# The Influence Of Brand Image And Product Quality On Brand Loyalty Through Brand Trust In Goldstar Chicken NuggetsIn Surabaya

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*Nowadays, life of the world community, especially in urban areas, are prioritizing ease and praticality in various sectors. Moreover, with the enviromental conditions of urban communities that require them to be able to fulfill their needs of food in the midst of their high activity, create a habit of urban people to consume frozen food products such as chicken nugget. The demand of chicken nugget products has also increased during the Covid-19 virus pandemic in 2020 because of its ease of serving and having a long storage period.*

*This research was conducted to find out whether Brand Image and Product Quality can influence Brand Loyalty through Brand Trust of Goldstar Chicken Nugget in Surabaya. The sampling is using purposive sampling technique Samples consisted of 150 respondents aged 17 years and over, domiciled in Surabaya, knowing Goldstar Chicken Nugget products, knowing the competitor products of Goldstar Chicken Nugget, has become customer of Goldstar Chicken Nugget minimum 1 year, and make a routine purchase of Goldstar Chicken Nugget minimum once a month. Data obtained from questionnaires distributed online. The data analysis technique used is Structural Equation Modeling (SEM) with LISREL program.*

*The test results showing that Brand Image has a significant effect on Brand Trust, Product Quality has influence but not significant effect on Brand Trust, Brand Trust has a significant effect on Brand Loyalty, Brand Image has a significant effect on Brand Loyalty through Brand Trust, and Product Quality has influence but not significant effect on Brand Loyalty through Brand Trust.*

*In this study, researcher can give some suggestions for the development of Goldstar Chicken Nugget products such as sharing criticism and suggestion forms that can be filled by customers so that it can increases brand trust of the products. As an academic suggestion, researcher hopes that several variables can be used towards this research such as brand experience, brand equity, and Word of Mouth (WOM).*

***Keywords: Brand Image, Product Quality, Brand Trust, Brand Loyalty, Chicken Nugget***

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## I.    Introduction

Along with the times, people's lives around the world are increasingly prioritizing convenience, practicality, and speed in various fields. Starting from technology, transportation, business, social, to the food industry, people also place great importance on convenience and practicality. Moreover, the lifestyle of people who live in urban areas requires them to be able to meet their food needs in the midst of high activity, so that people must remain in prime condition to carry out their daily activities. One of the efforts made to meet the need for nutritious and fast food is by consuming frozen food.

During the Covid-19 pandemic, the demand for frozen food products experienced a high increase. The demand for frozen food is due to the fact that people have started to limit their activities in public places so that people are more likely to buy frozen food products which in fact can be stored for a long time and are easy to serve. One type of frozen food is chicken nuggets.

Nugget is a form of processed meat product made from ground meat that is molded in a rectangular shape and covered with spiced flour (battered and braded) (Maghfiroh, 2000). Nugget is consumed after deep fat frying (Saleh et al, 2002). The nuggets are made from ground beef which is seasoned, mixed with a binding agent, then molded, steamed, cut, and covered with batter and covered with bread flour (breading).

The high level of public consumption of chicken nuggets has an impact on the increasing demand for chicken meat in Indonesia. On a national scale, it is known that 62.56% of the meat needs are met from chicken meat, due to the large population of poultry being raised, the short maintenance process for broilers, and the price is more affordable compared to other types of meat commodities. In addition, technological advances, increased income, and the level of consumer education affect the increase in the proportion of animal protein in public consumption (Ahmadi et al, 2007). Based on data from the Central Bureau of Statistics in 2018, it is known that the consumption of chicken meat per capita of the Indonesian population has increased continuously every year from 3.65 kg / capita / year in 2013 to 5.68 kg / capita / year in 2018. This This is also supported by

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the emergence of various culinary businesses that use chicken meat or processed food such as nuggets or sausages made from chicken meat.

One of the chicken nugget brands that is starting to develop in the frozen food industry is Goldstar Chicken Nuggets. Goldstar Chicken Nugget is a nugget product from PT. Wonokoyo Jaya Corporindo which is an integrated poultry company engaged in various fields of poultry ranging from feedmills, breeding, hatchery, cultivation, partnerships, Chicken Slaughterhouses (RPA), and Further Processing. Goldstar Chicken Nugget products are starting to develop in the city of Surabaya and already have regular customers or consumers. Based on this, Goldstar Chicken Nugget has won the trust of the public in fulfilling the consumption of animal protein and supporting the food needs of the people of Surabaya who have high activity.

Goldstar Chicken Negget Market, which has begun to develop in the city of Surabaya, states that Goldstar Chicken Nugget products have a good brand image and trust from the public. Trust in a product (brand trust) can be influenced by various factors such as brand image, satisfaction, product quality, brand knowledge, and Word of Mouth (WOM). Apart from brand image, there are also product quality, brand loyalty and brand trust which are believed to have an influence on brand trust for consumers.

