

The Effect of Brand Communication, Brand Image and Perceived Social Media on Brand Loyalty With Brand Trust as a Variable of Mediation in Rendang Asese in Padang City

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ABSTRACT

This study aims to determine the effect of brand communication, brand image and perceived social media on brand loyalty with brand trust as a mediating variable in Rendang Asese in Padang City. The population in this study are consumers who have consumed Rendang Asese using primary data. The sampling technique uses purposive sampling. The number of samples in this study were 130 respondents. Data analysis method used is to use a partial least square (PLS) structural equation model on the assistance of the SmartPLS 3 program. The results of the study show that brand trust variables have a positive and significant influence on brand loyalty. The brand communication variable has no influence on brand trust. The brand communication variable has no influence on brand loyalty through brand trust. The brand image variable has a positive and significant influence on brand trust. The brand image variable has a positive and significant influence on brand loyalty through brand trust. The brand communication variable has a positive and significant influence on brand loyalty through brand image and brand trust. The variable perceived social media has a positive and significant influence on brand trust. The variable perceived social media has a positive and significant influence on brand loyalty through brand trust.

Keyword: *Brand Communication, Brand Image, Perceived Social Media, Brand Trust, and Brand Loyalty*

1. INTRODUCTION

West Sumatra is one of the provinces in Sumatra island in Indonesia. West Sumatra is known as one of the regions that is rich in culture, nature, customs and a variety of traditional foods, one of which is rendang. Rendang is a traditional food that has cultural value for the people of West Sumatra. Rendang is usually presented at certain times or traditional ceremonies performed by the people of West Sumatra such as batagak pangulu ceremonies, wedding ceremonies, bathing ceremonies, welcoming the good month (Ramadan), Eid al-

Fitri, Eid al-Adha and various kinds of big celebrations in Minangkabau, for example Tabuik and Pacu Jawi.

Along with the times, rendang is not only served and consumed during ceremonies and celebrations by the people of West Sumatra. Rendang has been made into a product that can be consumed anytime and anywhere. Furthermore, SME in West Sumatra has produced a lot of rendang, one of them is in Padang City where it has produced many rendang packages.

Asese is one of the SME that produces rendang packaging in Padang City, but the Asese brand is still unable to compete with other

rendang brands, namely Rendang Selamat and Uni Lili, it is proved by the amount of followers of Instagram rendang asease which is the least between Rendang Asease and Uni Lili. The researcher conducted a preliminary study on 30 rendang Asease consumers in Padang City 7 there where seven item questions, the results as follow. First, 57% did not want to repurchase Rendang Asease. Second, 70% consumers said that they did not wish to recommend Rendang asease to others. Third, only 43% of consumers said they believed in Rendang asease. Fourth, 70% of consumers answered that they did not know about promotion and product information on rendang asease. Fifth, only 46% of consumers answered rendang asease was a well-known brand, Sixth, only 21% of consumers became followers of rendang asease, and the last one, there are only 26% of consumers answered about perceived social media on rendang asease.

The results of this preliminary study are linked to the consumers' brand loyalty of rendang asease, where if the consumers' trust is low on the product, the consumers' loyalty is also low. This includes various aspects that can be addressed to consumers such as halal labels, registered with the Ministry of Health and free from MSG to make consumers believe in the quality of rendang asease products. The ineffective of brand or product communication and the lack of reciprocal relationships between consumers and producers makes trust in brand loyalty weak. A positive image that is built on a brand determines the level of trust in brand loyalty, that is how products can display a strong, unique and exclusive image in the eyes of consumers. Besides, social media has now become an important role for the product to be able to compete in the market, that is how social media is well managed to become a benefit for the consumers. The conclusion is that the strength or weakness of the brand communication, brand image and perceived social media will influence the consumer's level of trust toward the brand loyalty of a product.

2. REVIEW OF LITERATURE

2.1. Brand Loyalty

According to Chinomona (2016) brand loyalty is a commitment that is held firm to repurchase or reuse a product and service that is consistently favored in the future, even though there are situational influences and marketing efforts that have the potential to cause behavior change. Brand loyalty is a commitment of consumers to always use the products and services of a company without any intention to move to other products. Indicators of brand loyalty measurement in this study refer to journals published by Chinomona (2016)

1. Behavior, refers to a firm commitment to repurchase or reuse products and services that are consistently liked in the future.
2. Attitude, refers to the intention to repurchase or the willingness to pay the price for a product.

2.2. Brand Trust

According to Veloutsou (2015) consumers trust brands that are perceived to be safe and reliable, and provide action in their best interests. Trust is a person's belief in a brand that the brand can meet the expectations or desires of consumers such as feeling safe in using a product. The brand trust measurement indicators in this study refer to journals published by Chinomona (2016)

1. Trust, brand trust arises if consumers are sure that the product provides maximum benefits.
2. Honest, consumers will believe if they feel the information conveyed about the product is in accordance with reality.

