

# Artikel 1

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## **TRUST IDENTIFICATION AND SMARTPHONE PURCHASE DECISIONS (STRUCTURAL EQUATION MODELING APPROACH)**

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### **ABSTRACT**

*The writing of this thesis aims to explain data analysis using the structural equation modeling method which is then used as a method of data analysis to measure the trust and purchase decisions of smartphones. In this study structural equation modeling is used to analyze the relationship between brand awareness, perceived value, perceived quality, trust and purchasing decisions. SEM analysis will be used to determine the best model of trust and purchasing decisions for Samsung products. The method used in collecting data is a quantitative method that is supported by SEM. Data was collected by distributing questionnaires to Samsung smartphone users, to analyze the data using the SEM method. SEM analysis has seven stages, such as (1) development of theoretical models, (2) development of path diagrams, (3) conversion of path diagrams into structural equations, (4) selecting input matrices and types of estimates, (5) identifying models, (6) assess the criteria of goodness of fit, (7) interpret results. Based on the results of the study, brand awareness and perceived value significantly influence trust, but perceived quality does not have a significant effect on trust, then brand awareness, perceived value, and perceived quality do not have a significant impact on purchasing decisions, then trust has a significant influence on purchasing decisions.*

**Keywords:** trust, purchasing decisions, brand awareness, perceived value, perceived quality

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## 1 I. INTRODUCTION

Increasingly tight competition makes the existence of brands significant, considering that the brand is not just a name or symbol but also a differentiator of a product from other products, while at the same time emphasizing the perception of the quality of the product. Brands also make it easier for consumers to make choices and help ensure the quality of the products they buy [1]. Brand is something that can provide additional value for the company, the brand as a non-price asset becomes an essential component because with the brand the consumer can identify and differentiate the products produced by the company with competitors' products. Brands are becoming increasingly important because consumers are not satisfied only with their needs fulfilled, besides that the brand also identifies the source or maker of the product and allows consumers to assign responsibility to certain makers or distributors [2]. Purchasing a smartphone is not solely to gain prestige, but is a strong need and desire, but because it is accompanied by six differences: income, education, work experience, referral group, consumer attitudes and motivations that lead to consumer behavior in purchasing Samsung smartphone products. In Indonesia, many smartphone brands are offered, including Samsung, Apple, Huawei, Xiaomi, Oppo, LG, Sony, Nokia, Asus, Smartfren, Advan and others. But brands that dominate the market share, in particular, are Samsung and Apple.

Tabel 1. Smartphone Market Share in Indonesia

Rankings	2015 Company	Market Share	2016 Company	Market Share	2017 Company	Market Share
1	Samsung	24.70%	Samsung	22.80%	Samsung	22.60%
2	Apple	18.20%	Apple	15.30%	Apple	15.60%
3	Huawei	8.30%	Huawei	9.60%	Huawei	11.10%
4	Lenovo	5.40%	OPPO	7.20%	OPPO	6.50%
5	LG	5.20%	BBK/vivo	6.00%	BBK/vivo	7.10%
6	Xiaomi	5.20%	LG	5.50%	LG	5.50%
7	OPPO	3.80%	Xiaomi	3.70%	Xiaomi	3.80%
8	TCL	3.70%	Lenovo	3.70%	Lenovo	3.80%
9	BBK/vivo	3.60%	TCL	3.70%	TCL	3.20%
10	ZTE	3.40%	ZTE	3.50%	ZTE	3.00%
	Others	18.50%	Others	18.90%	Others	15.90%
Annual Global Volume (Unit: M)		1,298.30		1,359.60		1,459.00

Source : TrendForce 2017

Samsung was ranked globally in the year despite the termination of the Galaxy Note 7, experiencing a margin decline of 3.3% compared to 2015. In 2017 the Chinese brands Huawei, Oppo and Vivo each occupied the last three places in the top five globally, and who followed Samsung behind Apple was in second place. TrendForce shows that the total production volume of all Chinese brands in 2016 is 629 million units, exceeding the amount of 519 million units, from Apple and Samsung companies [3]. For the future, China's smartphone manufacturers are expected to reach around 50% of the global market in 2017, which poses a more significant challenge to other international brands. Samsung's global market share also contracted, from 28% in 2014 to 25%, in 2015 and then to 23% at the end of 2016. Samsung smartphones experienced a decline in consumer purchasing decisions due to fading brand awareness due to the inadequate quality of the Galaxy Note 7 battery and ultimately a decline in purchases and customers switching to using Chinese products. And they are coupled with a large portion of market share losses caused by intense competition from Chinese brands in all market segments, from upper to middle and low-class models. Samsung smartphones have also decreased due to the value of products, product benefits, and the suitability of products given