## II.     Literature review
### 2.2  Brand Image

Ismail and Spinelli (2012) state that brand image consists of several brand associations. Brand association according to Setyawan, et al. (2015) can create value for companies and customers because it can help the process of compiling information to differentiate one brand from another. Various associations that consumers remember, especially on the first impression of consumers, can produce a form of brand image in the minds of consumers. Brand association serves to help the process of gathering information that can be recognized by consumers based on consumer experiences with the product, differentiating a brand from other brands, providing reasons for consumers to buy and use the brand, creating positive attitudes or feelings towards the brand concerned, and as a foundation for companies to create a match between brands and products (Setyawan et al., 2015). Brand image or commonly referred to as brand image is the memory of a product name, which contains the consumer's interpretation of the advantages of using the product from that brand. Brand image is what consumers think, feel when they hear / see the brand name which then guides consumers to be kind to the brand, whether it's trying and buying or just trying and leaving, or simply not trying because the image is bad or irrelevant to their needs. . Brand associations can create value for companies and customers because brand associations can help the process of compiling information to differentiate one brand from another (Riduansyah, 2016).

brand image can be defined as a perception that appears in the minds of consumers when remembering a particular product brand. Tjiptono (2011: 2) argues that the meaning of a brand is a sign in the form of images, names, words, letters, numbers, color arrangements or a combination of these elements that have distinctive power and are used in trading activities of goods or services. Kotler and Keller (2012: 258) define a brand as a name, term, sign, symbol, or design, or a combination thereof which is intended to identify goods or services from one of the sellers or groups of sellers and differentiate them from competing goods or services. Kotler and Armstrong (2011: 275) add that a brand is a name, term, sign, symbol or design, or a combination of these that shows the product or service identity of a seller or a group of sellers and differentiates the product from competitors' products. Ginting (2011: 99) defines a brand as a name, term, sign, symbol, design or a combination thereof to mark a product or service from one seller or a group of sellers and to differentiate it from competitors. In other words, the brand image that is in the minds of consumers can influence consumer behavior whether the consumer will choose or reject a product.

According to Nugroho (2011), a brand is a distinguishing name or symbol with the intention of identifying goods or services from a certain person or group of sellers so that these groups can distinguish a product from other products produced by competitors. In other words, brand image is the identification of products, goods and services from the name owned by a company and as a tool to compare a product with other products. In terms of market competition, Severi and Ling (2013) emphasize that a strong brand image can strengthen the brand's competition in existing competitions. Brand image, as a factor for decision making, tends to be shaped by consumer impressions and experiences that represent their overall knowledge of a particular brand (Budiman, 2015). Simamora (2012: 9) emphasizes that brand image is a relatively consistent perception in the long term so that forming a brand image of a product is not an easy thing. The brand image that is formed must be clear and have advantages in order to be able to be juxtaposed with competitors when their differences and advantages are compared to other brands.

According to Suhaily and Darmoyo (2017) brand image can be measured by 6 measurements, namely:
 i.   Judging from the good perceptions of consumers on a product or brand.
 ii.  When compared with competitors, the product or brand has superior features.
iii.  Consumers like the product or brand when using.

iv. The brand or product provides a favorable value.
 v. Consumers have reasons to buy the product or brand compared to competitors.
vi. The brand or product is different from its competitors.

## 2.2 Product Quality

According to Kotler and Armstrong (2012: 283) state that product quality is the ability of a product to demonstrate its function, which includes overall durability, reliability, accuracy, ease of operation, and product repair and other product attributes. The product is the whole of the offer made to consumers in providing services, the location of the store, and the name of the merchandise (Utami, 2010: 75). Product quality is an important factor in consumer considerations before buying a product and with good and reliable product quality, the product will always be embedded in the minds of consumers (Weenas, 2013: 608). In addition, consumers will also be increasingly critical of what they receive and expect from a product so that if a product is not in accordance with customer expectations, the company will lose its potential customers (Weenas, 2013: 608). Another opinion from Tjiptono (2012: 26) defines quality as the level of quality expected by consumers and control of diversity in achieving that quality to meet consumer needs. Product quality that is discussed is in the field of the food industry so that consumers will see the quality of products owned by a company in determining where to buy food or drinks. Rehman et al., (2012) added that product quality includes features, aroma, aesthetics, and characteristics of products or services that make consumers feel satisfied and meet the needs of consumers. In the service industry, the context of product quality can also be referred to as service quality which includes how service providers such as airlines, restaurants, banks and retail stores serve their customers, how the products they offer can satisfy and meet their customers' needs. and how the product can communicate the brand image of the product and build brand loyalty in customers. Product quality is also "the ability of a product to carry out its function, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes" (Kotler and Amstrong, 2011: 258).

Another opinion regarding product quality, in this case is food quality, from Potter and Hotchkiss (2012: 1) states that the quality of food products is a quality characteristic that can be accepted by consumers such as size, shape, color, consistency, texture, and taste. Whereas a product is anything that a producer can offer to buy, use, consume, ask for, seek in order to fulfill market needs and desires (Putro et al., 2014). In other words, product quality can also be referred to as the level of quality expected by consumers which is then formed into a product that can be purchased, used, enjoyed and consumed by the community to meet the needs and desires of the community or customers. According to Mowen and Minor (2012: 61), product quality is an overall evaluation process to customers for improving the performance of a product or service. The quality of a food product is very important for every founder of a food seller company which is then stated by Potter and Hotchkiss (2012), namely that the quality characteristics of food are acceptable to consumers.

