sellers; (3) the result of this research explains that the effect of knowledge, experience, and perception factors will determine customer trust. These factors caused decrease of buying interest of ALMA'SOEM bottled water.

According to Engel, buying interest is a driving force and motivating motive for customers to pay attention spontaneously, easily, without coercion, and selectively to the product, and then deciding to buy (as cited in Ningrum, 2016). Buying interest is the tendency of customer to act before buying decision is implemented. Repurchase interest is interest in making repurchases at a future opportunity (Saidani and Arifin, 2012). Buying interest can be also interpreted that customers prefer buying product or service as they need the product and the service found in Madahi and Sukati (as cited in Wijaya and Sugiharto, 2015).

Buying interest can be measured using indicators consisting of transactional interest, referential interest, and exploration interest.

Samuel and Lianto (2014) revealed in their research result that eWom directly influences brand image, brand trust and buying interest, while brand image directly influences brand trust and buying interest, and then brand trust directly influences buying interest. Brand image and brand trust are mediation between eWom and buying interest, so that it totally strengthens the influences. Pathway stating that the strongest influence relationship is eWom positively influences brand image and then positively influences buying interest.

The research by Samuel and Lianto (2014), was done to understand the influence of eWom on brand image, brand trust and buying interest by using internet media. The more specific aim of this research is to analyze the influence of eWom on brand image, brand trust and buying interest in buying smartphone. The research was conducted with 250 customers as purposive sampling, and the data was analyzed using SPSS Version 13 to check customers' profile, centering size, and variation of each indicator of research variables, and using SmartPLS Version 2.00 to test the influence relationship. The research result obtained that eWom directly influences brand image, brand trust and buying interest, while brand trust directly influences buying interest. Brand image and brand trust are mediation between eWom and buying interest, so that it totally strengthens the influences. The pathway stating that the strongest influence relationship is eWom positively influences brand image and then positively influences buying image.

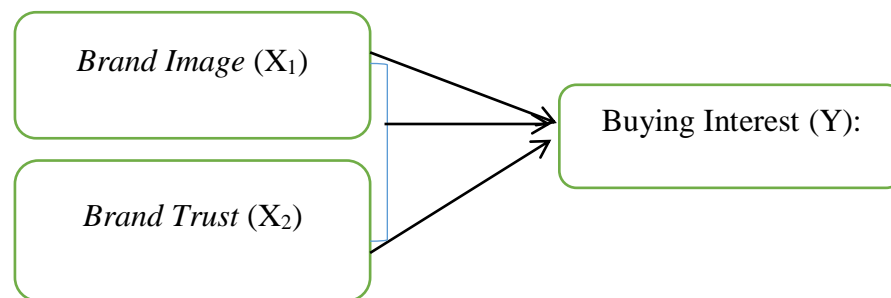
Based on the description above, this study is done to identify how the brand image, brand trust influences buying interest of ALMA'SOEM bottled water. This is interesting for the writers to analyze and to examine further about "The Influence of Brand Image and Brand Trust on Customers' Buying Interest of ALMA'SOEM Bottled Water".

LITERATURE REVIEW

- Marketing is a process of identifying, creating, and communicating values, and then maintaining a relationship that creates customers satisfaction to maximize company's profitability. According to Kotler and Amstrong (2014), "The process by which companies create value for customer and build strong relationship with customers in order to capture value from customer in return".
- Marketing Mix according to Philip Kotler and Amstrong (2012:52), there are components covered in this marketing mix activities which are known as 4P consisting of product, price, place, and promotion.
- Brand described by Manorek (2016:663) is as follows: "Brand can be defined as name, term, sign, symbol, or combination of all, which is meant to identify product and service from a seller or a group of sellers and to distinguish the sellers from the competitors.

- Brand Image is a customer perception on a product brand created from information obtained by customers through the experience of using the product. According to Keller (2013: 3) brand image is customer perception of the brand based on good and bad brands that customers remember. Brand image is a belief created in customer mind about the product that customers use. Dimension of brand image is recognition, reputation, and affinity.
- Brand trust has a major influence on sustainability of a product because if a product has no trust anymore from customers, thus the product or service will be difficult to develop in market. On the other hand, if the brand is trusted by the customers, so the product will be able to develop in market. As stated by Delgado and Ferinnadewi(as cited in Bastian 2014: 2) that "Like a secure feeling owned by customers, it is caused by interaction with the product, and based on perception that brand can be trusted and be responsible to customers' interest and safety". Indicators for brand trust are brand reliability and brand intention.
- Buying interest according to Engel, Roger, and Paul (as cited in Hellier et al: 2013) is someone's planned decision to do repurchase a product or service with considering the happening situation and level of pleasure in the following dimension: traditional interest, preferential interest, referential interest, and exploration interest.

