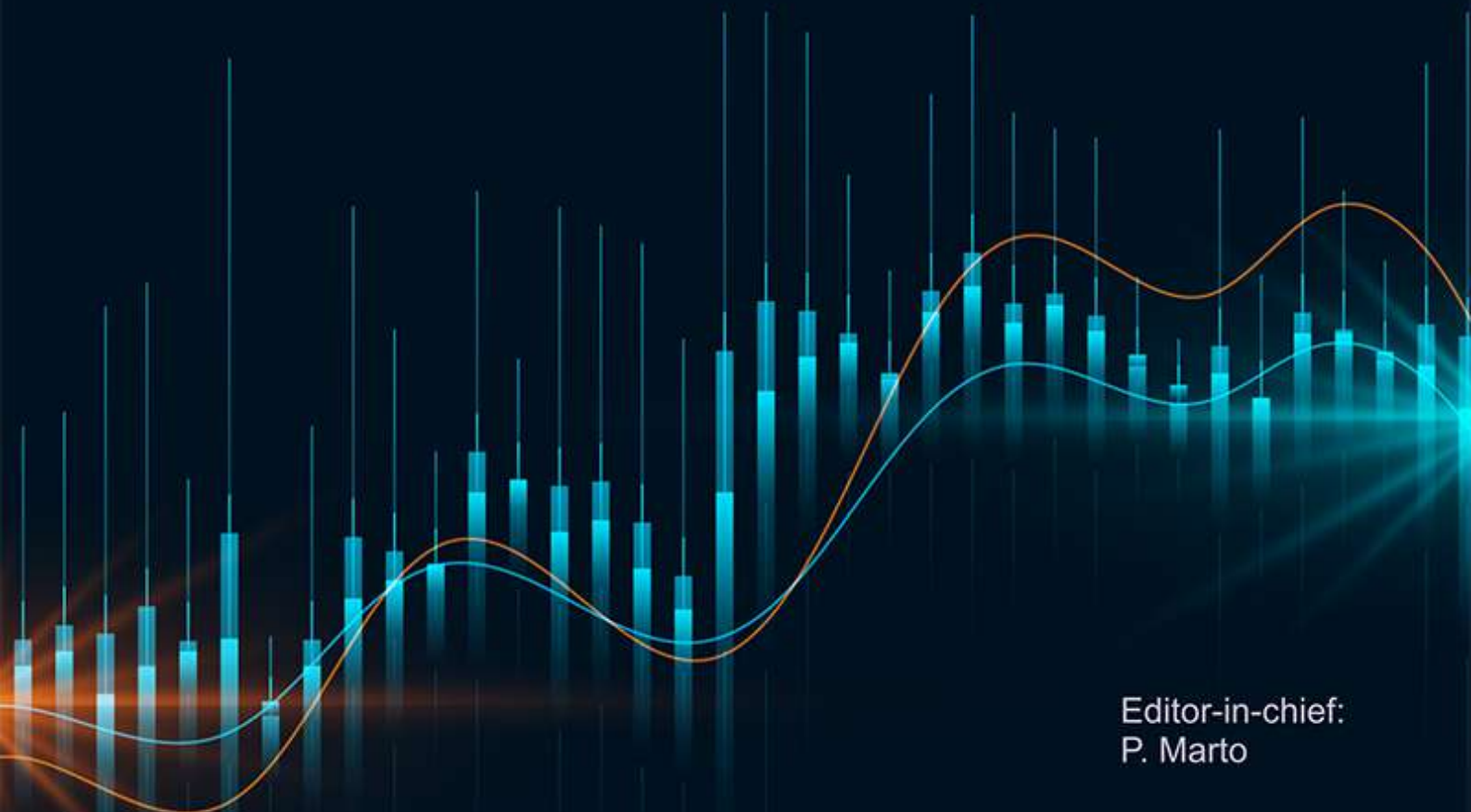


# JURNAL EKONOMI



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## THE EFFECT OF BRAND TRUST, BRAND IDENTIFICATION AND BRAND COMMITMENT ON BRAND LOYALTY OF SHOES SPORTS

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### ABSTRACT

Business growth is currently growing rapidly, where competition is very tight, making many sports shoe companies continue to improve quality according to current trends. 2020 was a tough year for companies due to the covid 19 pandemic. So many companies are competing to create the advantages of their respective company brands so that they can always compete with existing brands. So this research was conducted with the aim of knowing the effect of brand trust, brand identification, brand commitment and brand loyalty on sports shoe brands. The method used is secondary data, where the data collected is 315 respondents. In this study researchers used a sample size of 10:1

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### 1. INTRODUCTION

Business development at this time has grown rapidly, this very tight competition has made many well-known sports shoe brands continue to improve shoe products with ongoing trends. Shoes are a popular product among Indonesian people, so that every sports shoe company creates products that attract consumer interest. 2020 was the toughest year for all sports shoe companies due to the covid 19 pandemic. One of the companies that suffered losses was Nike where they suffered huge losses due to the covid 19 pandemic, where they suffered a loss of US\$ 790 million (Rp 11.2 trillion, assuming IDR 14,280/US\$) for the fourth quarter (CNBC Indonesia, 2020). The Nike Company also noted that their revenue suffered a loss of 38%.