Based on the definitions above, it can be seen that product quality is an important element as an impression for consumers. Product quality can also be said as an activity to evaluate or evaluate as a whole for goods in the form of food or non-food or service by taking into account the aspects desired and needed by consumers so that the product can be accepted by the community. According to Mullins and Walker (2013: 374), indicators of this product quality variable include:

 i. Performance: is the most basic dimension of a product. Consumers or customers will be disappointed if the performance of the product does not match their expectations.
ii. Durability: is a product quality dimension that shows how long a product can be used before the product has to be replaced or discarded.
iii. Suitability: it is a product quality dimension that shows how much the product conforms to existing specifications.
iv. Product Features: it is a product characteristic that is designed to improve product functions or add basic functions, relating to product choices and their development so that it will increase consumer or customer interest in the product.
 v. Reliability: is a product quality dimension which indicates that the product will work satisfactorily or not for consumers.
vi. Perceived Quality: is a quality that is perceived by consumen against a product that consumers consume.

## 2.3 Brand Trust

Brand trust is a brand value that can be created through several aspects that can lead to consumer satisfaction, where each individual in the consumer connects brand trust with the experience of the brand (Warusman and Untarini, 2016). To gain brand trust and for consumers to be more confident in a brand, the management of a company must emphasize a brand trust approach such as a brand that is able to fulfill promises and a brand that is able to create interest and intention to buy (Husain and Madjid, 2017). There are three components in forming a positive relationship, namely being satisfied with the brand, trusting the brand, and being loyal to the brand. Thus, brand trust can be considered a sign of the quality of the consumer's relationship

with the brand (Husain and Madjid, 2017). According to Wu et al., (2010) trust is built because of the expectation that other parties will act according to the needs and desires of consumers. Brand trust is the willingness of consumers to trust a brand at all costs because of the expectation in their minds that the brand will provide positive results to consumers so that it will lead to brand loyalty (Rizan et al, 2012). Kabadayi and Alan (2012) define that "brand trust as the willingness of the average consumer to rely on the ability of the brand to perform its stated function". So brand trust is how consumers are willing to rely on the brand's ability to carry out the existing functions of the product. In addition, brand trust is also the result of a consumer's positive experience with a product or service which then forms a belief in that product or service.

This is supported by the opinion of Arief, et al. (2017) that brand trust can also mean consumer confidence that in one product there are certain attributes, this belief arises from repeated perceptions and the existence of learning and experience gained. It also means that consumer trust in a brand arises because of the honesty, safety, and reliability of the product maker in introducing the product so that consumers experience direct experience of the brand and believe that a brand can provide what the customer wants. Aribowo and Nugroho (2013) argue that trust from certain parties to other parties concerned in conducting transaction relationships is based on a belief that the person they trust will fulfill all their obligations properly as expected.

According to Kotler and Keller (2012) trust is a company's willingness to depend on business partners. Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty and kindness. According to Mowen and Minor (2012), consumer trust means that all knowledge possessed by consumers and all conclusions made by consumers regarding objects, attributes, and benefits. According to Gunawan (2013: 89), trust is defined as a form of attitude that shows feelings of liking and persists in using a product or brand and this trust will arise from the minds of consumers if the product purchased is able to provide the benefits or value that consumers want in a product. According to Kustini and Ika (2011: 23), brand trust can be measured through:

i.      Viability: represents a perception that a brand can meet and satisfy consumer needs and values. Viability can be measured through the sub-indicators of satisfaction and value.
ii.     Intensionality: reflects the feeling of security of an individual against a brand. Intentionality can be measured through the security and trust sub-indicators.

According to Fischer and Gartner (2015) that consumer trust in brands is formed by two factors, namely factors related to consumers, such as consumer satisfaction, brand image, and others, as well as factors related to companies, such as brand competence and brand country of origin. Consumer satisfaction is related to the feelings that a person feels after comparing the perceived performance of the product against the performance expected by consumers for the product. Trust may be based on consumer knowledge and opinion, but it is also related to consumer experience of the product. Trust is a level of consumer certainty when his thoughts are clarified by repeated recall of market participants. Trust can encourage intentions to buy or use a product by eliminating doubt. According to Siagian and Cahyono (2014), trust is a belief of one party regarding the intentions and behavior of the other party. Fischer and Gartner (2015) also add thatconsumer confidence in the product being sold has a relationship with trust in the brand and the company concerned. Thus, consumer trust is defined as a consumer expectation that product providers can be trusted or relied on in fulfilling their promises. According to Firdayanti (2012), consumer trust is a perception from a consumer's point of view of the seller's reliability in the experience and the fulfillment of consumer expectations and satisfaction.

According to Zohra (2013), there are several indicators of brand trust which consist of:

 i.   Achieving Result: is consumer expectations in the form of promises by producers to be fulfilled.
ii.   Acting with Integrity: is the producer's consistency between words and actions in every situation facing consumers.
iii.  Demonstrate Concern: is the attention of producers to consumers in the form of showing an understanding attitude when facing problems with the product.

From some of these expert opinions, it can be concluded that trust is something that must be built by companies for their products for consumers so that consumers will still have the view that a product brand has good things and can meet the needs and desires of these consumers. In addition, trust can also have a significant effect on consumer loyalty to a brand.

