



## THE INFLUENCE OF CONSUMER PERCEPTION AND BRAND IMAGE ON CONSUMER LOYALTY THROUGH BRAND TRUST IN EIGER ADVENTURE FLAGSHIP STORE MAKASSAR

Asmiati<sup>1</sup>, Dian AS Paraawansa<sup>2</sup>, Abdul Razak Munir<sup>3</sup>

<sup>1</sup>Master of Management, Faculty of Economics and Business, Hasanuddin University; [mimidp30@gmail.com](mailto:mimidp30@gmail.com)

<sup>2</sup>Faculty of Economics and Business, Hasanuddin University; [dianparawansa62@gmail.com](mailto:dianparawansa62@gmail.com)

<sup>3</sup>Faculty of Economics and Business, Hasanuddin University; [arazak@fe.unhas.ac.id](mailto:arazak@fe.unhas.ac.id)

### Abstract

This study aims to determine the effect of consumer perceptions on product and brand image on consumer loyalty through brand trust at Eiger Adventure Flagship Store Makassar. This research is a quantitative research, the data used is primary data, namely data obtained from distributing questionnaires to research objects. The population in this study are consumers who have made purchases at the Eiger Adventure Flagship Store Makassar. The sampling technique used purposive sampling with a total sample of 150 respondents. The analytical method used in this study is regression analysis using the PLS (Partial Least Square) method with the help of SmartPLS 3.0 Software. The results showed that (1) consumer perceptions had a positive and significant effect on brand trust at the Eiger Adventure Flagship Store Makassar; (2) Brand image has a positive and significant effect on brand trust in the Eiger Adventure Flagship Store Makassar; (3) Consumer perceptions have no significant effect on consumer loyalty at the Eiger Adventure Flagship Store Makassar; (4) Brand image has a positive and significant effect on consumer loyalty at the Eiger Adventure Flagship Store Makassar; (5) Brand trust has a positive and significant effect on consumer loyalty at the Eiger Adventure Flagship Store Makassar; (6) Consumer perception has a significant effect on consumer loyalty through brand trust in Eiger Adventure Flagship Store Makassar;

**Keywords:** *Consumer Perception, Brand Image, Brand Trust, and Consumer Loyalty*

### A. PRELIMINARY

In marketing activities that need to be considered is the state of the market or the state of consumers. In an increasingly competitive market situation, companies must try to attract as many consumers as possible in order to apply the established marketing concept. Besides that, the company must make consumers have a good and positive view of the company and the products produced by the company. Consumers are not simply loyal to a company, so companies need to provide reasons for consumers to make purchases. Consumers have expectations for the value obtained from a product. Loyal consumers are an important asset for the company because they not only consume continuously, but also help them sell their products to others. High consumer loyalty certainly requires a lot of time and a good strategy. PT. Eigerindo Multi Produk Industri, also known as Eiger, is the largest outdoor equipment manufacturing and retail company in Indonesia. Some of the strategies

undertaken by Eiger to survive are evaluating existing business models and business processes, as well as developing a Business Contingency Plan to deal with business uncertainties. One of the strategies is to increase sales through digital platforms, in which the company optimizes its O2O (online to offline-offline to online) strategy which combines the strength of offline distribution which is currently spread over more than 200 points in Indonesia, complemented by the strength of the e-commerce market (IBM, 2020).

## **B. RESEARCH METHODS**

### **Research design**

In this study researchers used a quantitative approach. This approach was chosen because it is a type of research that has its specifications, namely systematic, planned and clearly structured from the beginning to the research design, both regarding research objectives, research subjects, research objects, data samples, data sources and methodology.

### **Population and Sample**

The population in this study are consumers who have made purchases at the Eiger Adventure Flagship Store Makassar. This study used a purposive sampling technique where the sample was selected from the population at the request of the researcher, because the population in this study was large and infinite (infinite) to calculate the sample size using the Cochran formula (Saebani & Sutisna, 2018). Based on the calculation above, the number of samples in this study was 96.04 respondents, which was then rounded up to 100 respondents. Furthermore, to get more respondents who are more representative of the sample in the study, 50 respondents were added. So that the number of samples used in this study were 150 respondents.

### **Method of collecting data**

Data collection in this study was carried out using an open questionnaire where respondents were asked to answer questions by selecting answers that had been provided using a Likert scale which contained five levels of answer choices regarding respondents' agreement with the statements put forward. Respondents filled out statements via the Google Form link which were distributed via social media.

### **Data analysis technique**

This study uses data analysis using SmartPLS software. PLS (Partial Least Square) is a variant-based structural equation analysis that can simultaneously test the measurement model as well as test the structural model.