FRAMEWORK AND HYPOTHESIS



Picture 1 Research Paradigm or Research Model

Hypothesis

Hypothesis1. Brand Image has positive influence on Buying Interest in ALMA'SOEM bottledwater.

Hypothesis2. Brand Trust has positive influence on Buying Interest in ALMA'SOEM bottled water.

Hypothesis3. Brand Image and Brand Trust have positive influence on Buying Interest in ALMA'SOEM bottled water.

RESEARCH METHODOLOGY

Research methodology basically is scientific way to collect certain data and achieve the aims. The method used in this study is descriptive verification which examines hypothesis formulated at the beginning. In this method, there is still descriptive explanation, but the focus on the explanation relationship between variables. The population sample is customers of ALMA'SOEM bottled water. The data sources in this study are primary data and secondary data. Primary data is obtained through measuring perception and for this purpose the instrument is made in questionnaires which contain questions and statement using Likert scale. Hypothesis assessment uses Multiple Linear Regression, Coefficient Correlation Analysis, and Determination Coefficient. Sample is distributed using Slovin method which the error level chosen is 10%. T-test and F-test is as research models.

Research finding and argument

In this study the coefficient correlation analysis is used to determine the strong and weak relationship of all independent variables and dependent variables.

Table .6

Coefficient Correlation (R)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,792 ^a	,628	,620	,54071
a. Predictors: (Constant), Brand_Trust (X ₂), Brand Image (X ₁)				
b. Dependent Variable: Interest_Buying (Y)				

Coefficient correlation value between Brand Image (X₁) and Brand trust (X₂) on Buying Interest (Y) is 0,792 indicating strong relationship as it is in between 0,60 – 0,799.

To know the influence of Brand Image (X₁) and Brand trust (X₂) on Buying Interest (Y), can be seen from multiple coefficient correlation or determination coefficient 0,628 or 62,8% it means Buying Interest is determined by Brand Image (X₁) and Brand trust (X₂) equal to 62,8%, while the rest is 37,2% influenced by other factors not examined.

To know how strong the relationship between Brand Image and Brand Trust on Buying Interest is, thus correlation analysis test is done. The result can be seen in the following:

Table 7
Correlation Test

Correlations				
		Minat _Beli (Y)	Brand Image (X ₁)	Brand_Trust (X ₂)
Pearson Correlation	Minat _Beli (Y)	1,000	,736	,775
	Brand_Image (X ₁)	,736	1,000	,831
	Brand_Trust (X ₂)	,775	,831	1,000
Sig. (1-tailed)	Minat _Beli (Y)	.	,000	,000
	Brand_Image (X ₁)	,000	.	,000
	Brand_Trust (X ₂)	,000	,000	.
N	Minat _Beli (Y)	99	99	99
	Brand_Image (X ₁)	99	99	99
	Brand_Trust (X ₂)	99	99	99

Based on the result of Pearson Product Moment Correlation calculation, it is obtained that RS value for relationship between Brand Image and Buying Interest is 0,736. Since RS value is in between 0.60 – 0.799, thus relationship between Brand Image and Buying Interest is strong.

Based on the result of Pearson Product Moment Correlation, it is obtained that RS value for the relationship between Brand trust and Buying Interest is 0,775. Since RS value is in between 0.60 – 0.799, thus relationship between Brand Trust and Buying Interest is strong.

Calculation of determination coefficient is done to find out the amount of contribution of Brand Image variable on Buying Interest variable that is $0,736^2 \times 100\% = 54,17\%$, it means Buying Interest is influenced by Brand Image of 54,17%. Contribution of Brand Trust variable on Buying Interest variable is $0,775^2 \times 100\% = 60,06\%$, it means Buying Interest is influenced by Brand Trust which of 60,06%.