**2.4      Brand Loyalty**
According to Kotler and Keller (2012: 119) a brand is an offering from known sources. Meanwhile, according to Tjiptono and Chandra (2012: 80), it is stated that customer loyalty is often coupled with repurchasing behavior. Repurchases can also be the result of continuous promotional efforts in order to lure and persuade customers to repurchase the same brand. Brand loyalty is a form of customer loyalty and customer trust in a brand that has been purchased and consumed (Rismanita et al., 2018). One form of loyalty from consumers to a product is to repurchase the product. According to Tjiptono and Chandra (2012: 80), repurchasing can be the result of market domination by companies that have succeeded in making their products

the only available alternative. In other words, brand loyalty can be seen from what brands consumers buy and how consumers feel or attitudes towards certain brands. Repurchasing can also be the result of continuous promotional efforts in order to attract and persuade customers to buy back the same brand (Tjiptono and Chandra, 2012: 80). Thus it can be concluded that brand loyalty is something that must be built by marketers in every consumer so that the market share of these products is maintained and can continue to survive in increasingly competitive competition. Kotler and Keller (2012) also state that brand loyalty can be interpreted as the willingness of customers to pay a higher price than competing brands because adjustments to a product take a long time through brand experience and other activities. Kotler and Keller (2012) also add that brand loyalty can also show a relationship between a customer and a certain brand and this can be indicated by a repurchase.

According to Lee and Lu (2011), country of origin is categorized as an extrinsic signal and is believed to be able to influence consumer decisions when making a repurchase process for the same product or service. The perceived trust in the brand will make customers feel they have an exclusive and important relationship with a particular brand. Customers are loyal to brands because they have trust in the brands they use so that customer loyalty is important because it can affect the performance of the related companies. Brand loyalty is also a consumer's attitude towards a brand's taste for a product (Khan et al., 2016). Loyal consumers do not re-evaluate the brands they buy, but they buy only on the basis of belief (Khan et al., 2015).

According to Malik et al., (2013) brand loyalty is seen as a relationship between a customer and a brand with a certain brand and is independent from other competing brands because this relationship can last a long time. According to Oliver (2010), brand loyalty is a concept that can be identified as a commitment from customers to repurchase or vilify goods or services from a brand. Erics et al., (2012) divide loyalty into two types, namely full loyalty and brand loyalty and they also divide brand loyalty into affective and sustainable loyalty. Affective loyalty is more related to the emotional relationship between customers and brands because customers will not switch to another brand and vice versa, customers with ongoing loyalty will tend to switch to competing brands.

With these definitions, it can be seen that brand loyalty is closely related to brand trust and repurchase. Brand loyalty can make a product or service still have its customers because the customer has trusted and loyal to the brand, which of course can provide a big advantage for the product or service. According to Song et al., (2018), brand loyalty can be measured by:
  i. Make repeat purchases
 ii. Recommend to others
iii. Not interested in other brands
 iv. Willing to pay a higher price

## III.    Framework and Hypotesis
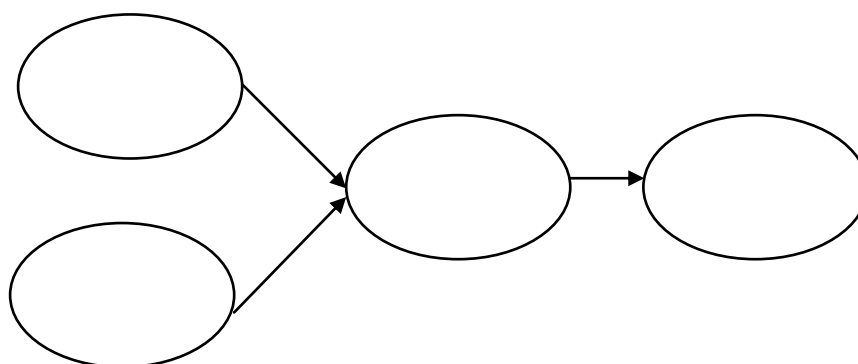


**Figure 1.** Conceptual Framework

Based on the background, previous research, theoretical basis, and research model, the hypotheses proposed in this study are:
  i. Brand Image has a significant effect on Brand Trust on Goldstar Chicken Nugget in Surabaya.
 ii. Product Quality has a significant effect on Brand Trust on Goldstar Chicken Nugget in Surabaya.
iii. Brand Trust has a significant effect on Brand Loyalty on Goldstar Chicken Nugget in Surabaya.
 iv. Brand Image has a significant effect on Brand Loyalty through Brand Trust on Goldstar Chicken Nugget in Surabaya.
  v. Product Quality has a significant effect on Brand Loyalty through Brand Trust on Goldstar Chicken Nugget in Surabaya.

# IV. Research Methods

This type of research conducted by researchers is quantitative research. Quantitative research can also be interpreted as research based on the philosophy of positivism and is usually used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, and data analysis is statistical (Sugiyono, 2014: 13). The purpose of this quantitative research is to determine the relationship of one independent variable to the dependent variable in a study and how much influence it has on the goal of testing the predetermined hypothesis.

