

# INVESTIGATION OF PERCEIVED QUALITY AND BRAND TRUST ANTECEDENTS AND THEIR CONSEQUENCES ON BRAND LOYALTY OF TOYOTA AVANZA VEHICLE IN EAST KALIMANTAN PROVINCE, INDONESIA

**Omar Dhanny**

Samarinda State Polytechnic, Samarinda, Indonesia

**Syarifah Hidayah**

Faculty of Economics and Business, Mulawarman University, Samarinda, Indonesia

**Ardi Paminto**

Faculty of Economics and Business, Mulawarman University, Samarinda, Indonesia

**Sugeng Hariyadi**

Faculty of Economics and Business, Mulawarman University, Samarinda, Indonesia

**Doddy Adhimursandi\***

Faculty of Economics and Business, Mulawarman University, Samarinda, Indonesia

\*Corresponding Author

## ABSTRACT

The purpose of this study was to analyze and probe the influence of brand personality, brand awareness, brand prestige, and image of the country of origin on perceived quality, brand trust, and brand loyalty of Toyota Avanza vehicles in East Kalimantan Province, Indonesia. This research is explanatory research using the cross-sectional method, and the population is the customer of the Toyota Avanza. The population size is unknown, and the number of samples used is 170 respondents. The sampling technique used was the Accidental Sampling method. The statistical analysis tool used is the SEM method through SPSS and Amos. The results of the analysis show the relationships that have a positive and significant effect are brand prestige on perceived quality, country of origin image on perceived quality, brand personality on brand trust, brand awareness on brand trust, brand awareness on brand loyalty, perceived quality on brand loyalty, and brand trust on brand loyalty. The relationships that have a negative and significant effect are brand prestige on brand trust and country

*of origin image on brand loyalty. The relationships that have a positive and insignificant effect are brand awareness on perceived quality, country of origin image on brand trust, and brand prestige on brand loyalty. Meanwhile, the relationships with a negative and insignificant effect are brand personality on perceived quality and brand personality on brand loyalty.*

**Key words:** Brand awareness, brand loyalty, brand personality, brand prestige, brand trust, country of origin image, perceived quality.

**Cite this Article:** Omar Dhanny, Syarifah Hidayah, Ardi Paminto, Sugeng Hariyadi and Doddy Adhimursandi, Investigation of Perceived Quality and Brand Trust Antecedents and their Consequences on Brand Loyalty of Toyota Avanza Vehicle in East Kalimantan Province, Indonesia, *International Journal of Management (IJM)*, 12(1), 2021, pp. 641-658.

<http://www.iaeme.com/IJM/issues.asp?JType=IJM&VType=12&IType=1>

## 1. INTRODUCTION

The conditions of competitiveness between holding companies of four-wheeled vehicle brands in Indonesia are currently increased. The existence of internet technology nowadays makes it higher; therefore, customers can choose 4-wheeled vehicles to buy. That is because customers can access directly through the internet, allowing customers to get information quickly and easily, detailed and comprehensive products so that customers can easily make comparisons not only between products but even between brands. In this situation, the companies are operated in a situation of a perfectly competitive market structure. To become a winner to achieve its goal, such as increasing loyal customers, a company must implement a more aggressive and innovative marketing strategy.

One of the strategies that can be implemented by companies is through a brand. Company leaders must make their brand the top brand, so the customer will stay remaining the brand and becoming loyal to the brand. D. Aaker (1997) argues that brand loyalty is a measure of customer engagement with a brand. Such the importance of brand loyalty according to these experts, companies are required to make accurate strategies to grow and increase brand loyalty for their customers. Customers loyal to a brand are the key to a business's success and benefit the company. Brand loyalty is essential for a company to be a winner in the competition among the businesses, so they must be very enthusiastic about finding ways to make customers loyal.

The phenomenon occurs in the automotive business in Indonesia; that is, sales of the Toyota Avanza brand vehicle since it was launched in 2004 until 2019 has always occupied first place in Indonesia. This is far different from selling the Daihatsu Xenia brand vehicle, a "twin model" of the Toyota Avanza brand vehicle, which in 2019 was only able to rank 16th in the list of Sales of 20 Best-Selling Vehicle Brands in Indonesia. Based on that data, Toyota Avanza brand vehicle customers in East Kalimantan, Indonesia, is taken as an object of this study.

The phenomenon of the Toyota Avanza brand vehicle is believed to be related to brand loyalty. Simultaneously, there are several differences of opinion called research gaps on the relationship between variables that affect brand loyalty (will be explained later in the literature review section), so this becomes interesting to study.

The purpose of this study is to analyze and prove the influence of brand personality, brand awareness, brand prestige, and country of origin image on perceived quality and brand trust and their impact on brand loyalty of Toyota Avanza vehicle in East Kalimantan Province, Indonesia.

## 2. LITERATURE REVIEW

### 2.1 Brand Personality and Perceived Quality

D. Aaker (2011) defines that personality in terms of characteristics, not characteristics as defined by psychologists; it is a set of human characteristics associated with the brand. According to Bosnjak et al. (2007) and Milas & Mlačić (2007), brand personality is a set of human personality traits that are applicable and relevant to brands. To measure brand personality variables, J. L. Aaker (1997) suggests using has five dimensions such as sincerity, excitement, competence, sophistication, and ruggedness. Perceived quality is another dimension of brand value, which is very important for customers to choose the goods and services they will buy (D. Aaker, 2011). Zeithaml (1988) define that perceived quality is an impression or perception of customers on the superiority of a product as a whole. Brucks et al. (2000) suggest that this variable is measured by five dimensions: performance, durability, ease of use, functionality, and serviceability. There is an empiric journal said that brand personality is the successor of perceived quality. The research conducted by Tong & Li (2013) and Erdogmus & Turan (2012) is two of them, which is found that brand personality has a significant positive effect on perceived quality. Based on the description, research hypothesis 1 is made as follows:

Hypothesis 1: Brand personality has a positive and significant effect on the perceived quality of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia.

### 2.2 Brand Awareness and Perceived Quality

Brand awareness is an essential dimension of brand equity. D. Aaker (2011) said that brand awareness is a consumer's ability to remember and get to know a brand that is a category in a particular product. According to Buchari (2007), brand awareness is the ability of a consumer to recognize or remember a brand in other words, how strong the mark is in the memory of the consumer. D. Aaker (2011) said that the dimension of brand awareness consists of four which are unaware of the brand, brand recognition, brand recall, and top of mind. The relationship between the variable of brand awareness and perceived quality refers to empirical journals conducted by Buu & Lang (2014), Dehestani et al. (2013), Chi et al. (2009), Rasoli et al. (2013), and Wang & Lee (2016) who revealed that the relationship between brand awareness and perceived quality is significant positive, even though Liao et al. (2011) finding the different results, which is the relationship between brand awareness and perceived quality is insignificant. Based on the description, research hypothesis 2 is obtained as follows:

Hypothesis 2: Brand awareness has a positive and significant effect on the perceived quality of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia.

### 2.3 Brand Prestige and Perceived Quality

A brand is designed to be used as a sign of identity for a product but must include other elements. One of the essential elements that must be present in a brand is attractiveness, which at the same time reflects the prestige value of the brand itself. The attractiveness of a prestigious brand is the perception of good product quality, a currently popular style, the reputation of the brand so that the product is rare, that is, only a few people own it (Hung et al., 2011). The brands in question can be categorized as prestige brands. According to Steenkamp & Baek In Erdogmus & Turan (2012), a prestige brand is a brand that has a relatively high status related to the position of a brand that can increase the status of the wearer.

It is necessary to remember that the perception of the value of prestige is relative because prestigious brands according to upper-class economic groups are undoubtedly different from prestigious brands according to middle-class economic groups and also different according to lower class economic groups. A prestigious brand, according to an upscale economic group,



can be interpreted by one of its indicators, namely the scarcity or the few people who use the product brand. However, for the middle-class and lower-class economic people, prestige is if the product used is the same as the product brand of most people.