Hypothesis 1

Table 8

Hypothesis Test

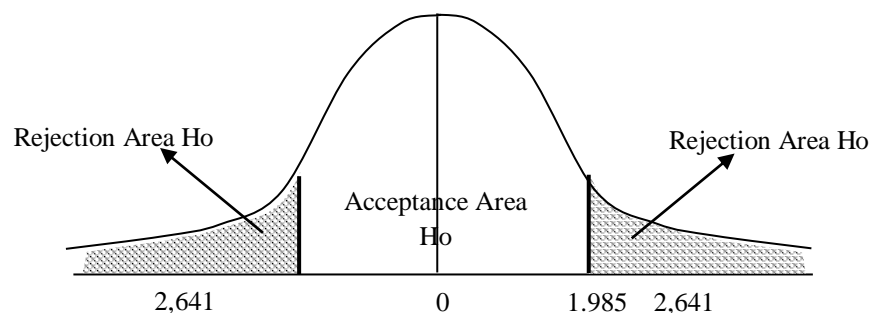
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,156	,182		6,353	,000
	Brand Image (X ₁)	,230	,087	,296	2,641	,010
	Brand_Trust (X ₂)	,424	,090	,529	4,721	,000

a. Dependent Variable: Buying Interest (Y)

From the t test statistical calculation above, t_{hitung} for Brand Image = 2,641 bigger than

$t_{tabel} = 1,985$, so H_a is accepted and H_o is rejected. It means there is positive influence from Brand Image to Buying Interest.



Picture 2 Acceptance and Rejection Area H_o (t Test)

Based on the picture above, value of $t_{hitung} = 2,641$ is in acceptance area H_a . It means hypothesis the writer proposed that "Brand Image effects on Buying Interest" can be accepted.

Hypothesis 2

Table 9

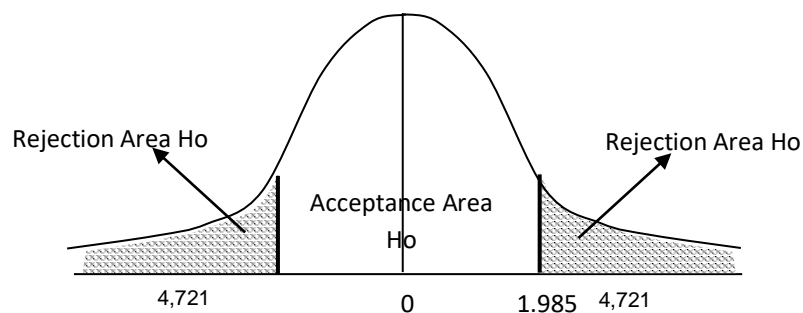
Hypothesis Test

Coefficients^a

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1	(Constant)	1,156	,182		6,353	,000
	Brand Image (X ₁)	,230	,087	,296	2,641	,010
	Brand_Trust (X ₂)	,424	,090	,529	4,721	,000

a. Dependent Variable: Buying Interest (Y)

From t test statistical calculation above, t_{hitung} for Brand trust = 4,721 is bigger than $t_{tabel} = 1,985$, so H_a is accepted and H_o is rejected. It means there is positive influence from Brand Trust to Buying Interest.



Picture 3

Acceptance and Rejection Areas H_o (t Test)

Based on the picture above, value $t_{hitung} = 4,721$ is in acceptance area H_a . It means hypothesis the writer proposes that "Brand Trust has influence to Buying Interest" can be accepted.

Hypothesis 3

Table 10

F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,341	2	23,671	80,961	,000 ^b
	Residual	28,068	96	,292		
	Total	75,409	98			
a. Dependent Variable: Buying_Interest (Y)						
b. Predictors: (Constant), Brand_Trust (X ₂), Brand Image(X ₁)						

Using SPSS calculation, it is obtained that F_{hitung} is 80,961. While Brand trust is critical value F_{table} with a free degree of numerator 2 and denominator 96 in α (0,05) is 3,09. Thus, $F_{hitung} (80,961) > F_{table} (3,09)$, thus it is clear that H_0 is rejected and H_1 is accepted. It shows that Brand Image (X_1) and Brand trust (X_2) simultaneously influence Buying Interest (Y). It can be described as follows:

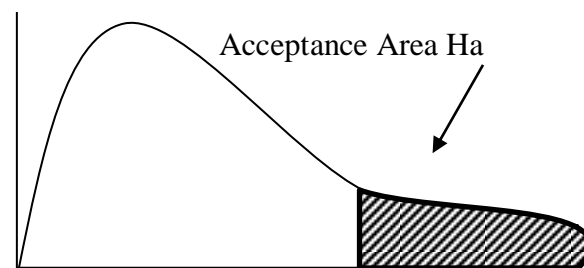


Chart 4.
Acceptance and Rejection Areas H_0 (F Test)

Based on the picture above, value $F_{hitung} = 80,961$ is in acceptance area H_a . It means hypothesis the writer proposed simultaneously that “Brand Image and Brand trust influence Buying Interest” can be accepted.

