

The Influence of Brand Trust, Brand Experience on Purchase Intention on the sustainability of the business cooperation of PT Burdah Unggul Sejahtera moderated by Service Quality

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Abstract

The development of the company in the global era requires PT Burdah Unggul Sejahtera (PT Bultera) to continue to pay attention to good company performance and totality to clients/business partners in order to have an impact on increasing business performance, return on investment (ROI), satisfaction, customer loyalty, profit, and demand for goods/services products as well as the sustainability of business cooperation in various sectors. The purpose of this study was to examine the effect of brand trust, brand experience on purchase intention moderated by service quality on the sustainability of business cooperation with PT Bultera. The research method used in testing this research variable is quantitative with the partial least square technique with a structural equation model (PLS-SEM) approach and assisted processing using SmartPLS 3 software (v.3.3.9). In collecting sample data, the researcher chose to use PT Bultera's internal and external census techniques, namely employees, business partners, and clients of 187 respondents to directly examine the influence between variables and variable moderation. The results in this study indicate that there is a significant influence of brand trust on purchase intention, there is a significant influence of brand experience on purchase intention, and there is a significant effect of service quality on purchase intention. Then the results of testing the moderating variable show that the influence of brand trust on purchase intention is significantly moderated by service quality. Meanwhile, service quality does not have a moderating effect on the relationship between brand experience and purchase intention.

Keywords

Brand Trust; brand experience; purchase intention; service quality; partial least square (PLS); structural equation model (SEM)



I. Introduction

The development of the world's economy is currently expanding and competition is also getting sharper. In the era of globalization as it is now coloring various types of competition in entrepreneurship. Companies in various industrial, trade and service sectors are mushrooming and always create new innovations every period. The success and success of the company is formed when the company can maintain *brand* in the eyes of their clients / business partners. By providing trust, experience, and good service quality to clients/business partners, it will have the potential to build confidence in the eyes of clients/business partners and ultimately create a close relationship between the client and the company. According to marketing theory, companies that can survive, innovate, and win competition in the world market are companies that are able to offer more value and can meet market expectations or expectations. Therefore, to achieve success, a company

must meet the implied and explicit requirements of clients/business partners in order to achieve success in business competition (Kotler et al., 2019).

Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

In this study, researchers took the case of business development at PT Burdah Unggul Sejahtera (PT Bultera), where business developments that occurred at PT Bultera moved dynamically following the times. Various strategies are implemented by PT Bultera in terms of increasing *return on investment* (ROI), satisfaction, customer loyalty, profit, and demand for goods/services as well as sustainability of business cooperation in various sectors. Companies must always *update* related to *trends* / client behavior, because this is very important in developing business strategies in terms of attracting client or market interest. Marketing strategy is a fundamental tool that is planned in order to achieve company goals. By increasing expertise/reliability, level of trust, experience, and quality of service to survive in business competition so that the company can always be sustainable in running its business and on target (Iacobucci, 2018). The following describes the graph of PT Butera's income statement for the last 5 years.

