



The Effect of Brand Quality, Brand Credibility, and Brand Attitude Toward Brand Trust on the Use of Online Transportation Services (Gojek) in Padang City

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Abstract. The purpose was to see the effect of Brand Quality, Brand Credibility, and Brand Attitude on Brand Trust in the use of online transportation (GOJEK) in Padang City. This type of research was quantitative research, where the researcher used measurement techniques on certain variables so as to produce conclusions that can be generalized. The research was conducted in September 2021 in Padang City. The population, namely Gojek service users from drivers who have gold stars, amounts to between 2000, the sample selection method used by the researcher was the method probability sampling. Obtained from a sample of 333 people. The sampling technique used is area sampling, which is a probability sampling method. Hypothesis Testing Data analyzed using SMARTPLS Application.

The conclusion of research results (1) There was an influence of X1 on Y. (2) There was an influence of X2 on Y. (3) There was an influence of X3 on Y. (4) There was an influence of X1 on X3. (5) There was an effect of X2 on X3. (6) There was an influence of X1 on Y with X3 as moderating. (7) There was an influence of X2 on Y with X3 as moderating.

Keywords: Muslim's view of Allah · subjective norm · perceived behavioural control · attitude · whistleblowing

1 Introduction

World economic growth has decreased, including developed countries which also have an impact on countries in the Asian region. Data from the Ministry of Industry, in 2019 *developing* Asia still made the largest contribution to the world economy by contributing 6.69% in the industry (Ministry of Industry, 2019). This condition is due to the still large domestic demand and growing economic ties between developing countries which have resulted in quite strong economic resilience. Indonesia's growing economic growth is supported by various industrial sectors, one of which is the transportation industry.

As technology develops, transportation has evolved to become a vital thing and an important means of human life. Alternative transportation based on application technology is developing and in demand by people in the world, including Indonesia. From several application-based companies with the name GO-JEK. Companies that adapt

conventional motorcycle taxi transportation to application technology-based motorcycle taxis have succeeded in attracting people in big cities in Indonesia. Online two-wheeled transportation, which is identical to the green color, is considered to be the mainstay of transportation and has become a public need for fast, cheap and practical transportation. The ease of ordering using a smartphone, clear tariffs without the need for bargaining, and friendly driver service make GO-JEK a popular service company in Indonesia, including the city of Padang, West Sumatra Province.

On 2017 1st April, GOJEK started operating in the city of Padang, West Sumatra. The people of Padang City enthusiastically welcome the online-based transportation companies. Until now, various services such as GO-Mart, Go-Send, GO-Food can be enjoyed by suburban communities. The presence of GOJEK in the city of Padang is part of GOJEK’s expansion to be able present in big cities in Indonesia, but there are several things that GOJEK faces in the city of Padang, namely competition with local motorcycle taxis that are not application-based or known as “Ojek Pangkalan”. Alternative transportation services like this have started to develop before GOJEK began to exist in the city of Padang. Ojek Pangkalan, Rainbow Courier, and order wrap are one of the alternative transportation services that offer a variety of services as well as the services offered by GO-JEK. In addition, the same competitors using applications such as GRAB and MAXIM have also developed in the city of Padang. The use of online motorcycle taxi services can be seen in Table 1.

From Table 1, it can be seen that GO-JEK has few users of special two-wheeled motorcycle taxi services with the number of orders for 1 week of approximately 36–60 people, compared to the online motorcycle taxi service GRAB for 1 week orders between 48–72 people, while MAXIM is 70–105 people. This makes people who are consumers are faced with and are required to make a decision regarding the purchase or use of a service that is in accordance with the needs and desires of the consumer.

When the product or service meets customer expectations, they are likely to repurchase it. Consumer expectations are met will lead to feelings of satisfaction or very satisfied and will arise trust in the product (*Brand Trust*). To face competition using public transportation and private transportation, online vehicle service (GOJEK) must have a strategy in instilling brand trust (*Brand Trust*), one of which can be seen from product quality (*Brand quality*).

Another factor that is also very supportive of trust in the brand by building a positive attitude towards the brand (Brand Attitude). A positive attitude towards a brand according to Assael in Nurhayati (2018: 559) is a tendency learned by consumers to evaluate a brand in a consistent way (positive) or not supportive (negative) as well as the overall

Table 1. Description of the number of online motorcycle taxi service users in Padang City

No	Online Ojek Service	Driver	Order/day/Driver	Total Order/week/Driver
1	GO-JEK	70	6–10 people	36–60 people
2	GRAB	100	8–12 people	48–72 people
3	MAXIM	60	10–15 people	70–105 people

Source: Initial observation (Interview) of GO-JEK, GRAB, MAXIM companies in HR

evaluation of consumers towards the brand, in the brand equity model it was found that an increase in the market occurs when the attitude towards the brand is more positive, the brand attitude will affect the quality of the brand. If that happens, then the brand is of quality (Brand quality) in the eyes of its consumers. This allows consumers to make purchases or reuse services for the brand, meaning that consumers have a positive attitude towards the brand.

