

CAN BRAND TRUST MEDIATE THE INFLUENCE OF CUSTOMER TRUST EFFECT VARIABLES ON CUSTOMER SATISFACTION

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ABSTRACT

Context: This study deals with three main themes, namely Customer Trust, Customer Satisfaction, and Brand Trust which have an influence on each other. In this study, the Customer Trust variable functions as an independent variable, the Customer Satisfaction variable functions as a dependent variable, and the Brand Trust variable functions as a mediating variable.

Objective: This study aims to analyze the direct influence of the Customer Trust variable on the Customer Satisfaction variable and the influence of the Customer Trust variable on the Customer Satisfaction variable mediated by the Brand Trust variable.

Method: This research is a quantitative study with an explanatory approach. The data used in this article are primary data that researchers obtain from various credible sources, namely 450 Shopee Customers on twin dates in the academic environment including students and lecturers. The data that researchers distribute contains five statement items, namely strongly agree statements, agree statements, so-so statements, disagree statements, and strongly disagree statements. The data collected by the researcher was analyzed using the smart PLS 4.0 analysis tool

Results: The result in this article can be concluded that if the first hypothesis and the second hypothesis that the researcher argued in the research methodology section, namely the Customer Trust variable, Customers can have a positive relationship direction and a significant influence on the Customer Satisfaction variable and the Brand Trust variable can moderate the influence of the Customer Trust variable on Customer Satisfaction. For the first hypothesis, this is represented in the first row of the Path Coefficient above, namely the P-Values of the Customer Trust variable have a positive relationship direction and are below the significance level of 0.05, namely 0.015. This is because the more Customer Trust a product is based on a good track record and image of a product, the happier Customers can shop which has an impact on Customer satisfaction. In the next row, the Brand Trust variable can also mediate the influence of the Customer Trust variable on Customer Satisfaction due to the same thing, namely the P-Values which are positive and below the significance level of 0.05, namely 0.000. From this, it can be concluded that the influence of the Customer Trust variable can be more significant if it goes through the Brand Trust variable first. Thus, the first and second hypotheses in this article can be accepted

Contribution: The researcher hopes that the results of this study can be useful for Shopee e-commerce users and others in developing their businesses, reading the market, increasing customer trust, and increasing customer satisfaction.

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1 INTRODUCTION

According to (Sumarwan 2011) Customer trust is Customer knowledge regarding the trust of a product that has various attributes and benefits from those attributes. (Mowen 2012) stated that Customer trust is all knowledge owned by Customers and all conclusions made by Customers about objects, attributes, and their benefits. According to (McKnight 2022), trust is built between parties who do not know each other well in interactions or transaction processes.

Costabile (Kotter Philip 2015) stated that the process of creating trust in a brand is based on their experience with the brand. This experience will be a source for Customers to create a sense of trust in a brand or when shopping online. This experience will affect Customer evaluation in consumption, use or satisfaction directly and indirect contact in online shopping. From the explanation above, it can be concluded that Customer trust is the availability of Customers to trust a product with the hope that the product has good quality based on the experience that Customers have had (Hasan 2009).

According to (Peter 2013) stated the factors that can influence Customer trust are as follows: a. Perceived web vendor reputation Reputation is an attribute given to a seller based on information from other people or sources. Reputation can be important to build a Customer's trust in a seller because Customers do not have personal experience with the seller. Word of mouth reputation can be the key to Customer interest, because positive information heard by Customers about the seller can reduce the perception of risk and insecurity when transacting with the seller. This can help increase Customer confidence in the competence, benevolence, and integrity of the seller. b.

Perceived web site quality Perceived web site quality is the perception of the quality of the site from the virtual store. The appearance of the online store can affect the first impression formed. According to Wing Field (in Chen & Dhillon, 2003), displaying a website professionally indicates that the online store is competent in running its operations. A professional website appearance provides a sense of comfort to customers, so that customers can be more confident and comfortable in making purchases.

According to (Kotler Philip 2013), there are three factors that influence trust, including: a. Brand Characteristic (Product Characteristics) Product characteristics play an important role in determining Customer decision making to trust a product, this is because Customers make an assessment before buying it. b. Company Characteristic (Company Characteristics) Company characteristics that are estimated to influence Customer trust in the company. c. Customer Brand Characteristic (Customer Relationship Characteristics) A relationship is not only one way, each group influences each other in its relationship with other groups. Likewise in this case, Customer relationship characteristics can influence Customer trust in products including Customer preferences for products, Customer experience, and Customer satisfaction.

