

BAB V

Penutup

5.1. Kesimpulan

Kesimpulan yang didapatkan melalui analisis responden yang telah dilakukan adalah:

- a. Responden dengan jenis kelamin laki-laki merupakan responden terbanyak dengan jumlah 107 orang (55,4%).
- b. Responden dengan usia 21-25 tahun merupakan responden terbanyak dengan jumlah 126 orang (65,3%).

Didasarkan oleh hasil analisis uji hipotesis, dapat ditarik kesimpulan bahwa hasil hipotesis 1 sampai hipotesis 7 diterima, dengan rincian seperti berikut:

- a. Kepercayaan merek berpengaruh positif terhadap preferensi merek (Diterima). Memiliki arti bahwa tingginya tingkat kepercayaan merek konsumen pada produk Apple Iphone maka semakin tinggi pula preferensi merek produk Apple Iphone.
- b. Kepercayaan merek berpengaruh positif terhadap niat beli ulang (Diterima). Memiliki arti bahwa tingginya tingkat kepercayaan merek konsumen pada produk Apple Iphone maka semakin tinggi pula niat beli ulang pada produk Apple Iphone.
- c. Nilai yang dirasakan berpengaruh positif terhadap preferensi merek (Diterima). Memiliki arti bahwa tingginya tingkat nilai yang dirasakan

pada produk Apple Iphone maka semakin tinggi pula preferensi merek produk Apple Iphone.

- d. Nilai yang dirasakan berpengaruh positif terhadap niat beli ulang (Diterima). Memiliki arti bahwa tingginya tingkat nilai yang dirasakan pada produk Apple Iphone maka semakin tinggi pula niat beli ulang pada produk Apple Iphone.
- e. Preferensi merek berpengaruh positif terhadap niat beli ulang (Diterima). Memiliki arti bahwa tingginya tingkat preferensi merek pada produk Apple Iphone, maka niat beli ulang konsumen pada produk Apple Iphone juga akan semakin tinggi.
- f. Preferensi merek memediasi hubungan antara kepercayaan merek dan niat beli ulang pada produk Apple Iphone. Memiliki arti bahwa konsumen yang memiliki tingkat kepercayaan tinggi terhadap suatu merek akan cenderung memiliki preferensi yang kuat terhadap merek tersebut. Preferensi merek kemudian berperan sebagai jembatan atau mediator yang menghubungkan kepercayaan merek dengan niat beli ulang
- g. Preferensi merek memediasi hubungan antara nilai yang dirasakan dan niat beli ulang pada produk Apple Iphone. Memiliki arti bahwa ketika konsumen memiliki preferensi merek yang kuat, hal ini mencerminkan bahwa mereka memiliki persepsi yang positif terhadap nilai yang dirasakan dari merek tersebut. Preferensi merek tersebut kemudian mempengaruhi niat beli ulang,

5.2. Implikasi Manjerial

Berdasarkan hasil penelitian, implikasi manajerial yang dapat diberikan sebagai berikut:

- a. Produk Apple Iphone perlu meningkatkan kualitas produk atau layanan dan memastikan konsistensi dalam memberikan nilai kepada konsumen agar dapat membantu membangun kepercayaan yang lebih kuat dan memperkuat preferensi merek di antara pelanggan. Salah satunya dengan meningkatkan layanan komunikasi dua arah dengan menyediakan aplikasi mobile yang terdapat konten Q&A mudah akses dan memungkinkan untuk berinteraksi secara langsung dengan layanan pelanggan.
- b. Produk Apple Iphone perlu mengembangkan taktik untuk menaikkan nilai yang dirasakan pada konsumen, seperti meningkatkan nilai yang baik dalam menghadapi persaingan harga. Oleh karena itu pelanggan lebih cenderung memilih merek Apple Iphone dan memiliki niat membeli produk Apple iPhone ketika mereka memperoleh produk Iphone dengan harga yang wajar mengingat manfaat yang ditawarkan.
- c. Lebih banyak teknik diperlukan untuk produk Apple iPhone untuk meningkatkan preferensi merek, termasuk penggunaan duta merek dan influencer merek yang diantisipasi untuk membujuk pengikut mereka untuk melakukan lebih banyak pembelian berulang.