Brand credibility is one that affects consumer choice of a brand because with the credibility of a brand, the information provided can be more trusted. This information is obtained by consumers based on the perceptions they get from the brand's trust and expertise in keeping and maintaining the promises they have given to consumers. *Brand credibility* as believability (ability to be trusted) of product and the information contained in the brand, it all comes back to the consumer about the ability and willingness to be able to provide what is guaranteed. The more credible a brand, the more likely it is that the brand will be included in the list of choices and will be chosen by consumers to buy.

Based on these thoughts, the researchers desire to study more deeply about "The effect of *Brand quality*, *Brand Credibility*, and *Brand Attitude* on *Brand Trust* on the use of online transportation (GOJEK) in Padang City."

2 Literature Review and Hypotheses Development

2.1 Brand Trust (Y)

According to (Portal et al., 2018) Trust is a group's belief that their goals will be achieved, because they have competence and good intentions. Trust is important for brands, especially for marketing relationships. Brand trust is the willingness of consumers to rely on the brand's ability to fulfill its promises.

Trust can rely on the seller to get the promised service, and relationship value can be defined as the consumer's perceived benefits and costs of establishing relationship marketing. A purchased brand can be seen as leveraging its reputation, which in turn can increase consumers' repeat buying behavior. The concept of brand trust is related to consumer brand communication and satisfaction with certain brands and get consumer response Brand trust is the most important thing of brand satisfaction and communication.

In conclusion, brand trust creates feelings that are awakened after consumption or can be defined as the ability of the product from consumers who are seen in the knowledge of using the brand before, or more precisely on the order of interaction with product performance satisfaction obtained after using the brand.

2.2 Brand Quality (X₁)

Brand quality is very likely a major component influencing shopper tendencies in many businesses. Brand quality as "consumer's assessment of the ability or generality of an item" and is seen as part of brand appreciation. Brand quality counts as an important persuasion that calculates client-based brand appraisal (Liu et al., 2014). Brand quality is one of the main components affecting customer inclinations in many ventures. Brand

quality is “the buyer’s evaluation of the predominance or prevalence of the item all in all” and is viewed as a part of brand esteem. Brand quality is accounted for as the fundamental affecting component in client based brand assessment.

According to (Shanahan et al., 2019) Quality is related to brand support, namely the consumer’s picture of the advantages of a product’s services, and is related to trends, customer satisfaction and purchase options. Just as consumer brand participation targets consumer preferences and stimulates positive reactions, the goal is to increase consumer awareness about the quality of goods to encourage consumer transactions and reactions before purchase, such as when consumers make repeat purchases.

Based on the description above, the author concludes, brand quality is a customer’s perception of the quality of a product obtained by personal experience or the experiences of others who are conveyed to a media or directly. Consumers who have had a positive experience with a product have the potential to be able to pay more or be loyal to a product that is considered to have very good quality. Thus, companies must also strive to build a good perception of the products offered to consumers by continuously maintaining and improving their quality so that the quality offered matches or exceeds customer expectations.

2.3 Brand Credibility (X_2)

Brand credibility is based on signaling theory, where signaling theory occurs when there is asymmetric information that makes the informant provide inaccurate information. This can happen because of differences in preferences between the recipient of the information and the giver of information which can make the recipient of the information evaluate the credibility of the signal.

Brand credibility is the information trust of a product in a brand and makes consumers think the product has advantages and the desire to continue to keep what has been promised. Brand credibility provides quality, reduces consumer perceived risk and increases the quality that consumers expect. Credibility has a very important status in the company, because the relationship between brands and consumers is a reflection of the interactions between consumers and companies that are built over time (Bougoure et al., 2016).

It can be concluded, brand credibility is a positive characteristic of the sender that affects the reception of the recipient’s message, or the validity of a communication statement, or the trust of intentions in an entity at a certain time. Brand credibility can be built from the satisfaction and loyalty of consumers to a brand. Thus, the statement can lead to positive conversations about the brand to make the brand gain an advantage and have a competitive power compared to other brands.

2.4 Brand Attitude (Attitude Towards the Brand) (X_3)

Brand Attitude is the result of a comprehensive consumer evaluation of the product brand, attitude or response to the brand is important because it often forms the basis for consumer behavior, such as choice of brand. Brand Attitude is known in Indonesia as an attitude towards a brand by consumers, which is a learned tendency to respond consistently to a given object as well as a brand. Attitude towards a brand represents

the consumers influence the brand, which leads to consumer reactions, such as brand selection.

Brand attitude is the conclusion of the brand of a product, which in turn affects consumer behavior. Brand credibility is the result of related, but dissimilar, brands that are reasonably defined from the information received from a brand and cause consumers to think the product fulfills its promises (Kao et al., 2020).