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to consumers that are not by what consumers want, so consumers turn to smartphones which they think can meet consumer desires with features offered more than products Samsung. Oppo's market share increased in 2016 and 2017 because Oppo provided attractive offers about the features provided with low smartphone prices, this is what makes Samsung's market share decline and consumers switch to the smartphone which provides full features at affordable prices.

## 2. THEORIES

### 2.1. Brand Awareness

When consumers have little time to consume, proximity to the brand name will be enough to determine the purchase. Brand awareness is the ability of a prospective buyer to recognize and recall a brand as part of a particular product category [4]–[6]. Awareness itself is how to make the audience aware of the product, where the task of a communicator is to make consumers understand and be aware of the existence of a product [7]. Because if consumers are aware of the product, it will form a positive attitude from consumers and will continue to the process of consuming the product [8].

### 2.2. Perceived Value

Customer perceived value is the difference between the perspective customer's evaluation of all benefits and all the costs of an offering and the perceived alternatives [9]. Customer perceived value is the overall assessment of the customer for the use of a product for what is received and given by the product. It indicates that the higher the benefits obtained by consumers, the higher the level of customer satisfaction [10]. The dimension of value perception consists of four main aspects, such as emotional value, utility derived from feelings or effective/positive emotions arising from consuming products. Social value, which is a utility obtained from the product's ability to improve the customer's self-social concept. Quality/performance value, namely utility obtained from the perception of the quality and expected performance of the product. Price/value of money, i.e., the service received from the product due to short-term cost reduction and long-term costs.

### 2.3. Perceived Quality

Perceived quality is the image and reputation of the product with the price and responsibility of the company (products or services to be sold to customers) [11]. The perceived quality as a customer's perception of the overall quality or superiority of a product or service as expected. Perception of quality is one of the key dimensions of brand equity [12].

### 2.4. Trust

Customer trust is a sense of trust in partners where someone is related [13]. Trust arises from a long process. If the customer's trust has arisen between the customer and the company, then the effort to foster cooperative relations will be easier [14]. The trust arises indicated by credibility obtained from other people because they have the expertise they want to do a task. The level of customer trust can be measured through several factors including honesty in transactions, corporate responsibility towards customers and much more [15].

## 1 2.5. Purchase Decisions

Purchase decision is a process of integration that combines knowledge to evaluate two or more alternative behaviors, and choose one of them [16]. Purchase decisions are buying the most preferred brand, but two factors can be between intention and purchase decision [17]. The first factor is other people. If someone has an important meaning for the consumer, then he can influence the consumer. The second factor is situational unexpected. Consumers may form purchase intentions based on factors such as opinions, prices, and expected product benefits. Consumer decisions are a process of problem-solving directed at the target [18]. The essence of decision making is an integration process that combines knowledge to evaluate two alternative behaviors or more or choose one of them. Decision making includes all processes that consumers go through to identify problems, find solutions, evaluate alternatives, and choose between choices.

## 3. METHODOLOGY

The approach in this study is quantitative, such as the systematic description of parts and phenomena and their relationships. Quantitative research is supported by the Structural Equation Modeling (SEM) model. Decomposition effects occur based on the formation of path diagrams that can be accounted for in theory. The influence of latent extracts is divided based on the complexity of the variable relationships, such as:

### 3.1. Direct effects

a) Direct effect of *brand awareness* to trust

$$Y_1 = f(X_1)$$

$$Y_1 = a + b_1X_1 + e$$

b) Direct effect of *brand awareness* to purchase decision

$$Y_2 = a + b_1X_1 + e$$

c) Direct effect of *perceived value* to trust

$$Y_1 = f(X_2)$$

$$Y_1 = a + b_1X_2 + e$$

d) Direct effect of *perceived value* to purchase decision

$$Y_2 = f(X_2)$$

$$Y_2 = a + b_1X_2 + e$$

e) Direct effect of *perceived quality* to trust

$$Y_1 = f(X_3)$$

$$Y_1 = a + b_1X_3 + e$$

f) Direct effect of *perceived quality* to purchase decision

$$Y_2 = f(X_3)$$

$$Y_2 = a + b_1X_3 + e$$

g) Direct effect of purchase decision to trust

$$Y_1 = f(Y_2)$$

$$Y_1 = a + b_1Y_2 + e$$

1

### 3.2. Indirect effects

a) Indirect effect of *brand awareness* to purchase decision by trust.

$$Y_2 = f(X_1 Y_1)$$

$$Y_2 = a + b_1 X_1 + b_2 Y_1 + e$$

b) Indirect effect of *perceived value* to purchase decision by trust.

$$Y_2 = f(X_2 Y_1)$$

$$Y_2 = a + b_1 X_2 + b_2 Y_1 + e$$

c) Indirect effect of *perceived quality* to purchase decision y trust.

$$Y_2 = f(X_3 Y_1)$$

$$Y_2 = a + b_1 X_3 + b_2 Y_1 + e$$

### 3.3. Total effects

a) Total effect of *brand awareness* to keputusan pembelian by trust.

$$Y_2 = f(X_1 Y_1)$$

$$Y_2 = a + b_1 X_1 + b_2 Y_1 + e$$

b) Total effect of *perceived value* to keputusan pembelian by trust.

$$Y_2 = f(X_2 Y_1)$$

$$Y_2 = a + b_1 X_2 + b_2 Y_1 + e$$

c) Total effect of *perceived quality* to keputusan pembelian by trust.

$$Y_2 = f(X_3 Y_1)$$

$$Y_2 = a + b_1 X_3 + b_2 Y_1 + e$$

## 4. RESULT AND DISCUSSION

Based on Amos output it is known that all constructing indicators for first order purchasing decisions have significant loading factor values, where all values of loading factors exceed 0.5. If all constructing indicators are significant, they can be used to represent data analysis. Suitability testing of the research model is used to test both the level of goodness of fit of the research model. GFI size is a measure of the ability of a model to explain the diversity of data. GFI values range from 0 to 1. There are no standard criteria for good GFI value limits. But it can be concluded; a good model is a model that has a GFI value of close to 1. In practice, many researchers use a minimum limit of 0.9. The following are the results of Amos analysis.