5.3. Keterbatasan Penelitian & Saran

Berdasarkan hasil penelitian yang telah dilakukan, keterbatasan dalam penelitian ini yaitu salah satu variabel pada jurnal acuan yaitu niat beli dilakukan

modifikasi menjadi variabel niat beli ulang, sehingga hasil penelitian ini hanya berlaku untuk populasi tertentu, harus dilakukan penelitian ulang untuk digeneralisasi ke populasi yang lebih luas. Kemudian dilihat dari faktor waktu, masing-masing variabel pada penelitian ini dapat berubah seiring waktu yang disebabkan oleh perubahan preferensi, persaingan pasar, atau pengaruh eksternal. Dengan demikian, penelitian ini mungkin tidak dapat menggambarkan pengaruh antar variabel secara jangka panjang.

Kemudian, dari hasil penelitian yang telah diperoleh, peneliti dapat menyarankan bahwa dalam penelitian selanjutnya, melihat lebih dalam jurnal tentang penelitian ini dapat membantu dalam pengembangan penelitian lebih lanjut sehingga dapat menghasilkan hasil subjektif dan memiliki tingkat akurasi hasil penelitian yang lebih tinggi.

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Lampiran

Lampiran I Kuesioner Penelitian

Pendahuluan

Halo,

Perkenalkan saya Abednego Hasto Arum mahasiswa Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta jurusan Manajemen. Saat ini saya sedang melakukan penelitian untuk keperluan tugas akhir skripsi saya dengan judul “Pengaruh Kepercayaan Merek, Nilai Yang Dirasakan Terhadap Nilai Beli Ulang, Yang dimediasi oleh Preferensi Merek (Studi Pada Konsumen Produk Apple Iphone)”. Berkaitan dengan hal tersebut, saya memohon ketersediaan Saudara/i untuk mengisi kuesioner di bawah ini. Bantuan dari Saudara/i untuk mengisi kuesioner ini sangat berarti bagi penelitian yang sedang saya jalani. Terimakasih, Tuhan memberkati!

BAGIAN I: PROFIL RESPONDEN

1. Nama: ...
2. Jenis Kelamin:
 - Laki-Laki
 - Perempuan
3. Usia
 - 17-20 tahun
 - 21-25 tahun
 - >26 tahun

BAGIAN II: PERTANYAAN FILTER

1. Apakah Anda pengguna produk merek Apple Iphone? *jika anda tidak menggunakan produk Iphone maka anda dapat berhenti mengisi kuesioner sampai di sini saja, terimakasih.
 - Ya
 - Tidak

BAGIAN III: KUESIONER PENELITIAN

Responden dimohon untuk memilih pernyataan yang diajukan dengan memilih salah satu jawaban yang relevan sesuai dengan opini responden. Jawaban akan diklasifikasikan menjadi 5 pilihan, yaitu:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

No	Kepercayaan Merek	STS	TS	N	S	SS
1.	Saya merasa dapat mempercayai merek Iphone ini sepenuhnya.					
2.	Saya percaya bahwa merek Iphone ini akan memberikan produk berkualitas baik.					
3.	Saya merasa fitur dari merek Iphone ini sesuai dengan kebutuhan saya.					
4.	Saya merasa yakin merek Iphone ini aman untuk digunakan.					
No	Nilai Yang Dirasakan	STS	TS	N	S	SS
1.	Saya merasa bahwa merek Iphone memiliki nilai yang sebanding dengan harganya.					
2.	Harga merek Iphone yang ditawarkan dapat diterima jika dibandingkan dengan fitur yang diberikan					
3.	Merek Iphone ini memberikan penawaran harga yang menarik					

4.	Saya merasa bahwa harga dari merek Iphone ini dapat bersaing dengan harga dari merek lain.					
No	Preferensi Merek	STS	TS	N	S	SS
1.	Merek Iphone menarik bagi saya					
2.	Saya memilih merek Iphone dibandingkan dengan merek lainnya					
3.	Saya lebih menyukai merek Iphone walaupun merek lain menawarkan fitur yang sama					
4.	Secara umum, saya cenderung memilih Iphone dibanding merek lain.					
No	Niat Beli Ulang	STS	TS	N	S	SS
1.	Saya akan membeli merek Iphone lagi jika membutuhkannya di masa mendatang.					
2.	Saya berencana untuk membeli merek Iphone lagi di masa mendatangSaya akan berusaha membeli merek Iphone lagi di masa depan.					
3.	Saya akan berusaha membeli merek Iphone lagi di masa depan.					
4.	Saya yakin akan membeli merek Iphone lagi.					