Based on the above definition, it can be concluded that Brand Attitude is an attitude towards a brand which is described as the level at which buyers are expected to buy a brand to produce satisfaction for certain consumer needs. From the level of the buyer, it can be triggered by the consumer's intention to buy the brand.

2.5 Hypotheses

Based on the existing theory and empirical evidence, the following hypotheses can be derived:

H1: There was an influence of X1 on Y.

H2: There was an influence of X2 on Y..

H3: There was an influence of X3 on Y.

H4: There was an influence of X1 on X3.

H5: There was an effect of X2 on X3.

H6: There was an influence of X1 on Y with X3 as moderating.

H7: There was an influence of X2 on Y with X3 as moderating.

3 Research Methods

This research is a quantitative research to answer the problem formulation of the problem in research, where the researcher uses measurement techniques on certain variables to produce conclusions that can be generalized. The research objectives are determine the effect of the variables X₁, X₂, and X₃, on Y on online transportation service users (GOJEK) in Padang City. The research was conducted in September 2021 in the city of Padang. The population, namely gojek service users from drivers who have gold stars, amounts to between 2000, the sample selection method used by the researcher was the method probability sampling. In this study, the formula used to determine the number of samples was the Slovin formula (in Ni Made et al., 2016:534), which obtained a sample of 333 people. The sampling technique used area sampling, which was a probability sampling method.

Hypothesis Testing The data was carried out by analyzing data using the SMART-PLS application. Hypothesis testing to determine whether there is an influence between research variables. The test is carried out by analyzing the Regression Weight value, namely the Critical Ratio (CR) and Probability (P) values. The limit is 1.96 for the Critical Ratio value and 0.05 for the Probability value. The results show the value in the requirements, and the proposed hypothesis can be accepted.

4 Results and Discussion

4.1 Characteristic of Respondent

The largest proportion of respondents aged 20–24 years as many as 228 people with a percentage of 68%. The lowest proportion was respondents aged 39–53 years as many as 10 people with a percentage of 3% and respondents aged 25–38 years as many as 95 people with a percentage of 29%. Furthermore, from 333 respondents, 96 people or 28.8% were male respondents. The remaining 237 people or 71.2% were female respondents. This indicates that based on gender the most used online transportation services (GOJEK) in Padang City are women.

Then out of 333 respondents, the most dominant using online transportation services (GOJEK) was students with 150 people (45%), Next as many as 80 people with professions as employees (24%) and students as many as 30 people (9%) and Entrepreneurs as many as 37 people (11%). The remaining 36 people or 11% are doctors, teachers, ASN, BUMN, IRT, Lecturers, Nurses. This indicates that based on work the most use of online motorcycle taxi services are students.

4.2 Analysis Output Smart PLS

The whose loading factor is below 0.70 are removed as shown in Fig. 1.

The criteria for assessing whether an indicator has good reliability was if it has a value above 0.7. However, at the research stage of the scale development stage, a loading factor of 0.6 to 0.7 still can be accepted. Based on this criterion, indicators whose loading value was less than 0.70 were dropped or removed from the analysis. The model was executed again after some indicators whose loading factor was below 0.70 were discarded (Tables 2, 3, 4, and 5).

Each construct was very reliable because it has a high Composite Reliability and Cronbach Alpha above 0.70. So it can be concluded that the construct has good reliability.

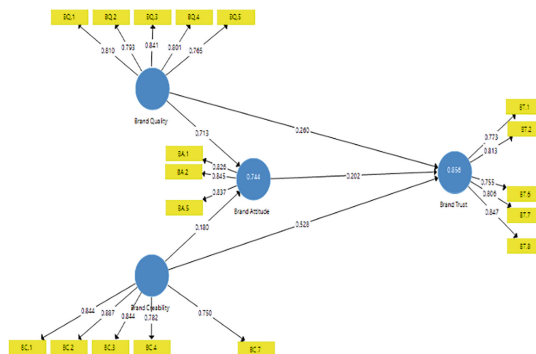


Fig. 1. Output PLS

Table 2. Average Variance Extracted (AVE)

Variable	AVE
Brand Attitude	0,699
Brand Credibility	0,677
Brand Quality	0,644
Brand Trust	0,639

Table 3. Latent Variable Correlation

	Brand Attitude	Brand Creability	Brand Quality	Brand Trust
Brand Attitude	0,836			
Brand Creability	0,746	0,823		
Brand Quality	0,835	0,794	0,802	
Brand Trust	0,819	0,816	0,800	0,799

Table 4. Composite Reliability

	Reliabilitas Komposit
Brand Attitude	0,874
Brand Creability	0,913
Brand Quality	0,900
Brand Trust	0,898

Table 5. Cronbachs Alpha

	Cronbach's Alpha
Brand Attitude	0,785
Brand Creability	0,880
Brand Quality	0,861
Brand Trust	0,859