The population in this study were all consumers who were Wonokoyo customers. The analysis technique used to perform data processing in this study is structural equation modeling (SEM), and uses the LISREL program. The sample size taken using the hinted technique for calculations using SEM, the sample size is small at 150 because generally speaking in the literature it shows that the sample size for typical structural equation models runs in the range of 100 to 200 for models with 10 to 15 indicators.

The sampling technique used in this study was non-probability sampling with a purposive sampling type. This is done by taking the subject not based on strata, random, or area but based on the existence of a specific goal. According to Sugiyono (2014: 126) explains that purposive sampling is a sampling technique with certain considerations.

## 3 Analysis
## 3.2 Reliability

According to Sugiyono (2014: 172) the results of research are reliable, if there is data similarity in different times. A reliable instrument is an instrument that when used several times to measure the same object, will produce the same data. The value of composite reliability (CR) must be greater than 0.7 for confirmatory research and a value of 0.6-0.7 is still acceptable for exploratory research.

**Tabel 1**
**Reliability test**

| Variable | CR | Cut off | Description |
|---|---|---|---|
| Brand Image | 0,84 | ≥0,7 | Reliabel |
| Product Quality | 0,88 | ≥0,7 | Reliabel |
| Brand Trust | 0,82 | ≥0,7 | Reliabel |
| Brand Loyalty | 0,91 | ≥0,7 | Reliabel |

Source: processed data (2020)

Based on the data in Table 1, it is known that the overall research variables meet the Construct Reliability (CR) standard value, namely ≥ 0.7. Thus it can be concluded that all variables are valid and reliable in measuring the latent / construct variables, so they are suitable for use for further analysis.

## 3.3 Validity

Based on the data in Table 2, it is known that the measurement proved to be valid for measuring latent variables because none of the measurements had a *t-value* in the factor load that was smaller than the 1.96 cut-off.

**Table 2**
**Validity test**

| Variabel | Indikator | t-Value | *Cut off* | Keterangan |
|---|---|---|---|---|
| *Brand Image* | I1 | 0,00 | > 1,96 | Matrix |
| | I2 | 6,77 | > 1,96 | Valid |
| | I3 | 9,44 | > 1,96 | Valid |
| | I4 | 9,87 | > 1,96 | Valid |
| | I5 | 8,16 | > 1,96 | Valid |
| *Product Quality* | Q1 | 0,00 | > 1,96 | Matrix |
| | Q2 | 5,86 | > 1,96 | Valid |
| | Q3 | 5,26 | > 1,96 | Valid |
| | Q4 | 6,29 | > 1,96 | Valid |
| | Q5 | 6,52 | > 1,96 | Valid |
| | Q6 | 6,26 | > 1,96 | Valid |
| *Brand Trust* | T1 | 0,00 | > 1,96 | Matrix |
| | T2 | 6,19 | > 1,96 | Valid |
| | T3 | 6,38 | > 1,96 | Valid |
| | T4 | 6,68 | > 1,96 | Valid |

Continued Table 2

| Variabel | Indikator | t-Value | Cut off | Keterangan |
|---|---|---|---|---|
| *Brand Loyalty* | L1 | 0,00 | > 1,96 | Matrix |
| | L2 | 9,55 | > 1,96 | Valid |
| | L3 | 11,22 | > 1,96 | Valid |
| | L4 | 10,39 | > 1,96 | Valid |

Source: processed data (2020)

## 3.4 Data Normality Test

**Table 3**
**Multivariate Normality Testing**

| Skewness | | | Kurtosis | | | Skewness dan Kurtosis | |
|---|---|---|---|---|---|---|---|
| Value | Z-Score | P-Value | Value | Z-Score | P-Value | Chi-Square | P-Value |
| 66.874 | 6.143 | 0.000 | 415.970 | 3.956 | 0.000 | 53.380 | 0.000 |

Source: processed data (2020)

Based on Table 3, multivariate it is known that the p-value of this study is 0,000. Based on this, the normality test of this study is below the cut off or <0.05 so that it can be declared abnormal. However, the analysis can still be continued because the respondents from the questionnaire have met all the required criteria, therefore this study will use robust maximum likelihood by adding input in the form of a covariance matrix and asymptotic covariance matrix from observational data (Yamin and Kurniawan, 2009: 131) so that the analysis of this research can still be continued.

## 3.5 Model suitability test

**Table 4**
**Goodness of Fit**

| *Goodness of Fit Index* | *Cut off Value* | **Result** | **Description** |
|---|---|---|---|
| *Chi Square* | ≥ 0,05 | 269,81 | *Good fit* |
| NFI | ≥ 0,90 | 0,94 | *Good fit* |
| CFI | ≥ 0,95 | 0,97 | *Good fit* |
| IFI | ≥ 0,90 | 0,97 | *Good fit* |
| RFI | ≥ 0,90 | 0,93 | *Good fit* |
| RMSEA | ≤ 0,08 | 0,074 | *Good fit* |
| GFI | ≥ 0,90 | 0,69 | Not *fit* |
| AGFI | ≥ 0,90 | 0,60 | Not *fit* |
| CMIN/DF | ≤ 2,83 | 1,82 | *Good fit* |

Source: processed data (2020)

Based on this information, the research model can be accepted because the number of fit models is more so that it can be used to predict the effect of each independent variable on the dependent variable.