Kuesioner Google Form

Pengaruh Kepercayaan Merek, Nilai Yang Dirasakan Terhadap Nilai Beli Ulang, Yang Dimediasi oleh Preferensi Merek (Studi Pada Konsumen Produk Apple Iphone)

Responden yang terhormat,
Perkenalkan nama saya Abednego Hasto Arum Wahyudi, mahasiswa Universitas Atma Jaya Yogyakarta jurusan Manajemen. Untuk mengerjakan tugas akhir skripsi saya dengan judul *

Pengaruh Kepercayaan Merek, Nilai Yang Dirasakan Terhadap Nilai Beli Ulang, Yang Dimediasi oleh Preferensi Merek (Studi Pada Konsumen Produk Apple Iphone) * saya memerlukan bantuan para responden sekalian.

Berkaitan dengan hal di atas, mohon jawab pertanyaan di bawah ini dengan pendapat saudara sekalian mengenai kepercayaan merek, nilai yang dirasakan terhadap nilai beli ulang, yang dimediasi oleh preferensi merek Apple Iphone.

Atas bantuan dan partisipasi saudara/i saya ucapkan terimakasih.

abednego29@gmail.com [Switch account](#)
Not shared

* Indicates required question

Nama *
Your answer

Jenis Kelamin *

Laki-Laki
 Perempuan

Usia *

17-20 tahun
 21-25 tahun
 > 26 tahun

Kepercayaan Merek

Kepercayaan merek adalah keyakinan atau pandangan positif dari konsumen terhadap kualitas, kinerja, dan integritas suatu merek.

Saya merasa dapat mempercayai merek Iphone ini sepenuhnya *

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Saya percaya bahwa merek Iphone ini akan memberikan produk berkualitas baik. *


Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Saya merasa fitur dari merek Iphone ini sesuai dengan kebutuhan saya. *

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Saya merasa yakin merek Iphone ini aman untuk digunakan. *

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju



Pengaruh Kepercayaan Merek, Nilai Yang Dirasakan Terhadap Nilai Beli Ulang, Yang Dimediasi oleh Preferensi Merek (Studi Pada Konsumen Produk Apple Iphone)

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Ketentuan Pengisian Kuesioner


Responden dimohon untuk memilih pernyataan yang diajukan dengan memilih salah satu jawaban yang relevan sesuai dengan opini responden. Jawaban akan diklasifikasikan menjadi 5 pilihan, yaitu:

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

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Pengaruh Kepercayaan Merek, Nilai Yang Dirasakan Terhadap Nilai Beli Ulang, Yang Dimediasi oleh Preferensi Merek (Studi Pada Konsumen Produk Apple Iphone)

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* Indicates required question

Nilai yang Dirasakan

Nilai yang dirasakan adalah persepsi konsumen tentang nilai atau manfaat yang diperoleh dari suatu produk atau layanan yang ditawarkan oleh merek tertentu.

Saya merasa bahwa merek Iphone memiliki nilai yang sebanding dengan harganya. *


Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Harga merek Iphone yang ditawarkan dapat diterima jika dibandingkan dengan fitur yang diberikan *

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Merek Iphone ini memberikan penawaran harga yang menarik *

Sangat Tidak Setuju




Pengaruh Kepercayaan Merek, Nilai Yang Dirasakan Terhadap Nilai Beli Ulang, Yang Dimediasi oleh Preferensi Merek (Studi Pada Konsumen Produk Apple Iphone)

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* Indicates required question

Apakah Anda pengguna produk merek Apple Iphone *
"jika anda tidak menggunakan produk Iphone maka anda dapat berhenti mengisi kuesioner sampai di sini saja, terimakasih.

Ya
 Tidak



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Harga merek Iphone yang ditawarkan dapat diterima jika dibandingkan dengan fitur yang diberikan *

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Merek Iphone ini memberikan penawaran harga yang menarik *

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Saya merasa bahwa harga dari merek Iphone ini dapat bersaing dengan harga dari merek lain *

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

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Preferensi Merek

Preferensi merek merupakan suatu bentuk kecenderungan atau pilihan konsumen terhadap merek tertentu dalam memenuhi kebutuhan atau keinginan mereka.

Merek Iphone menarik bagi saya *

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Saya memilih merek Iphone dibandingkan dengan merek lainnya *

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Saya lebih menyukai merek Iphone walaupun merek lain menawarkan fitur yang sama *

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Secara umum, saya cenderung memilih Iphone dibanding merek lain.