2.3. Brand Communication

According to Veloutsou (2015) brand communication is the willingness to learn a

brand, support the brand, share information about the brand, and see the brand as a predictor of loyalty in an environment that has a high enough involvement in the brand. According to Chinomona (2016) brand communication can expose consumers to a brand so as to increase awareness and higher memory in that brand. besides how the ability of a consumer to learn the good or bad of a brand and share information received with others. Indicator of brand communication measurement in this study refers to journals published by Chinomona (2016) based on Zehir (2011)

1. Recall and recognition, a positive feelings that make the consumers are attracted to a product. Attraction can come from positive feelings when using a product.
2. Favorability, a feeling that describe the consumers give positive opinions about a product. Positive opinion is characterized by praise on a product like a good quality of product.
3. Strength and uniqueness, something that is inherent in the minds of consumers is characterized by feelings of pleasure and happiness about the use of a product for consumers

2.4. Brand Image

According to Kotler (2020: 154) brand image is how consumers actually prioritize thoughts, feelings, and actions on a brand. Brand image is considered as a type of association that arises in the minds of consumers when remembering a particular product or brand. Brand image is formed through consumers' memories of information about products. The brand image measurement indicators in this study refer to journals published by Chinomona (2016) based on Salinas (2009)

1. Functional image, is an image related to brand functions that are real. Functional brands include product quality and utilization for consumers.

2. Affective image, a person's attitude to a brand that becomes his view. Consumers will be proud that a brand is superior to its competitors
3. Reputation, the ability of the product to provide satisfaction to consumers to meet all their needs. Reputation is also measured through consumers' views of the company's performance in the market

2.5. Perceived Social Media

According to Erdogmus (2012) perceived social media is the view of consumers about marketing carried out with the aim of communicating with consumers. Perceived social media seeks to control the image of the company so as to be able to make connections between companies and consumers. perceived social media fulfillment of needs that are in cyberspace in daily life by involving consumers as part of the solution and listening to all their needs and desires. Indicators of measurement of perceived social media in this study refer to journals published by Ismail (2017) based on Kim (2012)

1. Entertainment, leads to a pleasant appearance. The attractive and pleasing social media display will become its own entertainment for consumers.
2. Interaction, communication that connects consumers and marketing. Interaction can take the form of opinions or opinions that can build brand
3. Word of mouth, leads to conversations between consumers who can direct others to use the product on social media. The use of social media is more effective in recommending products by consumers to other consumers.

2.6. Relationship Among the Variables

2.6.1. The Relationship Between Brand Trust and Brand Loyalty

According to Veloutsou (2015) consumers trust brands that are perceived to be safe and reliable, and provide action in their best interests. Trust is still at an early stage in the conceptualization of relational exchange that depends on consumer confidence. Brands are involved in shaping behavior so that it can bring up psychological expectations in consumers to create desires based on the expectations of other parties' behavior. Trust can be a relational link between communication and product loyalty. Previous research conducted by Chinomona (2016) concluded that brand trust has a significant effect on brand loyalty. Research also conducted by Setyawan (2015) also concluded that brand trust has a significant impact on brand loyalty.

2.6.2. The Relationship Between Brand Communication and Brand Trust

Brand communication is the ability of a consumer to learn the good or bad of a brand and share information received with others. Consumers who are able to provide information to others have brand communication, so as to create trust for that person. According to Chinomona (2016) brand communication can expose consumers to a brand, so as to increase awareness and higher memory on that brand. Increased memory and brand awareness will bring brand trust. Previous research conducted by Zehir (2011) concluded that brand communication has a significant effect on brand trust. Research also conducted by Veloutsou (2015) concluded that brand communication has a significant impact on brand trust.

2.6.3. Relationship between Brand Communication and Brand Loyalty through Brand Trust

According to Veloutsou (2015) brand communication is the willingness to learn a brand, support the brand, share information about the brand, and see the brand as a predictor of loyalty in an environment that has a high enough involvement in the brand. Brand communication is the ability of a consumer to learn the good or bad of a brand and share information received with others.

According to Chinomona (2016) brand communication can expose consumers to a brand so that it can increase awareness and a higher level of recall of that brand. An increase in memory and brand awareness will bring brand trust which will lead to increased brand loyalty in the product. The better the brand communication that builds up VING brand trust to a product in which an increase in brand trust can increase brand loyalty in these products. Brand communication is done well, it will form trust or brand trust for consumers. The better the brand and the consumer, the higher brand loyalty in the company. Brand communication can form brand loyalty through increased brand trust in a company's brand.

