


## Study Brand Trust, Brand Extension And Brand Loyalty Product Eiger Lamongan Store

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Article Info	ABSTRACT
<b>Keywords:</b> Brand Trust, Brand Extension, Brand Loyalty, Purchasing Decisions	This research was conducted starting from the many considerations from the people in Lamongan, especially ordinary people and users of Eiger brand products about the rampant competition of outdoor brands which is increasing day by day. The purpose of this study was to analyze the influence of brand trust, brand extension and brand loyalty variables on purchasing decisions for Eiger store Lamongan products. This study uses descriptive research with a quantitative approach, for the population itself is unknown or sampling through non-probability sampling, namely the purposive sampling method involving 255 respondents. The data collection method uses the distribution of online questionnaires google form. The data analysis technique is processed with a Structural Equation Model (SEM) approach based on Partial Least Square (PLS) from SmartPLS version 4.0. The results of this study indicate that brand trust has a positive and significant effect on purchasing decisions for Eiger Lamongan brand products with a T-statistic value of 4.004. Brand extension has a positive and significant effect on purchasing decisions for Eiger Lamongan brand products with a T-statistic value of 4,028 and brand loyalty has a positive and significant effect on purchasing decisions for Eiger Lamongan brand products with a T-statistic value of 3,793.
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### INTRODUCTION

Business competition in the industrial world is currently increasingly tight, especially for companies that produce similar goods. This condition requires companies to keep up with the times and socio-cultural changes. Observing and analyzing the strategies implemented by competitors is crucial to find out the extent to which similar businesses have made adjustments and updates in their business. This can encourage the company For increase product superior as well as creativity And innovation in products offered to consumers to have uniqueness and competitive advantages (Keller, 2012). Economic developments also have a big influence on people's lifestyles today, which tend to prioritize appearance, this is supported by the use of quality products that are well known to the public (Keller, 2012). This lifestyle does not only occur in the younger generation, but has influenced all levels of society. As a result, demand for products that people want and need is increasing. Influencing factors

include associations of excellence, associations of strengths, and associations of uniqueness. A product that has good brand trust will certainly have product quality that matches the price offered by the company to consumers.

A brand is a name, term, sign, symbol or design or a combination thereof which aims to identify goods and services that differentiate a product from competing products. Based on the experts' definitions above, it can be concluded that a brand is a symbol, sign or combination of them with the aim of providing the identity of a good or service so that there is a difference between one seller and another. Brand trust is element important for A brand Which succeed create a brand experience that is memorable and sustainable in the long term for consumers, is built on the basis of the brand's integrity, honesty and politeness (Santoso, 2021). Brand extension is a marketing strategy carried out by a company by utilizing an established brand name to introduce new products, either in the form of a line extension where the new product is still in the same product category, or a category extension which takes the brand into a different product category (Tjiptono & Chandra, 2012).

Brand is an important element in marketing which functions as the identity of a product or service to differentiate it from competitor products. According to Kotler (2015), consumer trust in a brand (brand trust) is still not fully understood by various groups of society, especially the millennial generation who tend to follow trend along development era. Whereas, build brands trust very It is important for companies to increase perceptions of product quality, purchasing interest, and consumer purchasing decisions (Keller, 2012).

This Eiger product is still dominant among the upper middle class which has given rise to several people in villages or remote areas who still don't understand what Eiger products are. Therefore, the concept of brand extension is product development in terms of price and quality in order to reduce the price so that it can be seen by the public to make purchasing decisions more affordable. Based on data, the rate of development of Eiger adventure products according to the official website is data obtained from stores throughout Indonesia. Based on data, the majority of Eiger consumers are generation X at 7.48%, generation Y at 31.35% and generation Z at 60.16%. According to this data, it can be seen that there is a very rapid difference between consumers who use the Eiger brand in Indonesia, in 2022, it will be mostly used by generation Z consumers. Meanwhile, data based on gender for consumers of the Eiger brand in Indonesia is 37% women and 62% men. According to this data, it is stated that the number of Eiger brand users throughout Indonesia is more predominantly male than female (Eigeradventure Website, 2022). The role of Eiger product development is expected because it can make a bigger impression on enthusiasts from rural or remote communities. Because many people's views about the Eiger product are relatively unsuitable for finances, it can give a positive impression with the development of this product. Local people who previously saw the Eiger brand as more dominant among people outside the city can make a choice if the problem is solved with product developments in terms of price, quality and trustworthiness of Eiger Lamongan products. Therefore, there are phenomena such as local people, especially in Lamongan, who are still often worried about trust, development and loyalty of a product. One of the causes is the large number of products that have the same goods, price and quality.