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Niat Beli Ulang

Niat beli ulang dapat adalah kecenderungan konsumen untuk membeli kembali produk yang pernah mereka beli sebelumnya dari merek tertentu.

Saya akan membeli merek Iphone lagi jika membutuhkannya di masa mendatang.

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Saya berencana untuk membeli merek Iphone lagi di masa mendatang

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Saya akan berusaha membeli merek Iphone lagi di masa depan. *

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Saya yakin akan membeli merek Iphone lagi. *

Sangat Tidak Setuju
 Tidak Setuju
 Netral
 Setuju
 Sangat Setuju

Lampiran II Data Jawaban Responden

Profil Responden

No	Nama	Jenis Kelamin	Usia
1.	Xena	Perempuan	21-25 tahun
2.	Rocky	Laki-Laki	21-25 tahun
3.	Felicia	Perempuan	21-25 tahun
4.	Luwy	Laki-Laki	> 26 tahun
5.	Krisnanda	Perempuan	17-20 tahun
6.	Sola	Perempuan	21-25 tahun
7.	Felix	Laki-Laki	21-25 tahun
8.	Sugeng Wahyudi	Laki-Laki	> 26 tahun
9.	Fransiska Alfioni	Perempuan	21-25 tahun

10.	natasha	Perempuan	21-25 tahun
11.	Sakti W.	Laki-Laki	21-25 tahun
12.	Gabriella Serlynda	Perempuan	21-25 tahun
13.	Mba mega	Perempuan	21-25 tahun
14.	Nadia	Perempuan	21-25 tahun
15.	Mutiara Ambarita	Perempuan	21-25 tahun
16.	Stefani	Perempuan	21-25 tahun
17.	Albert dento	Laki-Laki	21-25 tahun
18.	ALVIAN RENDY	Laki-Laki	21-25 tahun
19.	Novita	Perempuan	21-25 tahun
20.	Marcellinus I Komang	Laki-Laki	21-25 tahun
21.	Yosephine	Perempuan	21-25 tahun
22.	Abilio Careto	Laki-Laki	17-20 tahun
23.	Annisa	Perempuan	21-25 tahun
24.	erizka khairunnisa o f	Perempuan	21-25 tahun
25.	fena	Perempuan	21-25 tahun
26.	almer	Laki-Laki	21-25 tahun
27.	Tahta	Laki-Laki	21-25 tahun
28.	Glenn Nugraha	Laki-Laki	21-25 tahun
29.	Leny	Perempuan	21-25 tahun
30.	Angga Krisna	Laki-Laki	21-25 tahun
31.	talentin	Perempuan	21-25 tahun
32.	rini	Perempuan	21-25 tahun
33.	Lala	Perempuan	21-25 tahun
34.	Lili	Perempuan	21-25 tahun
35.	Rizky	Laki-Laki	> 26 tahun
36.	Didit	Laki-Laki	21-25 tahun
37.	Dwi	Perempuan	17-20 tahun
38.	Abillio	Laki-Laki	17-20 tahun
39.	Kris	Laki-Laki	21-25 tahun
40.	Xandro	Laki-Laki	17-20 tahun
41.	Yuli	Laki-Laki	21-25 tahun
42.	Rista	Perempuan	21-25 tahun
43.	Andre	Laki-Laki	> 26 tahun
44.	Efril	Laki-Laki	17-20 tahun
45.	Priska	Perempuan	> 26 tahun
46.	Tasha	Perempuan	21-25 tahun
47.	Tabita	Perempuan	21-25 tahun
48.	Adven	Laki-Laki	21-25 tahun