Erdogmus & Turan (2012) defines a prestige brand as a brand with a relatively high status related to its position. As stated by Shenkar & Yuchtman-Yaar in Hanzaee & Taghipourian (2012), the assessment of a brand that is considered prestigious is a collection of people's perceptions or a group about the status of a particular brand. Hanzaee & Taghipourian (2012) stated that prestige brand is an essential thing in marketing, namely goods that are ready to use in the sense of fulfilling the need for one's identity and increasing one's status in social life.

According to Alden et al. in Baek et al. (2010), customers will tend to buy or use goods with brands that are prestigious according to their perceptions as symbols of social status, wealth, or power, because prestigious brands are rarely owned and very firmly attached to a person's concept and social image. O'cass & Frost (2002) supports this with the statement that brands that are not prestigious are not the same or different in influence from prestigious brands in providing reasons for customers to make purchases, which can increase social status and express themselves. This is also supported by Bearden and Etzel in Baek et al. (2010), which states that customers can think of brands from foreign countries as prestigious brands because products produced from outside brands are limited so that they become scarce. The price of products from that brand is high compared to local brand products. Vigneron & Johnson (1999) said brand prestige has four dimensions: perceived conspicuous, perceived uniqueness, perceived social, and perceived emotional. The relationship between brand prestige and perceived quality is based on previous research conducted by Baek et al. (2010), Erdogmus & Turan (2012), Gernina et al. (2012), Hanzaee & Taghipourian (2012), and Zayerkabeh et al. (2012) revealed that the relationship between brand and prestige and perceived quality is positive and significant, research hypothesis 3 is made as follows:

Hypothesis 3: Brand prestige has a positive and significant effect on the perceived quality of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia.

#### 2.4 Country of Origin Image and Perceived Quality

Roth & Romeo (1992) defines the country of origin image are all forms of consumer impressions or perceptions of products from a particular country based on previous consumer impressions or perceptions of the advantages and disadvantages of products produced in that country, including their marketing. Country of origin image is also defined as a concept where a country binds or associates something that resembles the perception in the term "made in" for a product from these specific countries, and this has a broad impact on the desire to make purchases and has a broad impact also on consumer behavior in multi-national markets (Parameswaran & Pisharodi, 1994).

According to Martin & Eroglu (1993), the dimension of the country of origin image consist of overall impression, economic development, democratic system, the standard of living, industrialization, production of high-quality product, technological research, and literacy rates. Research conducted by Degoma & Shetemam (2014), Li et al. (2012), Nagar & Singh (2013), and Tanaka (2015), which are also an empirical reference, found that the relationship between the image of the country of origin image and the perception of quality was significantly positive. So research hypothesis 4 is formulated as follows:

Hypothesis 4: Country of origin image has a positive and significant effect on the perceived quality of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia.

## 2.5 Brand Personality and Brand Trust

Trust is created because of the belief that other parties will act according to their wishes and needs. When someone already believes in another party, then that person believes that expectations can be fulfilled and will not disappoint. A person's belief is not only intended for all human beings but can also be aimed at intangible objects such as brands. According to Delgado-Ballester et al. (2003), brand trust is a brand's ability to be trusted (brand reliability), which comes from consumer confidence that the product can fulfill the promised value and brand intention or intention that comes from the consumer's belief that the brand prioritizes the interests of customers. Furthermore, Delgado-Ballester et al. (2003) argued that brand trust is an expectation or expectation based on the belief in the reliability and intention of a brand in situations that involve risks to customers. Chaudhuri & Holbrook (2001) defines brand trust as the average consumer's willingness to depend on a brand's ability to carry out all its uses or functions. Furthermore, Chaudhuri & Holbrook (2001) states that, in particular, reliability can lead to reduced uncertainty in a situation where customers feel insecure in it because they understand that they can rely on a trusted brand.

Gurviez & Korchia (2014) Said that brand trust has three dimensions, such as benevolence, integrity, and credibility. The empirical reference for the relationship between brand personality and brand trust is research conducted by Lakanie & Mojarrad (2015), Wahedi et al. (2014), Mabkhot et al. (2017), and Nili et al. (2013), where they revealed that brand personality has a significant positive effect on brand trust. However, the different results were found by Alkubaisi et al. (2018), in their research, found that the relationship between brand personality and brand trust is not significant. Based on the description, research hypothesis 5 is made as follows:

Hypothesis 5: Brand personality has a positive and significant effect on brand trust of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia.

## 2.6 Brand Awareness and Brand Trust

Several empirical studies concluded that brand awareness is the antecedent of brand trust. Several of them are Buu & Lang (2014) and Wang & Lee (2016), which is concluded from their study that brand awareness on brand trust is positively significant. So research hypothesis 6 is made as follows:

Hypothesis 6: Brand awareness has a positive and significant effect on brand trust of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia.

## 2.7 Brand Prestige and Brand Trust

The relationship between brand prestige and brand trust is conducted by Jin et al. (2016) and found that the relationship between brand prestige and brand trust was significantly positive. However, different results were suggested by Lakanie & Mojarrad (2015) in their research, which revealed that the relationship between brand prestige and brand trust is insignificant. Based on the description, research hypothesis 7 is obtained as follows:

Hypothesis 7: Brand prestige has a positive and significant effect on brand trust of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia.

## 2.8 Country of Origin Image and Brand Trust

The relationship between country of origin image and brand trust according to the empirical reference used in this study, namely research conducted by Hilman & Hanaysha (2015) and Jiménez & Martín (2014), found that the relationship between country of origin image and brand trust is positively significant. Based on the description, research hypothesis 8 is formulated as follows:

Hypothesis 8: Country of origin image has a positive and significant effect on brand trust of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia.

## 2.9 Brand Personality and Brand Loyalty

Brand loyalty is consumer loyalty to a brand continuously, and brand loyalty as a consumer commitment to a brand and a function of the intention to buy back in the future (Oliver, 2014). Then Zayerkabeh et al. (2012) define brand loyalty as a consistent attitude towards purchasing a brand continuously. This attitude is a learning experience of a brand that can satisfy consumer needs. Mowen & Minor (2001) put forward the definition of brand loyalty as a condition in which customers have a positive attitude towards a brand, commit to the brand, and continue their future purchases. According to Mowen & Minor (2001), there are five dimensions of brand loyalty: brand preference, brand favorableness, purchase intention, recommendation, and word of mouth.

Research conducted by Garanti & Kissi (2019) as an empirical reference about the relationship between brand personality and brand loyalty found that the relationship between brand personality and brand loyalty is positively significant. However, other studies have produced different things. Namely, the relationship between brand personality and brand loyalty is not significant, such as the research conducted by Vahedi et al. (2014), Erdogmus & Turan (2012), Alkubaisi et al. (2018), and Mabkhot et al. (2017). So research hypothesis 9 is formulated as follows:

Hypothesis 9: Brand Personality has a positive and significant effect on brand loyalty of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia

## 2.10 Brand Awareness and Brand Loyalty

The relationship between brand awareness and brand loyalty, according to the results of research conducted by Golzari & Moghaddam (2015), Buu & Lang (2014), Dehestani et al. (2013), and Chi et al. (2009), is positively significant. However, contradictory results are revealed by the results of research conducted by Liao et al. (2011) and Subhani & Osman (2010), where they found that the relationship between brand awareness and brand loyalty was not significant. Based on the description, research hypothesis 10 is obtained as follows:

Hypothesis 10: Brand awareness has a positive and significant effect on brand loyalty of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia

## 2.11 Brand Prestige and Brand Loyalty

Referring to research on the relationship between brand prestige and brand loyalty, such as research conducted by Gilaninia et al. (2012), Mahjoub & Naeij (2015), Golzari & Moghaddam (2015), Zayerkabeh et al. (2012), Lakanie & Mojarrad (2015) and Jin et al. (2016) where they reveal that the relationship between brand prestige and brand loyalty is significant, research conducted by Erdogmus & Turan (2012) found the opposite result, namely the relationship between brand prestige and brand loyalty is insignificant. Based on the description, research hypothesis 11 is formulated as follows:

Hypothesis 11: Brand prestige has a positive and significant effect on brand loyalty of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia

## 2.12 Country of Origin Image and Brand Loyalty

The relationship between the image of the country of origin image and brand loyalty, according to empirical recommendations also used in this study, is that the results of research conducted



by Tanaka (2015) and Nagar & Singh (2013) are positively significant. Based on the description, research hypothesis 12 is made as follows:

Hypothesis 12: Country of origin image has a positive and significant effect on brand loyalty of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia

### 2.13 Perceived Quality and Brand Loyalty

The relationship between perceived quality variables and brand loyalty according to empirical references is research conducted by Golzari & Moghaddam (2015), Buu & Lang, (2014), Liao et al. (2011), Dehestani et al. (2013), Chi et al. (2009), Nagar & Singh (2013), Hameed (2013), Dib & Al-Msallan (2015), Alhaddad (2015), Zayerkabehe et al. (2012), and Erdogmus & Turan (2012) revealed that the relationship between perceived quality and brand loyalty is significantly positive, but different results are revealed in a study conducted by Marakanon & Panjakajornsak (2017) where the relationship between perceived quality and brand loyalty is not significant, so research hypothesis 13 is obtained as follows:

Hypothesis 13: Perceived quality has a positive and significant effect on brand loyalty of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia

### 2.14 Brand Trust and Brand Loyalty

The relationship between brand trust and brand loyalty according to empirical studies that serve as references such as research conducted by Buu & Lang (2014), Alhaddad (2015), Vahedi et al. (2014), Jin et al. (2016), Alkub et al. (2018), Mabkhot et al. (2017) and Marakanon & Panjakajornsak (2017) found that the relationship between brand trust and brand loyalty is significantly positive. However, studies whose results contradict this research, namely research conducted by Lakanie & Mojarrad (2015), where the relationship between brand trust and brand loyalty is insignificant. Based on the description, research hypothesis 14 is formulated as follows:

Hypothesis 14: Brand trust has a positive and significant effect on brand loyalty of Toyota Avanza Vehicle customers in East Kalimantan Province, Indonesia

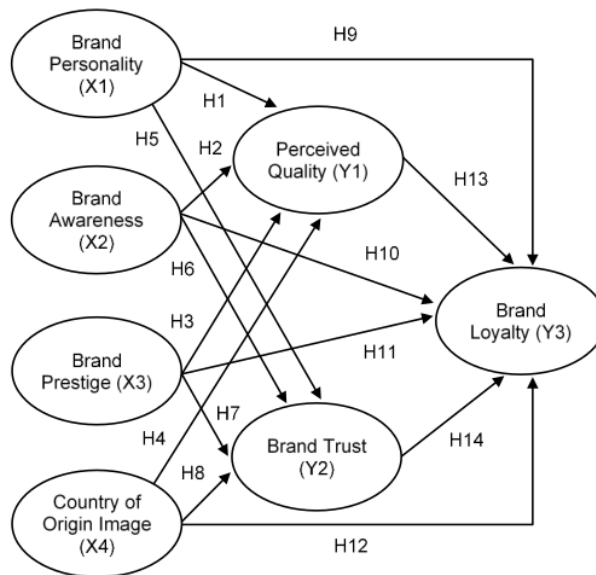


Figure 1 Conceptual Framework Model

Based on the literature review, the hypotheses and phenomenon of Toyota Avanza vehicle in Indonesia is the market leader in Indonesia since it was launched in 2004 until now, those have been stated, a conceptual framework model can be made as follows

### 3. RESEARCH METHODOLOGY

#### 3.1 Population and Sample

The population in this study is unknown, namely the community of East Kalimantan Province, Indonesia, who has a vehicle, namely Avanza, at least a sixth month earlier. This study is part of a statistical inference approach, which is analyzed by supporting data sampling. A sample is a select number of populations taken by non-probability random sampling and accidental sampling method. The number of sampling, according to Hair et al. (1995), is between 100 until 200, so this study's sample is 170 respondents. Data collection was carried out with 164 questionnaire items according to the number of indicators. In this study, a scoring system was carried out using a Likert scale of 1 to 5.

#### 3.2 Variables and Indicators

This study is using seven variables with 34 indicators. The classification of research variables and indicators is shown in table 1 as follows:

**Table 1** Research Variables and Indicators

No.	Variables Name	Classification	Dimensions/Indicators	Code	Num. Items	References
1.	Brand personality (X1)	Exogenous	1. Sincerity	X1.1	5	(J. L. Aaker, 1997)
			2. Excitement	X1.2		
			3. Competence	X1.3		
			4. Sophistication	X1.4		
			5. Ruggedness	X1.5		
2.	Brand awareness (X2)	Exogenous	1. Unaware of Brand	X2.1	4	(D. Aaker, 2011)
			2. Brand Recognition	X2.2		
			3. Brand Recall	X2.3		
			4. Top of Mind	X2.4		
3.	Brand prestige (X3)	Exogenous	1. Perceived Conspicuous	X3.1	4	(Vigneron & Johnson, 1999)
			2. Perceived Unique	X3.2		
			3. Perceived Social	X3.3		
			4. Perceived emotional	X3.4		
4.	Country of origin image (X4)	Exogenous	1. Overall Impression	X4.1	8	(Martin & Eroglu, 1993)
			2. Economically Development	X4.2		
			3. Democratic System	X4.3		
			4. Standard of Living	X4.4		
			5. Industrialization	X4.5		
			6. High-Quality Product	X4.6		
			7. Technological Research	X4.7		
			8. Literacy Rate	X4.8		
5	Perceived quality (Y1)	Intervening	1. Ease of Use	Y1.1	5	(Brucks et al., 2000)
			2. Functionality	Y1.2		
			3. Service Ability	Y1.3		
			4. Durability	Y1.4		
			5. Performance	Y1.5		



			34	
6.	Brand trust (Y2)	Intervening	1. Benevolence 2. Integrity 3. Credibility	Y2.1 Y2.2 Y2.3
			1. Brand Preference 2. Brand Favorableness	Y3.1 Y3.2
7.	Brand loyalty (Y3)	Endogenous	3. Repurchase Intention 4. Recommendation 5. Word of Mouth (WOM)	Y3.3 Y3.4 Y3.5
				3
				5
				(Gurviez & Korchia, 2014)
				(Mowen & Minor, 2001)
			Total Items of Dimensions/Indicators	34

Source: Based on Literature Review, 2020

## 4. RESULTS AND DISCUSSION

### 4.1 Validity and Reliability Test

The test of the research instrument consists of testing the validity of the criteria and the consistency of the internal reliability test. A validity test is to test the level of reliability and validity of the measuring instrument used. The research instrument that is said to be acceptable means that the measuring instrument used to obtain the data is valid and can also measure what you want to research. The reliability test is used to determine whether an instrument, in this case, a questionnaire, can be used more than once, at least by the same respondent, will get consistent answer results. In the validity test, the indicator criteria of a variable under study are valid if it has a correlation coefficient with a total score greater than or equal to 0.70. Also, a research instrument is reliable for internal consistency if it has an Alpha Cronbach or coefficient Alpha ( $\alpha \geq 0.70$ ) (Hair et al., 1995).

The results of the validity test show that the highest correlation coefficient is 0.925, namely the unaware of the brand indicator from the brand awareness variable, and the lowest is 0.851, namely high-quality product indicator from the country of origin image variable, so all indicators are valid. The reliability test results show that the highest Cronbach alpha value is 0.958, namely the country of origin image variable the lowest is 0.892, namely the brand trust variable, so all variables are reliable. It means that the results of the validity and reliability tests on the respondent's data obtained in this research, all indicators are valid, and all variables are reliable.

### 4.2 Data Normality Test

The data normality test is aimed to test whether, in the regression model, both exogenous and endogenous variables are normally distributed or not. A good regression model has a standard or near-normal data distribution (Ghozali, 2016). If the research uses Structural Equation Modeling (SEM) analysis tools in processing the data, then the data normality test must be fulfilled, which means that the data must be normally distributed or close to normal. The theoretical value can be determined based on the desired level of significance. The normality of data can be indicated by the existence of a Critical Ratio (C.R.) value with a value below equal to 2.58 at the 0.01 (1%) significance level (Ferdinand, 2005). Using these criteria, the data used in this study are typically distributed because the results of the normality test of the data used in this study, there is no critical ratio value greater than 2.58.