## **C. ANALYSIS AND DISCUSSION**

### **1. Outer Model (Measurement Model)**

There are three criteria for assessing the outer model, namely convergent validity, discriminant validity and composite reliability.

a. *Convergent Validity*

The results of the estimation of the PLS model show that there are several indicators that have a loading factor value below 0.7, namely X1.1 and X1.2. So it can be interpreted that these indicators are invalid and must be removed from the PLS model in order to meet the requirements of Convergent validity. After all indicators are valid, convergent validity testing is continued by looking at the AVE value of each construct. Based on the results of the PLS analysis in the table above, it is known that the AVE value of all constructs, both in the form of dimensions and variables, has exceeded 0.5. This shows that all indicators in each construct have met the required convergent validity criteria.

b. *Discriminant Validity*

Discriminant validity is done to ensure that the concept of each latent variable is different from the other variables. The cross loading value of each indicator of consumer perception and brand image variables is  $> 0.7$ , so it is known that these indicators meet the requirements of discriminant validity. The cross loading value of the variables brand trust and consumer loyalty among the indicators is  $< 0.7$ , so it is known that these indicators do not meet the requirements of discriminant validity.

c. *Composite Reliability*

**Table 1. Results of Reliability Test of Latent Variables**

Variable	Cronbach's Alpha	Composite Reliability	Information
Consumer Perception (X1)	0.911	0.928	Reliable
Brand Image (X2)	0.945	0.955	Reliable
Brand Trust (Z)	0.913	0.929	Reliable
Consumer Loyalty (Y)	0.897	0.921	Reliable

*Source: Primary data processed, 2022*

All latent variables measured in this study have Cronbach's alpha values and composite reliability  $> 0.7$ , so it can be seen that all latent variables are reliable.

**2. Structural Model (Inner Model)**

**Table 2. R-Square Calculation Results**

Variable	R-square	R-square Adjusted
Brand Trust (Z)	0.840	0.838
Consumer Loyalty (Y)	0.743	0.738

*Source: Primary data processed, 2022*

Based on the Q-Square calculation, a value of 0.966 is obtained so that this value can be interpreted that the research model can explain 96.6% of the contribution to the influence of consumer perception, brand image, brand trust and consumer loyalty.

**Table 3. Direct Effects of Research Variables**

Path Analysis	Original Sample (O)	Sample Means (M)	Standard Deviation (STD)	T Statistics ( O/STDEV )	P Values
PK (X1) -> Miles (Z)	0.349	0.101	0.070	5.017	0.000
CM(X2) ->KM(Z)	0.606	0.602	0.068	8,957	0.000
PK (X1) -> LK (Y)	0.102	0.101	0.089	1.147	0.252
CM (X2) -> LK (Y)	0.522	0.521	0.102	5.105	0.000
KM (Z) -> LK (Y)	0.269	0.270	0.113	2,382	0.018

*Source: Primary data processed, 2022*

1. The results of the consumer perception test show that the statistical value (5.017) > ttable (1.655) and a significance value of 0.000 < 0.05. The original sample value shows a value of 0.102, so it is known that the influence of consumer perceptions on brand trust is positive.
2. The results of brand image testing show that the statistical value (8.957) > ttable (1.655) and a significance value of 0.000 < 0.05. The original sample value shows a value of 0.606, so it is known that the influence of brand image on brand trust is positive.
3. The results of the consumer perception test show that the statistical value (1.147) < ttable (1.655) and the significance value is 0.252 > 0.05. The original sample value shows a value of 0.102, so it is known that the influence of consumer perceptions on consumer loyalty is positive.
4. The results of brand image testing show that the statistical value (5.105) > ttable (1.655) and a significance value of 0.000 < 0.05. The original sample value shows a value of 0.522, so it is known that the influence of brand image on consumer loyalty is positive.
5. The results of the brand trust test show that the statistical value (2.382) > ttable (1.655) and the significance value is 0.018 < 0.05. The original sample value shows a value of 0.269, so it is known that the effect of brand trust on consumer loyalty is positive.

**Table 4. Indirect Effects of Research Variables (Indirect Effects)**

Path Analysis	Original Sample (O)	Sample Means (M)	Standard Deviation (STD)	T Statistics ( O/STDEV )	P Value
PK (X1) -> KM (Z) -> LK (Y)	0.094	0.094	0.044	2.138	0.033
CM (X2) -> KM (Z) -> LK (Y)	0.163	0.164	0.073	2,247	0.025

*Source: Primary data processed, 2022*

6. The results of the consumer perception test show that the statistical value (2.138) > ttable (1.655) and the significance value is 0.033 < 0.05. The original sample value shows a value of 0.094, so it is known that the influence of consumer perceptions on consumer loyalty through brand trust is positive.
7. The results of brand image testing show that the statistical value (2.247) > ttable (1.655) and a significance value of 0.025 < 0.05. The original sample value shows a value of 0.163, so it is known that the influence of brand image on consumer loyalty through brand trust is positive.

