

# THE USE OF CORPORATE BRAND IN TRUST, ATTITUDES AND INTENTION TO CONTINUING EDUCATION

## CASE STUDY : UNIVERSITAS INTERNASIONAL SEMEN INDONESIA

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### ABSTRACT

Competition to have students in higher education not only attempt at the provincial level but also higher education outside the province and abroad. This study attempts to determine quantitatively whether the company name for the brand through brand trust, brand behavior more affected buy education services through intention to join as a student. Analyzed data is primary data, which are cross section data, collected by conducted a field survey and spread out list of questions to 155 respondents of high school students. Technique of analysis used is the structural analysis modeling (SEM) with software of AMOS 16.0. Based on data processing, it gained more brand trust, it will significantly increase buying intention on Universitas Internasional Semen Indonesia, while the higher brand trust, will significantly increase over brand behavior in Universitas Internasional Semen Indonesia. Nevertheless, behavior changes of brand not significantly affect buying intention on Universitas Internasional Semen Indonesia.

**Keyword :** *Corporate Brand, Brand Trust, Brand Attitude, Intention*

### 1. Introduction

There are many private universities in East Java, where competition is acquiring prospective students who signed up to be one measurement of the performance of the universities. According to statistical data, there were 15 public universities and 363 private universities in East Java ([www.bps.go.id](http://www.bps.go.id)). Competition obtains students in higher education not only compete at the provincial level but also universities outside the province and abroad. Effect of trust in students prospective achieving knowledge and behavior on educational products offered, have a role in determining a plan to continue to higher education. Universitas Internasional Semen Indonesia using the brand name of the largest cement corporate in Southeast Asia, PT Semen Indonesia Tbk has a significant impact on the candidates and the college education services products. Kotler (1991: 260) defines a service as any action or activity offered one party to another that is essentially intangible and does not result in any ownership. Lack of embodies services resulting in beliefs and attitudes on a brand have a large influence on the selection and use of services.

A brand is an asset of the corporate which is most important when it comes to evaluating an invest corporate. One method of brand valuation is a method that involves assessing the income-based premium profits generated by businesses that use the brand name and compare it to a business that does not use the brand name (Harvest, 2009). The brand name affects companies operating in all sectors of business, such as Disney in entertainment industry, BMW and Toyota in the automobile market. Businesses without a good brand name and recognition, no matter how good the product or service that is effective, sales may be affected as well-known brand will be selected, and the name of the unknown may not be known by the customer. One important aspect of brand names is in the association of a product, especially if the brand name can be associated with the corporate's products or services. Saunders and Fu (1997) conducted a survey among 120 university academics found that the corporate brand added value.

An understanding of trust and consumers behavior is critical for marketers to develop a strategy of marketing related to the strengthening and changes in consumer behavior. Trust is the notion or expectation

that the brand can be relied upon to behave generously and responsive to the needs of someone (Park et al., 2006). Trust exists when one party has confidence in its reliability, while the trust is required when lack of embodies services offered. According Suryani (2008) that the attitude of consumers is an important psychological factor that needs to be understood by marketers because attitudes are considered to have a strong, positive correlation with behavior. Trust and behavior of brand will enable consumers to simplify the process of selecting the brand and reduce the time needed to make purchasing decisions, particularly in the purchase of services products. According Dharmmesta (1999) that the intention related to attitudes and behavior. Purchase intent is the tendency of consumers to purchase a brand or take action related to the purchase of which is measured by the level of likelihood that consumers make purchases (Assael, 2001).

The companies develop the university as a virtual or physical in an effort to match training and learning with their business strategy. The goal is usually to maintain or build competitive advantage through learning, to achieve the objectives - performance goals, and to encourage cultural transformation. The Corporate establishes and creates a strong bond between the brand and corporate brand, as a symbol of quality assurance of a product. University established by a corporate often integrate existing training department and formed a government system of senior executives to ensure that goals and objectives can be met. Education is one of the products of services, where the results of education cannot be measured physically embodies. UIISI is a high commitment of PT Semen Indonesia Tbk will be the development of education in Indonesia. The quality of cement products from PT Semen Indonesia Tbk impact on the growth of its market share, will be followed by an assessment of the other products of PT Semen Indonesia Tbk. Trust can affect behavior and actions on a brand that produced the corporate. Behavior is the evaluation of a product whether customers like or dislike the product. At the same time trust and behavior affect buying intentions of the product.

In previous research studies, the study on the use of the name of a corporate towards trust and behavior in effecting intention behavior, limited only to test the product. This research aims to know whether the use of the corporate name on a brand, through trust brand, behavior over brand affected purchasing intention on education services through intention joined as a student in Universitas Internasional Semen Indonesia (UIISI).

### 1.1 Sampling

From the results of the questionnaire obtained to 155 respondents. Here will be explained descriptive profile respondents and descriptive response respondents on the variables of research. Withdrawal

sample done in purposive sampling which choose samples to cover deliberately to subject that not only as a direct, but also who understand the problem research become the focus of researchers.