Nike said its inventory as of May 31 totaled US\$7.4 billion, up 31% from last year. The company stated that the increase in inventory was due to shipments of goods to wholesale partners were reduced due to the covid 19 pandemic. During the covid 19 period it did give a serious blow to the sports shoe business, because it experienced a decrease in production/sales, so many companies were competing to create the advantages of their respective company brands so that they could always competitive with existing brands.

Table 1. Shoe Market

Shoe Market	Share TBI	Brand
Adidas	32.8%	TOP
Nike	22.0%	TOP
Ardiles	10.4%	TOP
Reebok	9.2%	NON-TOP
Diadora	6.6%	NON-TOP

Source: (TOP BRAND AWARD, 2021)

So far, many well-known sports shoe brands have always dominated sales of sports shoes in Indonesia, namely Adidas, Nike, Reebok, Diadora and Ardiles which are sports shoe brands that consumers always remember when they want to buy sports shoes (TOP BRAND AWARD, 2021). However, local brands such as Specs, ortuseight must also do their best to keep their products running smoothly and win the hearts of consumers. Thus, the competition in the sports shoe industry is an industry with very tight competition, so sports companies really need data on consumer behavior.

Brand loyalty is based on consistent consumer behavior to buy a brand as a form of consumer learning process for the brand's ability to meet their needs, but apart from being a form of consistent buying behavior, brand loyalty is also a positive consumer attitude and consumer commitment to sports shoe

brands (van der Westhuizen, 2018). Sports shoe brands that can provide satisfaction to consumers will make the purchase of the desired sports shoe product experience an increase in brand loyalty (Misbachul Umami et al., 2018).

## **2. LITERATURE REVIEW**

### **2.1. Brand Loyalty**

There have been many definitions of brand loyalty described by previous researchers. Brand loyalty can be interpreted as a form of consumer attachment to a particular brand so that consumers are consistent in choosing a brand they like (Atulkar, 2020). Even though the topic of brand loyalty is a common topic discussed in various studies, the topic of brand loyalty remains an important issue in the world of marketing. This is because brand loyalty can provide big benefits for companies, one of which is through word of mouth marketing (Kwan Soo Shin et al., 2019).

### **2.2. Brand Trusteffect on Brand Commitment**

Bravo et al., (2019) stated that brand trust and brand commitment can create relationships that are considered very valuable. Therefore, brand trust and brand commitment must be linked, because trust is very important in an exchange relationship. Khan et al., (2020) see commitment as a partner's desire to maintain a valued relationship, so that committed consumers tend to reject available alternatives, therefore trust is very conducive to the development of a commitment. Where recent research states that when consumer trust in a brand increases, consumers will be more committed to that brand.

### **2.3. Brand Identificationeffect on Brand Commitment**

Hegde & Tampi (2019) shows that brand identification leads to brand commitment, this is supported by previous research which states that brand commitment is driven by identification. The relationship between brand identification and brand commitment is assessed empirically and the findings state that brand identification is a driver of brand commitment that precedes brand loyalty.

Commitment is an important concept in marketing research, so brand identification and brand commitment must be connected because both have a strong relationship between consumers and brands. Experts also state that brand identification has a bond with brand commitment and several previous studies have also stated that brand identification has a positive influence on brand commitment, (Cuong, 2020).

### **2.4. Brand Commitmenteffect on Brand Loyalty**

In previous studies, brand loyalty has been described as a deeply held commitment to continuously subscribe to the product one likes for the future, thus driving a brand chain regardless of marketing efforts (V. Kumar, 2020). Brand loyalty refers to the commitment to buy a product that has been selected, thus commitment has a role in creating brand loyalty to the product.

Brand commitment also represented positively in influencing behavioral intentions such as motivating retention and brand loyalty. Brand loyalty is also mentioned as a commitment that is held in buying the product again or the desired product continuously so as to create a series of brands (Šerić et al., 2020).