## 3.6 Hypothesis testing

To find out whether the hypothesis in this study is accepted or rejected, it is necessary to compare tcount with α = 5%, t table = 1.96. The results of Lisrel calculations are as follows:

**Table 5**
**Hypotesis Test**

| Hypotesis | Hubungan antar variabel | *Loading Factor* | t-value | *Cut off value* | Description |
|---|---|---|---|---|---|
| H1 | *Brand Image →* *Brand Trust* | 0,54 | 4,92 | 1,96 | $H_1$ Accepted |
| H2 | *Product Quality →* *Brand Trust* | 0,08 | 0,94 | 1,96 | $H_2$ Rejected |
| H3 | *Brand Trust→* *Brand Loyalty* | 2,31 | 5,96 | 1,96 | $H_3$ Accepted |
| H4 | *Brand Image →* *Brand Trust →* *Brand Loyalty* | 1,26 | 4,84 | 1,96 | $H_4$ Accepted |
| H5 | *Product Quality→* *Brand Trust →* *Brand Loyalty* | 0,18 | 0,95 | 1,96 | $H_5$ Rejected |

Source: processed data (2020)

Based on Table 5, the test results can be explained as follows.
1.      H1 which states that Brand Image has a significant effect on Brand Trust on Goldstar Chicken Nugget in Surabaya with a loading factor of 0.54 has a tcount of 4.92, meaning that tcount> ttable is 1.96, so the hypothesis is accepted.
2.      H2 which states that Product Quality has a significant effect on Brand Trust on Goldstar Chicken Nugget in Surabaya with a loading factor of 0.08 has a tcount of 0.94, meaning that tcount <ttable 1.96, so the hypothesis is rejected.
3.      H3 which states that Brand Trust has a significant effect on Brand Loyalty on Goldstar Chicken Nugget in Surabaya with a loading factor of 2.31 which has a tcount of 5.96, meaning that tcount> ttable is 1.96, so the hypothesis is accepted.
4.      H4 which states that Brand Image has a significant effect on Brand Loyalty through Brand Trust on Goldstar Chicken Nugget in Surabaya with a loading factor of 1.26 has a tcount of 4.84, meaning that tcount> ttable is 1.96, so the hypothesis is accepted.
5.      H5 which states that Product Quality has a significant effect on Brand Loyalty through Brand Trust on Goldstar Chicken Nugget in Surabaya with a loading factor of 0.18 which has a tcount of 0.95, meaning that tcount <ttable is 1.96, so the hypothesis is rejected.

## V.      Discussion
### 5.1.      The Influence of Brand Image on Brand Trust
          Based on the data from respondents obtained on the brand image variable, it can be seen that on average the respondents answered agree on the brand image variable which has 5 indicators, namely "I have a good perception of Goldstar Chicken Nuggets", "Goldstar Chicken Nugget products have more characteristics. attractive compared to other brands "," I love consuming Goldstar Chicken Nuggets Products "," I have a reason to buy Goldstar Chicken Nuggets compared to other similar brands ", and" Goldstar Chicken Nuggets Products have a superior impression compared to other brands ". As for the brand trust variable, data from respondents also obtained that the average respondent answered agreed so it can be seen that the effect of brand image on brand trust has a positive correlation. This is reinforced by the results of hypothesis testing with a loading factor of 0.54 which has a t value of 4.92 where the cut-off value is 1.96 so it can be said that brand image has a significant effect on brand trust. In other words, if the Brand Image of Goldstar Chicken Nugget products is getting better, it will make customers more trusting in Goldstar Chicken Nugget products, and vice versa. Therefore, the results of empirical data testing prove that the first hypothesis in this study which states that Brand Image has a significant effect on Brand Trust on Goldstar Chicken Nugget in Surabaya is accepted.
          According to Ginting (2011: 99), the brand image in the minds of consumers can influence consumer behavior, whether the consumer will choose or reject a product. In a certain sense it means that if the brand image or brand image of a product is good in the minds of consumers, then consumers will increasingly trust the product. This is very important in market competition with competitors. Severi and Ling (2013) also emphasize that a strong brand image can strengthen the brand's competition in existing competitions. According to Alhaddad (2015), also states that brand image has a positive and significant effect on brand trust. A positive brand image will cause an increase in brand trust and vice versa if the brand image is bad or decreases, the brand trust will also be lower.
          This is also reinforced by research conducted by Song et al., (2018), that brand image has a significant influence on the brand trust variable because the brand image that is embedded in the minds of consumers makes consumers have an initial impression that affects how someone thinks about the brand. In other words, a good brand image can create trust in a good brand too.

### 5.2.      Effect of Product Quality on Brand Trust
          Based on data from respondents, it is known that the average respondent agrees on the product quality variable which has 6 indicators, namely "Goldstar Chicken Nuggets provide nutritional intake in accordance with consumer expectations", "Goldstar Chicken Nuggets do not break easily", "As long as they are still in their age products, Goldstar Chicken Nuggets are less likely to be damaged "," Goldstar Chicken Nuggets qualify as Chicken Nuggets "," Goldstar Chicken Nuggets have several product variants that increase consumer interest ", and" Goldstar Chicken Nuggets use ingredients that are safe for consumption as I expected ". However, based on the results of hypothesis testing, it is known that product quality has no significant effect on brand trust, which has a loading factor of 0.08. This is stated in the t value of product quality on brand trust which has a value of 0.94 where the value is below the cut off t value of 1.96. In other words, the increasing product quality of Goldstar Chicken Nugget products will not necessarily increase customer confidence in Goldstar Chicken Nugget products. Therefore, the results of empirical data testing prove that the second hypothesis in this study which states that Product Quality has a significant effect on Brand Trust on Goldstar Chicken Nuggets in Surabaya, is rejected.

