# THE INFLUENCE OF BRAND TRUST AND WORD OF MOUTH ON THE DECISION TO PURCHASE SHEREEN HIJAB IN BENGKULU CITY

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*Abstract*

*This study aims to determine the effect of brand trust and word of mouth on purchasing decision of Shereen Hijab in Bengkulu City. The population of this study was Shereen Hijab customers of Bengkulu city who purchase hijab Shereen. In this study, 90 respondents were taken as samples. The determination of the sample used a non-probability sampling technique, namely random sampling because sampling is based on chance. Namely, who coincidentally met the researcher can be used as a sample if it is considered that those who were found suitable as the data source. The analytical tools of the study were quantitative analysis (test validity and reliability), multiple regression analysis, classical assumption test (multicollinearity normality and heteroscedasticity, t-test, and coefficient of determination. The analysis results of the brand trust variable have a positive and significant effect on the purchase decision of Shereen Hijab. Similarly, word of mouth has a positive and significant effect on purchasing decisions of Shereen Hijab. Furthermore, brand trust and term of mouth simultaneously positively affect the purchasing decisions of Shereen Hijab in Bengkulu city.*

*Keywords: Brand trust, word of mouth, decision to purchase*
JEL Classification: M30, M31, M37

## INTRODUCTION

The development of the world economy is currently expanding. In the current era of globalization, it colors various types of competition in entrepreneurship. More and more companies in the industry, trade and services continually bring up innovations every period. All companies, including Shereen's hijab products, aim to increase, so the hope for the company is to have a purchasing decision from its consumers. Purchasing decisions are processes where consumers find a problem, look for data and information about the product they are looking for, evaluate each alternative that can overcome the problem, and then take action to buy

(Rizan, Saidani, and Sari, 2012). Today's business competition is increasingly competitive. The trigger was the occurrence of modernization and globalization which led to rapid technological advances and environmental changes. Therefore, business actors must continue to innovate to meet consumers' diverse needs, retain customers, and win in business competition.

Many factors influence a person's purchasing decision for the product offered. One of them is brand trust; a consumer will buy a product because they trust and believe in it. Brand trust is a brand's ability to be trusted based on consumer confidence that the product can fulfill the promised value. Good intentions of the brand are based on consumer confidence that the brand can prioritize consumer interests (Rizan, Saidani, and Sari, 2012). Word of mouth is a message about a company's products or services, or about the company itself, in the form of comments about product performance, friendliness, honesty, speed of service, and other things that are felt and experienced by someone who is conveyed to others. Marketing explores various measures to capture the influence of word of mouth (Priansa, 2017).

Word of mouth is a powerful, effective, and cheapest type of promotion. Satisfied consumers will tell and recommend others by word of mouth about a good experience with a product. Word-of-mouth marketing often has more competitive advantages in conveying information about a business. This is because word-of-mouth marketing arises naturally from opinions in the social environment that is felt to be more honest, and there are no specific motives in conveying information to other consumers. The emergence of increasingly sophisticated technology no longer limits word-of-mouth marketing to face-to-face conversations but can be via telephone or social networking. Added to this is the lifestyle of today's people, who are more inclined to utilize their smart devices, which are already known as smartphones, to access the internet (Khotimah, 2020).

Based on initial observations made by researchers on consumers of Shereen hijab products in Bengkulu City, researchers found problems in purchasing decisions for shereen hijab products. It was evidenced by statements made by five consumers of Shereen Hijab products regarding purchasing decisions in purchasing Shereen Hijab products. Of the five people, only 2 purchased Shereen Hijab products. From the observations, it can be seen that two people bought Shereen products because they believed in the Shereen brand, good quality, and affordable prices. In comparison, three people who did not decide to purchase Shereen Hijab

products when interviewed stated that they lacked trust in the Shereen Hijab brand. Some consumers commented that they have shopped for hijab. Shereen products tend to be negative.