### **3. The Effect of Consumer Perceptions on Brand Trust**

Consumer perception has a positive and significant effect on brand trust at the Eiger Adventure Flagship Store Makassar. So the first hypothesis in this study is accepted, this is an indication that if there is an increase or decrease in consumer perception at the Eiger Adventure Flagship Store Makassar it will have an impact on brand trust. The quality of a product is one of the important considerations for consumers in making a decision to make a purchase. The quality provided can make consumers give a good perception of the products offered. Eiger has good quality and neat and strong stitches for local Indonesian brands. Eiger products have good

durability so that consumers can use their products for a long time. Before being released to the market, Eiger first conducts research and experiments on its products. This is supported by brand ambassadors who also act as field researchers, to try and carry out various tests on their newest products. A series of tests carried out is by using a dummy product to go directly to the field to be tested. This is in line with research conducted by Rivai & Wahyudi (2017), Faizal & Nurjanah (2019) which states that consumer perceptions have a significant effect on trust. In contrast to the research conducted by Sulistyani & Umi (2021) argued that perception has no significant effect on trust.

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

Brand image has a positive and significant effect on brand trust in the Eiger Adventure Flagship Store Makassar. Then the second hypothesis in the study is accepted, this is an indication that if there is an increase or decrease in brand image at the Eiger Adventure Flagship Store Makassar it will have an impact on brand trust. Strength is one of the brand images that is built in society. In the digital era it is important for business actors to conduct public relations to realize that companies cannot force their products to consumers, instead, sell brands according to consumer needs. Eiger Adventure Flagship Store Makassar and consumers can interact and bond with each other through social media. From this interaction, Consumers can provide one form of assessment such as the impression felt when interacting. If consumers feel a positive impression, then this can be one of the strengths built by Eiger Adventure Flagship Store Makassar to build the brand image of the products it owns. This is in line with research conducted by Rivai & Wahyudi (2017) and Tamindael & Ruslim (2021) which states that brand image has a positive and significant influence on brand trust. In contrast to research conducted by Sari (2019) which states that brand image does not have a positive and significant effect on trust.

#### **5. Effect of Consumer Perceptions on Consumer Loyalty**

Consumer perception has no significant effect on consumer loyalty at the Eiger Adventure Flagship Store Makassar. So the third hypothesis in the study was rejected, this is an indication that if there is an increase or decrease in consumer perception at the Eiger Adventure Flagship Store Makassar it will not have an impact on consumer loyalty. Consumer perception is not included in one of the factors that can increase consumer loyalty at Eiger Adventure Flagship Store Makassar. The characteristics possessed and the information displayed by Eiger have not fully been able to give a strong impression to consumers. Not all of the expectations and motives of consumers can be fulfilled by the Eiger Adventure Flagship Store Makassar, so not all consumers feel the same satisfaction. This can be influenced by the different wants and needs of consumers, as well as the tastes of each consumer. This is in line with research conducted by Prastiwi & Rivai (2022) which states that perception has no effect on loyalty. Unlike the research conducted by Putri (2015), Faizal & Nurjanah (2019) and Prakoso (2020) which states that consumer perceptions have a positive and significant effect on loyalty.

#### **6. Effect of Brand Image on Consumer Loyalty**

Brand image has a positive and significant effect on consumer loyalty at the Eiger Adventure Flagship Store Makassar. So the fourth hypothesis in the study is accepted, this is an indication that if there is an increase or decrease in brand image

at the Eiger Adventure Flagship Store Makassar it will have an impact on consumer loyalty. The uniqueness of a product that is owned by Eiger allows consumers to differentiate their products from other brand products. This becomes an impression for consumers of products from Eiger Adventure Flagship Store Makassar so that it can give consumers reasons to make repeat purchases. A brand that is already attached to the minds of consumers is a valuable thing. By maintaining the superiority of the brand image, consumers are able to show loyal behavior towards Eiger so that it creates an attitude of satisfaction and commitment. This is in line with research conducted by Bastian (2014), Putri (2015), Candra, Suhastini, Amil, & Iswanto (2019) and Margaretha & Rodiah (2021) which state that brand image affects loyalty. In contrast to the research conducted by Yeridha, Kuleh, & Rodiah (2021) which states that brand image affects loyalty.