### 4.3 The goodness of the Fit Model Test

The results of the model suitability test indicate that the model used is acceptable. The TLI measurement index is in the expected value range, namely 0.9 (Cut off Value  $\geq 0.9$ ). Likewise, the CFI measurement index that meets the requirements of 0.9 (cut off value  $\geq 0.9$ ), although chi-square of 1780.34 (cut off value  $\leq 969.88$ ) and GFI of 0.6 (cut off value  $\geq 0.9$ ) are

accepted on a marginal value. Furthermore, probability level (Sig.) of 0.00 (cut off value  $\geq 0.05$ ), RMSEA of 0,125 (cut off value  $< 0.08$ ), A<sup>221</sup> of 0.6 (cut off value  $\geq 0.9$ ), and CMIND/DF of 3.547 (cut off value  $< 2$ ) are not fit. From several model feasibility tests, the model is said to be feasible if at least one of the model's feasibility test methods is met (Hair et al., 1995). In an empirical study, a researcher is not required to meet all the goodness of fit criteria.

#### 4.4 Confirmatory Factor Analysis Test

According to Hair et al. (1995), an indicator can be used as a variable measure if it has a minimum loading factor value  $> 0.50$  and a maximum loading factor  $< 1.00$ . Based on the results of the confirmatory factor analysis test, the lowest value is 0.81 namely durability indicator from the perceived quality variable. The highest is 0.931, namely industrialization indicator from the country of origin image variable; by using the criteria of Hair et al. (1995), it can be seen that the overall indicators of all variables in this study are acceptable because they have a loading factor is between 0.5 and 1.00.

For the brand personality variable, the strongest indicator is competence, with a loading factor of 0.913. In the brand awareness variable, the strongest indicator is unaware of the brand, with a loading factor of 0.915. In the variable of brand prestige, the strongest indicator appears on the perceived social with a loading factor of 0.887. The strongest indicator in the country of origin image variable is industrialization with a loading factor of 0.931. For the perceived quality variable, the strongest indicator is performance with a loading factor of 0.903; the most vital indicator brand trust variable is credibility with a loading factor of 0.895. Moreover, the brand loyalty variable has the strongest indicator of brand preference with a loading factor value of 0.909.

#### 4.5 Causality (Regression Weights) Test

This test is used to show the causality relationship between construct latent variables and their respective indicators. In this test, a hypothesis is taken, namely, H<sub>0</sub>, which states that the regression coefficient between relationships is equal to zero, with a CR  $\geq 1.96$  as a benchmark with  $\alpha = 5\%$ . The results of this test can be seen in table 2 as follow.

Table 2 Regression Weights Structural Equation Model

No.	Relationship	Standardized Estimate	S.E.	C.R.	P	Results	Description
1	Perceived Quality (Y1) ← Brand Personality (X1)	-.260	.220	-1.201	.230	Negative & Insignificant	Rejected
2	Perceived Quality (Y1) ← Brand Awareness (X2)	.194	.213	.855	.392	Positive & insignificant	Rejected
3	Perceived Quality (Y1) ← Brand Prestige (X3)	.574	.218	2.846	.004	Positive & Significant	Accepted
4	Perceived Quality (Y1) ← Country of Origin Image (X4)	.468	.264	2.150	.032	Positive & Significant	Accepted
5	Brand Trust (Y2) ← Brand Personality (X1)	.988	.487	2.135	.033	Positive & Significant	Accepted
6	Brand Trust (Y2) ← Brand Awareness (X2)	.988	.487	1.980	.048	Positive & Significant	Accepted
7	Brand Trust (Y2) ← Brand Prestige (X3)	-1.276	.692	-2.059	.039	Negative & Significant	Rejected

8	Brand Trust (Y2)	← Country of Origin Image (X4)	.301	.463	.819	.413	Positive & Insignificant	Rejected
9	Brand Loyalty (Y3)	← Brand Personality (X1)	-.187	.230	-.840	.401	Negative & Insignificant	Rejected
10	Brand Loyalty (Y3)	← Brand Awareness (X2)	.493	.202	2.349	.019	Positive & Significant	Accepted
11	Brand Loyalty (Y3)	← Brand Prestige (X3)	.138	.194	.784	.433	Positive & Insignificant	Rejected
12	Brand Loyalty (Y3)	← Country of Origin Image (X4)	-.610	.262	-2.885	.004	Negative & Significant	Rejected
13	Brand Loyalty (Y3)	← Perceived Quality (Y1)	.767	.260	3.010	.003	Positive & Significant	Accepted
14	Brand Loyalty (Y3)	← Brand Trust (Y2)	.407	.189	2.122	.034	Positive & Significant	Accepted

Source: Results of Data Analysis Using Amos, 2020

In table 2, the Standardized Estimate column is taken from Amos output data, namely Standardized Estimate Regression Weights, while the Standard Error (S.E.), Critical Ratio (C.R.), and Probability (P) columns are taken from Amos output data, namely unstandardized Estimate Regression Weights. It can be seen that the regression coefficient of each relationship of these variables, namely the relationship between the prestige brand variable and the country of origin image to perceived quality variable, has a critical ratio value above 1.96 at the 5% significance level. The relationships between brand personality and brand awareness variables with brand trust variables has a critical ratio value above 1.96 at the 5% significance level. It can also be seen that the relationship between brand awareness and perceived quality variables as well as brand trust on the variable brand loyalty has a critical ratio value above 1.96 at the 5% significance level. The regression coefficients of each construct have seven relationships which have a critical ratio value below 1.96, namely brand personality and brand awareness variables towards perceived quality, brand prestige and country of origin image variables to brand trust and the relationship between brand personality, brand prestige, country of origin image to brand loyalty. However, this research model is acceptable.

Table 2 explains the regression results or the effect of 4 exogenous variables on three endogenous variables, 2 of which are intervening variables. This influence consists of 4 direct effects and eight indirect effects. The explanation is as follows:

#### 4.6 Direct Influence

- The effect of brand personality on brand loyalty is the 9th hypothesis in the study. The regression results show that this hypothesis is rejected because the p-value coefficient is  $(0.401) > 0.05$ , and the estimation sign is negative. So that the increase or decrease brand personality will not increase or decrease brand loyalty, these results do not support the research conducted by Garanti & Kissi (2019), who found that brand personality has a significant positive effect on brand loyalty. However, the results of this study support the research that has been done by Hedi et al. (2014), Erdogmus & Turan (2012), Alkubaisi et al. (2018), and Mabkhot et al. (2017), which revealed that brand personality has no significant effect on brand loyalty.
- The effect of brand awareness on brand loyalty is the 10th hypothesis in the study. The regression results show that this hypothesis is accepted because the p-value coefficient is  $(0.019) < 0.05$ , and the estimation sign is positive. So that increasing brand awareness



will increase brand loyalty. These results support research conducted by Golzari & Moghaddam (2015), Buu & Lang (2014), Dehestani et al. (2013), and Chi et al. (2009), which states that brand awareness has a significant positive effect on brand loyalty, but the results of this study do not support the research that has been done by Liao et al. (2011) and Subhani & Osman (2010) which state that brand awareness has no significant effect on brand loyalty.