Table 6. R-square

	R Square	Adjusted R Square
Brand Attitude	0,744	0,743
Brand Trust	0,856	0,854

4.3 Discriminant Validity

Discriminant Validity can be seen in the value of cross-loading data. The correlation value of the indicator to the construct must be greater than the correlation value between the indicator and other constructs. Each shows a good discriminant validity because the correlation value of the indicator to the construct was higher than the value of the indicator correlation with other constructs. In the Brand Attitude variable which has a loading factor of 0.836, this value was higher than the correlation of the loading factor of Brand Attitude with other constructs, namely Brand Quality of 0.835, Brand Credibility of 0.746, and Brand Trust of 0.819. Likewise, the Brand Credibility variable which has a loading factor of 0.823, this value was higher when compared to the correlation of the Brand Credibility loading factor with other constructs, namely Brand Quality of 0.794 and Brand Trust of 0.816. Furthermore, for Brand Quality which has a loading factor of 0.802 this value was higher than the correlation of Brand Quality’s loading factor with another construct, namely Brand Trusts of 0.800. The results of the complete analysis can be seen in the appendix.

4.4 Structural Model Testing (Inner Model)

After the estimated model meets the criteria for *discriminant validity*, then the structural model testing (was carried out *inner model*). Structural model testing was done by looking at the *R-square value* which is the test *goodness-fit of the model*. The following are the R-square values (Table 6).

The coefficient of determination uses R-square which shows how much the percentage of the variance of the independent variable affects the dependent variable. The higher the R-squared, the better the model. R-squared only exists for endogenous constructs.

Table shows that Brand Attitude can explain Brand Trust of 0.744 while the rest is explained by other variables. The R-square above also states that Brand Trust can be explained through Brand Quality, and Brand Credibility is 0.856 while the rest was explained by other variables.

4.5 Hypothesis Test

See Table 7.

Table 7. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (IO/STERR)	P Values
Brand Quality - > Brand Trust	0,260	0,262	0,049	5,276	0,000
Brand Creability - > Brand Trust	0,528	0,527	0,034	15,692	0,000
Brand Attitude - > Brand Trust	0,202	0,201	0,042	4,797	0,000
Brand Quality - > Brand Attitude	0,713	0,709	0,044	16,159	0,000
Brand Creability - > Brand Attitude	0,180	0,185	0,052	3,474	0,001
Brand Quality - > Brand Attitude - > Brand Trust	0,144	0,143	0,033	4,426	0,000
Brand Creability - > Brand Attitude - > Brand Trust	0,036	0,037	0,012	2,954	0,003

4.6 Discussion

There is an Influence of X_1 on Y

Brand quality is an important component that influences customer tendencies in many companies. Brand quality as “the shopper’s evaluation of the overall superiority or prevalence of the item” and is seen as part of brand rewards. Brand quality is taken into account as the main influencing variable in client-based brand assessment (M. T. Liu et al., 2014).

Based on the analysis that has been done, it is obtained that the significance value is at 0.05 (T table with Alpha 0.05 and $N = 333$ is 1.96). Hypothesis testing criteria are accepted if the T statistic value $\text{Count} > \text{T Table}$ 1.96. Conclusion The results of the analysis of the first hypothesis test state that X_1 has a significant effect on Y with a parameter coefficient of 0.260 and significant at 0.05 (T table 1.96). This can also be proven by looking at the T statistic at a value of 5.276 which is greater than the T Count (the T statistic value is $5.276 > \text{T Table}$ 1.96). So it can be concluded that the first

hypothesis is accepted, which means that X_1 has a significant positive effect of 26% on Y on (GOJEK) in Padang City so that the first hypothesis is accepted.

The results of the above analysis are reinforced by the opinion which states “The quality of a brand is the level or level of good or bad something consisting of all the factors attached to goods or services, so that the brand has the ability to be used as desired by the consumer of the brand. High quality brands are needed so that consumer desires can be fulfilled. Consumer desires that are fulfilled in accordance with their expectations will make consumers accept a brand even to the point of being loyal to the brand (Sukiarti et al., 2016).

Many competitors in the market require companies to pay attention to consumer needs, and try to meet those needs with high-quality brands. By improving the quality of a brand that gives positive results to consumers so that it will lead to trust in a brand (brand trust).

According to (Portal et al., 2018) trust is the belief that the organization can achieve its goals if it has the ability and good intentions. Trust has become an important factor in brand building, especially because of the growing importance of relational marketing. Brand trust is the readiness of customers to completely depend on the brand’s capacity to satisfy its commitments.

According to (Chae et al., 2019) brand trust improves the probability that shoppers can pick their items. Even if the transaction relationship has no rationality, the world of fixed market maintenance and fixed trade will build a good long-term relationship between sellers and buyers. Trust is an indicator of consumer attitudes. Brand trust can decisively influence repurchase expectations, reduce vulnerability risk, and empower purchase.