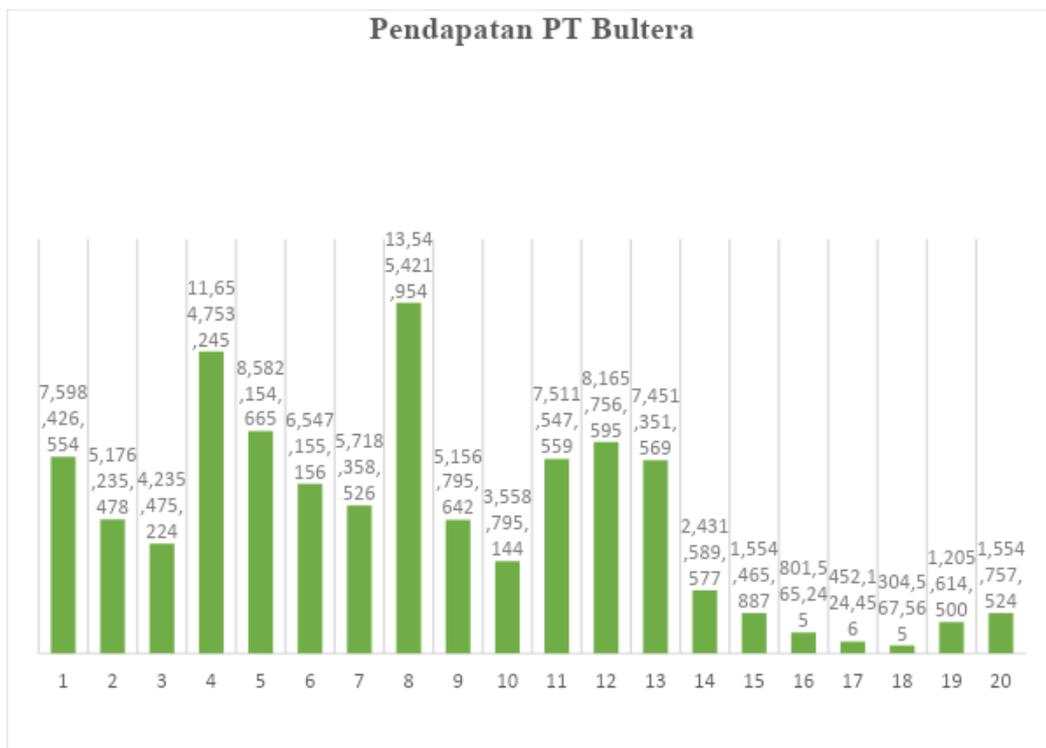


Figure 1. Financial Statements of PT Bultera

From the graph above, it can be explained that PT Bultera is experiencing a declining trend line income due to business competition and of course the Covid-19 pandemic which has disrupted businesses in various sectors. However, PT Bultera continues to perform business maneuvers in terms of maintaining and improving *service quality*, *brand trust*, and *brand experience* in terms of attracting the market and clients to purchase goods and services as well as collaborating and doing business with PT Bultera. Marketing strategy

provides direction to the company in relation to variables such as market segmentation, identification of target markets, *positioning*, marketing mix elements, and marketing mix costs (Czinkota et al., 2021). Every company as a producer always wants their buyers/clients to get satisfaction for the goods or services the company offers to them. As an illustration, as done by the company PT Bultera. The company carries out a lot of cooperation/sales of goods/services such as coal, construction services, *outsourcing* labor. Therefore, PT Bultera always pays attention to supporting factors both internally and externally in terms of increasing purchases/collaborations by business partners. Companies must understand that purchasing decisions by clients/business partners is a long process by clients/business partners starting long before the client buys a product and lasting long after. The process that occurs when a client wants to make a purchase decision is to seek information, evaluate alternatives, purchase decisions and post-purchase behavior (Aripin, 2021).

Companies always have a goal to increase sales of their products or services, so the hope for the company is that purchasing decisions made by clients can provide a sensation of satisfaction to users and always make regular purchasing decisions. Purchasing decisions here can be defined as client activities that are directly involved in decision making in terms of making purchases of products offered by manufacturers (Kotler et al., 2019). Many factors influence the client's purchase decision on the products offered. One of them is *brand trust*, a client will buy a product because the client believes and believes in the product being offered, then *brand experience* where the client feels the sensation of a good experience when buying the product offered, and *service quality* where the client feels good service from the company.

Based on the observations and discussions above, the researcher will focus on the topic of the influence of *Brand Trust*, *Brand Experience* on *Purchase Intention* on the sustainability of PT Burdah Unggul Sejahtera's business cooperation moderated by *Service Quality*.

II. Review of Literature

2.1 Grand Theory

The basic theory in this study uses the *Theory of Planned Behavior* (TPB) which is defined as a tool for analyzing the intentions that arise from the individual to behave, and the intention is caused by several factors, namely internal and external to the individual (Ajzen, 2020). Intention to perform a behavior is influenced by three variables, namely *attitude toward the behavior*, subjective norms and perceptions of behavioral control (Sussman & Gifford, 2019). The first is the attitude towards behavior in which a person evaluates something that can be beneficial or unfavorable. The second is a social factor called subjective norm, it refers to the perceived social pressure to do or not to take an action. The three antecedents of intention are the perceived level of control over a behavior as we saw earlier, refers to the perceived ease or difficulty of performing the behavior, and is assumed to reflect past experiences in anticipation of obstacles and obstacles (Botelho et al., 2021). Based on *the grand theory* used in this study, it will be analyzed into this research model. The independent variables contained in this research model have the potential to affect the dependent variable and of course also the potential used by the moderating variable.