2.6.4. Relationship between Brand Image and Brand Trust

According to Mabkhot (2017) brand trust is the average consumer's willingness to rely on the ability of a brand to carry out its functions. Brand trust is the key to the existence of commitments and changes to a brand. Brand trust is influenced by brand image because to form a strong brand trust it is necessary to remember consumers' brand image of the brand. Existing literature reveals that brand image is often reflected by perceptions about brands and brand associations held in consumers' memories. The more beneficial the brand image, the more positive the firmness or

trust in branded products and their attributes that consumers have. Someone's memory of a strong brand, then that person will believe that the brand will fulfill their desires. The better the brand image of a product, the better the brand trust of consumers in the product. Previous research conducted by Chinomona (2016) concluded that brand image has a significant influence on brand trust. Research also conducted by Sulibhavi (2017) concludes that brand image has a significant impact on brand trust.

2.6.5. Relationship between Brand Image and Brand Loyalty through Brand Trust

According to Sulibhavi (2017) brand image is the average consumer's willingness to depend on the ability of a brand to carry out its functions significantly. The benefits derived from symbols, affections, and trade-offs serve as indicators in assessing the use of a brand and have a positive relationship with intention to be loyal to the company. Brand image is a belief of consumers that a product has its own value that can bring confidence to the brand so that it can create loyalty to the brand.

According to Shabbir (2017) brand image is an observation of a brand that is replicated by brand relationships that are implanted in the mind or psychological of consumers. The brand name or character of a company functions as the most dominant part in communicating the brand to consumers. Choosing the name of a product becomes one of the most important things because brand image can survive with a unique name so that it sticks in consumers' minds. Brand image can emerge from communication carried out by marketers so as to create trust in the brand.

2.6.6. Relationship between Brand Communication and Brand Loyalty through Brand Image and Brand Trust

According to Chinomona (2016) to communicate a brand can change a person's attitude so that it will ultimately lead to brand trust and brand loyalty. Companies must be clever in communicating a brand so that it can create or maintain a positive attitude towards consumers of the brand. The positive hood will build brand trust so that it will be able to increase brand loyalty. According to Sulibhavi (2017) brand image is the average willingness of consumers to depend on the ability of a brand to carry out its functions in a real way. The benefits derived from symbols, affections, and trade-offs serve as indicators in evaluating the use of a brand and have a positive relationship with the intention to be loyal to the company. Brand image is the belief of consumers that a product has its own value that can bring confidence to the brand, so as to create brand loyalty.

According to Narayanan in Chinomona (2016) communication can play a role to build brand image. The responsibility of marketers is to communicate and disseminate information about brand attributes by providing benefits to customers before entering into experience in the use of these products. Brand communication to build brand image s ne of companies that can raise brand trust. Brand trust is increasing, it will increase brand loyalty on the product. Brand image is one of the factors that can influence the brand trust of a product or company.

2.6.7. Relationship between Perceived Social Media With Brand Trust

According to Kotler (2020: 216) perceived social media is a view of meeting the needs that are in cyberspace in everyday life by involving consumers as part of the solution and listening to all their needs and desires. Social media is a tool commonly used by consumers to connect with one another. Social media is not only used as a means of communication such as chatting but also used to create communities and conduct business transactions.

According to Ismail (2017) perceived social media is very helpful for marketers in understanding brand loyalty so that it can be a major driver in increasing consumer loyalty to the brand of the company. The use of social media for advertising has caused information about a company's product to be received directly by consumers, thus increasing brand trust in the product. Previous research conducted by Tatar (2016) concluded that there is a positive relationship between perceived social media and brand trust.

2.6.8. Relationship between Perceived Social Media and Brand Loyalty through Brand Trust

According to Ismail (2017) marketing through social media really helps marketers understand brand loyalty so that it can be a major driver in increasing consumer loyalty to a company's brand. More companies use perceived social media to market their products because most of the people in the world have used social media for their daily activities. Phenomena like this to be a major opportunity for the marketers to market their products so as to directly market without an intermediary such as an advertising system bygone era.

According to Erdogmus (2012) perceived social media is the view of consumers about marketing with the aim of communicating with

consumers and trying to control the company's image. Corporate and consumer control is able to make mutually beneficial connections. Social media is a media that is managed in general for the purpose of communicating together, so that it becomes an opportunity for marketing products directly to consumers. The better the community through social media, the higher brand trust resulting in increased brand loyalty of consumers in a company. Previous research conducted by Tatar (2016) concluded that there was a positive relationship between perceived social media and brand loyalty through brand trust. Perceived positive social media will build brand trust in consumer psychology. Trust when combined with the use of a good product will create loyalty to them.

2.7. Conceptual Framework

There are five variables in this research which are brand communication, brand image and Perceived social media as exogenous variable; variables that are considered to have influence on other variables, but are not influenced by other variables. In addition, Brand loyalty as an Endogenous variable; the variable which is influenced by other variables. Brand Trust as an intervening variable; variable which is located among exogenous and endogenous variable and the relationship of those variables are influenced by intervening variable.