Based on the explanation above, researchers believe that Customer Trust can have a positive relationship direction and a significant influence on Customer Satisfaction. According to (Sinaga, Irianto, and Widiyanti 2017) customer satisfaction is a condition where a Customer or user of a product or service feels that their needs are met more than that Customers feel that what they get is in accordance with or even more than what they expect and in accordance with the value of the currency they spend. If Customers are satisfied with what they get, then a Customer will come back or return to using the product or service (Aprileny, Imalia, and Emarawati 2020). Providing satisfaction to Customers is an asset for the company, because by providing satisfaction to Customers, it will bring other Customers to also use the product or service, and if Customers use the product or service they will automatically become customers for the company, and this situation is very beneficial for the company (Febriansyah and Triputra 2021).

The benchmark that Customers feel satisfied with a product or service can be seen from several reasons, including: Customers will reuse the product/service, Customers will provide testimonials and spread them to other people, and Customers will accept it if at any time there is a change in the price of the product or service (Abimanyu and Samapta 2023).

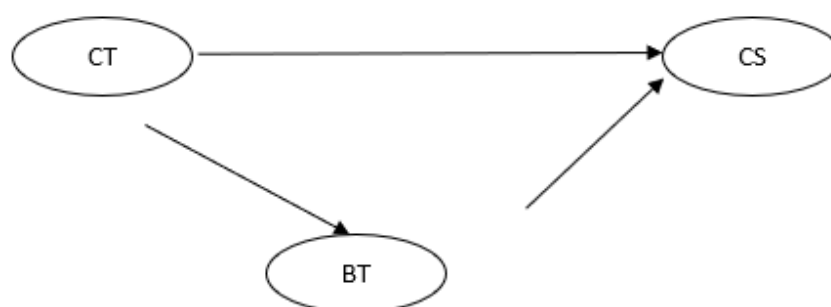
According to (Nugraha, Suharyono, and Kusumawati 2015), customer satisfaction is a buyer's evaluation, where the alternative chosen at least provides the same results (outcomes) or exceeds customer expectations. Customer satisfaction is a cognitive situation of the buyer regarding the equivalence or incompatibility between the results obtained compared to the sacrifices made (Handayani and Syarifudin 2022). Conceptually, satisfaction is the result of purchases and usage obtained from the comparison made by the buyer of rewards and purchase costs with anticipated consequences. Operationally, satisfaction is similar to an attitude, where the assessment is based on various attributes.

There are a number of previous studies that show (Bernik 2019). (Gulo 2022); (I Komang Adi Setiawan 2023); (Siahaan 2021); (Achmad 2020) & (Ningtyas and Rachmad 2019) have a positive relationship direction and a significant influence on Customer Satisfaction. Unlike the five studies above, this article adds variables as mediating variables.

2 METHODOLOGY

Figure 1

Hypothesis



Noted:

CT: Customer Trust

CS: Customer Satisfaction

BT: Brand Trust

From the first image above, it can be concluded that the researcher has the aim of analyzing the influence of Customer Trust on Customer Satisfaction which is in line with a number of previous studies, namely (Bernik 2019). (Gulo 2022); (I Komang Adi Setiawan 2023); (Siahaan 2021); (Achmad 2020) & (Ningtyas and Rachmad 2019) . Unlike the five studies above, this study adds the Brand Trust variable as a mediating variable. This research is a quantitative study with an explanatory approach (Abdurahman 2016) . The data used in this article are primary data that researchers obtain from various credible sources, namely 450 Shopee Customers on twin dates in the academic environment including students and lecturers (Sugiyono 2019). The data that researchers distribute contains five statement items, namely strongly agree statements, agree statements, so-so statements, disagree statements, and strongly disagree statements (Sugiyono 2019). The data collected by the researcher was analyzed using the smart PLS 4.0 analysis tool with the hypothesis below (Hair 2010)

2.1 HYPOTHESIS

H1: The Influence of Customer Trust on Customer Satisfaction

H2: Brand Trust Can Mediates The Influence of Green Recruitment on Employee Performance

3 RESULTS

3.1 COMPANY BACKGROUND

E-commerce is any form of transaction of goods and services trade using electronic media. E-commerce conducts trading activities only through one public network, namely using the internet media (Hani Nurliyani Dkk 2020). The growth of e-commerce in Indonesia is due to the rapid development of information technology, especially the internet. In e-commerce, companies or groups can reach the whole world to market and communicate their products or services without being limited by regional boundaries. The existence of e-commerce can directly form a virtual world market without any meetings. One

thing that needs to be known in implementing e-commerce to market a very important product is information. The arrival of e-commerce is the answer to the modern human lifestyle that demands convenience and speed in all areas. So it can be concluded that e-commerce is a process (Rahmati 2009).

Currently, one of the rapidly growing e-commerce in Indonesia is Shopee. Shopee is an online shopping platform that provides a variety of products ranging from electronics, household equipment, clothing, accessories, fashion and others. In addition to providing a variety of products, another advantage of Shopee is that buyers can return goods if the goods received do not match those ordered. Buyers can also find goods easily in the search column by simply entering the name of the item being searched for and Shopee also provides a free shipping feature for shipping goods (Rintho Rante Rerung 2018).