Based on the description above, the authors conclude, brand quality and brand trust are closely related, with high quality a brand will provide a positive stimulus to consumers to trust the brand based on its quality, or in other words, the higher the quality of a brand (brand quality), the higher the brand quality will be. Increase consumer trust in the brand (brand trust).

There is an Effect of Brand Credibility on Brand Trust

Brand trust is accomplished through shared encounters and exercises, and it is an important idea to construct connections between an organization and its clients effectively. Trust is certainty, and the store that purchasers pick will give them the best benefit. Brand trust improves the probability that customers can pick their items. (Chae et al., 2019).

Based on the analysis that has been carried out, it is obtained that the significance value is at 0.05 (T table 1.96). Hypothesis testing criteria is accepted if the T statistic value is $\text{Count} > \text{T Table 1.96}$. Conclusion The results of the second hypothesis test analysis state that Brand Credibility has a significant effect on Brand Trust with a parameter coefficient of 0.528 and significant at 0.05 (T table 1.96). This can also be proven by looking at the T statistic which is at a value of 15,692 which is greater than the T Count (the T statistic value is $15,692 > \text{T Table 1.96}$). So it can be concluded that the second hypothesis is accepted, which means that Brand Credibility has a positive effect of 52.8% and is significant on Brand Trust on (GOJEK) in Padang City so that the second hypothesis is accepted.

Even if the transaction relationship has no rationality, maintaining and trading will still build long-term friendly relations between suppliers and consumers. In general, trust is a predictor of buying behavior. Brand trust can have a positive impact on repurchase intention, reduce the risk of uncertainty, and encourage purchase.

Furthermore, according to (Barreto et al., 2020) Brand credibility as a component of the client's view of brand legitimacy, which is characterized as "the degree to which buyers view the brand to be loyal to themselves (coherence), loyal to their clients (credibility), inspired through responsibility and obligation, and ready to help customers say true to himself.

Based on the description above, it can be concluded, brand credibility is a view of trust in the data of goods contained in a product, which buyers need to understand that the brand has the capacity/benefit and trust to always deliver what is guaranteed. With this, obviously, will bring forth buyer trust in the brand (brand trust), all in all, the higher the brand believability, it will increment shopper trust in the brand (brand trust).

There is an Influence of Brand Attitude on Brand Trust

Trust assumes a significant part in customer choices to purchase food. The deficiency of customer trust in food handling happens in both created and emerging nations. Since people group can't straightforwardly perceive the qualities of safe food, they should believe the partners in the natural pecking order (Minh et al., 2020).

Based on the analysis that has been carried out, it is obtained that the significance value is at 0.05 (T table 1.96). Hypothesis testing criteria is accepted if the T statistic value is $\text{Count} > \text{T Table 1.96}$. Conclusion The results of the third hypothesis test analysis state that X_3 has a significant effect on Y with a parameter coefficient of 0.202 and significant at 0.05 (T table 1.96). This can also be proven by looking at the T statistic at a value of 4.797 which is greater than the T Count (the T statistic value is $4.797 > \text{T Table 1.96}$). So it can be concluded that the third hypothesis is accepted, which means that X_3 has a positive effect of 20.2% on Y on (GOJEK) in Padang City so that the third hypothesis is accepted.

Trust involves exposure to risk, and risk is essentially a "feel", so brand trust is an ideal place to find emotional effects. To generate trust in the brand, of course, there must be an evaluation attitude towards the brand (brand attitude) from consumers. Can they trust the brand or vice versa?

As according to (Kao et al., 2020) brand attitude is a fairly stable summary of brand evaluations, which can continue to stimulate consumer behavior. Like reputation and attitude, brand reputation is a relevant but distinct brand result, and is defined as the authenticity of the brand message so that consumers can see that it can deliver on its promises.

Brand attitude is a learned tendency by consumers to evaluate a brand in a consistent (positive) or (negative) manner. Attitudes towards brands are based on schemas about the brand that are embedded in the minds of consumers. The brand attitude or attitude towards the brand is the consumer's overall evaluation of the brand, in the equity model it is found that an increase in market share occurs when the attitude towards the brand is more positive (Putriansari, 2019).

Based on the description above, it can be concluded, with consumer evaluation of a brand, it will give birth to an attitude in the form of satisfaction or vice versa towards

a brand. With a satisfied attitude towards a brand, it will lead to trust to always use the services of that brand. In other words, the better the brand attitude of a brand, it will increase consumer confidence in the brand (brand trust).

There is an Influence of Brand Quality on Brand Attitude

Brand attitude is a confidence in item related traits, works, and experience benefits, as per research on apparent quality. Mentality alludes to the general assessment of the brand by customers, which includes their capacity to meet the ongoing pertinent cooperation/inspiration, or at least, the brand disposition relies upon the ongoing adequate support/inspiration. Brand attitude assume a significant part in research (K. N. Liu et al., 2020).