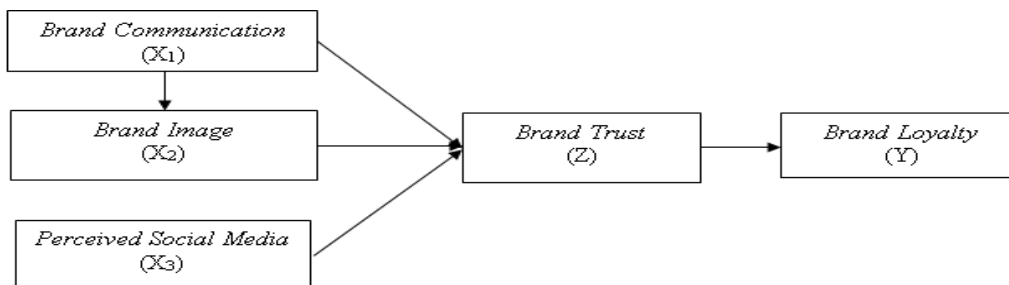


Figure 1. Conceptual Framework

2.8. Hypothesis

Some hypothesis are going to be tested in this research, there are:

H1: Brand trust influences brand loyalty in rendang Asese.

H2: Brand communication influences brand trust in rendang Asese

H3: Brand image influences brand trust in rendang Asese.

H4: Brand communication influences the brand image of rendang asese

H5: Brand communication influences brand loyalty through brand trust in rendang Asese

H6: Brand image influences brand loyalty through brand trust in rendang Asese.

H7: Brand communication influences brand loyalty through brand image and brand trust in rendang Asese

H8: Perceived social med, it influences brand trust in rendang Asese

H9: Perceived social media influences brand loyalty through brand trust in rendang Asese

3. RESEARCH METHODS

Research on the Influence of Brand Communication, Brand Image And Perceived Social Media On Brand Loyalty With Brand Trust As A Variable Of Mediation In Rendang Asese. Data analysis was performed using the Partial Least Square (PLS) method to analyze the affect of Brand Communication, Brand Image And Perceived Social Media On Brand Loyalty With Brand Trust As A Variable Of Mediation In Rendang Asese on Customer Rendang asese in padang city.

Sekaran (2017: 53) the population is a whole group, people, events, or interesting things that researchers want to investigate where researchers want to make an opinion based on sample

statistics. The population in this study are all consumers who have used or consumed Rendang Asese in Padang City whose numbers are unknown.

Sekaran (2017: 54) sample is a portion of the population consisting of a number of members selected from the population. According to Hair (2019: 133) the number of variables studied has a ratio of 10:1 to the total research indicators. The formula for determining the number of samples is the number of indicators multiplied by 10. The number of indicators in this study is 13 indicators so that the number of samples is $13 \times 10 = 130$ samples. The number of samples studied was 130 people representing the population. Sampling based on criteria or purposive sampling. The criteria used to take samples in this study are:

1. Respondents who were in the Padang City area at the time of the study.
2. Respondents who have used or consumed Rendang Asese more than once.
3. Respondents who are Instagram followers Rendang Asese.

In this study the structural equation model (SEM) analysis uses a partial least square (PLS) approach. Testing structural equation models with PLS is intended to get a good model using a limited population and sample. The sample in this study is less than 200 so SEM testing can only be used through the Smart PLS software.

The validity test is fulfilled if the Ave value or average variance extracted shows the outer loading value on the dimensions of the variable has a value > 0.7 so that it can be concluded that the convergent validity criteria have been met. According to Sujarweni (2018: 90) the reliability test can see the value of cronbach alpha and composite reliability value with the criteria if the cronbach alpha value > 0.6 and the value of composite reliability > 0.7 then the data has been reliable.

The structural model (inner model) is a structural model for predicting causality between

latent variables. Through the bootstrapping process, T-statistic test parameters are obtained to predict the causality relationship. The structural model (inner model) is evaluated by looking at the percentage of variance by the value of R² for the dependent variable using the size of the Stone Geisser Q square test. If the results yield a value of R² > 0.2 then it can be interpreted that latent predictors have a large influence on the structural level.

R-square PLS models can be evaluated by looking at Q-square predictive relevance for variable models. Q-square measures how well the observational value produced by the model and also the estimated parameters. Q-square value > 0 shows that the model has predictive relevance, while Q-square value < 0 shows that the model lacks predictive relevance. However, if the calculation results show a Q-square value > 0, then the model is feasible to be said to have a relevant predictive value.

The significance measure of hypothesis support can be used in comparison of T-table and T-statistic values. If T-statistics > T-table, it means that the hypothesis is accepted. This study is for a 95% confidence level (alpha 95%). The PLS (Partial Least Square) analysis used in this study was conducted using the SmartPLS version 3.0 program which was run on computer media.