### 1.2 The Measurement of Variable

Basically, the trust will arise if the product is bought by a consumer is able to provide a benefit or value that consumers want in a product. Mowen and Minor (2002 : 312) explains that consumer confidence is all the knowledge possessed by the consumer and all the conclusions made consumers about the objects, attributes and benefits.

H1. Brand trust influence of brand attitude

Measuring the attitude of the brand can inquire directly or by using the scale on the level of a person's likes or dislikes towards a brand. Powered by Aaker and Myers (1991) that "a brand attitude represent the like or dislike feeling toward a brand". From these expressions described tendencies are studied by consumers to evaluate brands in ways that promote (positive) or does not support the (negative). Buying Intention was measured using earnestness to buy brands and products when needed and tried to use it. (Putrevu and lord 1994; mehta, 1994; roozen and genin, 2009).

H2. Attitude on the brand influence of purchase intention

H3. Trust brand influence of purchase intention

## 2. Research Result

Technique of Analysis used on this research is The Structural Alalysis Modelling (SEM) using *software* AMOS 16.0. Analyzed data is primary data, which are cross section data, collected by conducted a field survey and spread out list of questions to 155 respondents of high school students. Based on table 3 known the most frequent respondents were at age of 18, 58 people (37.4%), second were at their 17, 47 people (30.3%). Based on Table 3 known that respondents are male and female which had almost equal quantity in each were 77 people (49.7%) and 78 people (50.3%). As Table 3 known most frequent respondents were residently in Gresik, 107 people (69%).

### 2.1 Validity

To measure the validity of the measuring instrument (questionnaire) used Pearson product moment correlation. If the Pearson product moment correlation between each statement with a total score of generating correlation values ( $r_{count}$ ) > 0.3, then the item is declared invalid statement.

Based on table 4 is known to all items on the statement of the brand trust variable, the attitude of the brand and purchase intent has  $r_{calculate}$  > the critical

value of 0.3. Accordingly all is valid statement item questionnaire to measure the research variables.

Table 3  
Profile of Respondents base on Age, Sex, and Resident

Age (years old)	Frequency	%	Resident	Frequency	%
15	4	2.6	Bitar	1	0.6
16	34	21.9	Bojonegoro	1	0.6
17	47	30.3	Cerna	1	0.6
18	58	37.4	Denpasar	1	0.6
19	10	6.5	Gresik	107	69.0
20	1	0.6	Jombang	4	2.6
21	1	0.6	Kalimantan Tengah	1	0.6
<b>Total</b>	<b>155</b>	<b>100.0</b>	Kediri	3	1.9
Sex	Frequency	%	Lamongan	10	6.5
Male	77	49.7	Mojokerto	3	1.9
Female	78	50.3	Sidoarjo	4	2.6
<b>Total</b>	<b>155</b>	<b>100.0</b>	Surabaya	11	7.1
			Tuban	8	5.2
			<b>Total</b>	<b>155</b>	<b>100.0</b>

Tabel 4  
Validity

Variabel	Item	r hitung	Nilai Kritis	Keterangan
Brand Trust (X)	X1	0.810	0.3	valid
	X2	0.878	0.3	valid
	X3	0.851	0.3	valid
	X4	0.848	0.3	valid
Brand Attitude (Z)	Z1	0.843	0.3	valid
	Z2	0.822	0.3	valid
	Z3	0.813	0.3	valid
	Z4	0.854	0.3	valid
Buying Intention (Y)	Y1	0.858	0.3	valid
	Y2	0.884	0.3	valid
	Y3	0.876	0.3	valid

## 2.2 Reliability

To measure the reliability of the measuring instrument (questionnaire) used Cronbach alpha values. If the Cronbach alpha values greater than 0.6, then the questionnaire stated reliably. Based on Table 5 known brand trust variables, the attitude of the brand and purchase intent had Cronbach alpha values > 0.6 the critical value, so the items of the questionnaire statement declared reliable (reliable) in measuring the research variables.

Tabel 5  
Reliability

Variabel	Cronbach Alpha	Nilai Kritis	Keterangan
Brand Trust (X)	0.868	0.6	reliabel
Brand Attitude (Z)	0.853	0.6	reliabel
Buying Intention (Y)	0.842	0.6	reliabel

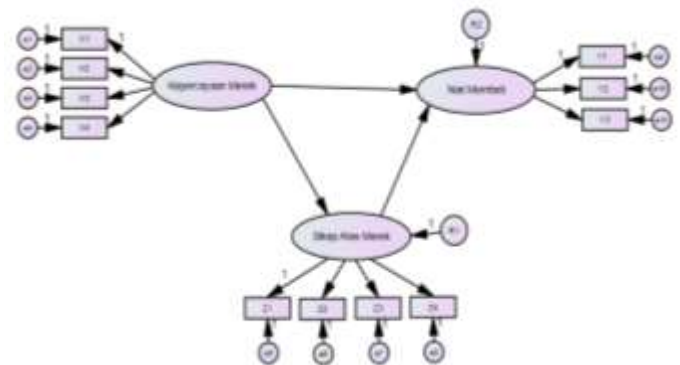


Figure 1

Structural Model based on theory

## 2.3 The Results of Structural Model Test

The test results with the structural model of AMOS 16.0 can be seen in Figure 1. There are two criteria for goodness of fit which have met the cut-off value that GFI = 0.904 and CFI = 0.952, there are also three criteria of goodness of fit approaching the cut-off value (marginal) that RMSEA = 0.087, CMIN / DF = 2,044 and TLI = 0.936. Overall it can be said structural model developed has been good.