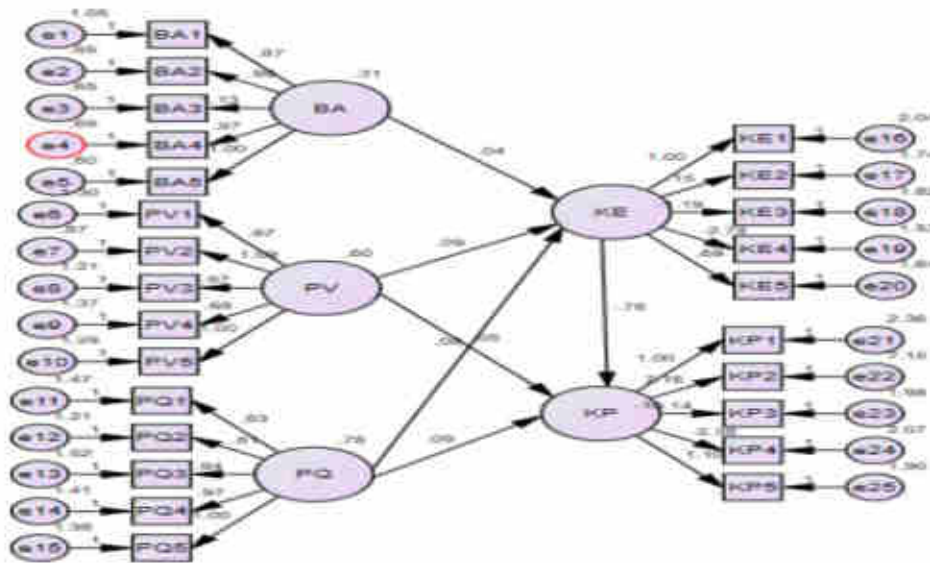


Figure 1. Amos Output Framework

Table 2. Feasibility Test Results Research Model for SEM Analysis

Goodness of Fit Index	Cut of Value	Result Analysis	Evaluation Model
Min fit function of Chi-Square	$p > 0,05$	( $P = 0.00$ )	Not Fit
Chisquare	Carmines & Melver (1981) Df=271 = 129.69	445,982	Fit
Non Centrality Parameter (NCP)	Cov sample deviation small matrix and fitted < Chisquare	174,982	Fit
Root Mean Square Error of Approx (RMSEA)	Browne dan Cudeck (1993) < 0,08	0,056	Fit
Model AIC	Model AIC > Saturated AIC < Independence AIC	553,982 < Saturated AIC (650) < Independence AIC (942,725)	Not Fit
Model CAIC	Model CAIC < Saturated CAIC < Independence CAIC	787,425 < Saturated CAIC (2054,978) < Independence CAIC (1050,800)	Not Fit
Normed Fit Index (NFI)	> 0,90	0,500	Not Fit
Parsimoni Normed Fit Index (PNFI)	0,60 - 0,90	0,452	Not Fit
Parsimoni Comparative Fit Index (PCFI)	0,60 - 0,90	0,637	Fit
PRATIO	0,60 - 0,90	0,903	Fit

**Trust Identification and Smartphone Purchase Decisions (Structural Equation Modeling Approach)**

<b>Comparative Fit Index (CFI)</b>	<b>&gt; 0.90</b> <b>Bentler (2000)</b>	<b>0.705</b>	<b>Not Fit</b>
<b>Incremental Fit Index (IFI)</b>	<b>&gt; 0.90</b> <b>Byrne (1998)</b>	<b>0.719</b>	<b>Not Fit</b>
<b>Relative Fit Index (RFI)</b>	<b>0 – 1</b>	<b>0.447</b>	<b>Not Fit</b>
<b>Goodness of Fit Index (GFI)</b>	<b>&gt; 0.90</b>	<b>0.856</b>	<b>Not Fit</b>
<b>Adjusted Goodness of Fit Index (AGFI)</b>	<b>&gt; 0.90</b>	<b>0.827</b>	<b>Not Fit</b>
<b>Parsimony Goodness of Fit Index (PGFI)</b>	<b>0 – 1,0</b>	<b>0.714</b>	<b>Fit</b>

Source: Amos result

Based on the results of the Fit Model Assessment, it is known that all model analyzes have right conditions as an SEM model. To see the relationship between each variable is done by path analysis of each variable both direct relationships and indirect relations. The test results can be seen in the table.

#### 4.1. Chi-Square Match Test

This match test measures how closely between the predictive covariance matrix and covariance matrix of data samples. In practice, the P-value is expected to be greater than 0.05 so that H0 can be accepted which states that the model is good. Chi-square testing is very sensitive to data size. The large sample sizes is more than 200; this test tends to reject H0. But on the contrary for a small sample size (less than 100), this test tends to accept H0. Therefore, the size of the data sample that is suggested to be tested in the Chi-square test is that the data ranges from 100 - 200. The probability of the Chi-square value is 0,000 > 0.5 so that there is a match between the implied covariance matrix and the sample covariance matrix (covariance matrix of data samples).

#### 4.2. Goodness-Of-Fit Index (GFI)

GFI size is a measure of the ability of a model to explain the diversity of data. GFI values range from 0 to 1. There are no standard criteria for proper GFI value limits. But it can be concluded; a good model is a model that has a GFI value of close to 1. In practice, many researchers use a minimum limit of 0.9. The GFI value in SEM analysis is 0.856, less than 0.9 or it is located between 0 to 1 so that the ability of a model to explain the diversity of data is not good/fit.

#### 4.3. Root Mean Square Error of Approximation (RMSEA)

RMSEA is a measure of the average difference per degree of freedom expected in a population. RMSEA value < 0.08 is good fit, while RMSEA value < 0.05 is close fit. The RMSEA value in this study is 0.067, so the model is said to be good/fit.

#### 4.4. Non-Centrality Parameter (NCP)

NCPs are expressed in the form of Chi-square re-specifications. Assessment is based on comparison with other models. The smaller the value, the better. The NCP value is lower than the Chi-square value so the model is good.