4. DISCUSSION

4.1. Descriptive Test of Respondents

Characteristics of most respondents are female as many as 90 people or 69.2%. Male sex as many as 40 people or 30.8%. Most respondents are female because they understand the concept of Rendang best when compared to men. The most recent education respondents were 79 people as many as undergraduate or 60.8%. In the next position with 3-year diploma education as many as 46 people or 35.4%, high school as many

as 3 people or 2.3%, and strata 2 as many as 2 people or 1.5%. Respondents with higher education understand more about the Rendang Asele brand so that it is more dominant. Most respondents' occupations were 93 entrepreneurs or 71.5%. In the next position with respondents with the work of private employees and students as many as 10 people or 7.7%, employees as many as 7 people or 5.4%, as many as 6 civil servants or 4.6%, army / police as many as 3 people or 2.3 %, and honorary as many as 1 person or 0.8%. Respondents with entrepreneurial jobs have more time to choose and select good quality rendang so that many become consumers. Most respondents were 31-40 years old with 73 people or 56.2%. In the next position with respondents aged <20-30 years as many as 46 people or 35.4%, 41-50 years as many as 8 people or 6.2%, and > 51 years as many as 3 people or 2.3%. Respondents aged 20-40 years are more dominant because at that age they have the ability to analyze good food. Total achievements of respondents who are in the strong category. The highest total respondent achievements is in the brand loyalty variable of 78.35% and the lowest total respondent achievements in the brand image variable is 75.48% but it is still in the strong category.

4.2. Outer Model Test

All statements in the questionnaire of the variable to be examined have an outer model value > 0.7 so that the statements are valid. All statements of the variables to be studied have a Cronbach alpha value > 0.6, composite reliability value > 0.7 and AVE value > 0.5 then all data are reliable

4.3. Inner Model Test

R Square test results in this study are:

Table 1. Inner Model Test Results

| | <i>R Square</i> | <i>Adjusted R Square</i> |
|----------------------|-----------------|--------------------------|
| <i>Brand Image</i> | 0.701 | 0.699 |
| <i>Brand Loyalty</i> | 0.827 | 0.826 |
| <i>Brand Trust</i> | 0.830 | 0.826 |

Based on table 1 it can be explained that the R Square value for the brand loyalty variable is 0.827 > 0.2, the R Square value for the brand trust variable is 0.830 > 0.2, and the R Square value for the brand image variable is 0.701 > 0.2 then the predictor latency has a large influence on the structural level. Then the assessment of goodness of fit is continued by looking at Q-square predictive relevance for the variable model. If the calculation results show a Q-square value > 0, then the model is feasible to say that it has relevant predictive values. The results of the Q-square calculation are:

$$\begin{aligned}
 Q\text{-square} &= 1 - [(1-R^2_1) \times (1-R^2_2) \times (1-R^2_3)] \\
 &= 1 - [(1-0,827) \times (1-0,830) \times (1-0,701)] \\
 &= 1 - [0,173 \times 0,170 \times 0,299]
 \end{aligned}$$

$$\begin{aligned}
 &= 1 - 0,00879359 \\
 &= 0,991
 \end{aligned}$$

The result of Q-square calculation is 0.991 > 0, so the model can be said to be feasible and has relevant predictive value. These results indicate that the diversity of the data studied can be explained by the research model by 99.1% while the remaining 0.9% is explained by other factors that are outside the research model. These results explain that the research model can be said to have good goodness of fit.

4.4. Hypothesis Test

Hypothesis test results of direct influence on this study are:

Table 2. Test Results for the Direct Effect Hypothesis

| Mean, STDEV, T-Values, P-Values | | | | | |
|---|----------------------------|------------------------|-----------------------------------|------------------------------------|-----------------|
| | Original Sample (O) | Sample Mean (M) | Standard Deviation(STDEV) | T Statistik (O/STDEV) | P Values |
| <i>Brand Communication -> Brand Image</i> | 0.838 | 0.834 | 0.034 | 24.687 | 0.000 |
| <i>Brand Communication -> Brand Trust</i> | 0.127 | 0.128 | 0.091 | 1.399 | 0.162 |
| <i>Brand Image -> Brand Trust</i> | 0.560 | 0.551 | 0.082 | 6.850 | 0.000 |
| <i>Brand Trust -> Brand Loyalty</i> | 0.909 | 0.907 | 0.019 | 46.822 | 0.000 |
| <i>Perceived Social Media -> Brand Trust</i> | 0.263 | 0.268 | 0.081 | 3.243 | 0.001 |

Based on table 2 it can be explained that the P value for the relationship between brand trust and brand loyalty is 0,000 <0.05 and the statistical t value is 46.822 > 1.978, then an alternative hypothesis can be accepted. This means that it can be concluded that the brand trust variable has a positive and significant influence on brand loyalty.