- The effect of brand prestige on brand loyalty is the 11th hypothesis in the study. The regression results show that this hypothesis is rejected because the p-value coefficient is  $(0.433) > 0.05$ . So that by increasing the prestige brand, it does not decrease or increase brand loyalty. This result does not support research conducted by Gilaninia et al. (2012), Mahjoub & Naeij (2015), Golzari & Moghaddam (2015), Zayerkabehe et al. (2012), Lakanie & Mojarrad (2015), and Jin et al. (2016) which revealed that brand prestige has a significant positive effect on brand loyalty, but these results support research that has been carried out by Erdogmus & Turan (2012) who found that the effect of brand prestige on brand loyalty is not significant.
- The effect of country of origin image on brand loyalty is the 12th hypothesis in the study. The regression results show that this hypothesis is rejected because the p-value coefficient is  $(0.004) < 0.05$ , but the estimation sign is negative (while the hypothesis is positive). So that increasing the country of origin image will reduce brand loyalty. These results do not support the research conducted by Tanaka (2015) and Nagar & Singh (2013), which states that the image of the country of origin image has a significant positive effect on brand loyalty.

#### 4.7 Indirect Influence

- The influence of brand personality on brand loyalty through perceived quality is the 1st and 13th hypothesis in this study. The regression results show that this hypothesis is rejected because there is an influence of exogenous variables on intervening with a p-value  $(0.230) > 0.05$ , and the estimated sign is negative. In contrast, the intervening variable's influence on brand loyalty is accepted with a p-value  $(0.003) < 0.05$ . So that perceived quality is not able to mediate the effect of brand personality on brand loyalty.
- The effect of brand personality on brand loyalty through brand trust is the 5th and 14th hypothesis in this study. The regression results show that this hypothesis is accepted because of the exogenous effect on intervening with p-value  $(0.033) < 0.05$ , and the estimated sign is complimentary, while the influence of the intervening variable on brand loyalty is accepted with a p-value  $(0.034) < 0.05$ . So that brand trust can mediate the influence of brand personality on brand loyalty.
- The effect of brand awareness on brand loyalty through perceived quality is the 2nd and 13th hypothesis in this study. The regression results show that this hypothesis is rejected because of the exogenous effect on the p-value intervening  $(0.392) > 0.05$ . In contrast, the intervening variable's influence on brand loyalty is accepted with a p-value  $(0.003) < 0.05$ . So that perceived quality is not able to mediate the effect of brand awareness on brand loyalty.
- The effect of brand awareness on brand loyalty through brand trust is the 6th and 14th hypothesis in this study. The regression results show that this hypothesis is accepted because of the exogenous effect on intervening with a p-value  $(0.048) < 0.05$ , and the estimated sign is complimentary, while the influence of the intervening variable on brand loyalty is accepted with a p-value  $(0.034) < 0.05$ . So that brand trust can mediate the effect of brand awareness on brand loyalty.



- The effect of brand prestige on brand loyalty through perceived quality is the 3rd and 13th hypothesis in this study. The regression results show that this hypothesis is accepted because of the exogenous effect on intervening with p-value (0.004) < 0.05, while the influence of the intervening variable on brand loyalty is accepted with a p-value (0.003) < 0.05. So that perceived quality can mediate the effect of brand prestige on brand loyalty.
- The effect of brand prestige on brand loyalty through brand trust is the 7th and 14th hypothesis in this study. The regression results show that this hypothesis is accepted because of the exogenous effect on intervening with a p-value (0.039) < 0.05, even though the estimation sign is negative, while the influence of the intervening variable on brand loyalty is accepted with a p-value (0.034) < 0.05, so that brand trust can mediate the effect of brand prestige on brand loyalty.
- The effect of country of origin image on brand loyalty through perceived quality is the 4th and 13th hypothesis in this study. The regression results show that this hypothesis is accepted because of the exogenous effect on intervening with a p-value (0.032) < 0.05, while the effect of the intervening variable on brand loyalty is accepted with a p-value (0.003) < 0.05, so that perceived quality can mediate the effect of country of origin image on brand loyalty.
- The effect of country of origin image on brand loyalty through brand trust is the 8th and 14th hypothesis in this study. The regression weights in table 2 show that this hypothesis is rejected because of the exogenous effect on intervening with a p-value (0.413) > 0.05. In contrast, the intervening variable's effect on brand loyalty is accepted with a p-value (0.034) < 0.05. so that brand trust can mediate the effect of country of origin image on brand loyalty.

## 5. CONCLUSION AND SUGGESTIONS

Of the four effects of exogenous variables directly on the variable brand loyalty, there is only one variable that has a significant positive effect: brand awareness. In contrast, the other three variables are not significant, namely brand personality, brand prestige, and country of origin image.

Of the eight effects of exogenous variables indirectly on the variable brand loyalty, there are four significant variables, namely brand personality and brand awareness through brand trust, brand prestige, and country of origin image through perceived quality. The other four variables whose indirect effect is not significant, are brand personality and brand awareness through perceived quality, brand prestige, and country of origin image through brand trust.

Some suggestions that can be given about the results of this study are as follows:

- Prestige brand has a significant positive effect on the perception of the quality of the Toyota Avanza in East Kalimantan. This suggests that if the brand prestige is increased, it will increase the perception of the quality of the Toyota Avanza in East Kalimantan, leading to increased brand loyalty. To increase brand prestige, manufacturers, dealers, or distributors should further improve information, communication, and relationships with the community or group of Toyota Avanza car owners and ensure that Toyota Avanza cars are more luxurious and prestigious than other cars of the same class.
- The image of the country of origin has a significant positive effect on the perception of the quality of the Toyota Avanza in East Kalimantan, so that manufacturers, dealers, or distributors can increase the perception of quality, which in turn increases brand loyalty, thereby increasing consumer understanding of the image of Toyota's home country car. Avanza, namely Japan, is an industrialized country that has developed because the

indicator or dimension of industrialization is the most dominant indicator or dimension to improve the image of the country of origin. However, other dimensions or indicators cannot be ignored, for example, instilling an understanding in consumers that the image of the country of origin of the Toyota Avanza is Japan. A country with a high average level of literacy or understanding, its democratic system is also perfect, the economy is advanced, and it is a developed country that does much research in technology. High standard of living and always produce high-quality goods or services.

- Brand personality has a beneficial and significant influence on the trust of the Toyota Avanza car brand in East Kalimantan, meaning that if want to increase brand loyalty through brand trust manufacturers, dealers, or distributors must do so by improving brand personality in the form of information, communication, and close relationships with consumers so that Consumer understanding and knowledge increases about the Toyota Avanza car brand that has the ability as expected by consumers
- Brand awareness has a significant positive effect on user trust in the Toyota Avanza car brand in East Kalimantan; If Toyota wants to increase brand trust, it will have an impact on increasing brand loyalty. This can be done by the Distributor by further enhancing the promotion of the Toyota Avanza; Frequent promotions are expected to increase brand awareness in the minds of consumers.
- Brand awareness has a significant positive effect on the loyalty of the Toyota Avanza car brand in East Kalimantan. Manufacturers, dealers, or distributors can increase brand loyalty by increasing the promotion of Toyota Avanza cars by holding frequent promotions to increase consumer brands. Awareness. With the increased promotion, it is hoped that the Toyota Avanza car brand will stick in the minds of consumers so that they can reach the mind stage.
- Perception of quality has a significant positive effect on brand loyalty of the Toyota Avanza in East Kalimantan. This reveals that if the perception of quality is improved, it will increase the loyalty of the Toyota Avanza car brand in East Kalimantan. To increase the perception of quality, this can be done by increasing the quality of output at factories, dealers, or distributors, up to date information, good communication, and promotions about Toyota Avanza cars that have performance and advantages over competitors, and other things are also necessary. attention to such as use, functionality, ease of service, and durability of the car
- Brand trust has a significant positive effect on the brand loyalty of the Toyota Avanza in East Kalimantan. This reveals that if the brand trust is increased, it will increase the loyalty of the Toyota Avanza car brand. To increase brand trust can be done by increasing credibility through the quality of manufacturers, dealers, or distributors. Then increase information, communication, and promotion about the Toyota Avanza, which is better quality than competitors at its level. Other indicators such as kindness and integrity also need to be informed, communicated, or promoted, because they are essential

## REFERENCES

- [1] Aaker, D. (1997). *Manajemen Ekuitas Merek (Terjemahan)*. Spektrum Mitra Utama.
- [2] Aaker, D. (2011). *Building Strong Brands*. The Free Press a Division of Simon and Schuster Inc.