49.	Cua	Laki-Laki	21-25 tahun
50.	Asa	Laki-Laki	21-25 tahun
51.	Anton	Laki-Laki	17-20 tahun
52.	Leonesta	Laki-Laki	17-20 tahun
53.	Diska	Perempuan	17-20 tahun
54.	Lauren	Perempuan	> 26 tahun
55.	Riska	Perempuan	17-20 tahun
56.	Clara	Perempuan	21-25 tahun
57.	Gratia	Perempuan	21-25 tahun
58.	Nanda	Perempuan	21-25 tahun
59.	Alexander Ambarita	Laki-Laki	> 26 tahun
60.	Retno	Perempuan	> 26 tahun
61.	Fide	Laki-Laki	21-25 tahun
62.	Tidar	Laki-Laki	21-25 tahun
63.	Doddy Ambarita	Laki-Laki	> 26 tahun
64.	Fidei	Laki-Laki	> 26 tahun
65.	Evi	Perempuan	17-20 tahun
66.	Samuel Ambarita	Laki-Laki	17-20 tahun
67.	Valiant	Laki-Laki	21-25 tahun
68.	Josua	Laki-Laki	21-25 tahun
69.	Birgitta Ciptaning	Perempuan	> 26 tahun
70.	Ade Wedhar	Laki-Laki	21-25 tahun
71.	Brandon	Laki-Laki	> 26 tahun
72.	Rena	Perempuan	21-25 tahun
73.	Eldaa Ginting	Perempuan	21-25 tahun
74.	Sindy Putri	Perempuan	21-25 tahun
75.	Elia	Perempuan	17-20 tahun
76.	Rendi	Laki-Laki	> 26 tahun
77.	Vania	Perempuan	21-25 tahun
78.	Silvia Saragih	Perempuan	21-25 tahun
79.	Michael R S	Laki-Laki	21-25 tahun
80.	Refsi	Laki-Laki	21-25 tahun
81.	Dita	Perempuan	21-25 tahun
82.	Nadia	Perempuan	21-25 tahun
83.	Archil	Laki-Laki	21-25 tahun
84.	Lista	Perempuan	17-20 tahun
85.	Lisa M.	Perempuan	> 26 tahun
86.	Krisna	Laki-Laki	> 26 tahun
87.	Dendi	Laki-Laki	21-25 tahun

88.	Arga	Laki-Laki	21-25 tahun
89.	Yosi	Laki-Laki	> 26 tahun
90.	Salsa	Perempuan	17-20 tahun
91.	Luwuy	Laki-Laki	21-25 tahun
92.	Kim	Perempuan	21-25 tahun
93.	Clarista	Perempuan	17-20 tahun
94.	Ratna	Perempuan	21-25 tahun
95.	Nuel	Laki-Laki	> 26 tahun
96.	Wisnu	Laki-Laki	21-25 tahun
97.	Anastasia	Perempuan	> 26 tahun
98.	Anas	Laki-Laki	17-20 tahun
99.	Ririn	Perempuan	> 26 tahun
100.	Dewi	Perempuan	> 26 tahun
101.	Karin	Perempuan	21-25 tahun
102.	Hengki	Laki-Laki	21-25 tahun
103.	Christofal	Laki-Laki	21-25 tahun
104.	Elsa	Perempuan	21-25 tahun
105.	Velia	Perempuan	21-25 tahun
106.	Icha	Perempuan	21-25 tahun
107.	Caca	Perempuan	21-25 tahun
108.	Agha batrisyia ramadhan	Laki-Laki	21-25 tahun
109.	Rafles	Laki-Laki	21-25 tahun
110.	Rafa	Laki-Laki	21-25 tahun
111.	Bram	Laki-Laki	17-20 tahun
112.	Yemima	Perempuan	> 26 tahun
113.	Ori	Laki-Laki	> 26 tahun
114.	Cicilia	Perempuan	21-25 tahun
115.	Lintang	Perempuan	21-25 tahun
116.	Desta	Laki-Laki	21-25 tahun
117.	Tipen	Laki-Laki	21-25 tahun
118.	Abel	Perempuan	21-25 tahun
119.	Kristal	Perempuan	> 26 tahun
120.	Saka	Laki-Laki	21-25 tahun
121.	Faldi	Laki-Laki	> 26 tahun
122.	Aldofo	Laki-Laki	17-20 tahun
123.	Hosea	Laki-Laki	21-25 tahun
124.	Sevia	Perempuan	21-25 tahun
125.	Kimberly	Perempuan	> 26 tahun
126.	Jimmy	Laki-Laki	21-25 tahun