#### 1 4.5. Incremental/Relative Fit Measures

It is a relative measure of model compatibility, used for comparison of the proposed model with the basic model used by the researcher. The compatibility test includes:

#### 4.6. Adjusted Goodness-Of-Fit Index (AGFI)

AGFI size is a modification of GFI by accommodating a degree of freedom model with other models that are compared.  $AGFI \geq 0.9$  is good fit, while  $0.8 \geq AGFI \geq 0.9$  is marginal fit. AGFI value of 0.827 exceeds 0.9, so the model is marginal fit.

#### 4.7. Normed Fit Index (NFI)

The NFI value is the magnitude of the incompatibility between the target model and the base model. NFI values range from 0 to 1.  $NFI \geq 0.9$  is good fit, while  $0.8 \geq NFI \geq 0.9$  is marginal fit. The NFI value is between 0.8 and 0.9 which is equal to 0.500, so the model is not good/fit.

#### 4.8. Incremental Fit Index (IFI)

IFI values ranged from 0 to 1.  $IFI \geq 0.9$  is good fit, while  $0.8 \geq IFI \geq 0.9$  is marginal fit. Comparative Fit Index (CFI) CFI values range from 0 - 1.  $CFI \geq 0.9$  is good fit, while  $0.8 \geq CFI \geq 0.9$  is marginal fit. The IFI value is below 0.9 which is equal to 0.719 so the model is not good/fit.

#### 4.9. Relative Fit Index (RFI)

RFI values range from 0 to 1.  $RFI \geq 0.9$  is good fit, while  $0.8 \geq RFI \geq 0.9$  is marginal fit. RFI values are below 0.8 and 0.9 which is equal to 0.447, so the model is not good/fit.

#### 4.10. Parsimonious/Adjusted Fit Measures

It is a measure of compatibility that considers the number of coefficients in the model. The compatibility test includes:

##### 4.10.1. Parsimonious Normed Fit Index (PNFI)

A high PNFI value indicates a better match. PNFI is only used for comparison of alternative models. The PNFI value is below 0.60 - 0.90 which is 0.452 so the model is not good/fit.

##### 4.10.2. Parsimonious Goodness-Of-Fit Index (PGFI)

PGFI value is a modification of GFI, where high values indicate that the model is better used for comparison between models. PGFI value is between 0 to 0.90 which is 0.637, so the model is fit/good.

##### 4.10.3. Akaike Information Criterion (AIC)

Smaller positive values indicate that parsimony is better used for comparison between models. Value  $1446,819 > \text{Saturated AIC (420)} < \text{Independence AIC (942,725)}$  so the model is not good/fit.

##### 4.10.4. Consistent Akaike Information Criterion (CAIC)

Smaller positive values indicate that parsimony is better used for comparison between models. Value of CAIC  $669,186 < \text{Saturated CAIC (1109,722)} < \text{Independence CAIC (1050,500)}$  so that the model is fit). The magnitude of the effect of each standardized direct effect and the totalized effect can be shown in the following table.

Trust Identification and Smartphone Purchase Decisions (Structural Equation Modeling Approach)

**1**  
**Tabel 3. Standardized Direct Effects**

	BA	PQ	PV	KE	KP
KE	.234	.691	.684	.000	.000
KP	.000	2.324	1.171	-2.267	.000
KP5	.000	.000	.000	.000	.028
KP4	.000	.000	.000	.000	-.058
KP3	.000	.000	.000	.000	-.428
KP2	.000	.000	.000	.000	.093
KP1	.000	.000	.000	.000	.023
KE5	.000	.000	.000	.054	.000
KE4	.000	.000	.000	-.218	.000
KE3	.000	.000	.000	-.088	.000
KE2	.000	.000	.000	.012	.000
KE1	.000	.000	.000	.070	.000
BA1	.428	.000	.000	.000	.000
BA2	.514	.000	.000	.000	.000
BA3	.618	.000	.000	.000	.000
BA4	.546	.000	.000	.000	.000
BA5	.530	.000	.000	.000	.000
PQ1	.000	.517	.000	.000	.000
PQ2	.000	.547	.000	.000	.000
PQ3	.000	.561	.000	.000	.000
PQ4	.000	.584	.000	.000	.000

Source: Amos

Trust directly affects the Purchasing Decision.