## LITERATURE REVIEW

### Buying Decision

Before planning marketing, a company needs to identify customers, their targets, and their decision processes. Although many buying decisions involve only one decision-maker, others may involve affected parties playing the roles of idea generators, influencers, decision-makers, buyers, and users. Here the marketer's task is to identify other buying participants, their buying criteria, and their influence on buyers. Marketing programs must be designed to attract and reach key audiences such as buyers. According to (Kotler and Armstrong, 2008), purchasing decisions are processes where consumers find a problem, then look for data and information about the product they are looking for, evaluate each alternative that can overcome the problem, and then take action to buy.

That said, every individual has a decision-making method that is almost the same. Several factors can differentiate decision-making among individuals, including age, character, income, and lifestyle. As explained by Peter and Olson (Asrizal & Muhammad, 218) assume that individual purchasing choices are compromise patterns that combine data to evaluate a choice around two elective practices and choose one of them. In short, consumer decisions are interactions choosing activities where at least two decisions are elective to achieve certain critical thinking.

There are four indicators in determining purchasing decisions (Sigit, 2012)

1. The stability of a product when making a purchase.
2. Habits in buying.
3. Provide recommendations to others
4. Make repeat purchases.

Information about the product underlies the buying process so that, eventually, a need emerges. Here, the consumer will consider and understand this need. Suppose the assessment of the product is evident. In that case, the consumer will look for the product in question and proceed to product evaluation. Finally, the consumer will decide to buy or not to buy because

the product is not suitable and consider or postpone future purchases. Once consumers have obtained information about a product, they use that information to evaluate sources on characteristics such as the characteristics of the merchandise sold, the service provided, price, convenience, and personnel. Consumers usually choose the basis they think shows the essential features.

**Brand Trust**

Brand trust (Delgano in Rizan, 2012) is a brand's ability to be trusted based on consumer confidence that the product can fulfill the promised value and good intentions of the brand based on consumer belief that the brand can prioritize consumer interests. In addition, customer trust in the brand is defined as the customer's desire to lean on a brand with the risks faced because of the expectation that the brand will lead to positive results. Brand trust is the perception of reliability from the consumer's point of view based on experience or more on a sequence of transactions or interactions characterized by fulfilled expectations of product performance and satisfaction. When one group has confidence that the exchange partner has reliability and integrity, trust is a condition that involves positive expectations about the motives of other parties related to a person in a risky situation.

According to (Delgano in Eko, 2017,) there are three indicators of brand trust, namely:

1. Achieving results.
2. Acting with integrity.
3. Demonstrate concern.

**Word of Mouth**

The unique skill of professional marketers is their ability to create, maintain, advance, and protect brands. A brand is a name, term, sign, symbol, design, or a combination thereof, intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors. Then a brand is a product or service whose dimensions determine the brand in some way from other products or services designed to satisfy the same need (Kotler and Kotler, 2008).

Word-of-mouth is communication about views or ratings of a product or service, individually and in groups, to provide personal information. Word-of-mouth is very effective in influencing consumer decisions about products or services. Word-of-mouth can build a sense of trust in customers. Word-of-mouth communication is a story in the form of impressions from

consumers to their friends regarding a pleasant service and promotion of a product or service. Word-of-mouth is an interaction between individuals and individuals containing product information. Word-of-mouth is more trusted by potential consumers because the product information received comes from people who are known and have purchased the product.

According to (Lupiyoadi, 2014), word-of-mouth can be measured by three indicators as follows:

1. Getting information.
2. Growing motivation.
3. Get information from other people.

## RESEARCH METHODS

### Analysis Method

This type of research is field research with an associative quantitative approach. In determining the number of samples (Hair, 2019), which plays an essential role in estimating and interpreting results, the ideal and representative sample size is combined with the number of indicators of the observation variable multiplied by 5 to 10. In this study, the number of indicator items was nine indicator items used in this research:

Sample = Number of indicators (10) x (10)

＝ 100

So the number of samples in this study was 100 respondents. Multiple Linear Regression Analysis is used to determine the closeness of the relationship between the dependent variable (Y) and the independent variable (X). The form of the equation, according to (Sugiyono, 2007,) is as follows:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$