2.2 Purchase Intention

Purchase intention is a process when the client sees a preference for a product/service at the stage where the client will evaluate the actual purchase decision and purchase behavior which is influenced by internal and external motivations (Shukla et al., 2022). In marketing research, *Purchase Intention* is claimed to be able to predict actual purchases. Meanwhile *intention* is the degree to which the client is likely to make a purchase in the future (Aureliano-Silva et al., 2022). Most human behavior can be predicted based on intentions, given that the behavior is under the control of each individual (Olšanová et al., 2021). Therefore, *purchase intention* can be explained as an individual's motivation in making a conscious decision to make a purchase or in the case of this study a real sustainability of cooperation (Nosi et al., 2021).

2.3 Influence Brand Trust in Purchase Intention

Trust is defined as a trust that refers to the belief of a product / performance / brand safety and conceptually can be defined as the client's expectations and beliefs that the brand will continue to provide good function and performance (Ali et al., 2020). In other words, trust is a strong belief in something and is the key to maintaining a sustainable relationship between the client and the producer / service provider (Han et al., 2019). Trust is formed when the company gains confidence in the proven expertise and sincerity of the parties involved and plays a role that increases dependence on business partners in expanding exchange relationships (Sullivan & Kim, 2018). Clients will trust a brand if they feel the brand is performing as expected and promised (Sung, 2020).

H1: Brand Trust has an effect on Purchase Intention.

2.4 Influence Brand Experience with Purchase Intention

Businesses realize that marketing by paying attention to and understanding the *brand experience* is very important for the development of business strategies in increasing the production output of goods and services which will also affect the sustainability of business cooperation with business partners (Joshi & Srivastava, 2020). *Brand experience* is formed when clients use the brand, talk to others about the brand, seek brand information, promotions, *events*, and so on (Rahman & Mannan, 2018). These brand-related stimuli occur as part of brand design and identity, packaging and marketing communications (e.g. advertisements, brochures and websites) and also in the environment in which brands are marketed or sold (e.g. stores or events) (Kim et al. , 2018). These brand-related stimuli are the main source of subjective, internal client responses, known as *brand experience* (Shukla et al., 2022). Research on *experience* to date has focused on product attributes and *brand experience* conceptualized as a form of sensation, feeling, cognition, and behavioral response evoked by brand-related stimuli that are part of brand design and identity, packaging, communication, and the environment (De Villiers et al. al., 2018).

H2: Brand Experience affects Purchase Intentions.

2.5 Effect Service Quality on Purchase Intention

In an era where information sources can be accessed quickly by every individual, companies must further improve *service quality* (quality of service) that is good for clients/business partners so that it can have an impact on improving business performance, *return on investment*, satisfaction, customer loyalty, profit, and demand for goods/services as well as the sustainability of business cooperation in various sectors (Lin et al., 2021). Service quality can be explained as a statement about attitudes and relationships resulting

from collaboration between expectations and performance results. Another definition of service quality is the effort to meet the needs and desires of the client and the accuracy in its delivery to match the client's expectations (Qalati et al., 2021).

H3: Service Quality has an effect on Purchase Intention.

2.6 Moderation Service Quality on the Effect Brand Trust on Purchase Intention

In previous research, it was explained that *brand trust* would arise if a brand could be relied on to meet client needs. *Brand trust* is created because of a sense of client satisfaction after using the brand, trust is present because the brand provides or sells in accordance with the commitments presented by the company (Aureliano-Silva et al., 2022). According to research by Kim et al., (2018) *brand trust* is the result of the wishes of clients in general who believe that a brand can meet the requirements or expectations needed to fulfill the needs of clients/business partners. Trust is a very important factor in building relationships between companies and clients / business partners, *brand trust* is the client's expectations of the company, if the company can fulfill the wishes of the client in accordance with the expectations and the client feels satisfaction from the quality of service, the client will be loyal to a cooperative relationship in the long term or repurchase the products provided by the company (Alonso Dos Santos et al., 2020).

H4: Brand trust has an effect on purchase intention, moderated by service quality.