Based on the analysis that has been carried out, it is obtained that the significance value is at 0.05 (T table 1.96). Hypothesis testing criteria is accepted if the T statistic value is $\text{Count} > \text{T Table 1.96}$. Conclusion The results of the analysis of the fourth hypothesis test state that X_1 has a significant effect on X_3 with a parameter coefficient of 0.713 and significant at 0.05 (T table 1.96). This can also be proven by looking at the T statistic at a value of 16,159 which is greater than the T Count (the T statistic value is $16,159 > \text{T Table 1.96}$). So it can be concluded that the fourth hypothesis is accepted, which means that X_1 has a significant effect on X_3 on GOJEK in Padang City so that the fourth hypothesis is accepted.

Brand attitude is an assessment made by consumers as a whole against a brand that describes consumer responses to the brand (Praschita & Giantari, 2019). Attitudes towards brands will have reactions that are consistent with consumers' evaluations of liking or disliking a particular brand. A decent attitude towards a brand will make somebody to make a buy, while a negative attitude towards a brand can prevent consumers from making a purchase, all of which depend on the quality of a brand.

As according to (Shanahan et al., 2019) quality related to consumer brand participation is basically the consumer's picture of the advantages of a brand and is firmly connected with shopper inclinations, fulfillment, and buying decisions. Just as consumer brand participation targets consumer preferences and stimulates positive reactions, the purpose of increasing consumer awareness of a brand or quality of an item is to trigger purchases and consumer attitudes when purchasing, for example repeat purchases.

According to (Rahman & Soesilo, 2018) quality is defined as a consumer's assessment of the overall product quality. Considering the perception of quality, when consumers think that a brand has better quality, then people's attitudes towards the brand are expected to be higher.

Based on the description above, the author concludes, the good or bad of a brand can be seen from the quality of the brand, a brand is said to be good if it is guaranteed in terms of quality, with good quality from a brand it will lead to an attitude of satisfaction from consumers in using the brand. In other words, the better the brand quality of a brand, it will increase the attitude of consumer satisfaction towards the brand (brand attitude).

There is an Influence of Brand Credibility on Brand Attitude

Keller in (K. N. Liu et al., 2020) accept that brand attitude is very important given the fact that it usually helps shape buyer image decisions. He sees that brand attitude is an element of significant traits and advantages that make a brand stand out. Brand attitude

is belief in attributes related to product, function, and experience benefits, according to research on perceived quality.

Attitude alludes to the general assessment of the brand by customers, which involves their ability to meet the currently relevant participation/motivation, i.e., the brand attitude depends on the as of now adequate cooperation/inspiration. Brand attitude assumes a significant part in promoting research.

Based on the analysis that has been carried out, it is obtained that the significance value is at 0.05 (T table 1.96). Hypothesis testing criteria is accepted if the T statistic value is $\text{Count} > \text{T Table 1.96}$. Conclusion The results of the fifth hypothesis test analysis state that Brand Creability has a significant effect on Brand Attitude with a parameter coefficient of 0.180 and significant at 0.05 (T table 1.96). This can also be proven by looking at the T statistic at a value of 3.474 which is greater than the T Count (the T statistic value is $3.474 > \text{T Table 1.96}$). So it can be concluded that the fifth hypothesis is accepted, which means that Brand Creability has a significant effect on Brand Attitude on (GOJEK) in Padang City so that the fifth hypothesis is accepted.

Attitude towards the brand (Brand Attitude) is defined as the overall consumer evaluation of the brand, attitude or perception of trust on product information contained in a brand (credibility) is significant in light of the fact that it frequently frames the reason for purchaser conduct, for instance brand decision.

The idea of credibility has generally been related with the cycle by which a brand can convey a commitment of significant worth through the items it addresses. Ongoing conceptualization means that trust is a consequence of an inward and emotional customer reaction to how much a brand conveys the guaranteed administration and experience (Barreto et al., 2020).

According to (Dwivedi et al., 2018) the concept of brand credibility is based on the perception and motivation of sources to provide accurate and correct information. Brand credibility can measure whether the brand has the ability (professionalism) and willingness (trust) to be faithful to the evidence to improve performance. When consumers are unsure about the inherent quality attributes of a product, companies can use the brand as an effective market signal.

Based on the description above, it can be concluded that brand credibility underlies consumer confidence in the products contained in the brand, brand attitude includes attitude as an evaluation material made by consumers as a whole. The concept that is evaluated by consumers is how a brand is able to meet consumer needs. Thus, the higher the level of brand credibility for a product, the brand attitude can be an indication of consumer preference that can be used to predict consumer willingness to buy.

There is an Influence of Brand Quality on Brand Trust with Brand Attitude as Moderating

Brand quality is one of the main components affecting buyer inclinations in many businesses. Brand quality as “customer’s evaluation of the predominance or prevalence of the item overall” and is viewed as a part of brand esteem. Brand quality is accounted for as the primary affecting element in client based brand assessment (M. T. Liu et al., 2014).