### METHOD

This research uses a quantitative approach that measures data objectively and statistically through scientific calculations. Data was obtained from a sample of respondents who were asked to answer a series of questions related to the survey. The respondents' answers were then analyzed to determine the frequency and percentage of responses. Source data from study This use data Primary And Data Secondary. Population This research is about consumers who visited and purchased Eiger brand products at the Lamongan Store during One year consumer user Eiger is 4500 person. Taking sample in this research refers to Hair (Asror, 2023; 43) namely (the number of indicator variables is as much as x amount variable) 5-10. On study This amount variable indicator The largest is 17 indicators and the total number of variables is 3 variables. The number of samples for this research is  $(17 \times 3) \times 5 = 255$  samples. The data collection method uses a questionnaire refers to scale likert Which outlined according to indicator from every variable. the. Method test using method Test Validity And Test Reliability Which refers to Partial Least Square (PLS) data analysis techniques.

### RESULTS AND DISCUSSION

#### Model Measurement (Outer Model)

#### Validity test

Table 1 . Test Convergent Validity

Variable	Indicator	Outer Loading	AVE	KET
Brand Trust (X1)	X1.1	0.895	0.661	Valid
	X1.2	0.749		
	X1.3	0.854		
	X1.4	0.877		
Brand Extension (X2)	X2.1	0.906	0.693	Valid
	X2.2	0.782		
	X2.3	0.748		
	X2.4	0.807		
Brand Loyalty (X3)	X3.1	0.899	0.715	Valid
	X3.2	0.812		
	X3.3	0.866		
	X3.4	0.748		
	X3.5	0.83		
Purchase Decision (Y)	X4.1	0.891	0.691	Valid
	X4.2	0.726		
	X4.3	0.829		
	X4.4	0.871		

Source : Data processed SmartPLS 4.0

Convergent Validity test table above, it can be concluded that the loading factor of the Brand Trust variable (X1), Brand Extension (X2), Brand Loyalty (X3), Purchase Concentration (Y) show validity because the values obtained exceed 0.5. Apart from that, the AVE value also obtained a value that exceeds 0.5.

**Table 2.** Cross Loading

	Brand Trust (X1)	Brand Extension (X2)	Brand Loyalty (X3)	Purchase Decision (Y)
X1.1	0.895	0.731	0.667	0.695
X1.2	0.749	0.539	0.502	0.545
X1.3	0.854	0.598	0.56	0.66
X1.4	0.877	0.689	0.688	0.788
X2.1	0.727	0.906	0.8	0.752
X2.2	0.591	0.782	0.571	0.599
X2.3	0.51	0.748	0.596	0.624
X2.4	0.632	0.807	0.625	0.659
X3.1	0.629	0.637	0.899	0.720
X3.2	0.565	0.573	0.812	0.599
X3.3	0.544	0.569	0.866	0.626
X3.4	0.589	0.481	0.748	0.566
X3.5	0.670	0.653	0.83	0.715
Y1.1	0.644	0.682	0.676	0.891
Y1.2	0.605	0.576	0.546	0.726
Y1.3	0.773	0.775	0.687	0.829
Y1.4	0.633	0.651	0.672	0.871

Source : Data processed SmartPLS 4.0

From the results of the table presented above, it can be concluded that from the Brand Trust variable (X1), Brand Extensions (X2), Brand Loyalty (X3) And Decision Purchase (Y) is considered valid because it has the most significant cross loading value compared to the cross loading values of other latent variables.

**Reliability Test**

**Table 3.** Test Reliability

	Cronbach's Alpha	rho_A	Composite Reliability
<i>Brand Trust (X1)</i>	0.866	0.883	0.909
<i>Brand Extensions (X2)</i>	0.827	0.837	0.886
<i>Brand Loyalty (X3)</i>	0.888	0.896	0.918
<i>Decision Purchases (Y)</i>	0.849	0.858	0.899

Source : Data processed SmartPLS 4.0

Based on the table presented above, it can be concluded that the variables Brand Trust (X1), Brand Extension (X2), Brand Loyalty (X3), Purchase Decision (Y) can be considered reliable because their score values exceed 0.7.

**Model Structural (Inner Model)**

**Table 4.** Mark R- Square

	R Square	R Square Adjusted
Decision Purchases (Y)	0.781	0.778

Source : Data processed SmartPLS 4.0

Based on the table presented above it can be concluded that R-Square equally influences the variables Brand Trust (X1), Brand Extension (X2), Brand Loyalty (X3) to Decision Purchase (Y) is as big as 0.781 And with mark Adjusted R-Square is 0.778, so the purchasing decision variable has an influence of 77.8% and 22.2% is influenced by other variables that were not included in the research.