2.7 Moderation Service Quality on the Effect Brand Experience on Purchase Intention

In the research of Khan et al., (2021) explaining that the *brand experience* or experience of a brand has attracted a lot of attention in the practice of the marketing world, the perception of clients at every moment when they relate to the brand, both when the client is looking at the brand image in the advertisement, as well as at the level of quality that focuses on the personal service that the client receives. The emotional relationship of *brand experience* with *purchase intention* which is moderated by *service quality* will automatically be created through how the client spends a certain amount of time with the brand. *service quality* will be a source of support for clients for the creation of *brand experiences* and this will affect *purchase intention* (Ali et al., 2018).

H5: Brand experience has an effect on purchase intention, moderated by service quality.

III. Result and Discussion

The type of research investigation uses *casual* and *correlation*, because it relates to the identification of independent variables (*brand trust & brand experience*) on the dependent variable (*purchase intention*) and moderating variables (*service quality*) (Sekaran, 2017). Meanwhile, the right method in this study uses quantitative where this method is suitable for use for large populations with limited variables. This quantitative research involves the utilization and analysis of numerical data using specific statistical techniques to answer questions such as who, how, when, where, and how much (Apuke & Program, 2017). Respondents of this study used internal and external census techniques of PT Bultera, namely employees, business partners, and clients. The design in this study uses *explanatory research* that explains certain relationships, traits, or determines differences in factors between groups or in a situation (Sekaran, 2017). The method of collecting data in the field is an *explanatory survey* in the form of quantitative research. Quantitative data

processing in this study was assisted by SmartPLS 3 (v. 3.3.9) software using a partial *least squares structural equation model* (PLS-SEM) approach.

IV. Result and Discussion

4.1 Descriptive Statistics

The test in this study used 193 respondents using the *random sampling* proposed by Hair Jr et al., (2019) stating that there are at least 5 to 10 times the number of indicators. The results of the data in this study were obtained from questionnaires distributed to employees, business partners, and clients using Google Form. The research questionnaire contains questions related to research variables, the questionnaire data also contains personal data

Table 1. Characteristics of Respondents

No.	Characteristics	Number of Respondents	Percentage
1	Gender		
	Male	121	62.7
	Female	72	37.3
	Total	193	100 %
2	Age		
	< 25 Years	62	32.1
	25 - 30 Years	47	24.3
	31 - 40 Years	53	27.4
	> 40 Years	31	16.1
	Total	193	100 %
3	Last Education		
	SMA/SMK	24	12.4
	Diploma	36	18.6
	S1	92	47.6
	S2	32	16.5
	S3	9	4.6
	Total	193	100 %
4	Employment Status		
	Contract	112	58
	Permanent Employee	52	26.9
	Employer	29	29.1
	Total	193	100 %
5	Work/business experience		
	< 3 Years	92	47.6
	3 - 6 Years	42	21.7
	6 - 10 Years	27	13.9
	> 10 Years	32	16.5
		Total	193

From the table above, it can be explained that the description of respondents in terms of gender is mostly male, namely 62.7% and female is 37, 3%, while in terms of working age, most of the respondents were less than 25 years old, namely 32.1% and for the

minority aged over 40 years, it was 16.1%. Then in terms of education, respondents are dominated by undergraduate/S1 education of 47.6%. In terms of employment status, contract employees are dominated by 58% and minority employment status, namely entrepreneurs, is 29.1%. As well as in terms of work experience, respondents are dominated by work experience of less than 3 years or 47.6%, while work experience / entrepreneur more than 10 years is 16.5%.

4.2 Validity and Reliability Test

a. Test the Validity of Measurement (Outer) Model

Measurement (Outer) model is the measurement of the outer model that describes the relationship between the indicator and its construction. This model can be determined by the results of Cronbach's Alpha, Composite Reliability and rho_A values that are required > 0.7 and the Average Variance Extracted (AVE) value is required to have a value of > 0.5 . In the table below, it is explained that the results of research testing using the SEM PLS method have Cronbach's Alpha, rho_A, and Composite Reliability whose all values are > 0.7 and the results of the *Average Variance Extracted* (AVE) test are all > 0.5 . So it can be concluded in this study that the test proves that the respondents of this study are valid and reliable.