- [3] Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347–356. <https://doi.org/10.2307/3151897>
- [4] Alhaddad, A. (2015). Perceived Quality, Brand Image, and Brand Trust as Determinants of Brand Loyalty. *Journal of Research in Business and Management*, 3(4), 1–8.
- [5] Alkubaisi, M., Upadhyaya, M., Aziz, W. A., George, S., Al-azzawi, A. A., & Al-Tarawneh, K. (2018). Determinants of Brand Loyalty in Cosmetics Purchase Intention of Female Consumers Using Path Analysis via Structural Equation Modelling: A Management Perspective. *International Information Institute*, 21(2), 491–504.
- [6] Baek, T. H., Kim, J., & Yu, J. H. (2010). The Differential Roles of Brand Credibility and Brand Prestige in Consumer Brand Choice. *Psychology & Marketing*, 27(7), 662–678.
- [7] Bosnjak, M., Bochmann, V., & Hufschmidt, T. (2007). Dimensions of brand personality attributions: A person-centric approach in the German cultural context. *Social Behavior and Personality: An International Journal*, 35(3), 303–316.
- [8] Brucks, M., Zeithaml, V. A., & Naylor, G. (2000). Price and brand name as indicators of quality dimensions for consumer durables. *Journal of the Academy of Marketing Science*, 28(3), 359–374.
- [9] Buchari, A. (2007). *Manajemen Pemasaran dan Pemasaran Jasa*. CV. Alfabeta.
- [10] Buu, L. T., & Lang, L. D. (2014). Dimensions of Customer-Based Brand Equity in Gold Industry. *International Journal of Education and Social Science*, 1(8), 74–85.
- [11] Chaudhuri, A., & Holbrook, B. M. (2001). "The Chain of Effects From Brand Trust and Brand Affects to Brand Performance: The Role of Brand Loyalty." *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- [12] Chi, H. K., Yeh, H. R., & Yang, Y. T. (2009). The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *The Journal of International Management Studies*, 4(1), 135–144.
- [13] Degoma, A., & Shetemam, E. (2014). The Effect of Country of Origin Image on Purchase Intention: A Case Study on Bahir Dar University Instructors. *Journal of Accounting & Marketing*, 3(1), 1–5.
- [14] Dehestani, B., Zadeh, N. S. N., & Noori, I. (2013). A study on influencing factors on brand loyalty: A case study of the Mobile industry. *Management Science Letters*, 3(7), 2049–2054.
- [15] Delgado-Ballester, E., Munuera-Aleman, L. J., & Yague-Guillen, Jesus, M. (2003). Development and Validation of A Brand Trust Scale. *International Journal of Market Research*. *International Journal of Market Research*, 45(1), 35–53.
- [16] Dib, H., & Al-Msallam, S. (2015). The Effect of the Determinants of Customer Satisfaction on Brand Loyalty. *Journal of Research in Business and Management*, 3(3), 1–12.
- [17] Erdogmus, I., & Turan, I. B. (2012). The role of personality congruence, perceived quality, and prestige on ready-to-wear brand loyalty. *Journal of Fashion Marketing and Management*, 16(4), 402.
- [18] Ferdinand, A. (2005). *Metode Penelitian Manajemen. Pedoman Penelitian untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Badan Penerbit Universitas Diponegoro.

Investigation of Perceived Quality and Brand Trust Antecedents and their Consequences on Brand Loyalty  
of Toyota Avanza Vehicle in East Kalimantan Province, Indonesia

- [19] Garanti, Z., & Kissi, P. S. (2019). The effects of social media brand personality on brand loyalty in the Latvian banking industry : The mediating role of brand equity. *International Journal of Bank Marketing*, 37(6), 1480–1503.
- [20] Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23* (8th ed.). Badan Penerbit Universitas Diponegoro.
- [21] Gilania, S., Ganjina, H., Moridi, A., & Rahimi, M. (2012). The Differential Roles of Brand Credibility and Brand Prestige in the Customer's Purchase Intention. *Kuwait Chapter of Arabian, Journal of Bussiness and Management Review*, 2(4), 1–9.
- [22] Golzari, J., & Moghaddam, F. M. (2015). Assessing The Factors Affecting Brand Loyalty and Brand Choice Intention for the Products of Saipa Corporation. *International Journal of Business and Marketing*, 2.
- [23] Gurviez, P., & Korchia, M. (2014). Proposal for a multidimensional brand trust scale. 32nd EMAC Conference-Glasgow", Marketing; Responsible and Relevant, May, 1–9. <https://www.academia.edu/download/31191262/pg-mk-emac2003.pdf>
- [24] Hair, J. F., Anderson, R. F., Tatham, R. L., & Black, W. C. (1995). *Multivariate Data Analysis with Readings* (4th ed.). Percentile Hall, Englewood Cliffs.
- [25] Hameed, F. (2013). The Effect of Advertising Spending on Brand Loyalty Mediated by Store Image, Perceived Quality, and Customer Satisfaction: A Case of Hypermarkets. *Asian Journal of Business Management*, 5(5), 181–192.
- [26] Hanzaee, K. H., & Taghipourian, M. J. (2012). The Effect of Brand Credibility and Prestige on Consumers Purchase Intention in Low and High Product Involvement. *Journal Basic of Applied Scientific Research*, 2, 1281–1291.
- [27] Hilman, H., & Hanaysha, J. (2015). The Impact of Country of Origin on Relationship Quality: Empirical Evidence from Automotive Industry. *Mediterranean Journal of Social Sciences MCSER Publishing, Rome-Italy*, 6(2).
- [28] Hung, K. P., Chen, A. H., Peng, N., Hackley, C., Tiwsakul, R. A., & Chou, C. I. (2011). Antecedents of luxury brand purchase intention, *Journal of Product & Brand Management*. *Journal of Product & Brand Management*, 457–467.
- [29] Jiménez, N., & Martin, S. S. (2014). The mediation of trust in country-of-origin effects across countries. *Journal of Cross-Cultural Management*, 21(2), 150–171.
- [30] Jin, N. P., Line, N. D., & Merkebu, J. (2016). The Impact of Brand Prestige on Trust, Perceived Risk, Satisfaction, and Loyalty in Upscale Restaurants. *Journal of Hospitality Marketing and Management*, 25(5).
- [31] Lakanie, P. A., & Mojarrad, N. (2015). The antecedents and consequences of brand prestige in the smartphone industry in Iran. *Kuwait Chapter of the Arabian Journal of Business and Management Review*, 5(4), 16.
- [32] Li, X., Yang, J., Wang, X., & Lei, D. (2012). The Impact of Country-of-Origin Image, Consumer Ethnocentrism, and Animosity on Purchase Intention. *JSW*, 7(10), 2263–2268.
- [33] Liao, S.-H., Widowati, R., & Hu, D.-C. (2011). A study on the customer-based brand equity of Taiwanese and Indonesian teenagers for a global brand. *African Journal of Business Management*, 5(34), 12929–12938.