Through the results obtained, it can be seen that the product quality factor in Chicken Nugget products is not a factor that can make customers believe in these products more because basically Chicken Nuggets have certain standards so that there is no difference in product quality that is too striking between brands of a particular brand. Chicken Nugget with other Chicken Nugget brands. The results of this study indicate that customers who agree that the quality of Goldstar Chicken Nugget products is good will not necessarily believe in the Goldstar brand because the quality of Chicken Nugget products circulating in customers has almost or even the same standards and characteristics. Potter and Hotchkiss (2012: 1) state their opinion on product quality in the food sector where quality characteristics that are acceptable to consumers are size, shape, color, consistency, texture, and taste. With product quality that has been standardized and has the same characteristics, consumers will find it difficult to determine the product quality of a nugget brand compared to other nugget brands. This result is not in line with research conducted by Rehman et al., (2012) which states that product quality has a significant effect on brand trust.

### 5.3. The Influence of Brand Trust on Brand Loyalty

Based on data from respondents, it is known that the average respondent agrees on the brand trust variable which has 4 indicators, namely "I believe Goldstar Chicken Nuggets are processed food made from chicken as a basic raw material", "Goldstar Chicken Nuggets meet my expectations as recommended Chicken Nuggets. "," I believe Goldstar Chicken Nuggets are a brand that strives to keep their promises to customers ", and" Goldstar Chicken Nuggets can give customers a sense of security when consumed ". As for the brand loyalty variable, it is known that the average respondent also agrees. Judging from the results of the structural equation which has a loading factor of 2.31, it can be stated that the effect of brand trust on brand loyalty is positive. This is also reinforced by the results of hypothesis testing which shows the t value of 5.96 where the value is above the cut off value of 1.96 so that the hypothesis that brand trust has a significant effect on brand loyalty can be accepted. In other words, the better Brand Trust of Goldstar Chicken Nugget products will make customers more loyal or loyal to Goldstar Chicken Nugget products in Surabaya. Therefore, the results of empirical data testing prove that the third hypothesis in this study which states that Brand Trust has a significant effect on Brand Loyalty on Goldstar Chicken Nuggets in Surabaya, is accepted.

In accordance with the statement of Rizan, et al. (2012) that brand trust is the willingness of consumers to trust a brand at all costs because of the expectation in their minds that the brand will provide positive results to consumers so that it will lead to brand loyalty. This statement is reinforced by Gunawan (2013: 89) who defines that trust is a form of attitude that shows feelings of love and persistence (loyalty) to use a product or brand and this trust will arise from the minds of consumers if the product purchased is able to provide benefits or value. what consumers want in a product. The results of this study also support the results of research by Rizan et al. (2012) who examined the effect of brand image and brand trust on brand loyalty in sosro bottled tea products. In this study, it is known that brand trust has a significant effect on the variable brand loyalty. Rehman et al. (2012) also stated that the correlation between brand trust and brand loyalty is a positive correlation, which means that the higher the brand trust a consumer has, the higher the brand loyalty of the consumer to a product brand. This can be seen in the impact results for Goldstar Chicken Nugget products which show that the more customers trust the Goldstar brand, the more loyal customers will be to Goldstar Chicken Nugget.

### 5.4. The Influence of Brand Image on Brand Loyalty through Brand Trust

Based on the data from the respondents obtained, it was found that on average the respondents answered agree to the variables of brand image, brand trust, and brand loyalty. This shows that brand image has a positive influence on brand loyalty through brand trust with a loading factor value of 1.26. This is also reinforced by the results of hypothesis testing where the t value is 4.84 where the value is above the cut off value of 1.96 so that the hypothesis that brand image has a significant effect on brand loyalty through brand trust can be accepted. In other words, that the better Brand Image of Goldstar Chicken Nugget products will increase customer loyalty to Goldstar Chicken Nugget products. Therefore, the results of empirical data testing prove that the fourth hypothesis in this study which states that Brand Image has a significant effect on Brand Loyalty through Brand Trust on Goldstar Chicken Nugget in Surabaya, is accepted.

The results of this study are in line with research conducted by Song, et al., (2018) which examined coffee shop brand names where it is known that brand image has a significant effect on brand loyalty and is a supporting factor that affects satisfaction and brand loyalty through brand trust. Another study from Chinomona (2016) also states that the relationship of brand image to brand trust and to brand loyalty has a significant relationship in consumer goods (consumer goods) in Gauteng Province, South Africa. Based on this, it can be stated that the brand image built by the Goldstar Chicken Nugget brand has succeeded in making Goldstar Chicken Nugget customers loyal through their trust in the Goldstar Chicken Nugget brand.

