

BRAND TRUST: ITS ANTECEDENTS AND OUTCOMES ON COMMITMENT TO THE BRAND

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ABSTRACT

Recently, transport businesses in Indonesia have been competing to provide good services for people who need a means of transport that is fast, safe and comfortable. A taxi is one kind of transport that does this and is in high demand. The Blue Bird Group, one of the transport service companies, has extended its services, from taxis to limousines, car rentals and bus charters. The company has stayed true to its commitment to keeping its customers satisfied. The objective of this study is to create a technique which will aid the comprehension of the various factors influencing brand trust of taxi public transportation in Jakarta. A total of 200 questionnaire returns were used for the analysis using SmartPLS 2.0. Results indicate that brand attitude, perceived quality, and brand personality, suitable antecedents of brand trust. Furthermore, perceived quality was found to be the highest influence on brand trust in public transportation. Perceived quality is followed by brand attitude and brand personality. This research found commitment to the brand as the outcome of brand trust in public transportation. This paper is expected to support and enable marketing manager of public transportations to develop a better focus in their efforts to maintain customers.

Keywords – brand attitude, perceived quality, brand prestige, customer-oriented behavior, brand trust and commitment to the brand.

Introduction

A service brand is an assurance of future satisfaction, and service companies build strong brands through distinctiveness, performance, message consistency and by appealing to consumers emotionally. Berry (2010) argues that branding services is different from branding goods because of the characteristics that make services distinct from goods.

In some big cities, a taxi is just a common means of transport used by almost all levels of society, but especially the upper and middle classes. For the middle class, a taxi is not an unusual form of transport anymore. This is because incomes have increased and automatically standards of living have improved too. In addition, nowadays, people really need transport that provides comfort. One distinctive attribute of services is that there are often few cues for consumers to evaluate. The challenge in taxi transport is immense because there is a big difference between the size of the population and the number of taxi vehicles. Jakarta has a population of 10,37 million out of a total Indonesian population of 265 million (Source: Statistics Indonesia, 2017). The number of transport units in Indonesia is around 104 million, with 17.5 million units operating in Jakarta. This capital city is crowded with some 13 million motorcycles and approximately 3.26 million cars. Number of taxis as much as 37,000 units of various brands of existing taxi meters. It is a huge opportunity for transport services like taxis to gain more of the market segment, because as the economy grows so will the demand grow simultaneously. There are some land transport companies doing business in Indonesia, including Blue Bird Group and Express Group which are two highly competitive taxi companies. In 2014, Express Group added 2000 vehicles to its fleet to make a total of 12,000 units. Meanwhile, the Blue Bird regular taxis, that already consisted of 25,545 vehicles on 31 December 2014, has continued to expand its operational fleet, ending 2015 with a total of more than 33,000 units. Blue Bird Group has succeeded in receiving four awards in the taxi category. Among others, it was a winner in the Sulamapapua (Sulawesi, Maluku, Papua) Region, the Sumatera Region and the Java-Bali Region, and was the Top Winner in Indonesia of the WOW Service Excellence Award 2015. Furthermore, for the third time the company won a prestigious award at the Indonesian Customer Satisfaction Awards presented at the Shangri-la Hotel on November 12, 2015 (source: <http://www.bluebirdgroup.com/4> May 2016).

The Blue Bird Group is adding to their fleet in numbers that are responding to the high demand for comfortable transport. To provide easy access and excellent service, Blue Bird has opened an exclusive taxi outlet at Soekarno-Hatta Airport. Higher demand means that the company must build brand trust (BT) with all its customers. With BT, the company can keep its customers for a long time and increase their satisfaction, which is important for running a taxi business. When a company is a service business, building BT is a must. Being trusted by satisfied customers will put the company in a strong market position, and now, Blue Bird Group is leading the market in the taxi segment in Indonesia. The development of effective branding strategies is important for transport organizations. This is especially significant, given the changes the industry is facing. If there is a gap between the number of citizens and the number of taxis, people find other alternatives. But a taxi company must make extra efforts to get and keep customers. Living up to the customers' BT is important for companies to make and keep people loyal to the brand.