- [34] Mabkhot, H. A., Shaari, H., & Salleh, S. M. (2017). The influence of brand image and brand personality on brand loyalty, mediating by brand trust: An empirical study. *Jurnal Pengurusan (UKM Journal of Management)*, 50.
- [35] Mahjoub, H., & Naeij, A. K. (2015). The Impact of Prestige, Consumer Personality, and Self-Concept on Brand Loyalty. *The International Journal Of Business & Management*, 3(4), 392.
- [36] Marakanon, L., & Panjakajornsak, V. (2017). Perceived quality, perceived risk, and customer trust affecting customer loyalty to environmentally friendly electronics products. *Kasetsart Journal of Social Sciences*, 38(1), 24–30.
- [37] Martin, I. M., & Eroglu, S. (1993). Measuring a multidimensional construct: country image. *Journal of Business Research*, 28(3), 191–210.
- [38] Milas, G., & Mlačić, B. (2007). Brand personality and human personality: Findings from ratings of familiar Croatian brands. *Journal of Business Research*, 60(6), 620–626.
- [39] Mowen, J. C., & Minor, M. C. (2001). *Consumer Behavior* (2nd ed.). McGraw-Hill.
- [40] Nagar, K., & Singh, T. (2013). Modeling the Effects of Country of Origin Image on Quality Perceptions and Brand Loyalty: A Study of Chinese Mobiles. *Asia-Pacific Marketing Review-Journal*, II(1), 5–17.
- [41] Nili, M., Navabakhsh, M., & Khosropour, A. (2013). Influence of Corporate Reputation and Brand Personality on Customer Satisfaction and Loyalty in Communication Services. *Technical Journal of Engineering and Applied Sciences*, 16(3), 1800–1808.
- [42] O'cass, A., & Frost, H. (2002). Status brands: examining the effects of non-product-related brand associations on the status and conspicuous consumption *Journal of Product & Brand Management*.
- [43] Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer*. Routledge.
- [44] Parameswaran, R., & Pisharodi, R. M. (1994). Facets of the country of origin image: An empirical assessment. *Journal of Advertising*, 23(1), 43–56.
- [45] Rasoli, M., Rostamzadeh, R., & Esmaili, A. (2013). Determinants of Repurchase Intention: Examining Wang Brand Equity Model in Iran. *Journal of Applied Business and Finance Researches*, 2(4), 106–110.
- [46] Roth, M. S., & Romeo, J. B. (1992). Matching product category and country image perceptions: A framework for managing country-of-origin effects. *Journal of International Business Studies*, 23(3), 477–497.
- [47] Subhani, M. I., & Osman, A. (2010). A study on the association between brand awareness and consumer/brand loyalty for the packaged milk industry in Pakistan. *South Asian Journal of Management Sciences (SAJMS)*, 5(1).
- [48] Tanaka, R. (2015). The Effect of Country-Of-Origin Image on Brand Equity for Sony Electronic Products in Bangkok. *Proceeding of ISER International Conference, Bangkok, 22nd February 2015*, 1–3.
- [49] Tong, X., & Li, C. (2013). Impact of brand personality and consumer ethnocentrism in China's sportswear market. *Asia Pacific Journal of Marketing and Logistics*.

Investigation of Perceived Quality and Brand Trust Antecedents and their Consequences on Brand Loyalty  
of Toyota Avanza Vehicle in East Kalimantan Province, Indonesia

- [50] Vahedi, E., Shirian, A., Vaziri, F. S., Kelishmi, E. R., & Esmaili, S. (2014). Assessing the Role of Brand Personality on Trust, Affection, Loyalty, and Customer Satisfaction in Governmental Organization:(Case of Study: Maskan Bank). *Research Journal of Recent Sciences*, 3(7), 130–138.
- [51] Vigneron, F., & Johnson, L. W. (1999). A review and a conceptual framework of prestige-seeking consumer behavior. *Academy of Marketing Science Review*, 1(1), 1–15.
- [52] Wang, Y.-H., & Lee, C.-C. (2016). Does winning an award matter to brand trust and purchase intention? Evidence from franklin Templeton investments. *Journal of Business & Economic Policy*, 3(1), 75–81.
- [53] Zayerkabeheh, S., Albabayi, A., & Abdoli, M. (2012). Studying the effect of brand credibility and brand prestige on brand loyalty. *Australian Journal of Basic and Applied Sciences*, 6(8), 160–166.
- [54] Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.

# INVESTIGATION OF PERCEIVED QUALITY AND BRAND TRUST ANTECEDENTS AND THEIR CONSEQUENCES ON BRAND LOYALTY

## ORIGINALITY REPORT

**23%**  
SIMILARITY INDEX

**19%**  
INTERNET SOURCES

**15%**  
PUBLICATIONS

**13%**  
STUDENT PAPERS

## PRIMARY SOURCES

**1** Submitted to University of Strathclyde  
Student Paper 1%

**2** dergipark.org.tr  
Internet Source 1%

**3** Submitted to Bocconi University  
Student Paper 1%

**4** Submitted to King's College  
Student Paper <1%

**5** www.repo.uni-hannover.de  
Internet Source <1%

**6** dokumen.tips  
Internet Source <1%

**7** journal.binus.ac.id  
Internet Source <1%

**8** mafiadoc.com  
Internet Source <1%

Submitted to Padjadjaran University

9

Student Paper

<1 %

---

10

Submitted to Pennsylvania State System of Higher Education

Student Paper

<1 %

---

11

tabadolinvestment.com

Internet Source

<1 %

---

12

Submitted to Universitas Negeri Jakarta

Student Paper

<1 %

---

13

Submitted to Assumption University

Student Paper

<1 %

---

14

Rama Krishna Naik Jandavath, Anand Byram. "Healthcare service quality effect on patient satisfaction and behavioural intentions in corporate hospitals in India", International Journal of Pharmaceutical and Healthcare Marketing, 2016

Publication

<1 %

---

15

papers.ssrn.com

Internet Source

<1 %

---

16

rjoas.com

Internet Source

<1 %

---

17

Submitted to Ajou University Graduate School

Student Paper

<1 %

---



18	Submitted to School of Business and Management ITB Student Paper	<1 %
19	Submitted to University of Queensland Student Paper	<1 %
20	koreascience.kr Internet Source	<1 %
21	jurnal.fe.umi.ac.id Internet Source	<1 %
22	www.ijstr.org Internet Source	<1 %
23	Submitted to Universiteit van Amsterdam Student Paper	<1 %
24	b5fb02cb-9f04-44cd-bf7e- ce613c8c9814.filesusr.com Internet Source	<1 %
25	enrichment.iocspublisher.org Internet Source	<1 %
26	Submitted to University of Hertfordshire Student Paper	<1 %
27	repo.uum.edu.my Internet Source	<1 %
28	Submitted to University of Colombo Student Paper	<1 %

29	<a href="http://repository.nida.ac.th">repository.nida.ac.th</a> Internet Source	<1 %
30	<a href="http://journal.untar.ac.id">journal.untar.ac.id</a> Internet Source	<1 %
31	<a href="http://kasetartjournal.ku.ac.th">kasetartjournal.ku.ac.th</a> Internet Source	<1 %
32	<a href="http://nrl.northumbria.ac.uk">nrl.northumbria.ac.uk</a> Internet Source	<1 %
33	<a href="http://repositorio.uac.edu.co">repositorio.uac.edu.co</a> Internet Source	<1 %
34	Submitted to Universitas Jember Student Paper	<1 %
35	Submitted to University of Greenwich Student Paper	<1 %
36	<a href="http://www.emrbi.org">www.emrbi.org</a> Internet Source	<1 %
37	Journal of Fashion Marketing and Management, Volume 16, Issue 4 (2012-09-15) Publication	<1 %
38	<a href="http://repository.ub.ac.id">repository.ub.ac.id</a> Internet Source	<1 %
39	Submitted to Ho Chi Minh University of Technology and Education Student Paper	<1 %

40	Submitted to Johnson and Wales University Student Paper	<1 %
41	Submitted to Universitas Diponegoro Student Paper	<1 %
42	Submitted to University of Wollongong Student Paper	<1 %
43	Submitted to Curtin University of Technology Student Paper	<1 %
44	Submitted to International University - VNUHCM Student Paper	<1 %
45	Submitted to Napier University Student Paper	<1 %
46	Submitted to Open University of Mauritius Student Paper	<1 %
47	Submitted to Stefan cel Mare University of Suceava Student Paper	<1 %
48	Submitted to University of Durham Student Paper	<1 %
49	docobook.com Internet Source	<1 %
50	Ahn, Young-joo, Insin Kim, and Sunghyup Sean Hyun. "Critical in-flight and ground- service factors influencing brand prestige and	<1 %

relationships between brand prestige, well-being perceptions, and brand loyalty: first-class passengers", Journal of Travel & Tourism Marketing, 2015.

Publication

---

51

Kim, Junghyun, and Eun Ah Yu. "The Holistic Brand Experience of Branded Mobile Applications Affects Brand Loyalty", Social Behavior and Personality An International Journal, 2016.