127.	Jackson	Laki-Laki	> 26 tahun
128.	Bima S,	Laki-Laki	21-25 tahun
129.	Marsell	Laki-Laki	17-20 tahun
130.	Namas	Laki-Laki	21-25 tahun
131.	Frandy	Laki-Laki	> 26 tahun
132.	Garreth	Laki-Laki	21-25 tahun
133.	Farel	Laki-Laki	21-25 tahun
134.	Greg	Laki-Laki	17-20 tahun
135.	Layla S.	Perempuan	17-20 tahun
136.	Nita	Perempuan	> 26 tahun
137.	Brandon C.	Laki-Laki	21-25 tahun
138.	Restu	Laki-Laki	> 26 tahun
139.	Aditya	Laki-Laki	21-25 tahun
140.	Wicaksono	Laki-Laki	21-25 tahun
141.	Farhan S.	Laki-Laki	> 26 tahun
142.	Nando K.	Laki-Laki	17-20 tahun
143.	Gifran	Laki-Laki	21-25 tahun
144.	Ludwig	Perempuan	21-25 tahun
145.	Una	Perempuan	21-25 tahun
146.	Dignap	Laki-Laki	> 26 tahun
147.	Credo	Laki-Laki	21-25 tahun
148.	Rahmadani	Perempuan	> 26 tahun
149.	Kholik	Laki-Laki	> 26 tahun
150.	Rahmat	Laki-Laki	21-25 tahun
151.	Karina	Perempuan	17-20 tahun
152.	Fransiscus	Laki-Laki	21-25 tahun
153.	Deksa	Laki-Laki	21-25 tahun
154.	Gerra	Laki-Laki	21-25 tahun
155.	Oci	Perempuan	21-25 tahun
156.	Rachel	Perempuan	> 26 tahun
157.	Evelyn	Perempuan	21-25 tahun
158.	Joshua	Laki-Laki	21-25 tahun
159.	Putu	Laki-Laki	21-25 tahun
160.	Vicken	Laki-Laki	17-20 tahun
161.	Sherly	Perempuan	21-25 tahun
162.	Carolline	Perempuan	21-25 tahun
163.	Topher	Laki-Laki	21-25 tahun
164.	Sekala	Laki-Laki	17-20 tahun
165.	Samoda	Laki-Laki	21-25 tahun

166.	Reydo	Laki-Laki	21-25 tahun
167.	Rifaldi	Laki-Laki	> 26 tahun
168.	Dedi	Laki-Laki	21-25 tahun
169.	Draco	Laki-Laki	17-20 tahun
170.	Vania	Perempuan	21-25 tahun
171.	Tami	Perempuan	21-25 tahun
172.	Wayan	Laki-Laki	> 26 tahun
173.	Garuda	Laki-Laki	21-25 tahun
174.	Adevia	Perempuan	21-25 tahun
175.	Fransisca Puteri Yuniar Prastiwi	Perempuan	21-25 tahun
176.	Claudia	Perempuan	21-25 tahun
177.	Semuel	Laki-Laki	> 26 tahun
178.	Kintan	Perempuan	21-25 tahun
179.	Kakoi	Perempuan	21-25 tahun
180.	Bianca	Perempuan	21-25 tahun
181.	Krisan	Laki-Laki	21-25 tahun
182.	Mowi	Laki-Laki	17-20 tahun
183.	Taslim	Laki-Laki	> 26 tahun
184.	Gregore M.	Laki-Laki	21-25 tahun
185.	Pinaka	Perempuan	21-25 tahun
186.	Himalaya	Perempuan	21-25 tahun
187.	Rio j	Laki-Laki	21-25 tahun
188.	Jimmy N.	Laki-Laki	21-25 tahun
189.	Nia s	Laki-Laki	21-25 tahun
190.	Sobri	Laki-Laki	> 26 tahun
191.	Jona D	Laki-Laki	21-25 tahun
192.	Ribka F.	Perempuan	21-25 tahun
193.	Denis	Laki-Laki	21-25 tahun

Pertanyaan Filter

No	Apakah Anda pengguna produk merek Apple Iphone?	No	Apakah Anda pengguna produk merek Apple Iphone?	No	Apakah Anda pengguna produk merek Apple Iphone?	No	Apakah Anda pengguna produk merek Apple Iphone?	No	Apakah Anda pengguna produk merek Apple Iphone?
1.	Ya	41.	Ya	81.	Ya	121.	Ya	161.	Ya
2.	Ya	42.	Ya	82.	Ya	122.	Ya	162.	Ya
3.	Ya	43.	Ya	83.	Ya	123.	Ya	163.	Ya
4.	Ya	44.	Ya	84.	Ya	124.	Ya	164.	Ya
5.	Ya	45.	Ya	85.	Ya	125.	Ya	165.	Ya