Table 2. *Construct Reliability and Validity*

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1 Brand Trust	0.822	0.738	0.878	0.602
X2 Brand Experience	0.881	0.903	0.539	0.5071
Y Purchase	0.774	0.771	0.855	Intention
Z Service	Quality	0,901	0,917	0,502
Z Moderation on the effect of X1 on Y	1,000	1,000	1,000	1,000
Z Moderation on the effect of X2 on Y	1,000	1,000	1,000	1,000

Table 3. *Outer loadings Hypothesis Testing Results*

Q	X1 Brand Trust	X2 Brand Experience	Z Service Quality	Y Purchase Intention
1	0.781	0.746	0.660	0.780
2	0.630	0.734	0.709	0.809
3	0.738	0.723	0.656	0.787
4	0.732	0.758	0.725	0.711
5	0.736	0.751	0.723	
6		0.714	0.763	

7		0.767	0.709	
8		0.712	0.717	
9			0.737	
10			0.759	
11			0.734	

b. Structural (Inner) Model

Structural (Inner) Model is an inner structural model that can be measured by looking at the R-Square which explains that if the resulting R-Square has <0.3 then the value is weak, then if the value is between $0.3-0.4$ then the value is of moderate status, and if the R-Square value that is owned produces $0.5-0.6$ then the value is quite strong, and if the R-Square produces a value > 0.6 then the value is very strong. In testing this research, the R-Square value of 0.581 can be explained which can be explained that the *Brand Trust, Brand Experience on Purchase Intention* moderated *Service Quality* contributes 0.581 or 58.1% , while the remaining value of 0.419 or 41.9% is influenced by the variable other than the variables studied in this study.

4.3 Hypothesis

Hypothesis testing is a test that produces a significance value of each coefficient where there is a significant or insignificant effect between the independent, dependent and moderating variables. Structural model testing is used to analyze hypotheses between research variables and measure P-value and T-Statistics. If the T-Statistics value produces > 1.96 then it produces a valid value or P-Value <0.05 , it can be interpreted that the tested variable has a significant effect. testing *path coefficient hypothesis* and is explained as follows:

	Original Sa..	Sample Me..	Standard D..	T Statistics (..	P Values
X1 -> Y	0.184	0.192	0.121	2.579	0.031
X2 -> Y	0.144	0.149	0.117	2.861	0.042
Z -> Y	0.448	0.452	0.106	4.295	0.000
Z X1 -> Y	0.129	0.137	0.142	2.081	0.037
Z X2 -> Y	-0.078	-0.135	0.135	1.942	0.325

Figure 3. Path Coefficient Hypothesis Testing Results

4.4 Influence Brand Trust on Purchase Intention

Based on the results of the *path coefficient hypothesis* above, it shows that the effect of *brand trust* on *purchase intention* has a significance result of T-Statistics $2.579 > 1.96$ and a P-Value value of $0.031 < 0.05$; so that it can be interpreted that *brand trust* has a positive and significant effect on *purchase intention* in this study, *purchase intention* is intended for the sustainability of business cooperation. The results of this study are in accordance with previous research conducted by Shukla et al., (2022) which showed that *brand trust* gave positive and significant results to *purchase intention*. Likewise, research by Nosi et al. (2021); (Choi, 2019); (Han et al., 2019); (Khan et al., 2021); and (Ali et al., 2018) which explains that *brand trust* has a positive and significant effect on *Purchase Intention*. The trust of a brand that is built by the company will increase the client's confidence in doing cooperation and business. So the company must continue to maintain

and increase the level of trust in the eyes and minds of clients. Because this will have an impact on the sustainability of business cooperation and company revenues. In this test, it can be concluded that **H1: is accepted.**

4.5. Effect Brand Experience on Purchase Intention

Based on the results of the *path coefficient hypothesis* above, it shows that the effect of *brand experience* on *purchase intention* has a significance result of T-Statistics $2.861 > 1.96$ and a P-Value value of $0.042 < 0.05$; so that it can be interpreted that *brand experience* has a positive and significant effect on *purchase intention* in this study, *purchase intention* is intended for the sustainability of business cooperation. The results of this study are in accordance with previous research conducted by (Joshi & Srivastava, 2020) which explains that *brand experience* has a positive and significant influence on *purchase intention*. Likewise, research (Rahman & Mannan, 2018) and (Lee & Young, 2021) state that *brand experience* has a positive effect on *purchase intention*. The development and improvement of the experience of a brand is a business strategy in increasing the production output of goods and services which will also affect the sustainability of business cooperation with business partners. In this test, it can be concluded that **H2: is accepted.**