### **2.5. Brand Identification of Brand Loyalty through Brand Commitment.**

Brand identification describes someone who understands the extent to which consumers determine the same attributes as the brand they own (Rather, 2018). Brand commitment is a desire in the long term, so that the company can maintain an ongoing relationship and commitment is linked as a critical relationship to support each party involved. (Büyükdağ & Kitapci, 2021).

### **2.6. Brand Trust to Brand Loyalty through Brand Commitment**

*Brand commitment* is debated in playing an important role because it serves as the main point in the marketing model (Bilgihan, 2016). Brand trust and brand loyalty are also classified as a central aspect of the brand. Brand trust is also seen as a consumer tendency, therefore researchers argue that commitment brands know the relationship between brand trust and brand loyalty (Khan & Zillur, 2016; Kwan Soo Shin et al., 2019).

**Research Model and Hypothesis Formulation**

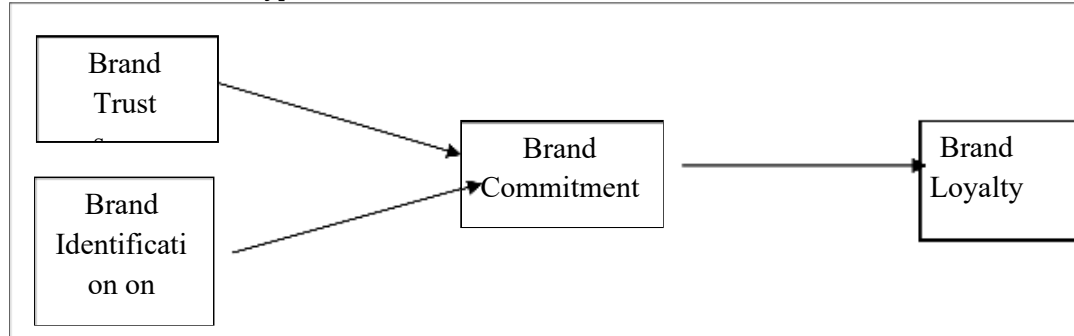


Figure 1. Research Model and Hypothesis Formulation

**Hypothesis**

- H1: Brand Trust has an effect on Brand Commitment.
- H2: Brand Identification affects Brand Commitment. H3: Brand Commitment affects Brand Loyalty.
- H4: Brand Trust has an effect on Brand Loyalty with Brand Commitment as intervening.
- H5: Brand Identification influences Brand Loyalty with Brand Commitment as intervening.

**3. METHODS**

**3.1. Population and Sample**

The population in this study is the people of Batam city. The sample in this study is the people of Batam who have purchased sports shoes in the past year. This study used a purposive sampling technique, in which the respondents who were used as the research sample were selected based on certain criteria. The criteria for the respondents who were sampled were that people had purchased sports shoes with the Adidas, Nike, Reebok, Diadora and Ardiles brands. The choice of these five brands is because these five brands are the brands most chosen for sports shoes (TOP BRAND AWARD, 2021).

There is no exact amount of data that explains how much the population of Batam buys sports shoes. Therefore the number of samples in this study refers to the opinion of Joe F. Hair et al., (2018) which states that the minimum number of samples is at least 5 times larger than the results of the number of questions to be analyzed. In this study, the comparison used was 10 compared to one question on the questionnaire. There are 26 questions, so the minimum sample in this study is 260 samples. However, to avoid incomplete questionnaires, a total of 350 questionnaires were distributed, with a total of 309 questionnaires that were complete and worthy of testing.

**3.2. Questionnaire design and data processing.**

The research questionnaire was designed with reference to previous research. There are two independent variables, namely brand trust, brand identification and one intervening variable, namely brand commitment and one dependent variable, namely brand loyalty. Statements on brand trust variables consist of 4 questions referring to research (Atulkar, 2020), brand identification consists of 5 questions referring to research (Shin et al., 2020), brand commitment consists of 4 questions referring to research (Fatma et al., 2020) and brand loyalty consists of 3 questions that refer to research (Ebrahim, 2020).

The data obtained from the results of distributing the questionnaires will be processed using two applications. Where the demographic data of the respondents consisting of gender, age, last education, type of work, income per month and type of sports shoes carried out, will be processed using the SPSS version 26 application. To test the relationship between research variables, use the Structural Equation Model Partial application. Least Square (SEM PLS).