Furthermore, to determine the relationship between endogenous and exogenous variables according to the hypothesis indirectly through the proposed moderating variables.

Based on the analysis that has been carried out, it is obtained that the significance value is at 0.05 (T table 1.96). Hypothesis testing criteria is accepted if the T statistic value is Count > T Table 1.96. Conclusion The results of the analysis of the sixth hypothesis test state that Brand quality has a significant effect on Brand Trust with Brand Attitude as a moderator with a parameter coefficient of 0.144 and significant at 0.05 (T table 1.96).

If the t-count value is greater than the t-table value, it can be concluded that there is a moderating effect, otherwise if the t-count is lower than the t-table value, it can be concluded that there is no moderating effect (Ghozali, 2009). The results of the comparison of the T statistic value are at a value of 4,426 which is greater than the T table (Count T statistic value 4.426 > T Table 1.96). Thus, it can be said that there is a significant positive effect. Brand quality has a significant effect on Brand Trust with Brand Attitude as a moderator for online transportation service users (GOJEK). It can be concluded that the Sixth Hypothesis is accepted.

With guaranteed good product quality, it will increase consumer confidence in the product, or what is called brand trust. According to (Minh et al., 2020) trust plays an important role in consumer decisions to buy food. The loss of consumer confidence in food safety occurs in both developed and developing countries. Since communities cannot directly identify the characteristics of safe food, they must trust the stakeholders in the food chain. Many definitions of trust and various theories and models exploring the factors that influence consumer confidence in food safety can be found in the existing literature. System trust has proven to be an important factor in building consumer confidence in food safety, the role of brand trust and how it affects trust in food safety.

With this trust, it will make consumers feel satisfied by using the service/product, this will bring up consumer attitudes towards the product, in other words, brand attitude. According to (Kao et al., 2020) brand attitude is a fairly stable summary of brand evaluations, which can continue to stimulate consumer behavior. Like reputation and attitude, brand reputation is a relevant but distinct brand result, and is defined as the authenticity of the brand message so that consumers can see that it can deliver on its promises.

Based on the description above, it can be concluded, with the quality of a product (brand quality) will indicate the level of satisfaction to consumers. Satisfaction in using the product will lead to an attitude (brand attitude) to subscribe to the product. By subscribing means that consumers believe in this product (brand trust) and always want to use it without doubting its quality.

There is an Influence of Brand Credibility on Brand Trust with Brand Attitude as moderating)

According to (Barreto et al., 2020) brand credibility as part of customer perceptions of brand authenticity, which is defined as “the extent to which consumers perceive a brand to be loyal to themselves (continuity), loyal to their consumers (credibility), motivated by caring and responsibility (integrity), and able to support consumers to be honest with themselves (symbolism).

Furthermore, to determine the relationship between endogenous and exogenous variables according to the hypothesis indirectly through the proposed moderating variables. Based on the analysis that has been carried out, it is obtained that the significance value is at 0.05 (T table 1.96). Hypothesis testing criteria is accepted if the T statistic value

is Count > T Table 1.96. Conclusion The result of the analysis of the seventh hypothesis test states that Brand Creability has a significant effect on Brand Trust with Brand Attitude as a moderator with a parameter coefficient of 0.036 and significant at 0.05 (T table 1.96).

If the t-count value is greater than the t-table value, it can be concluded that there is a moderating effect, otherwise if the t-count is lower than the t-table value, it can be concluded that there is no moderating effect (Ghozali, 2009). Results Comparison of the value of T statistic is at a value of 2,954 which is greater than the T table (Count T statistic value is 2,954 > T table 1.96). Thus, it can be said that there is a significant positive effect of Brand Creability, which has a significant effect on Brand Trust with Brand Attitude as a moderator for online transportation service users (GOJEK). It can be concluded that the Seventh Hypothesis is accepted.

With the authenticity of the product that is guaranteed to be good, it will increase consumer confidence in the product, or called brand trust. According to (Portal et al., 2018) trust is the belief that the organization can achieve its goals if it has the ability and good intentions. Trust has become an important factor in brand building, especially because of the growing importance of relational marketing. Brand trust is the willingness of consumers to fully rely on the brand's ability to fulfill its promises.

With this trust, it will make consumers feel satisfied by using the service/product, this will bring up consumer attitudes towards the product, in other words, brand attitude. According to (K. N. Liu et al., 2020) brand attitude is a belief in product-related attributes, functions, and experience benefits, according to research on perceived quality. Based on the description above, it can be concluded, with the authenticity of a brand (brand Credibility) will indicate the level of satisfaction to consumers. Satisfaction in using the product will lead to an attitude (brand attitude) to subscribe to the product. By subscribing means that consumers believe in this product (brand trust) and always want to use it without doubting its quality.