CONCLUSION AND SUGGESTION

Conclusion

From T Test statistical calculation above, it can be concluded that t_{hitung} for Brand Image = 2,641 bigger than $t_{table} = 1,985$, it indicates H_a is accepted and H_0 is rejected. It means there is positive influence from Brand Image to Buying Interest. According to the picture above,

value $t_{hitung} = 2,641$ is in acceptance area H_a . It means hypothesis the writer proposes that ‘Brand Image influences Buying Interest’ can be accepted. Based on the respondent analysis result, Brand Image of ALMA'SOEM bottled water is stated quite good.

From T Test statistical calculation above, it can be concluded that t_{hitung} for Brand trust = 4,721 bigger than $t_{tabel} = 1,985$, it indicates H_a is accepted and H_o is rejected. It means there is positive influence from Brand Image to Buying Interest. With the value $t_{hitung} = 4,721$ is in acceptance area H_a . It means hypothesis the writer proposes "Brand Trust influences Buying Interest" can be accepted. Based on respondent analysis result that Brand Trust of ALMA'SOEM bottled water is stated good and can be trusted, and Buying Interest of ALMA'SOME bottled water is stated quite high.

From SPSS calculation, it can be concluded that F_{hitung} is 80.961. While Brand trust is critical value F_{tabel} with a free degree of numerator 2 and denominator 96 in $\alpha (0.05)$ is 3.09. Thus, $F_{hitung} (80,961) > F_{tabel} (3.09)$, it is clear that H_o is rejected and H_1 is accepted. It shows that Brand Image (X_1) and Brand trust (X_2) simultaneously influence Buying Interest (Y). Thus, it can be stated that this research model is accepted and has positive and significant influence.

Suggestion

The best way to build and maintain Brand Image effectively is through multidisciplinary approach which combines elements of various media instruments as the object in digital ecosystem or online and marketing of ALMA'SOEM bottled water as the subject.

Identifying customer target ALMA'SOEM bottled water can determine customer target based on age, behavior, and culture according to marketing needs of ALMA'SOEM bottled water. It is important to determine customer target of ALMA'SOEM bottled water in specific. ALMA'SOEM bottled water needs to know targeted customer groups to make effective marketing strategy. So that ALMA'SOEM bottled water can directly provide customers' needs and answer any customers' problems.

ALMA'SOEM bottled water must perform mission, vision, and goals of the company. Moreover, it must be able to formulate the strategy for long and short term. In building brand image, company must know the business goals in short or long term.

Determine customer target and the ultimate goal of the business, ALMA'SOEM bottled water can start building brand image. The image will create brand for ALMA'SOEM bottled water. The brand image created must be able to attract customers' attention and to differentiate with competitors' products. Brand image defines ALMA'SOEM bottled water, it is important to make it simple and relevant with the customers target and business goals of ALMA'SOEM bottled water.

Document and inform the main marketing messages and customer target of ALMA'SOEM bottled water. The main marketing messages of ALMA'SOEM bottled water will become the most important thing to make customers and prospective customers of ALMA'SOEM bottled water interest to know and buy the business brand. The messages must combine the unique aspects of the brand: the value added that exceeds customer expectations and personal touch from the owner of ALMA'SOEM bottled water to the customers. After digging and laying foundation for the brand image ALMA'SOEM bottled water with the conditions above, ALMA'SOEM bottled water can develop promotion activities to get more customers. There are three instruments needed to promote business brand of ALMA'SOEM bottled water covering: public relation and social media.

Social media is quite effective instrument that is especially used in this time to share information and marketing messages relevant to the field or business type of ALMA'SOEM bottled water. Social media becomes business information facilities of ALMA'SOEM bottled water with the customers and influencers. With interesting activities and packaging, social media account will increase prospective and regular customers of ALMA'SOEM bottled water, and certainly increase the brand image of ALMA'SOEM bottled water as well.

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