Publication

---

52

Submitted to Liverpool John Moores University

Student Paper

---

53

Submitted to Middle East Technical University

Student Paper

---

54

Submitted to Newcastle College Group

Student Paper

---

55

Submitted to University of Northumbria at Newcastle

Student Paper

---

56

Xin Chen, Zhen-feng Cheng, Gyu-Bae Kim. "Make It Memorable: Tourism Experience, Fun, Recommendation and Revisit Intentions of Chinese Outbound Tourists", Sustainability, 2020

Publication

---

<1 %

<1 %

<1 %

<1 %

<1 %

<1 %

57	<a href="http://ijehss.com">ijehss.com</a> Internet Source	<1 %
58	<a href="http://ndltd.ncl.edu.tw">ndltd.ncl.edu.tw</a> Internet Source	<1 %
59	<a href="http://dissertations.umi.com">dissertations.umi.com</a> Internet Source	<1 %
60	<a href="http://id.123dok.com">id.123dok.com</a> Internet Source	<1 %
61	<a href="http://ijeais.org">ijeais.org</a> Internet Source	<1 %
62	<a href="http://ijmmu.com">ijmmu.com</a> Internet Source	<1 %
63	<a href="http://www.aimijournal.com">www.aimijournal.com</a> Internet Source	<1 %
64	<a href="http://www.ejournal.aibpm.org">www.ejournal.aibpm.org</a> Internet Source	<1 %
65	<a href="http://www.iraj.in">www.iraj.in</a> Internet Source	<1 %
66	Submitted to 於2012-07-16提交至University of Hull Student Paper	<1 %
67	Submitted to Catalina Foothills High School Student Paper	<1 %



68

Harpuneet Singh Kohli, Sujata Khandai, Renu Yadav, Sonia Kataria. "Brand Love and Brand Hate: Integrating Emotions into Brand-Related Experiences and Loyalty", Journal of International Commerce, Economics and Policy, 2021

Publication

<1 %

69

Submitted to International Islamic University Malaysia

Student Paper

<1 %

70

Roya Anvari, Sobia Irum. "The Relationship between Brand Personality and Consumers' Personality among Students", Mediterranean Journal of Social Sciences, 2015

Publication

<1 %

71

Stefanie App, Marion Büttgen. "Lasting footprints of the employer brand: can sustainable HRM lead to brand commitment?", Employee Relations, 2016

Publication

<1 %

72

Submitted to University of Birmingham

Student Paper

<1 %

73

[dspace.lpu.in:8080](https://dspace.lpu.in:8080)

Internet Source

<1 %

74

[etd.uum.edu.my](https://etd.uum.edu.my)

Internet Source

<1 %

75	<a href="http://gbata.org">gbata.org</a> Internet Source	<1 %
76	<a href="http://id.scribd.com">id.scribd.com</a> Internet Source	<1 %
77	<a href="http://jurnal.unidha.ac.id">jurnal.unidha.ac.id</a> Internet Source	<1 %
78	<a href="http://pdfslide.net">pdfslide.net</a> Internet Source	<1 %
79	<a href="http://www.grin.com">www.grin.com</a> Internet Source	<1 %
80	<a href="http://www.tandfonline.com">www.tandfonline.com</a> Internet Source	<1 %
81	<a href="http://www.tdx.cat">www.tdx.cat</a> Internet Source	<1 %
82	"Luxury Fashion Retail Management", Springer Science and Business Media LLC, 2017 Publication	<1 %
83	<a href="http://123dok.com">123dok.com</a> Internet Source	<1 %
84	Submitted to Benedictine College Student Paper	<1 %
85	HakJun Song, Yu Li, Heesup Han, Antonio Ariza-Montes, Felipe Hernández Perlines.	<1 %

"Brand Management and the Public and Patron's Behaviors in the Foodservice Industry: A Comparison between Name-brand Coffee Shops and Family Restaurants", Journal of Quality Assurance in Hospitality & Tourism, 2022

Publication

---

86

I Made Bayu Wisnawa, Putu Agus Prayogi, I Ketut Sutapa. "Brand Loyalty Model in Balinese Village as an Art and Cultural Tourism Destination in National Rural Areas, Case Study on Wanagiri Kauh Village, Tabanan", Journal of Business on Hospitality and Tourism, 2020

Publication

---

<1 %

87

Martin S. Roth, Jean B. Romeo. "Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects", Journal of International Business Studies, 1992

Publication

---

<1 %

88

[confer.nz](http://confer.nz)  
Internet Source

---

<1 %

89

[dokumen.pub](http://dokumen.pub)  
Internet Source

---

<1 %

90

[ieomsociety.org](http://ieomsociety.org)  
Internet Source

---

<1 %

91	<a href="http://journal.iainkudus.ac.id">journal.iainkudus.ac.id</a> Internet Source	<1 %
92	<a href="http://oaji.net">oaji.net</a> Internet Source	<1 %
93	<a href="http://repofeb.undip.ac.id">repofeb.undip.ac.id</a> Internet Source	<1 %
94	<a href="http://repositorio.iscte-iul.pt">repositorio.iscte-iul.pt</a> Internet Source	<1 %
95	<a href="http://www.bmij.org">www.bmij.org</a> Internet Source	<1 %
96	<a href="http://www.imda.cc">www.imda.cc</a> Internet Source	<1 %
97	<a href="http://www.thefreelibrary.com">www.thefreelibrary.com</a> Internet Source	<1 %
98	Buket Bora Semiz, Mehmetali Paylan. "A study on the mediating effect of brand trust between perceived legitimacy of influencers and attitude toward brand: evidence from Turkey", Asia Pacific Journal of Marketing and Logistics, 2023 Publication	<1 %
99	<a href="http://conference.pim.ac.th">conference.pim.ac.th</a> Internet Source	<1 %
100	<a href="http://digiresearch.vut.ac.za">digiresearch.vut.ac.za</a> Internet Source	<1 %

101	<a href="http://digital.re.kr">digital.re.kr</a> Internet Source	<1 %
102	<a href="http://ejournal.uin-suka.ac.id">ejournal.uin-suka.ac.id</a> Internet Source	<1 %
103	<a href="http://ejournal.uki.ac.id">ejournal.uki.ac.id</a> Internet Source	<1 %
104	<a href="http://espace.curtin.edu.au">espace.curtin.edu.au</a> Internet Source	<1 %
105	<a href="http://etds.ltu.edu.tw">etds.ltu.edu.tw</a> Internet Source	<1 %
106	<a href="http://jem.fcu.edu.tw">jem.fcu.edu.tw</a> Internet Source	<1 %
107	<a href="http://repository.up.ac.za">repository.up.ac.za</a> Internet Source	<1 %
108	<a href="http://tapchitckt.hvtc.edu.vn">tapchitckt.hvtc.edu.vn</a> Internet Source	<1 %
109	<a href="http://www.mdpi.com">www.mdpi.com</a> Internet Source	<1 %
110	<a href="http://www.scitepress.org">www.scitepress.org</a> Internet Source	<1 %
111	<a href="http://www.theinternationaljournal.org">www.theinternationaljournal.org</a> Internet Source	<1 %
112	Kadir Yağız. "Interactions among brand credibility, brand affect and brand	<1 %



behavioural intentions in professional sports teams: the moderation role of brand affect and live stadium attendance", *Quality in Sport*, 2021

Publication

---

113 Rania Hussein, Salah Hassan. "Antecedents of Global Brand Purchase Likelihood: Exploring the Mediating Effect of Quality, Prestige and Familiarity", *Journal of International Consumer Marketing*, 2018 <1 %

Publication

---

114 Claudel Mombeuil, Hemantha Premakumara Diunugala. "Green brand awareness, green brand association, green perceived quality, and intention to purchase electric vehicles: The mediating effect of green trust", *Research Square Platform LLC*, 2023 <1 %

Publication

---

115 Mohammed Ismail El-Adly, Amjad Abu ELSamen. "Guest-based hotel equity: scale development and validation", *Journal of Product & Brand Management*, 2018 <1 %

Publication

---

Exclude quotes On

Exclude matches Off

Exclude bibliography On