#### **7. The Effect of Brand Trust on Consumer Loyalty**

Brand trust has a positive and significant effect on consumer loyalty at the Eiger Adventure Flagship Store Makassar. So the fifth hypothesis in this study is accepted, this is an indication that if there is an increase or decrease in brand trust at the Eiger Adventure Flagship Store Makassar it will have an impact on consumer loyalty. Trust can be formed because brands are able to create and maintain good relationships with consumers. In maintaining relationships with consumers it must be done consistently and not in a short time. Consumers who are satisfied and confident with the products used will place their trust in the Eiger Adventure Flagship Store Makassar. Consumers who have committed to the trust given will have a positive impact so that consumers will be loyal and use Eiger for a long time. Consumers who have high loyalty will always use Eiger Adventure Flagship Store Makassar, and when there are things that consumers don't like, they will immediately notify the product provider. This is in line with research conducted by Bastian (2014), Basuki (2017), Ayu & Sulistyawati (2018), Candra, Suhastini, Amil, & Iswanto (2019), and Wijaya, Supeni, & Rozzaid (2022) which states that brand trust has an effect on loyalty. Different results were stated in research conducted by Rivai & Wahyudi (2017) and Faizal & Nurjanah (2019) who argued that trust has no significant effect on consumer loyalty.

#### **8. The Effect of Consumer Perceptions on Consumer Loyalty through Brand Trust**

Consumer perception has a positive and significant effect on consumer loyalty through brand trust in the Eiger Adventure Flagship Store Makassar. So the sixth hypothesis in this study is accepted, this is an indication that if there is an increase or decrease in consumer perception at the Eiger Adventure Flagship Store Makassar it will have an impact on consumer loyalty triggered by brand trust. In building a brand trust, consumers will of course give their perceptions of Eiger Adventure Flagship Store Makassar products first. Trust is a limitation that affects perceived value and encourages purchase intentions and has an impact on consumer loyalty. Consumers who are willing to put their trust in the Eiger Adventure Flagship Store Makassar with all the risks occur because of the hope that the Eiger Adventure Flagship Store Makassar is able to provide benefits to consumers so that it will generate loyalty. Consumer loyalty is perceived as a key driver of long-term relationships related to trust and consumer perceptions of the products and quality provided. This is in line with research conducted by Ayu & Sulistyawati (2018) which states that overall

consumer perceptions that consumers feel are all measured in a broad sense indicating the mediating role of brand trust on consumer loyalty.

### **9. The Effect of Brand Image on Consumer Loyalty through Brand Trust**

Brand image has a positive and significant effect on consumer loyalty through brand trust in the Eiger Adventure Flagship Store Makassar. So the seventh hypothesis in this study is accepted, this is an indication that if there is an increase or decrease in brand image at the Eiger Adventure Flagship Store Makassar it will have an impact on consumer loyalty triggered by brand trust. The emergence of various kinds of products in one category with product quality that has become a standard and can be imitated and owned by anyone makes it difficult to maintain market share. To overcome this, Eiger Adventure Flagship Store Makassar must maintain its market share. One of them is by forming a strong brand image. Without a strong brand image, it is very difficult to attract new consumers and maintain brand trust. The relationship between brand image and loyalty lies in the desires and choices of consumers on Eiger Adventure Flagship Store Makassar products which are the consumer side. Consumers will show loyalty when they not only make repeat purchases but also really like and choose the Eiger brand. This is in line with research conducted by Tamindael & Ruslim (2021) and research by Ramadhani & Nurhadi (2022) which states that brand image has a positive influence on loyalty mediated by brand trust.

## **D. CONCLUSION**

Based on the results of the research and discussion conducted, it can be concluded that consumer perceptions have a positive and significant effect on brand trust at the Eiger Adventure Flagship Store Makassar; Brand image has a positive and significant effect on brand trust in the Eiger Adventure Flagship Store Makassar; Consumer perceptions have no significant effect on consumer loyalty at the Eiger Adventure Flagship Store Makassar; Brand image has a positive and significant effect on consumer loyalty at the Eiger Adventure Flagship Store Makassar; Brand trust has a positive and significant effect on consumer loyalty at the Eiger Adventure Flagship Store Makassar; Consumer perceptions have a significant effect on consumer loyalty through brand trust in the Eiger Adventure Flagship Store Makassar; Brand image has a significant effect on consumer loyalty through brand trust in the Eiger Adventure Flagship Store Makassar.

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