**Tabel 4. Standardized Indirect Effects**

	BA	PQ	PV	KE	KP
KE	.000	.000	.000	.000	.000
KP	-.530	-1.566	-1.552	.000	.000
KP5	-.015	.021	-.011	-.063	.000
KP4	.031	-.044	.022	.131	.000
KP3	.227	-.325	.163	.971	.000
KP2	-.049	.070	-.035	-.210	.000
KP1	-.012	.017	-.009	-.051	.000
KE5	.013	.038	.037	.000	.000
KE4	-.051	-.151	-.149	.000	.000
KE3	-.021	-.061	-.060	.000	.000
KE2	.003	.008	.008	.000	.000
KE1	.016	.049	.048	.000	.000
BA1	.000	.000	.000	.000	.000

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	BA	PQ	PV	KE	KP
BA2	.000	.000	.000	.000	.000
BA3	.000	.000	.000	.000	.000
BA4	.000	.000	.000	.000	.000
BA5	.000	.000	.000	.000	.000
PQ1	.000	.000	.000	.000	.000
PQ2	.000	.000	.000	.000	.000
PQ3	.000	.000	.000	.000	.000
PQ4	.000	.000	.000	.000	.000

Brand Awareness, Perceived Value and Perceived Quality indirectly influence trust. But it has no effect on job satisfaction.

**Tabel 5.** Standardized Total Effects

	BA	PQ	PV	KE	KP
KE	.234	.691	.684	.000	.000
KP	-.530	.758	-.380	-2.267	.000
KP5	-.015	.021	-.011	-.063	.028
KP4	.031	-.044	.022	.131	-.058
KP3	.227	-.325	.163	.971	-.428
KP2	-.049	.070	-.035	-.210	.093
KP1	-.012	.017	-.009	-.051	.023
KE5	.013	.038	.037	.054	.000
KE4	-.051	-.151	-.149	-.218	.000
KE3	-.021	-.061	-.060	-.088	.000
KE2	.003	.008	.008	.012	.000
KE1	.016	.049	.048	.070	.000
BA1	.428	.000	.000	.000	.000
BA2	.514	.000	.000	.000	.000
BA3	.618	.000	.000	.000	.000
BA4	.546	.000	.000	.000	.000
BA5	.530	.000	.000	.000	.000
PQ1	.000	.517	.000	.000	.000
PQ2	.000	.547	.000	.000	.000
PQ3	.000	.561	.000	.000	.000
PQ4	.000	.584	.000	.000	.000

Source: Amos

Based on the picture above it is known that all exogenous variables affect endogenous in total. The results of the total influence show that the biggest influence in total on trust is the Perceived Value of 0.691, while the biggest influence in total on the purchasing decision is the Perceived Quality of 0.758.

Trust Identification and Smartphone Purchase Decisions (Structural Equation Modeling Approach)

**1** **Tabel 6.** Estimated results of CR (Critical Ratio) and P-Value

			Estimate	S.E.	C.R.	P	Label
KE	<--	BA	.042	.077	.546	.585	par_21
KE	<--	PV	.089	.109	.812	.417	par_22
KE	<--	PQ	.079	.097	.813	.416	par_25
KP	<--	PQ	.092	.348	.263	.792	par_23
KP	<--	KE	-.783	3.207	-.244	.807	par_24
KP	<--	PV	.052	.220	.238	.812	par_26
PV5	<--	PV	1.000				
PV4	<--	PV	.881	.173	5.092	***	par_1
PV3	<--	PV	.967	.177	5.451	***	par_2
PV2	<--	PV	1.088	.184	5.905	***	par_3
PV1	<--	PV	.968	.180	5.375	***	par_4
PQ5	<--	PQ	1.000				
PQ4	<--	PQ	.969	.171	5.680	***	par_5
PQ3	<--	PQ	.945	.170	5.547	***	par_6
PQ2	<--	PQ	.813	.149	5.465	***	par_7
PQ1	<--	PQ	.830	.158	5.264	***	par_8
BA5	<--	BA	1.000				
BA4	<--	BA	.969	.201	4.819	***	par_9
BA3	<--	BA	1.133	.224	5.053	***	par_10
BA2	<--	BA	.989	.212	4.673	***	par_11
BA1	<--	BA	.870	.208	4.177	***	par_12
KE1	<--	KE	1.000				
KE2	<--	KE	.151	1.100	.137	.891	par_13
KE3	<--	KE	-1.187	1.784	-.665	.506	par_14
KE4	<--	KE	-2.743	3.384	-.810	.418	par_15