**4. RESULTS AND DISCUSSION**

**4.1. Respondent Demographic Test Results**

Table 2. Respondent Demographic Test

Gender	Amount	Percentage
Man	140	45.3%
Woman	169	54.7%

Amount	309	100%
<b>Age</b>	<b>Amount</b>	<b>Percentage</b>
16-20 Years	44	14.2%
21-25 Years	233	75.4%
26-30 Years	19	6.1%
>31 Years	13	4.2%
Amount	309	100%
<b>Last education</b>	<b>Amount</b>	<b>Percentage</b>
SMA/SMK	245	79.3%
D3/D4	2	0.6%
S1	61	19.7%
S2	1	0.3%
Total	309	100%
<b>Type of work</b>	<b>Amount</b>	<b>Percentage</b>
Employee	71	23.0%
Other	2	0.6%
Student	193	62.5%
Student	6	1.9%
Businessman	37	12.0%
Total	309	100%
<b>Income Per Month</b>	<b>Amount</b>	<b>Percentage</b>
IDR 2,000,000-IDR 3,000,000	29	9.4%
IDR 3,000,001-IDR 4,000,000	10	3.2%
IDR 4,000,001-IDR 5,000,000	224	72.5%
IDR 5,000,001-IDR 6,000,000	21	6.8%
> IDR 6,000,001	25	8.1%
Total	309	100%
<b>What kind of sports shoes?</b>	<b>Amount</b>	<b>Percentage</b>
adidas	101	32.7%
Ardiles	4	1.3%
Diadora	11	3.6%
Nike	135	43.7%
Reebok	58	18.8%
Total	309	100%

Source: Primary Data Processing (2022)

#### 4.2. Test Outer Loadings

Table 3. Outer Loading Retest Indicator

Variable	Mark	Conclusion
Brand Commitments 1	0893	Valid
Brand Commitments 3	0.803	Valid
Brand Commitments 4	0.846	Valid
Brand Identification 1	0.806	Valid
Brand Identification 2	0.797	Valid
Brand Identification 3	0.822	Valid
Brand Identification 4	0.868	Valid
Brand Loyalty 1	0.749	Valid
Brand Loyalty 2	0.680	Valid
Brand Loyalty3	0.800	Valid
Brand Trust 1	0.738	Valid

Brand Trust 2	0.636	Valid
Brand Trust 3	0.745	Valid

#### 4.3. Average Variance Extracted (AVE) Test

In table 4.18, the Average Variance Extracted data processing test shows that Brand Commitment has a value of 0.719, Brand Identification has a value of 0.679, and Brand Loyalty has a value 0.554 And Brand Trust has a value of 0.531. So it can be seen that the author's Average Variance Extracted (AVE) value is said to be reliable because the value is above 0.5.

Table 4. Average Variance Extracted (AVE)

Variable	Cronbach's Alpha	Average Variances Extracted (AVE)	Conclusion
Brand Commitment	0.804	0.719	Reliable
Brand Identification	0.842	0.679	Reliable
Brand Loyalty	0.597	0.554	Reliable
Brand Trusts	0.501	0.501	Reliable

#### 4.4. Reliability Test

Based on the results of the data processing test conducted by the author on Cronbcah's Alpha, where if the Cronbcah's Alpha value has a value above 0.5 it is declared reliable (Hair et al., 2017). It can be seen that brand commitment has a value of 0.804, brand identification variable has a value of 0.842, brand loyalty has a value of 0.597 and brand trust has a value of 0.501. So that it can be said that all the author's variables are declared reliable because they all have a value above 0.5. Then the researcher's Composite Reliability value on the variable brand commitment has a value of 0.885, brand identification has a value of 0.894, brand loyalty has a value of 0.788 and the brand trust variable has a value of 0.750. So it is known that the Composite Reliability research is said to be reliable because all variables have a value above 0.6.

Table 5. Cronbach's Alpha

Variable	Cronbach's Alpha	Composite reliability	Conclusion
Brand Commitment	0.804	0.885	Reliable
Brand Identification	0.842	0.894	Reliable
Brand Loyalty	0.597	0.788	Reliable
Brand Trusts	0.501	0.750	Reliable

Source: Primary Data Processing (2022).

#### 4.5. Inner Model

##### Test Path Coefficients / Direct Effects

The results of the direct effect test show the relationship between variables as follows:

Table 6. Direct Effect Test Results

Connection	sample mean	T Statistics	P Values	Conclusion
Brand Trust on Brand Commitment	0.139	2,870	0.004	Significant Positive
Brand Identification of the Brand Commitment	0.356	4,332	0.000	Significant Positive
Brand Commitment to Brand Loyalty	0.733	15,841	0.000	Significant Positive

Source: Primary Data Processing (2022).