The P value for the relationship between brand communication and brand trust is 0.162 > 0.05 and the statistical t value is 1.399 <1.978, so the alternative hypothesis can be rejected. This means that it can be concluded that the variable brand communication has no influence on brand trust. The P value for the relationship between brand image and brand trust is 0,000 <0.05 and the statistical t value is 6.850 > 1.978, so the alternative hypothesis can be accepted. This

means that it can be concluded that the brand image variable has a positive and significant influence on brand trust. The P value for the relationship between perceived social media and brand trust is 0.001 <0.05 and the statistical t value is 3.243 > 1.978, so the alternative hypothesis can be accepted. This means that it can be concluded that the variable perceived social media has a positive and significant influence on brand trust.

The P value for the relationship between brand communication and brand image is 0,000 <0.05 and the statistical t value is 24,687 > 1,978, so the alternative hypothesis can be accepted. This means that it can be concluded that the brand communication variable has a positive and significant influence on brand image. The effects of indirect effects in this study are:

Table 3. Hypothesis Test Results for Indirect Effects

| Mean, STDEV, T-Values, P-Values | | | | | |
|--|----------------------------|------------------------|-----------------------------------|----------------------------------|-----------------|
| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistik (O/STDEV) | P Values |
| Brand Communication -> Brand Trust -> Brand Loyalty | 0.115 | 0.116 | 0.082 | 1.400 | 0.162 |
| Brand Image -> Brand Trust -> Brand Loyalty | 0.509 | 0.500 | 0.075 | 6.781 | 0.000 |
| Brand Communication -> Brand Image -> Brand Trust -> Brand Loyalty | 0.426 | 0.417 | 0.065 | 6.588 | 0.000 |
| Perceived Social Media -> Brand Trust -> Brand Loyalty | 0.239 | 0.243 | 0.074 | 3.243 | 0.001 |
| Brand Communication -> Brand Image -> Brand Trust | 0.469 | 0.459 | 0.069 | 6.811 | 0.000 |

Based on table 3, it is explained that the P values for the indirect effect of brand communication on brand loyalty through brand trust is 0.162 > 0.05 and the statistical value of 1,400 <1,978, the hypothesis is rejected. This means that brand communication variable does not affect brand loyalty through brand trust. The P values for the indirect effect of brand communication on brand trust through brand

image are 0,000 <0.05 and the statistical value of 6.811 > 1.978, the hypothesis is accepted. This means that brand communication variable has a positive and significant effect on brand trust through brand image. The P values for the indirect effect of brand communication on brand loyalty through brand image and brand trust are 0,000 <0.05 and the value of statistics is 6.588 > 1.978 then the hypothesis is accepted. This means

that brand communication variable has a positive and significant effect on brand loyalty through brand image and brand trust.

The P values for the indirect effect of brand image on brand loyalty through brand trust is $0,000 < 0,05$ and the value of statistics is $6,781 > 1,978$, the hypothesis is accepted. This means that the brand image variable has a positive and significant effect on brand loyalty through brand trust. The value of P values for the indirect effect of perceived social media on brand loyalty through brand trust is $0,001 < 0,05$ and the value of statistics is $3,243 > 1,978$, the hypothesis is accepted. This means that perceived social media variables have a positive and significant effect on brand loyalty through brand trust.

4.5. Relationship Between Variables

4.5.1. The Influence of Brand Trust on Brand Loyalty in Rendang Asese

This study has a hypothesis where the alleged brand trust has a significant effect on brand loyalty. Hypothesis test results concluded that brand trust has a positive and significant effect on brand loyalty with a P value of $0,000 < 0,05$. The hypothesis in this study is acceptable. The better brand trust, the better brand loyalty in the eyes of consumers. Rendang Asese has a fairly good brand trust so consumers have a high level of loyalty towards the brand.

The results of this study indicate that consumers have a sense of security in consuming Rendang Asese products so they always have the desire to consume them. Honesty information and a sense of security in Rendang Asese products causes an increase in consumer brand trust so that brand loyalty is higher. Consumers really believe the information delivered by Rendang Asese management through advertising media so that it will generate high interest in the brand. Consumers who have consumed Rendang Asese have given a positive assessment of the brand so that their loyalty has increased

The results of this study support previous research conducted by Chinomona (2016) and Setyawan (2015) which concluded that brand trust has a significant effect on brand loyalty. Supporting the results of previous studies explains that trust is one of the causes of a person's desire to reuse a product.

The results of this study are in accordance with the opinion of Mabkhot (2017) brand trust in which the average consumer's willingness to rely on the ability of a brand to perform its function can increase brand loyalty. Brand trust is the key to the existence of commitments and changes to a brand. The higher the consumer's trust in a brand, the higher the consumer's loyalty to the brand.