Previous research in this field is focused on understanding the antecedents and consequences of brand trust (Elyria et al. (2014) and Lichtenstein & Bearden (1989). However, the impact of brand trust on Commitment to the brand has not studied yet particularly in the transportation industry. This study attempts to develop a model by using the Attachment theory to substantiate this relationship in the context of taxi public transportation. Our aim is to further the understanding of the factors that influence brand trust, thus helping brands in developing a loyal consumer base. The purpose of this research is to provide an improved

understanding of the effects of brand attitude (BA), perceived quality (PQ), brand prestige (BP) and customer-oriented behavior (COB) on BT, as well as BT on commitment to the brand (CTB), specifically in public transport.

LITERATURE REVIEW

Brand Attitude (BA) is the company's ability to evaluate performances of their brand in fulfilling customer needs. In the many years the Blue Bird Group has operated, it has developed and evaluated the company's ability to fulfill customer needs and satisfaction. Customers' BA can arise from many sources, such as advertising and other people's experiences. The information gathered about the positive and negative aspects of the Blue Bird regular taxi service, can be used by the company for evaluation. Kotler and Keller (2016) state that BA are overall evaluations of the brand in terms of the quality and satisfaction it generates. BA is a consumer evaluation of the brand's ability to feel products based on their level of expectations

Perceived Quality (PQ) is an estimation of the quality of a brand or product that customers make from any information that they get about the product. Providing very good quality for the customer is the most important objective for Blue Bird Group. Customers can judge the quality of Blue Bird taxis, based on aspects, such as service price, brand image, promotional messages or customer service image. If the PQ is perceived as high by the customer, they will show a preference for choosing that brand rather than the brand's competitors. Schiffman (2015) argues that PQ is the result of a consumer's assessment of the quality of a product or service based on the information they got. A number of factors can affect a consumer's assessment of quality, including their experienced with the product, special needs and consumption (Yoo et al., 2000). Basically, to foster trust in brands and motivate consumers to choose brands compared to competing products, it is necessary to build a high PQ (Netemeyer et al., 2004).

Basically, regularly using the best taxi company, such as Blue Bird Group, will increase passengers' prestige more than if they use another company. Brand Prestige (BP) makes it easy for consumers to trust Blue Bird taxis with their patronage. According to Steenkamp et al., (2003) revealed that BP for consumers by looking at high-status brands, the perception is that the product is more reliable and reliable, so that it can accelerate the search for information in making purchasing decisions BP can represent the relatively high status of product positioning associated with a brand (Truong et al., 2009).

Customer-oriented behavior (COB) is the ability of a service provider or company to offer and deliver appropriate solutions for customers' interests and needs. Blue Bird Group has seen the consumers' needs and provided an easy system for them to use, from ordering until payment. The company has a good brand image as a leader in the taxi market. This is facilitated by comfortable vehicles; efficient ways or apps to order a taxi; easy payment systems, such as using cash, vouchers, debit and credit cards; as well as professional and friendly drivers. It has more taxi vehicles than its competitors and so many taxi shuttles at shopping malls, hotels and the airport in Jakarta. According to Suh et al. (2011). When the leadership of the service company and its employees fulfill the customer-centered mission of the organization, COB increases. Furthermore COB is the ability of the service provider to help consumers, which leads not only to an increase in customer satisfaction and a positive relationship with employee performance (Brown et al., 2002) but, more importantly, retains these consumers, especially in the case of services with high interaction, as seen in the taxi industry.

Brand trust (BT) is the feeling of customers trusting a specific brand for its ability to perform its stated function (Rachman & Briliana, 2018). The feeling of trust derives from our past experience, prior interaction and also from the experience of others. Consumers can be emotionally bound to the company and its brand when they trust a particular brand. Recently studied by Briliana and Widayati (2018) brand loyalty refers to the commitment of consumers to repurchase products or services from the same brand. BT is a feeling that arises from consumers to depend on the ability of the brand in accordance with the function that is expressed (Chaudhri and Holbrook 2001). Yoo et al (2000) also argue that BT is simply the trust a consumer has in a specific brand. Brand trust is the main driver for maintaining customers and increasing customer satisfaction (Briliana, 2017). Increasing BT in customers is important for companies to make them loyal, keep consuming the product or service and demonstrate commitment to the brand (CTB). Lastly, trust is often mentioned as a determinant of commitment (Gilliland and Bello, 2002; Briliana and Widayatim 2018). Actually, commitment comprises potential vulnerability and uncertainty, and consumers will be less committed when trust is not well established. If the consumers believe they can trust the brand, they solve the issue of uncertainty by engaging in a relationship with it. Thus the consumers' commitment to a brand would be the consequence of their trust in it (Lacey, 2007).