1. Based on the table above the result was of the relationship between constructs which states that Brand Quality has a significant effect on Brand Trust with a parameter coefficient of 0.260 and significant at 0.05 (T table 1.96). This can also be proven by looking at the T statistic which was at a value of 5.276 which was greater than the T Count (the T statistic value was 5.276 > T Table 1.96). So it can be concluded that the first hypothesis was accepted, which means that Brand Quality has a significant positive effect of 26% on Brand Trust in users of online transportation services (GOJEK) in the city of Padang so that the first hypothesis was accepted.
2. Based on the table above the result was of the relationship between constructs which states that Brand Credibility has a significant effect on Brand Trust with a parameter coefficient of 0.528 and significant at 0.05 (T table 1.96). This can also be proven by looking at the T statistic at a value of 15,692 which was greater than the T Count (the T statistic value was 15,692 > T Table 1.96). So it can be concluded that the second hypothesis was accepted, which means that Brand Credibility has a positive effect of 52.8% and was significant on Brand Trust in users of online transportation services (GOJEK) in the city of Padang so that the second hypothesis was accepted.
3. Based on the table above the result was of the relationship between constructs which states that Brand Attitude has a significant effect on Brand Trust with a parameter

coefficient of 0.202 and significant at 0.05 (T table 1.96). This can also be proven by looking at the T statistic at a value of 4.797 which was greater than the T Count (the T statistic value was $4.797 > T$ Table 1.96). So it can be concluded that the third hypothesis was accepted, which means that Brand Attitude has a positive effect of 20.2% on Brand Trust in online transportation service users (GOJEK) in the city of Padang so that the third hypothesis was accepted.

4. Based on the table above the result was of the relationship between constructs which states that Brand Quality has a significant effect on Brand Attitude with a parameter coefficient of 0.713 and significant at 0.05 (T table 1.96). This can also be proven by looking at the T statistic at a value of 16,159 which was greater than the T Count (the T statistic value was $16,159 > T$ Table 1.96). So it can be concluded that the fourth hypothesis was accepted, which means that Brand Quality has a significant effect on Brand Attitude online transportation service users (GOJEK) in the city of Padang so that the fourth hypothesis was accepted.
5. Based on the table above the result was of the relationship between constructs which states that Brand Credibility has a significant effect on Brand Attitude with a parameter coefficient of 0.180 and significant at 0.05 (T table 1.96). This can also be proven by looking at the T statistic at a value of 3.474 which was greater than the T Count (the T statistic value was $3.474 > T$ Table 1.96). So it can be concluded that the fifth hypothesis can be accepted, which means that Brand Credibility has a significant effect on Brand Attitude online transportation service users (GOJEK) in the city of Padang so that the fifth hypothesis was accepted.
6. Based on the table above the result was of the relationship between constructs which states that Brand quality has a significant effect on Brand Trust with Brand Attitude as a moderator with a parameter coefficient of 0.144 and significant at 0.05 (T table 1.96). If the t-count value was greater than the t-table value, it can be concluded that there was a moderating effect, otherwise if the t-count was lower than the t-table value, it can be concluded that there was no moderating effect (Ghozali, 2009). Comparison results The value of T statistic was at a value of 4,426 which was greater than T table (Count T statistic value $4.426 > T$ table 1.96). Thus, it can be said that there was a significant positive effect. Brand quality has a significant effect on Brand Trust with Brand Attitude as moderating online transportation service users (GOJEK). It can be concluded that the Sixth Hypothesis was accepted.
7. Based on the table above the result was of the relationship between constructs which states that Brand Credibility has a significant effect on Brand Trust with Brand Attitude as a moderator with a parameter coefficient of 0.036 and significant at 0.05 (T table 1.96). If the t-count value was greater than the t-table value, it can be concluded that there was a moderating effect, otherwise if the t-count was lower than the t-table value, it can be concluded that there was no moderating effect (Ghozali, 2009). Results Comparison of the T statistic value was at a value of 2,954 which was greater than the T table (Count T statistic value is $2,954 > T$ Table 1.96). Thus, it can be said that there was a significant positive effect of Brand Credibility, which has a significant effect on Brand Trust with Brand Attitude as moderating online transportation service users (GOJEK). It can be concluded that the Seventh Hypothesis was accepted.

5 Conclusion

The conclusion of this study are:

- 1) There was an influence of Brand quality on Brand Trust in online transportation service users (GOJEK).
- 2) There was an influence of Brand Credibility on Brand Trust in online transportation service users (GOJEK).
- 3) There was an influence of Brand Attitude on Brand Trust in online transportation service users (GOJEK).
- 4) There was an influence of Brand quality on Brand Attitude in online transportation service users (GOJEK).
- 5) There was an effect of Brand Credibility on Brand Attitude in online transportation service users (GOJEK).
- 6) There was an influence of Brand quality on Brand Trust with Brand Attitude as moderating on online transportation service users (GOJEK).
- 7) There was an influence of Brand Credibility on Brand Trust with Brand Attitude as moderating on online transportation service users (GOJEK).

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