4.5.2. The Influence of Brand Communication on Brand Trust in Rendang Asese

This study has a hypothesis where the alleged brand communication has a significant effect on brand trust. Hypothesis test results concluded that brand communication has no influence on brand trust with a P value of $0,162 > 0,05$. The hypothesis in this study can be rejected. The better brand communication cannot guarantee an increase in brand trust in Rendang Asese. Rendang Asese does not have brand communication that can increase consumer confidence in the brand.

The results of this study state that communication on Rendang Asese's advertisements and promotions has not been able to convince consumers about the product. Company management must evaluate the information conveyed through advertisements and promotions in order to be able to increase consumer confidence. The communication must be concise, concise and clear so that consumers can be trusted.

The results of this study do not support previous research conducted by Zehir (2011) and Veloutsou (2015) which concluded that brand communication has a significant effect on brand trust. The lack of similarity between the results of

this study and previous research explains that the management of Rendang Asese must provide more interesting information for consumers to remember.

According to Kotler (2017: 147) brand communication is the process of transmitting information and content through several media such as television, radio, social media, and contact centers until they are accepted by consumers. The communication process must be done well so that the recipient of information (consumers) can understand. Misinformation can cause functional disruption in consumers' memories so trust in the brand does not occur.

4.5.3. The Influence of Brand Communication on Brand Loyalty through Brand Trust in Rendang Asese

This study has a hypothesis where the alleged brand communication has a significant effect on brand loyalty through brand trust. Hypothesis test results concluded that brand communication has no influence on brand loyalty through brand trust with a P value of $0.162 > 0.05$. The hypothesis in this study can be rejected. The better brand communication cannot guarantee an increase in brand loyalty through brand trust in Rendang Asese. Rendang Asese does not have brand communication that is able to increase brand loyalty through consumer trust in the brand.

The results of this study state that communication on Rendang Asese's advertisements and promotions has not been able to convince consumers about the product so that loyalty is not created properly. Company management must evaluate the information conveyed through advertisements and promotions in order to be able to increase consumer confidence so that it can affect loyalty to the brand. The communication must be concise, concise and clear so that consumers can be trusted.

The results of this study do not support previous studies conducted by Zehir (2011) and

Chinomona (2016) who concluded that brand communication has a significant effect on brand loyalty through brand trust. The lack of similarity between the results of this study and previous research explains that the management of Rendang Asese must provide more interesting information for consumers to remember.

According to Chinomona (2016) brand communication can expose consumers to a brand so as to increase awareness and higher memory on that brand. An increase in memory and brand awareness will bring brand trust which will lead to increased brand loyalty in the product. However, if communication on the brand is not done well, consumer trust is not built up so it is difficult to create brand loyalty.

4.5.4. The Effect of Brand Image on Brand Trust in Rendang Asese

This research has a hypothesis where the alleged brand image has a significant effect on brand trust. Hypothesis test results concluded that brand image has a positive and significant effect on brand trust with a P value of $0,000 < 0.05$. The hypothesis in this study is acceptable. The better the brand image, the better the brand trust for consumers. Rendang Asese has a pretty good brand image so consumers have high trust in the brand.

The results of this study indicate that the Rendang Asese brand has been integrated in its market segmentation so that it can influence consumer confidence. An attached brand is a hallmark of management's success in building a company's identity. Consumer trust in a brand can occur because of an image that has been attached before.

The results of this study support previous research conducted by Chinomona (2016) and Sulibhavi (2017) which concluded that brand trust has a significant effect on brand loyalty. Supporting the results of previous studies explains that trust is one of the causes of a person's desire to reuse a product.

According to Shabbir (2017) brand image is an observation of a brand that is replicated by brand relationships that are implanted in the mind or psychological of consumers. The brand name or character of a company functions as the most dominant part in communicating the brand to consumers. Choosing the name of a product becomes one of the most important things because brand image can survive with a unique name so that it sticks in the minds of consumers.

4.5.5. Effect of Brand Image on Brand Loyalty through Brand Trust in Rendang Asese

This study has a hypothesis where the alleged brand image has a significant effect on brand loyalty through brand trust. Hypothesis test results concluded that brand image has a positive and significant effect on brand loyalty through brand trust with a P value of $0,000 < 0.05$. The hypothesis in this study is acceptable. The better the brand image, the better brand loyalty through brand trust for consumers. Rendang Asese has a good enough brand image so that consumers have high trust so that it can increase loyalty to the brand.

The results of this study indicate that the Rendang Asese brand has been integrated into its market segmentation which is able to influence consumer confidence so as to increase brand loyalty. An attached brand is a hallmark of management's success in building a company's identity. Consumer trust in a brand can occur because of an image that has been attached before. The inherent image can increase brand loyalty.