Based on the table above it is known: There is no significant brand awareness of the trust in Samsung products, where the probability value is  $0.585 > 0.05$ , so it is known that brand awareness does not significantly affect trust. There is no significant perceived value of trust in Samsung products, where the probability value is  $0.417 > 0.05$  so that it is known that perceived value does not significantly affect trust. There is no significant effect of perceived quality on trust in Samsung products, where the probability value is  $0.416 > 0.05$ , so perceived quality does not significantly affect trust against purchasing decisions on Samsung products, where the probability value is  $0.812 > 0.05$  so that it is known that perceived value does not significantly influence purchasing decisions. There is no significant effect of perceived quality on purchasing decisions in Samsung, where the probability value is  $0.792 > 0.05$ , so it is known that perceived quality does not significantly influence purchasing decisions. There is no significant influence on a trustworthiness in purchasing decisions on Samsung products, where the probability value is  $0.807 > 0.05$ , so it is known that trust does not significantly influence decisions purchase.

The results of the analysis using structural equation modeling (SEM) with Amos 22 software prove that there is an insignificant influence of Brand Awareness on Trust in Samsung

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Products. There are differences of opinion that are contrary to what was stated according to previous research whose research results are that Brand Awareness influences purchasing decisions. Like the research, the Brand Awareness variable has a positive and significant influence on trust. The results of the analysis using structural equation modeling (SEM) with Amos 22 software prove that there is no significant effect of Perceived Value on Trust in Samsung Products.

The analysis results using structural equation modeling (SEM) with Amos 22 software prove that there is an insignificant influence of Perceived Quality on Trust in Samsung Products. There are differences of opinion that contradict what is stated earlier that Perceived Quality which has a direct influence on trust and is positive. The results of the analysis using structural equation modeling (SEM) with Amos 22 software prove that there is no significant effect of the Perceived Value on Purchasing Decisions on Samsung Products. There are differences of opinion that are contrary to what is stated according to previous research that Perceived Value has a direct influence on purchasing decisions and is positive.

The results of the analysis using structural equation modeling (SEM) with Amos 22 software prove that there is a significant effect of the Perceived Quality on Purchasing Decisions on Samsung Products. There are differences of opinion contrary to what is stated according to previous research that Perceived Quality which has a direct influence on purchasing decisions and is positive. The results of the analysis using structural equation modeling (SEM) with Amos 22 software prove that there is no significant effect of Trust in Purchasing Decisions on Samsung Products. There are differences of opinion contrary to what is stated according to previous research. The results are that customer trust has a direct influence on purchasing decisions and is positive. awareness has a significant and positive effect on trust.

Brand awareness has a significant and positive effect on purchasing decisions. Perceived value has a significant and positive effect on trust. Perceived value has a significant and positive effect on purchasing decisions. Perceived quality has a significant and positive effect on trust. Perceived quality has a significant and positive effect on purchasing decisions. Trust has a significant and positive effect on purchasing decisions.

## 5. CONCLUSION

Based on the results of the study the insignificant influence of brand awareness on trust in Samsung products, so that known brand awareness does not significantly affect trust. Based on the results of the study there is no significant effect on the perceived value on trust in Samsung products, so that perceived value does not significantly influence trust. Based on the results of the study there is no significant effect of perceived quality on trust in Samsung products, so that perceived quality does not significantly affect trust. Based on the results of the study there is no significant effect on the perceived value on purchasing decisions on Samsung products so that it is known that perceived value does not significantly influence purchasing decisions. Based on the results of the study there is no significant effect of perceived quality on purchasing decisions on Samsung products, so that perceived quality does not significantly influence purchasing decisions. Based on the results of the study there is no significant effect of trustworthiness on purchasing decisions on Samsung products, so it is known that trust does not significantly influence purchasing decisions.

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