Research Methodology

Partial least squares (PLS) analysis, a form of structural equation modeling, was applied to evaluate the measurement model and structural model. The reason for using PLS is that it can effectively be used with a relatively small sample size and allows for potentially abnormally distributed data (Hair et al. 2017). Furthermore, PLS analysis was selected because it can assess all paths simultaneously for model prediction. The first phase involves fulfilling the criteria Anderson and Gerbing (1988). The SmartPLS 3 software package was used to assess the model in two stages:

1. Brand attitude (BA), perceived quality (PQ), brand prestige (BP), and customer-oriented behavior (COB) is proposed as antecedents of brand trust (BT) in the first stage of the model, covering H1, H2, H3 and H4; and
2. The second stage of the model studied the influence of brand trust (BT) is proposed to influence commitment to the brand (CTB), covering H5.

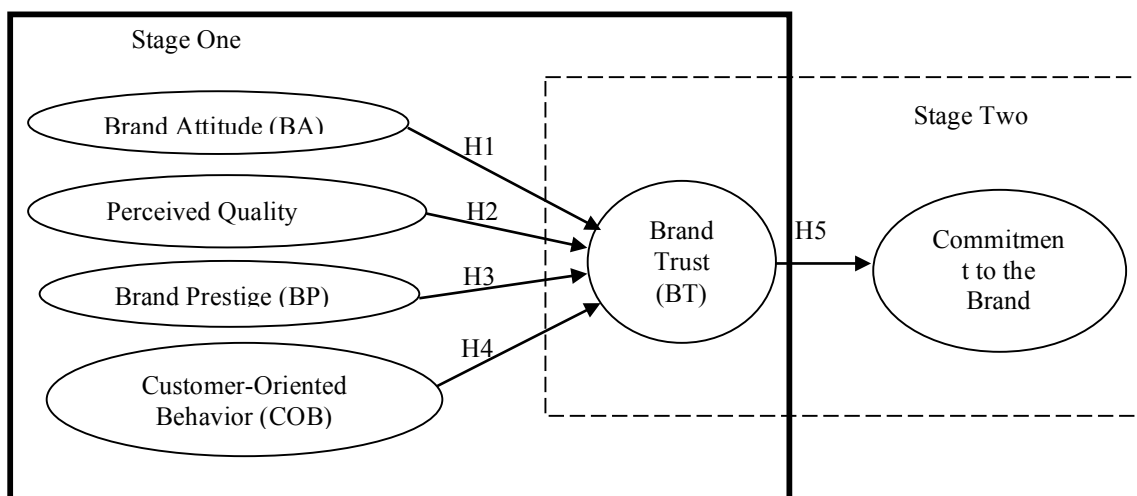


Fig 1 Research Framework

Hypotheses Development

The hypotheses developed for this study include:

- H1: Brand attitude has a positive impact on brand trust.
- H2: Perceived quality has a positive impact on brand trust.
- H3: Brand prestige has a positive impact on brand trust.
- H4: Customer-oriented behavior has a positive impact on brand trust.
- H5: Brand trust has a positive impact on commitment to the brand.

This study used a self-administrated questionnaire with closed-ended questions. The questionnaire was distributed using non-probability purposive sampling. While purposive sampling was used, the breakdown of most of the demographic characteristics of the respondents was representative of the real population of Indonesia. Cross-sectional data were collected by means of a structured survey in Jakarta. The survey was based on an area sampling technique conducted at airport Soekarno Hatta areas in Jakarta. Respondents for the study qualified according to pre-set criteria, i.e., they are people who often use Blue Bird taxis or routinely use cabs, so they are potential Blue Bird Group customers. All of the questionnaires were distributed at Blue Bird taxi queues at Soekarno-Hatta Airport to people who were paying the fares with their own money.