Explanation:

| | |
|---|---|
| Y | = dependent variable (buying decision) |
| α | = Constanta |
| β1,β2 | = regression coefficient of each variable |
| X1 | = independent variable (brand trust) |
| X2 | = independent variable (word-of-mouth) |
| e | = standard error |

## RESULT AND DISCUSSION

### Results And Discussion Classical Assumption Test

The classical Assumption Test is a statistical test requirement that must be met first in linear regression analysis. The method in this study must be free from classical assumptions, namely: Normality, Multicollinearity, and Heteroscedasticity. The results of the classical assumption tests in this study can be explained as follows:
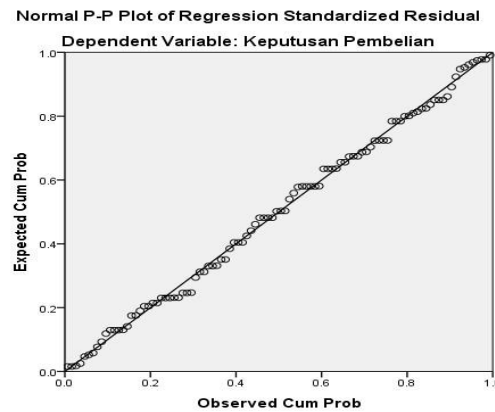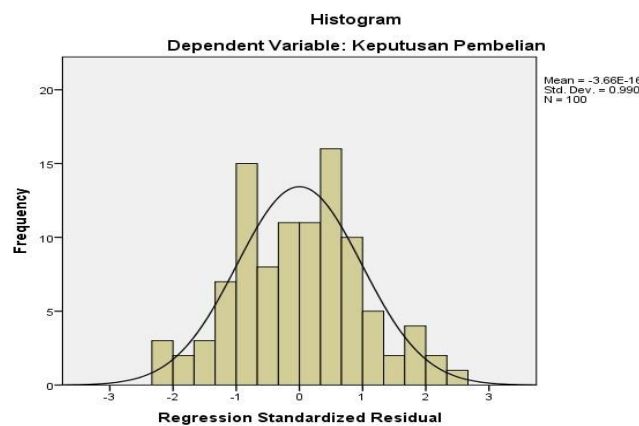


**Figure 1.** Normal P-Plot Graphs



**Figure 2.** Histogram Charts

Figures 1 and 2 show that the normality test graph depicts the distribution of data around the diagonal line, and the distribution follows the direction of the diagonal line of the chart, so the regression model used in this study fulfills the assumption of normality.

**Table 1.** Multicollinearity Test

| No | Variable | Tolerance | VIF | Explanation |
|----|----------|-----------|-----|-------------|
| 1 | Brand Trust | 0,925 | 1,081 | Non Multikolinieritas |
| 2 | Word of Mouth | 0,925 | 1,081 | Non Multikolinieritas |

Based on Table 1 above, it can be seen that all variables have tolerance values above 0.1 and VIF values below 10. Thus it can be concluded that the variables in this study are free of multicollinearity.
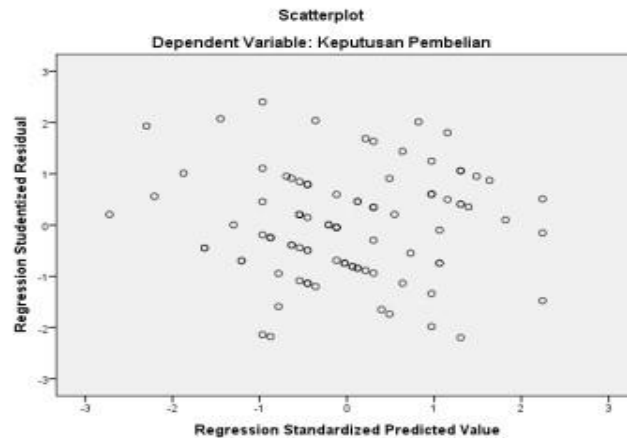


**Figure 3.** Scatterplot

The scatterplot graph displayed for the heteroscedasticity test shows that the points are spread randomly, and no clear pattern is formed. The facts are applied below and above the number 0 on the Y-axis in the distribution. This indicates no heteroscedasticity in the regression model, so the regression model is suitable for predicting the Purchase Decision variable (Y).