### 5.5. Effect of Product Quality on Brand Loyalty through Brand Trust

Based on the respondent's data obtained, it is known that on average the respondents answered agree on the variables of product quality, brand loyalty and brand trust. However, the results of hypothesis testing with a loading factor value of 0.18 have a value of the effect of product quality on brand loyalty through brand trust, which shows a t value of 0.95 where this value is below the cut off t value of 1.96. This shows that the effect of product quality on brand loyalty through brand trust is not significant. In other words, the better Product Quality of Goldstar Chicken Nugget products will not make customers more loyal to the product. Therefore, the results of empirical data testing prove that the fifth hypothesis in this study which states that Product Quality has a significant effect on Brand Loyalty through Brand Trust on Goldstar Chicken Nugget in Surabaya, is rejected.

The results of this study are not in line with research conducted by Rehman et al. (2012) which states that product quality has a significant effect on brand loyalty through brand trust, where good product quality will increase customer confidence in the product and can influence customers. to be more likely to choose the product because it has been trusted regarding the quality of the product.

This can be seen in terms of the product itself, where the characteristics of Chicken Nugget products circulating in the community already have almost or even the same standards, taste, shape, and other factors. This makes customers feel that the product quality of a Chicken Nugget brand is better or worse than other Chicken Nugget brands. Through this, it can be seen that the quality of Goldstar Chicken Nugget products that are considered good by consumers does not necessarily make these consumers trust or loyal to the Goldstar Chicken Nugget brand.

## VI.    Closing

### 6.1 Conclusion

Based on the results of the discussion, the conclusions that can be drawn from this study are as follows:

i.  Brand Image has a positive and significant influence on Brand Trust on Goldstar Chicken Nugget in Surabaya. This study proves that a good brand image can increase customer brand trust towards Goldstar Chicken Nugget products in Surabaya. So, hypothesis 1 which states that brand image has a significant effect on brand trust in Goldstar Chicken Nugget in Surabaya is accepted.

ii.  Product Quality does not have a positive and significant effect on Brand Trust on Goldstar Chicken Nugget in Surabaya. This study proves that good product quality does not necessarily increase customer brand trust in Goldstar Chicken Nugget products in Surabaya. So, hypothesis 2 which states that product quality has a significant effect on brand trust in Goldstar Chicken Nugget in Surabaya can be rejected.

iii.  Brand Trust has a positive and significant impact on Brand Loyalty on Goldstar Chicken Nugget in Surabaya. This study proves that with a good Brand Trust by customers, customers will be more loyal to the Goldstar Chicken Nugget brand in Surabaya. So, hypothesis 3 which states that brand trust has a significant effect on brand loyalty at Goldstar Chicken Nugget in Surabaya can be accepted.

iv.  Brand Image has a positive and significant impact on Brand Loyalty through Brand Trust on Goldstar Chicken Nugget in Surabaya. This study proves that a good brand image of Goldstar Chicken Nugget will increase consumer loyalty to Goldstar Chicken Nugget which is supported by the brand trust that has been built in the minds of consumers. So, hypothesis 4 which states that brand image has a significant effect on brand loyalty through brand trust in Goldstar Chicken Nugget in Surabaya can be accepted.

v.  Product Quality does not have a positive and significant impact on Brand Loyalty through Brand Trust on Goldstar Chicken Nugget in Surabaya. This study proves that the product quality of the Chicken Nugget brand is not a factor that can support consumer brand loyalty or brand trust. So, hypothesis 5 which states that product quality has a significant effect on brand loyalty through brand trust in Goldstar Chicken Nugget in Surabaya can be rejected

### 6.2 Academic Advice

For the next research, researchers can develop research variables on Goldstar Chicken Nugget products such as brand experience, brand equity, word of mouth (WOM), etc. With the development of other variables, it can further increase our insight and knowledge of what important factors affect brand loyalty to Goldstar Chicken Nugget products.

### 6.3    Practical Suggestions

Based on the research that has been done, several suggestions can be given that can be taken into consideration for the PT. Wonokoyo Jaya Corporindo in developing Goldstar Chicken Nugget products in Surabaya, which are as follows:

i.  Suggestions for Brand Image management

The development of brand image or brand image became the initial reference in the development of the Goldstar brand which led to increased consumer loyalty to Golstar Chicken Nugget in Surabaya. So the company can

make short slogans and different packaging displays from competitors so that the brand impression given can be easily remembered by consumers.

  ii.        Suggestions for Product Quality management

Development of product quality even though it already has existing standards, the company can still add product variants to Goldstar Chicken Nugget so that it can attract consumers to consume Goldstar Chicken Nugget products.

 iii.        Advice for Brand Trust management

The development of brand trust in Goldstar Chicken Nugget can be done by regularly sharing forms of receiving criticism and suggestions so that input from consumers can be immediately known and can be immediately followed up if consumers face problems related to the product.

 iv.        Suggestions for managing Brand Loyalty

The management of PT. Wonokoyo Jaya Corporindo must maintain brand loyalty that has been formed from Goldstar Chicken Nugget consumers and be able to provide attractive promos such as collecting coupons, giving prizes, discounting prices so that consumers are more interested and want to make transactions with Goldstar Chicken Nugget products.

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