## 2.4 The Testing of Hypotheses

The testing of hypotheses is conducted by seeing probability value produced the effect between exogenous variables on endogenous variables. If probability value < 0.05 ( $\alpha=5\%$ ), this means hypothesis research proven, in other word is significant between exogenous variables on endogenous variables.

Here is The result of hypothesis test H1, H2, H3:

Tabel 6

The Testing of Hypothesis

Hypothesis	Pengaruh	<i>Std. Regression Weight</i>	C.R	Prob.
H1	Brand Trust (X) → Buying Intention (Y)	0.808	2.054	0.040
H2	Brand Trust (X) → Brand Attitude (Z)	0.942	7.530	0.000
H3	Brand Attitude (Z) → Buying Intention (Y)	0.079	0.207	0.836

From Table 6 can be obtained explanation as follows:

The influence of brand trust to buying intention had produced probability value of  $0.040 < 0.05$ . This outcome concluded there is significant influence between brand trust toward buying intention buy on Universitas Internasional Semen Indonesia. Based on the results of this, H1 is acceptable.

Value of standardized regression weight influence brand trust towards buying intention are positive of 0.808 shows that trust brand have had a positive impact on buying intention, it means more brand trust, will improve significantly buying intention on Universitas Internasional Semen Indonesia.

The influence of trust brand towards behavior over brand had produced probability value of  $0.000 < 0.05$ . This outcome concluded there is significant influence between brand trust toward behavior over brand on Universitas Internasional Semen Indonesia. Based on the results of this, H2 is acceptable.

Value of standardized regression weight influence brand trust towards behavior over brand are positive of 0.942 shows that brand trust have had a positive impact to behavior over brand, it means more brand trust, will improve significantly behavior over brand on Universitas Internasional Semen Indonesia.

The influence of Behavior in a brand towards buying intention had produced probability values of  $0.836 > 0.05$ . This outcome concluded that there is no significant impact of the brand intention of to buy on Universitas Internasional Semen Indonesia. Based on the results of this, H3 is unacceptable (rejected). This means a change in behavior of brand not significantly affect buying intention on Universitas Internasional Semen Indonesia.

### 3. Discussion

Technique of analysis used is the structural analysis modeling (SEM) with software of AMOS 16.0. Analyzed data is primary data, which are cross section data, collected by conducted a field survey and spread out list of questions to 155 respondents of high school students. Based on data processing, it gained more brand trust, it will significantly increase buying intention on Universitas Internasional Semen Indonesia, while the higher brand trust, will significantly increase over brand behavior in Universitas Internasional Semen

Indonesia. Nevertheless, behavior changes of brand not significantly affect buying intention on Universitas Internasional Semen Indonesia.

Many universities claimed that their universities are best universities than its competitors. This makes confusion for prospective students in determining the choice of a continuing education. According to statistical data, there were 15 public universities and 363 private universities in East Java ([www.bps.go.id](http://www.bps.go.id)). Any information obtained by prospective students is not always immediately accepted raw granted. Competitions obtain high in get students not only compete at the provincial level but also universities outside the province and abroad. Trust exists when one party has confidence in its reliability, while the trust is required when services offered. Beliefs and attitudes of the mark will enable consumers to simplify the process of selecting the brand and reduce the time needed to make purchasing decisions, particularly in the purchase of services products.

Based on the results, H3 is unacceptable (rejected). This means a change in the behavior of our brand not significantly affect buying intention on the International University Semen Indonesia. The Company establishes and creates a strong bond between the brand and the brand of the company (corporate brand), as a symbol of quality assurance of a product. This shows that students choose UISI unfounded belief name / big brand PT Semen Indonesia, but not necessarily love at the university. Prospective students tend to choose a university based on the prospects of future employment. But when planning continuing education, there are elements of intent and interest in the field and the university in question. Intention related to attitudes and behavior (Dharmmesta, 1999). Brand or big name universities mostly affect social life in the future. Education is one of the products of service, where the end result cannot be predicted. Services resulting in beliefs and attitudes on a brand has a large influence on the selection and use of services, particularly services in the field of education.

### 4. Limitation And Future Research

The research was conducted at a university-based company, which influences the way of thinking and the culture around the university participated in the decision to give effect to continue education. Variations of the object of study in the university area who use other company's brand, is likely to have a different impact. Variable attitude toward the brand needs to be examined again, with the review from the viewpoint of impact brand attitude and how to educate potential customers as well as internal promotion.

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