The results of this study support previous research conducted by Chinomona (2016) and Sulibhavi (2017) which concluded that brand image has a significant effect on brand loyalty. Supporting the results of previous studies explained that the inherent image is the cause of a person's desire to reuse a product.

According to Shabbir (2017) brand image is an observation of a brand that is replicated by

brand relationships that are implanted in the mind or psychological of consumers. The brand name or character of a company functions as the most dominant part in communicating the brand to consumers. Choosing the name of a product becomes one of the most important things because brand image can survive with a unique name so that it sticks in the minds of consumers. Brand image can emerge from the communication carried out by marketers so as to create trust in the brand.

4.5.6. The Influence of Brand Communication on Brand Loyalty through Brand Image and Brand Trust in Rendang Asese

This study has a hypothesis where the alleged brand communication has a significant effect on brand loyalty through brand image and brand trust. Hypothesis test results concluded that brand communication has a positive and significant effect on brand loyalty through brand image and brand trust with a P value of $0,000 < 0.05$. The hypothesis in this study is acceptable. The better brand communication can guarantee an increase in brand loyalty through brand image and brand trust in Rendang Asese. Rendang Asese has brand communication that is able to increase brand loyalty through an inherent image and consumer trust in the brand.

The results of this study state that communication on Rendang Asese's advertisements and promotions can convince consumers about the product so that loyalty is created properly which is reinforced by the company's brand image. Management must submit information in accordance with the feelings of consumers because the image is attached to the minds of these consumers. Companies only need to provide additional information to further convince consumers so as to be able to increase brand loyalty.

According to Narayanan in Chinomona (2016) communication can play a role to build brand image. The responsibility of marketers is to communicate and disseminate information about

brand attributes by providing benefits to customers before entering into experience in the use of these products. Brand communication can build a company's brand image so that it can bring up brand trust. Increasing brand trust will increase brand loyalty on the product. Brand image is one of the factors that can influence the brand trust of a product or company.

4.5.7. The Effect of Perceived Social Media on Brand Trust in Rendang Asese

This research has a hypothesis where the alleged perceived social media has a significant influence on brand trust. Hypothesis test results concluded that perceived social media has a positive and significant effect on brand trust with a P value of $0.001 < 0.05$. The hypothesis in this study is acceptable. The better perceived social media, the better brand trust for consumers. Rendang Asese has a perceived good enough social media so that consumers have high trust in the brand.

Consumers will share information from social media / Instagram with others so they can create trust in the brand. Information from consumers to consumers through social media such as Instagram is more effective in attracting the sympathy of consumers so that it can increase their trust.

The results of this study support previous research conducted by Tatar (2016) and Erdogmus (2012) which concluded that perceived social media has a significant influence on brand trust. Supporting the results of previous studies explains that communication between consumers through social media is very effective in influencing consumer trust in corporate brands.

4.5.8. The Effect of Perceived Social Media on Brand Loyalty through Brand Trust in Rendang Asese

This study has a hypothesis where the alleged perceived social media has a significant effect on brand loyalty through brand trust.

Hypothesis test results concluded that perceived social media has a positive and significant effect on brand loyalty through brand trust with a P value of $0.001 < 0.05$. The hypothesis in this study is acceptable. The better perceived social media, the better brand loyalty through brand trust for consumers. Rendang Asese has a fairly good perceived social media so consumers have a high level of trust in the brand, thereby increasing brand loyalty.

Consumers will share information from social media / Instagram with others so they can create trust in the brand. Information from consumers to consumers through social media such as Instagram is more effective in attracting the sympathy of consumers so that it can increase their trust which ultimately increases brand loyalty.

The results of this study support previous research conducted by Tatar (2016) which concluded that perceived social media has a significant influence on brand loyalty through brand trust. Supporting the results of previous studies explains that communication between consumers through social media is very effective in influencing consumer trust in corporate brands so as to increase loyalty.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

Based on hypothesis testing conducted by researchers, it can be concluded that brand trust variables have a positive and significant influence on brand loyalty. The brand communication variable has no influence on brand trust. The brand communication variable has no influence on brand loyalty through brand trust. The brand image variable has a positive and significant influence on brand trust. The brand image variable has a positive and significant influence on brand loyalty through brand trust. The brand communication variable has a positive and significant influence on brand

loyalty through brand image and brand trust. The variable perceived social media has a positive and significant influence on brand trust. The variable perceived social media has a positive and significant influence on brand loyalty through brand trust.

5.2. Recommendations

Based on the research conclusions, there are some suggestions that can be a reference for companies and academics. The suggestions are:

1. We recommend that company management must oversee brand communication, brand image, and perceived social media on brand trust because it can affect brand loyalty.
2. Company management must improve brand communication because it has not been able to increase brand trust in the Rendang Aseme brand.
3. Company management must create innovation in advertising and promotion in order to be able to increase consumer confidence because it affects brand loyalty.

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