3.2 BACKGROUND ANALYSIS

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There are a number of previous studies that show (Bernik 2019). (Gulo 2022); (I Komang Adi Setiawan 2023); (Siahaan 2021); (Achmad 2020) & (Ningtyas and Rachmad 2019) have a positive relationship direction and a significant influence on Customer Satisfaction. Unlike the five studies above, this article adds variables as mediating variables.

3.3 VALIDITY TEST

PLS 4.0 is one of the most appropriate software to use when using primary data. In its journey to find the results of the proposed hypothesis, it must go through several stages in sequence first, namely validity ui, reliability test, and path coefficient. The following are the results of the validity test in this article (Sarstedt *et al.* 2014):

Table 1

Validity Test

Variable	Question Item	Loading Factor
Customer Trust (X1)	Customer Trust can make Customers Happy When shopping	0.837
	Customer Trust can make Customers satisfied When shopping	0.842
	Customer Trust can make the potential for Customers to be disappointed smaller	0.844
	Customer Trust can make Customers loyal to the product	0.852
	Customer Trust data makes them spend money without hesitation	0.861
	Customer Trust can increase Customer loyalty to the product	0.858
	Customer Trust can increase the number of products sold	0.866
	Customer Trust can make Customers continue to make repeat orders	0.886
Customer Satisfaction (Z)	Customer Satisfaction can be influenced by Customer Trust	0.942
	Customer Satisfaction can be influenced by Brand Trust	0.986
	Customer Satisfaction can be influenced by the sense of happiness of Customers When buying a product	0.889
	Customer Satisfaction can be influenced by the Level of doubt about Customer disappointment in shopping is getting smaller	0.933
	Customer Satisfaction can be influenced by the Level of Customer confidence in shopping is getting bigger	0.945
	Customer Satisfaction can be influenced by Customer loyalty	0.978
	Customer Satisfaction can be influenced by the increasing happiness of Customers in giving products	0.952
	Customer Satisfaction can be influenced by how often Customers make repeat orders	0.989
Brand Trust (Y)	Brand Trust can influence Customer Trust	0.951
	Brand Trust can influence Customer Satisfaction	0.992
	Brand Trust can influence loyalty Customers	0.949

	Brand Trust can reduce Customer doubts	0.987
	Brand Trust can increase the level of Customer confidence in buying products	0.996
	Brand Trust can increase Customer happiness	0.981

Valid > 0.70

3.4 RELIABILITY TEST

According to the sequence, if the reliability test stage is a stage that can be passed after the researcher passes the Customer Trust, Customer Satisfaction, and Brand Trust stages. If the validity test stage focuses on the validation of the data used, then the reliability test stage focuses on the variables used. The following are the results of the reliability test in this article (Ghozali 2016)

Table 2

Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Customer Trust	0.894	0.855	Reliable
Customer Satisfaction	0.956	0.915	Reliable
Brand Trust	0.998	0.957	Reliable

Reliable > 0.70

4 DISCUSSION

4.1 PATH COEFISIEN

The last stage in this article is the Path Coefficient stage. This stage is the most vital stage compared to the two previous stages, namely the validity test stage and the reliability test stage because this stage aims to prove whether the hypotheses proposed in this article can be proven or not. The following are the results of the Path Coefficient in this article (Hair 2010):

Table 3

Path Coefisien

	Variable	P-Values	Noted
Direct Influence	CT-> CS	0.015	Accepted
Indirect Influence	BT-> CT-> CS	0.000	Accepted

Significant Level < 0.05

The third table of path coefficients above can be concluded if the first hypothesis and the second hypothesis that the researcher argued in the research methodology section, namely the Customer Trust variable, Customers can have a positive relationship direction and a significant influence on the Customer Satisfaction variable and the Brand Trust variable can moderate the influence of the Customer Trust variable on Customer Satisfaction. For the first hypothesis, this is represented in the first row of the Path Coefficient above, namely the P-Values of the Customer Trust variable have a positive relationship direction and are below the significance level of 0.05, namely 0.015. This is because the more Customer Trust a product is based on a good track record and image of a product, the happier Customers can shop which has an impact on Customer satisfaction. These results are in line with a number of previous studies ((Bernik 2019). (Gulo 2022); (I Komang Adi Setiawan 2023); (Siahaan 2021); (Achmad 2020) & (Ningtyas and Rachmad 2019). In the next row, the Brand Trust variable can also mediate the influence of the Customer Trust variable on Customer Satisfaction due to the same thing, namely the P-Values which are positive and below the significance level of 0.05, namely 0.000. From this, it can be concluded that the influence of the Customer Trust variable can be more significant if it goes through the Brand Trust variable first. Thus, the first and second hypotheses in this article can be accepted.

5 CONCLUSION

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