Constructs	Measurement items	Reference
Brand Attitude (BA)	BA1: My overall attitude towards my cab is better BA2: My overall attitude towards my cab is pleasant BA3: My overall attitude towards my cab has been favorable BA4: My overall attitude towards my cab has been positive	Lichtenstein and Bearden, (1989)
Perceived quality (PQ)	PQ1: My perception related my cab is superior PQ2: My perception related my cab is quality PQ3: My perception related my cab is excellent	(Keller and Aaker, 1992)
Brand prestige (BP)	BP1: I enjoy the prestige that comes with going to my cab. BP2: I think my cab is exclusive. BP3: I think my cab has high status.	(Kirmani et al., 1999)
Customer oriented behavior (COB)	COB1: The driver my cab is always willing to help passengers. COB2: The driver my cabs willing to cheer up passenger when they are stressed with the traffic. COB3: The driver my cab is always willing to resolve passenger' complaints. COB4: The driver my cab is willing to consider the things not requested by the passenger.	Kim et al., 2004
Brand Trust (BT)	BT1 : I trust this brand BT 2 : I rely on this brand BT 3 : This brand is safe to use	Nikunj Kumar Jain et al (2017)
Commitment to the brand (CTB)	CTB1: Even if I wanted, it would be hard for me to change brands CTB2 : My life would be disturbed if I had to change brands CTB3 : It would be too costly for me to change brands	Didier & Lombart (2010)

Results and Discussion

Based on the data from the questionnaires that processed through statistical tools, the respondent characteristic is shown at the table below:

Table 1 Characteristics Sample

		Frequency	%
Gender	Male	16	8
	Female	184	92
Age	22-30 years old	6	3
	31-39 years old	130	65
	40-48 years old	52	26
	> 49 years old	12	6
Educational level	Senior High School	6	3
	Diploma	52	26
	Bachelor	130	65
	Master	12	6
Income per Month	IDR 4,000,000 – 6,000,000	38	19
	IDR 6,000,001 - 8,000,000	90	45
	> IDR 8,000,001	72	36
Occupation	Student	2	1
	Employee	12	6
	student also employee	80	40
	Entrepreneur	102	51
	Other	4	2
Frequency of using taxis	1 time per week	36	18
	2-3 times per week	162	81
	≥ 4 times per week	2	1

According to the respondents' profiles, the study found the majority (65%) were in the 31 to 39 year age group, holders of bachelor degrees (65%), entrepreneur (51%) and earning a monthly income of IDR 6,000,001 to 8,000,000 (45.1%). Most of them (81%) admitted that they use taxis 2-3 times per week.

Table 2 shows the composite reliability (CR) and Cronbach's Alpha (α), which exceeded the 0.70 recommended values of Hair et al (2017). The assessment of the structural model involves an estimation of the path loadings and the R² values (Table 2). Path loadings indicate the strengths of the relationships between the independent variables and the dependent variable, while R² values measure the predictive power of the structural models. Interpreted as multiple regression results, the R² indicates the amount of variance explained by the exogenous variables. Here, correlation between constructs that exceed the square roots of their AVE indicates that they may not be sufficiently discriminable. Using a bootstrapping technique, path loadings and t-statistics for hypothesized relationships were calculated. The PLS analysis results are shown in Table 3. In marketing, researchers usually assume a significance level of 5%. Hypotheses with a t-value above 1.96 will be accepted and a hypothesis will be rejected when its t-value is found to be less than 1.96 for significance level = 5% and for significance level = 1%. Hypotheses with a t-value above 2.326 will be accepted and a hypothesis will be rejected when its t-value is found to be less than 2.326 (Hair et al., 2017).