**Multiple Linear Regression Analysis**

**Table 2.** Multiple Linear Regression Model

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 7.459 | 1.342 | | 5.559 | .000 |
| | brand trust | .304 | .092 | .300 | 3.299 | .001 |
| | word-of-mouth | .388 | .105 | .336 | 3.690 | .000 |

From the calculation of the results above, the regression equation is as follows:

$$Y = 7.459 + 0.304 (X_1) + 0.388 (X_2)$$

Based on the regression equation above, it can be explained as follows:

1. The constant value of 7,459 means that if the variable brand trust (X1), word of mouth (X2) on the Purchase Decision (Y) is equal to zero, then the Purchase Decision variable will remain at 7,459 if the variable brand trust (X1) and word-of-mouth (X2) equals zero.

2. The Regression Coefficient, which is 0.304, means that if the value of the brand trust variable (X1) increases by one unit, the buy of the Purchase Decision (Y) will increase by 0.304, assuming the word-of-mouth variable (X2) is considered constant.

3. The Regression Coefficient, which is 0.388, means that if the value of the variable (X2) increases by one unit, the value of the Purchase Decision variable (Y) will increase by 0.388, assuming the brand trust variable (X1) is considered constant.

4. The results of the research that most dominantly influence the Purchase Decision variable (Y) are the word-of-mouth variable (X2), which is equal to 0.388, and the brand trust variable (X1), which is similar to 0.304.

**Coefficient of Determination (R²)**

To find out the percentage of the influence of the independent variable brand trust (X1) and word-of-mouth (X2) on the dependent variable Purchase Decision (Y)

**Table 3.** Determination Coefficient Value ($R^2$)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics R Square Change | F Change |
|---|---|---|---|---|---|---|
| 1 | .508ᵃ | .258 | .243 | 1.567 | .258 | 16.847 |

Based on the table above, it can be seen that the coefficient of determination R Square obtained a value of 0.258. This value means that the brand trust and word-of-mouth variables for the Purchasing Decision variable contribute 0.258 or 25.8% to the Purchase Decision at Shereen Hijab in Bengkulu City. In comparison, the remaining 0.742 or 74.2% is influenced by other variables not included in this research model.

**Partial Hypothesis Testing**

**Table 4.** Partial Hypothesis Testing

| Model | | Unstandardized Coefficients B | Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 7.459 | 1.342 | | 5.559 | .000 |
| | brand trust | .304 | .092 | .300 | 3.299 | .001 |
| | word-of-mouth | .388 | .105 | .336 | 3.690 | .000 |

Through calculations performed using the SPSS program, the comparison between (n-k-1) = 100-2-1 = 97 (1,660) for each variable is as follows:

1. Brand trust, namely > (3,299 > 1,660) and (sig = 0.001 <0.050), indicates that there is a significant influence of brand trust (X1) on Purchase Decisions at Shereen Hijab in Bengkulu City.

2. Based on tests for word-of-mouth variables (X2), namely (3,690 > 1,660) and (sig = 0.000 <0.050), this states that there is a significant influence of word-of-mouth on Purchase Decisions at Shereen Hijab in Bengkulu City.

3. From the research results, the dominant variable is the word-of-mouth variable (X2) of 3,690 and the brand trust variable (X1) of 3,299.

**Simultaneous Hypothesis Testing**

To test the effect of the independent variable partially on the dependent variable

**Table 5.** Hypothesis Testing Results with the F Test

**ANOVAª**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 82.696 | 2 | 41.348 | 16.847 | .000ᵇ |
| | Residual | 238.064 | 97 | 2.454 | | |
| | Total | 320.760 | 99 | | | |

The comparison between Fcount and Ftable for each variable is as follows:

Df2 = (n-k = 100-3 = 97) = (3.09) based on the hypothesis testing table with the F test above obtained Fcount of 16,847 with a value of 3.09 namely (16,847 > 3.09) and (sig = 0,000 <0.050), then thus it can be concluded that H3 is accepted, meaning that simultaneously the variables brand trust and word-of-mouth have a significant effect on purchasing decisions at Shereen Hijab in Bengkulu City.