4.6. Effect Service Quality on Purchase Intention

Based on the results of the *path coefficient hypothesis* above, it shows that the effect of *service quality* on *purchase intention* has a significance result of T-Statistics $4.295 > 1.96$ and a P-Value value of $0.000 < 0.05$; so that it can be interpreted that *service quality* has a positive and significant effect on *purchase intention* in this study, *purchase intention* is intended for the sustainability of business cooperation. The results of this study are in accordance with previous research conducted by (Prentice et al., 2019) which shows that *service quality* provides positive and significant results on *purchase intention*. It is the same with Naeem's (2019) research; Lin et al., (2021); and (Chen et al., 2019) which states that *service quality* has a positive and significant effect on *Purchase Intention*. Good service quality can have an impact on improving business performance, *return on investment*, satisfaction, customer loyalty, profit, and demand for goods/services as well as the sustainability of business cooperation in various sectors. In this test, it can be concluded that **H3: is accepted.**

4.7. Service Quality has a moderating effect on the relationship between Brand Trust and Purchase Intention

Based on the results of the *path coefficient hypothesis* above, it shows that the moderation *service quality* on the influence of *brand trust* on *purchase intention* produces a significance value of T-Statistics $2.081 > 1.96$ and a P-Value value of $0.037 < 0.05$; so that it can be interpreted that the influence of *brand trust* on *purchase intention* which is moderated by *service quality* gives significant and positive results and moderation of *service quality* able to strengthen the relationship between *brand trust* and *purchase intention*. In this test, it can be concluded that **H4: is accepted.**

4.8. Service Quality has a moderating influence on the relationship between Brand Experience and Purchase Intention

Based on the results of the *path coefficient hypothesis* above, it shows that the moderating *service quality* on the influence of *brand trust* on *purchase intention* produces a significance value of T-Statistics $1.942 < 1.96$ and a P-Value value of $0.325 > 0.05$; from

the results of T-Statistics and P-Value do not meet the requirements of significance. so that it can be interpreted that the influence of *brand experience* on *purchase intention* which is moderated by *service quality* gives insignificant and positive results and moderation of *service quality* is not able to strengthen the relationship between *brand experience* and *purchase intention*. In this test, it can be concluded that **H5: is rejected**.

V. Conclusion

This study provides the results of an empirical study regarding the effect of Brand Trust, Brand Experience on Purchase Intention on the sustainability of PT Burdah Unggul Sejahtera's business partnership moderated by Service Quality. This study used 193 respondents, both employees, business partners, and clients related to PT Bultera. The researcher draws the following conclusions:

1. The Effect Brand Trust against Purchase Intention.test results state that brand trust has a positive and significant effect on purchase intention, this can mean that the level of brand trust will have a very good impact on client purchasing decisions and make clients do business cooperation with PT Bultera, therefore PT Bultera must maintain trust so that clients are more confident and feel safe with the existence of sustainable business cooperation.
2. Effect Brand Experience on Purchase Intention. In the test results above, it is explained that brand experience has a positive and significant effect on purchase intention, this can be interpreted that the experience felt by clients when buying/consuming goods/services products that the company offers has a satisfying sensation impact on clients. So that clients can think about repurchasing the goods/services offered and conducting sustainable business cooperation.
3. Effect Service Quality on Purchase Intention.test results state that service quality has a positive and significant effect on purchase intention, this explains the importance of providing good service quality to clients, so that service quality supports the client's feelings to make purchases or cooperate with PT Bultera.
4. Service Quality has a moderating effect on the relationship between Brand Trust and Purchase Intention. The results of this moderation test explain that service quality has a strengthening effect on the relationship of brand trust to purchase intention, this explains that service quality will provide a strengthening support between brand trust and purchase intention.
5. Service Quality has a moderating effect on the relationship between Brand Experience and Purchase Intention. The results of this moderation test explain that service quality moderation has a strengthening effect on the relationship of brand trust to purchase intention, this explains that service quality will provide a strengthening support between brand experience and purchase intention.

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