Table 2 Summary result of the measurement model and convergent validity

Variables	Items	Loadings	AVE	R Square	Composite Reliability
Brand Attitude (BA)	BA1	0.879	0.581		0.801
	BA2	0.729			
	BA3	0.781			
	BA4	0.671			
Perceived Quality (PQ)	PQ1	0.881	0.981		0.855
	PQ2	0.914			
	PQ3	0.821			
Brand Prestige (BP)	BP1	0.865	0.856		0.786
	BP2	0.951			
	BP3	0.895			
Customer-oriented Behaviour (COB)	COB1	0.770	0.738		0.834
	COB2	0.783			
	COB3	0.875			
	COB4	0.765			
Brand Trust (BT)	BT1	0.879	0.906	0.760	0.918
	BT2	0.928			
	BT3	0.897			

Commitment to the brand (CTB)	CTB1	0.918			
	CTB2	0.906	0.888	0.838	0.923
	CTB3	0.877			

Table 2 summarizes the results of the measurement model. The item reliability, construct reliability (CR), and AVE (Hair et al., 2017) support the convergent validity of the Confirmatory Factor Analysis (CFA) results. The CR, which shows the degree to which construct indicators demonstrate the latent construct, ranged from 0.876 to 0.923, which was above the cutoff value of 0.7. The AVE ranged from 0.581 to 0.981, which was greater than 0.50, justifying the use of the construct. Overall, these results indicate that the measurement model has good convergent validity.

All the Cronbach's alpha values were greater than 0.70 indicating the good reliability of all measures. The construct with the highest Cronbach's alpha was CTB (0.838), which indicates a good internal consistency of the items in this construct; the lowest Cronbach's alpha was BT (0.760), which indicates low inter-item correlations (Table. 2). To examine the discriminant validity, the study followed the Fornell-Larcker criterion. The square root of the AVE for each construct was compared; if they are greater than the correlation coefficients of the corresponding inter constructs, discriminant validity is achieved (Table. 3).

Table 3 Discriminant Validity

	1	2	3	4	5	6
PQ	0.990					
BT	0.871	0.952				
CTB	0.807	0.788	0.942			
BP	0.771	0.731	0.895	0.925		
COB	0.630	0.656	0.717	0.851	0.859	
BA	0.625	0.603	0.609	0.820	0.756	0.762

Note: Diagonal (in bold) represent the square root of average variance extracted (AVE) while the other entries represent the squared correlations

Structural model was used to test the hypothesis proposed in this study. Figure 2 shows the results of the test of the hypothesized structural model from the SmartPLS output. The t-values are generated using bootstrapping with re-samples of 500. This permits us to measure the statistical significance of the path coefficients.