6.	Ya	46.	Ya	86.	Ya	126.	Ya	166.	Ya
7.	Ya	47.	Ya	87.	Ya	127.	Ya	167.	Ya
8.	Ya	48.	Ya	88.	Ya	128.	Ya	168.	Ya
9.	Ya	49.	Ya	89.	Ya	129.	Ya	169.	Ya
10.	Ya	50.	Ya	90.	Ya	130.	Ya	170.	Ya
11.	Ya	51.	Ya	91.	Ya	131.	Ya	171.	Ya
12.	Ya	52.	Ya	92.	Ya	132.	Ya	172.	Ya
13.	Ya	53.	Ya	93.	Ya	133.	Ya	173.	Ya
14.	Ya	54.	Ya	94.	Ya	134.	Ya	174.	Ya
15.	Ya	55.	Ya	95.	Ya	135.	Ya	175.	Ya
16.	Ya	56.	Ya	96.	Ya	136.	Ya	176.	Ya
17.	Ya	57.	Ya	97.	Ya	137.	Ya	177.	Ya
18.	Ya	58.	Ya	98.	Ya	138.	Ya	178.	Ya
19.	Ya	59.	Ya	99.	Ya	139.	Ya	179.	Ya
20.	Ya	60.	Ya	100.	Ya	140.	Ya	180.	Ya
21.	Ya	61.	Ya	101.	Ya	141.	Ya	181.	Ya
22.	Ya	62.	Ya	102.	Ya	142.	Ya	182.	Ya
23.	Ya	63.	Ya	103.	Ya	143.	Ya	183.	Ya
24.	Ya	64.	Ya	104.	Ya	144.	Ya	184.	Ya
25.	Ya	65.	Ya	105.	Ya	145.	Ya	185.	Ya
26.	Ya	66.	Ya	106.	Ya	146.	Ya	186.	Ya
27.	Ya	67.	Ya	107.	Ya	147.	Ya	187.	Ya
28.	Ya	68.	Ya	108.	Ya	148.	Ya	188.	Ya
29.	Ya	69.	Ya	109.	Ya	149.	Ya	189.	Ya
30.	Ya	70.	Ya	110.	Ya	150.	Ya	190.	Ya
31.	Ya	71.	Ya	111.	Ya	151.	Ya	191.	Ya
32.	Ya	72.	Ya	112.	Ya	152.	Ya	192.	Ya
33.	Ya	73.	Ya	113.	Ya	153.	Ya	193.	Ya
34.	Ya	74.	Ya	114.	Ya	154.	Ya		
35.	Ya	75.	Ya	115.	Ya	155.	Ya		
36.	Ya	76.	Ya	116.	Ya	156.	Ya		
37.	Ya	77.	Ya	117.	Ya	157.	Ya		
38.	Ya	78.	Ya	118.	Ya	158.	Ya		
39.	Ya	79.	Ya	119.	Ya	159.	Ya		
40.	Ya	80.	Ya	120.	Ya	160.	Ya		

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Lampiran III Hasil Analisis Deskriptif

1. *Partial Least Square (PLS)*

Matriks Outer Loading

Outer loadings - Matrix Zoom (100%)

	Kepercayaan Merek	Niat Beli Ulang	Nilai Yang Dirasakan	Preferensi Merek
KM1	0.864			
KM2	0.858			
KM3	0.923			
KM4	0.872			
NBU1		0.939		
NBU2		0.867		
NBU3		0.919		
NBU4		0.802		
NYD1			0.824	
NYD2			0.871	
NYD3			0.927	
NYD4			0.897	
PM1				0.831
PM2				0.913
PM3				0.908
PM4				0.775

Average Variance Extracted (AVE)

Construct reliability and validity - Overview Zoom (100%)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Kepercayaan Merek	0.903	0.922	0.932	0.774
Niat Beli Ulang	0.905	0.909	0.934	0.780
Nilai Yang Dirasakan	0.904	0.915	0.933	0.776
Preferensi Merek	0.880	0.888	0.918	0.738

Cross Loadings

Discriminant validity - Cross loadings Zoom (100%)