**The Effect of Brand Trust (X1) on Purchasing Decisions (Y)**

The study's results on the brand trust variable show that brand trust has a partially positive and significant effect on the Purchase Decision of Bengkulu City Shereen Hijab products. This can be seen in the t-test, which states that it has a value of (3,299 > 1,660) and (sig = 0.001 < 0.050, thus saying that brand trust has a positive and significant influence on purchasing decisions, so the hypothesis in this study is accepted. Companies need to pay attention to or increase confidence by paying attention to the quality and appearance of their products by providing factual information. This is reasonable because most consumers believe in the company's excellent reputation. In addition, companies can also hold events attended by many

young consumers and practice selling products at events-supported events. This is powerful enough to increase the reputation and can boost sales.

**Effect of Word-Of-Mouth (X2) on Purchase Decision (Y)**

The study's results on the word-of-mouth variable showed that word-of-mouth had a positive and partially significant effect on the Purchase Decision of Bengkulu City Shereen Hijab products. This can be seen in the t-test, which states that it has a value (3,690 > 1,660) and (sig = 0.000 <0.050), so the hypothesis in this study is accepted. Word-of-mouth is the most influential media in communicating products or services to two or more consumers. Word-of-mouth between consumers appears naturally and honestly, making the resulting marketing message much better and more effective than other media. Word-of-mouth is communication that produces good conversation. Someone will ask others about the quality of an item or service before they decide to buy or consume it. Therefore word-of-mouth can influence a person's purchasing decision in determining.

**The Effect of Brand Trust and Word-Of-Mouth (X2) on Purchase Decision (Y)**

The results of simultaneous hypothesis testing indicate an influence of brand trust and word-of-mouth on the Purchase Decision of Shereen Hijab Bengkulu City. This can be seen in the F test, which states the value, namely (16.847 > 3.09) and (sig = 0.000 <0.050). This illustrates that with good brand trust and word-of-mouth, consumers will buy Shereen Hijab products or be loyal to Shereen Hijab, the Bengkulu city. A promotional strategy in marketing activities that uses satisfied "person to person" to increase product awareness and generate a certain level of sales. Word-of-mouth communication spreads through business, social, and community networks that are considered highly influential. It is better to pay more attention to providing product quality assurance and improving the quality of excellent and professional service to the wishes of consumers, providing supporting facilities that offer more comfort for visitors, and establishing good communication with customers.

**CONCLUSION**

**Conclusion**

Based on the results of research that has been conducted on the influence of brand trust and word-of-mouth on purchasing decisions at Shereen Hijab in Bengkulu City, it can be concluded as follows:

1. Brand trust positively affects purchasing decisions for Shereen Hijab Consumers in Bengkulu City. With brand trust, it will increase buying decisions.

2. Word-of-mouth positively affects purchasing decisions for Shereen Hijab consumers in Bengkulu City. Good word-of-mouth or word-of-mouth marketing will increase buying decisions.

3. Brand trust and word-of-mouth positively affect purchasing decisions for Shereen Hijab Consumers in Bengkulu City. The more consumers trust the brand and good word-of-mouth marketing, the more purchasing decisions will be made.

**Recommendation**

Based on the results of the research, discussion, and conclusions obtained, the suggestions that can be given are as follows:

1. In variable (X1) brand trust, it is suggested that Shereen Hijab should maintain brand trust because it impacts purchasing decisions, such as maintaining suitable hijab materials.

2. In variable (X2), word-of-mouth is suggested to Shereen hijab to pay attention to consumer suggestions so that Shereen hijab maintains a good reputation and consumers convey no negative things through word of mouth.

3. It is suggested that further research, especially the same research, needs to consider other factors besides brand trust and word-of-mouth variables on purchasing decisions and can increase sales to the company so that it will produce better research.

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