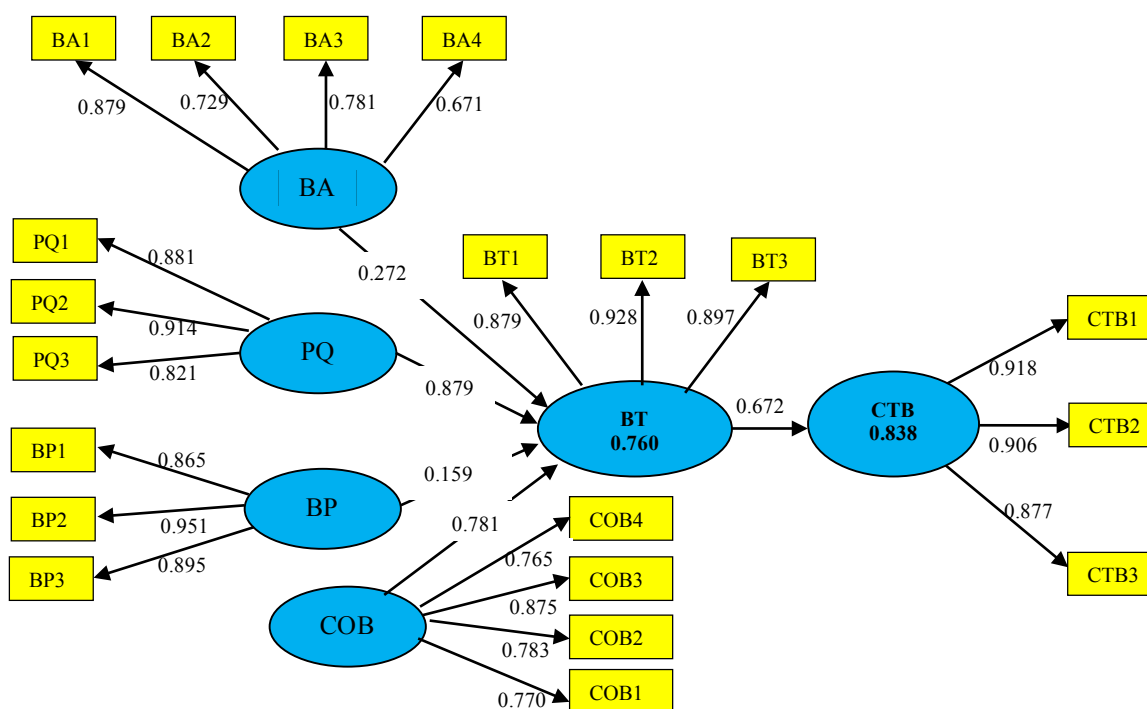


Fig.2. The Structural Model

Table 4 Summary of Structural Model

	Path	Coefficient	Standard Error	t-value	Decision
H1	BA → BT	0.272	0.098	2.834*	Yes
H2	PQ → BT	0.879	0.029	26.237**	Yes
H3	BP → BT	0.159	0.047	1.326	No
H4	COB → BT	0.781	0.081	5.087**	Yes
H5	BT → CTB	0.672	0.067	7.242**	Yes

Note: significance at *p<0.05,**p<0.01(One -Tailed)

This study found that Hypothesis 1 is supported, as BA was found to be positively related to BT ($\beta = 0.272$; t-value 2.834). The findings in this study about BA align with Elyria et al. (2014) and Lichtenstein & Bearden (1989) in which BA was found to improve BT. When individuals have favorable attitudes about a service brand, this will be positively related to feelings of reliability and confidence in the brand. Support for Hypothesis 2 is shown, as PQ was found to be positively related to BT ($\beta=0.879$; t-value 26.237). The findings of this study are consistent with previous research (Keller & Aaker 1992; Netemeyer et al., 2004; Elyria et al., 2014). PQ is a primary variable influencing the value perceptions of consumers. Obtaining a product with PQ is a high priority for the customer, making them prefer to choose that brand rather than the brand's competitors. On the other hand, Hypothesis 3 examines the effects of BP on BT. The findings in this study about BP does not positively relate to BT ($\beta=0.159$; t-value 1.326), which supports previous findings (Elyria et al., 2014). One reason for this is perhaps that BP is strongly linked to an individual's self-concept and social image, and can create value for the consumer through status. Meanwhile, the finding supports Hypothesis 4 as COB was positively related to BT ($\beta=0.781$; t-value 5.087). The findings in this study about examining the effects of COB on BT consistent with previous studies from Kim et al. (2004) and Elyria et al. (2014), in which customer orientation is the set of beliefs that puts the customer's interests first. In the same way, interestingly, the study supports Hypothesis 5 since BT related positively to COB ($\beta=0.672$; t-value 7.242). These findings are consistent with previous studies about the relationship between BT and COB (Didier et al., 2010; Elyria et al., 2014; Briliana and Widayati, 2018). Relationships characterized by trust will often result in the desire for long-term commitment between two parties. Thus, this research highlights several interesting results. All the antecedents of BT studied directly influence the five hypotheses which had been proposed; four hypotheses with t value > 1.96 are accepted, while one hypothesis with t value < 1.96 is rejected. The results suggest that BA, PQ and COB can serve as meaningful constructs contributing to the formation of consumers' BT. Lastly, BT strongly influences consumer commitment to the brand.

The results obtained in this research point out the relevance, for managers, of the concept of BT in predicting three constructs belonging to the field of BA, PQ, COB and CTB. Indonesia's rising middle class and affluent consumers, along with the trend towards urbanization and the growth of its metropolitan cities, is expected to create growth in demand for land passenger transport services. With a large-scale fleet, a broad product portfolio, presence in major cities, extensive distribution network and marketing channels, as well as a brand widely recognized to meet growing consumer demand and provide the best service for consumers. There are several limitations. First, the use of airport passenger samples may not be representative of the larger population. Another avenue for further research is to replicate the proposed model on other samples, not only airport passengers, to increase the generalizability of the results. Therefore, future research is needed to examine the generalizability and robustness of the proposed model with a larger set of product/service categories.

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