**Table 5.** Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Brand Trust (X1) -&gt; Decision Purchase (Y)</i>	0.307	0.31	0.077	4,004	0,000
<i>Brand Extension (X2) -&gt; Decision Purchase (Y)</i>	0.37	0.372	0.092	4,028	0,000
<i>Brand Loyalty (X3) -&gt; Decision Purchase (Y)</i>	0.298	0.293	0.079	3,793	0,000

Source : data processed SmartPLS 4.0 2024

It is a measuring tool used to see how big the influence of variable one is to other variables, p This can looked at from level its significance (Ghozali & Latan, 2015:80).

**Hypothesis testing**

**Table 5.** Hypothesis testing

No.	Hypothesis	Analysis
1.	<i>Brand Trust (X1) =&gt; Decision Purchases (Y)</i>	Mark Coefficient = 0.307 P Values = 0.000 T-statistics = 4,004 T-table = 1.96772 T-statistics > T-table
2.	<i>Brand Extension (X2) =&gt; Purchase Decision (Y)</i>	Mark Coefficient = 0.37 P Values = 0.000 T-statistics = 4,028 T-table = 1.96772 T-statistics > T-table
3.	<i>Brand Loyalty (X3) =&gt; Purchase Decision (Y)</i>	Mark Coefficient = 0.298 P Values = 0.000 T-statistics = 3,793 T-table = 1.96772 T-statistics > T-table

Source : data processed SmartPLS 4.0 2024

## Discussion

### **H1: Brand Trust has a positive and significant effect on Purchasing Decisions for the Eiger Store Lamongan Brand**

Results analysis on show that mark Original Sample (Coefficient) as big as  $0.307 > 0.000$  with T-statistics  $> T$ -table ( $4.004 > 1.96772$ ) and P-value  $0.00 < 0.05$  Based on the evaluation above, H1 shows that the Brand Trust variable on purchasing decisions is thought to be positive and significant and is considered "acceptable".

### **H2: Brand Extension has a positive and significant effect on Purchasing Decisions for the Eiger Store Lamongan Brand**

Results analysis above show that Original Sample value (Coefficient) as big as  $0.37 > 0.000$  with T-statistics  $> T$ -table ( $4.028 > 1.96772$ ) and P-value  $0.00 < 0.05$  Based on the evaluation above, H2 shows that the Brand Extension variable on Purchasing Decisions is thought to be positive and significant and is considered "acceptable".

### **H3: Brand Loyalty has a positive and significant effect on Purchasing Decisions for the Eiger Store Lamongan Brand**

The results of the analysis above show that the Original Sample value (Coefficient) is  $0.298 > 0.000$  with T-statistics  $> T$ -table ( $3.793 > 1.96772$ ) and P-value  $0.00 < 0.05$ . Based on the evaluation above, H3 shows that the Brand Loyalty variable on Purchasing Decisions is thought to be positive and significant and is considered "acceptable".

Based on the results of research entitled "Study of Brand Trust, Brand Extension and Brand Loyalty of Eiger Store Lamongan Products", it can be concluded that:

1. The variables brand trust, brand extension, and brand loyalty have a positive and significant influence on purchasing decisions for Eiger products in Lamongan.
2. Level competition business in field product Eiger the more strict, especially in Increasingly, people are considering Eiger products in Lamongan.
3. Company Eiger in Lamongan must follow development era And socio-cultural changes in local communities.
4. Company must understand desire consumer And give introduction which is good for Eiger products in Lamongan, considering that this shop is still new in that market area.

The results of the discussion show that to increase purchasing decisions for Eiger products in Lamongan, companies need to build brand trust, develop brand extensions and increase brand loyalty among consumers by considering the dynamics of business competition and consumer preferences. which continues to grow.

## CONCLUSION

Based on results study Which has stated along with results data Which has researched, the conclusions that can be drawn are: Brand Trust influential positive And significant to Decision Purchase Eiger store in Lamongan, and is considered "accepted" because every statement on the indicator provides positive and significant results on purchasing decisions for Eiger products in Lamongan. Brand Extension has a positive and significant effect on purchasing decisions for Eiger stores in Lamongan, and is considered "accepted" because every statement on the indicator provides positive and significant results on purchasing decisions



for Eiger products in Lamongan. Brand Loyalty has a positive and significant effect on purchasing decisions for Eiger stores in Lamongan, and is considered "accepted" because every statement on the indicator provides positive and significant results on purchasing decisions for Eiger products in Lamongan.

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