**Hypothesis 1: Brand trust has a significant positive effect on Brand commitment.**

Based on the results of the data test conducted in this study, it can be seen that the Brand Trust variable has a significant positive effect on Brand Commitment where the T-Statistic value is 2,870, which means that the t value is greater than 1.96 and has a P-Values of 0.004 which is smaller than 0.5. The results of this test are the same as the results of previous studies (Bravo et al., 2019; Khan et al., 2020). This explains that the higher the consumer's trust in a brand of sports shoes, the higher the consumer's commitment to continue to choose the brand they have used. The results of this study indicate that sports shoe companies can increase consumer confidence by creating quality products according to consumer expectations.

**Hypothesis 2: Brand identification has a significant positive effect on Brand commitment.**

Based on the results of the data test conducted in this study, it can be seen that the Brand Identification variable has an effective effect on Brand Commitment where the T-Statistic value is 4,332, which means that the t value is greater than 1.96 and has a P-Values of 0,000 which is less than 0.5 . This explains that brand identification can make consumers feel close to the company because brand identification provides an explanation of sports shoes so that consumers feel interested and choose these sports shoes so they have a commitment to buy. sports shoes you want to choose. The conclusions from the test results are comparable to research from (Heggde & Tampi 2019; Cuong 2020).

**Hypothesis 3: Brand Commitment has a significant positive effect on Brand Loyalty.**

Based on the results of tests conducted in this study, it can be seen that the Brand Commitment variable has a significant effect on Brand Loyalty where the T-Statistic value is 15,841, which means that the t value is greater than 1.96 and has a P-Values of 0,000 which is less than 0.5 . This explains that brand loyalty is mentioned as a commitment held by consumers when buying a product they like continuously, so that commitment has a role in creating brand loyalty to the product. The conclusion of the test results is comparable to research from (V. Kumar 2020; Šerić et al., 2020).

#### 4.6. Indirect Effect Test

**Hypothesis 4: Brand Trust to Brand Loyalty through Brand Commitment.**

Based on the results of data processing carried out in this study, it is known that the Brand Trust variable has a significant influence on Brand Loyalty, where Brand Commitment acts as an intervening, the T-Statistic value is 2,876, which means that the t value is above 1.96 and has a P-Values. 0.004 which is smaller than 0.5. The results of this study indicate that the higher the consumer's trust in a sports shoe brand, the higher the commitment of the consumer to the brand and in the end will make the consumer loyal to the sports shoe brand they have chosen. The conclusions from the test results are the same as research from (Khan & Zillur, 2016; Chi et al., 2015; Kwan Soo Shin et al., 2019; Bilgihan, 2016).

**Hypothesis 5: Brand Identification of Brand Loyalty through Brand Commitment**

Based on the results of data processing carried out in this study, it is known that the Brand Identification variable has a significant influence on Brand Loyalty with Brand Commitment as an intervening. The T-Statistic value is 4.110 which means that the t value is above 1.96 and has a P-Values of 0.000 which is less than 0.5.

The results of this study can be concluded that the higher the consumer's ability to recognize a brand of sports shoes, it will show that the consumer is loyal to the brand of sports shoes he recognizes. This condition also shows that these consumers have a high commitment to the brand of sports shoes they use. The conclusions from the test results are comparable to research from (Rather, 2018; Büyükdag & Kitapci 2021).

#### 4.7. Quality Index

In determining whether a good value or not in a research model can be done by testing the index where this test uses Goodness of Fit (GOF). Goodness of Fit can be said to have a strong value if it has the value above 0.36 And if it has a value of 0.10 it is declared weak. In the data processing test conducted by researchers on Goodness of Fit it was declared strong because it had a value of 0.628

$$Comm = \frac{0,719 + 0,580 + 0,717 + 0,679 + 0,554 + 0,531 + 0,501}{7} = 0,611$$

$$R^2 = \frac{0,757 + 0,538}{2} = 0,6475$$

$$GoF = \sqrt{0,611 \times 0,6475} = 0,628 = \text{Strong}$$

## 5. CONCLUSION

Based on the results of research conducted by the author in the previous chapter, there are conclusions to be conveyed, namely as follows: The results of the study concluded that Brand Trust on Brand Commitment has a significant positive influence. The results of the study concluded that Brand Identification on Brand Commitment has a significant positive effect. The results of the study concluded that Brand Commitment to Brand Loyalty has a significant positive effect. The results of the study concluded that Brand Trust on Brand Loyalty and Brand Commitment as intervening have a significant influence. The results of the study concluded that Brand Identification on Brand Loyalty and Brand Commitment as intervening has a significant influence.

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