	Kepercayaan Merek	Niat Beli Ulang	Nilai Yang Dirasakan	Preferensi Merek
KM1	0.864	0.371	0.451	0.339
KM2	0.858	0.367	0.447	0.324
KM3	0.923	0.471	0.558	0.419
KM4	0.872	0.520	0.524	0.470
NBU1	0.505	0.939	0.527	0.790
NBU2	0.420	0.867	0.426	0.656
NBU3	0.477	0.919	0.559	0.777
NBU4	0.366	0.802	0.464	0.853
NYD1	0.462	0.479	0.824	0.403
NYD2	0.486	0.418	0.871	0.411
NYD3	0.543	0.512	0.927	0.518
NYD4	0.508	0.559	0.897	0.525
PM1	0.297	0.602	0.345	0.831
PM2	0.383	0.754	0.512	0.913
PM3	0.373	0.761	0.467	0.908
PM4	0.463	0.851	0.474	0.775

Fornell-Lacker Criterion

Discriminant validity - Fornell-Larcker criterion [Zoom \(100%\)](#) [Copy to Excel](#) [Copy to R](#)

	Kepercayaan Merek	Niat Beli Ulang	Nilai Yang Dirasakan	Preferensi Merek
Kepercayaan Merek	0.880			
Niat Beli Ulang	0.502	0.883		
Nilai Yang Dirasakan	0.569	0.563	0.881	
Preferensi Merek	0.451	0.879	0.533	0.859

Composite Reliability

Construct reliability and validity - Overview [Zoom \(100%\)](#) [Copy to Excel](#) [Copy to R](#)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Kepercayaan Merek	0.903	0.922	0.932	0.774
Niat Beli Ulang	0.905	0.909	0.934	0.780
Nilai Yang Dirasakan	0.904	0.915	0.933	0.776
Preferensi Merek	0.880	0.888	0.918	0.738

R-Square Adjusted

R-square - Overview

	R-square	R-square adjusted
Niat Beli Ulang	0.792	0.788
Preferensi Merek	0.316	0.309

2. Bootstrapping

Path Coefficients

Path coefficients - Mean, STDEV, T values, p values [Zoom \(100%\)](#) [Copy to Excel](#) [Copy to R](#)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
Kepercayaan Merek -> Niat Beli Ulang	0.096	0.097	0.037	2.564	0.005
Kepercayaan Merek -> Preferensi Merek	0.218	0.214	0.079	2.751	0.003
Nilai Yang Dirasakan -> Niat Beli Ulang	0.088	0.088	0.042	2.085	0.019
Nilai Yang Dirasakan -> Preferensi Merek	0.409	0.408	0.080	5.092	0.000
Preferensi Merek -> Niat Beli Ulang	0.789	0.789	0.032	24.292	0.000

Specific Indirect Effects

Specific indirect effects - Mean, STDEV, T values, p values [Zoom \(100%\)](#) [Copy to Excel](#) [Copy to R](#)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
Kepercayaan Merek -> Preferensi Merek -> Niat Beli Ulang	0.172	0.169	0.062	2.758	0.003
Nilai Yang Dirasakan -> Preferensi Merek -> Niat Beli Ulang	0.323	0.322	0.064	5.065	0.000

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Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention

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Abstract

The aim of this research was to empirically examine the influence of brand trust, perceived value on brand preference, and purchase intention for branded phones. The samples were gathered by a convenient sampling method. We collected data from 285 consumers who were visiting electronic supermarkets in Ho Chi Minh City, Vietnam. The measurement used a 5-point Likert scale ranging from 1=completely disagree, and 5=completely agree. PLS - Partial Least Squares method was performed to analyze the measurement model and the structural model. The study model was proposed from prior research. We had assessed the reliability of the scales through Cronbach's alpha and composite reliability. As well, we also had evaluated discriminant validity through the Fornell-Larcker criterion. The findings of the study demonstrated that brand trust had a significantly positive influence on brand preference. Likewise, the findings of the research also stated that brand trust had a positive impact on purchase intention. The results revealed that perceived value had a positive effect on brand preference. Furthermore, the outcomes show that perceived value had a positive influence on purchase intention as well. Furthermore, the findings of the research showed that brand preference had a positive effect on purchase intention.

Keywords: Brand Trust, Perceived Value, Brand Preference, Purchase Intention, SEM-PLS

JEL Classification Code: C38, M30, M31, M37

1. Introduction

Purchasing intention has been one of the principal topics examined in the marketing literature, and triggered the interest of marketing scholars on purchase intention coming from buying behavior. Besides, practitioners also have studied purchase intention to predict transactions of current and new goods/services. Purchase intention information could support practitioners in their marketing decisions linked to goods (new and current), market segmentation, and promotion plans (Tsiotsou, 2006). Therefore, how to get customers to purchase commodities has become essential to marketers because customers have more opportunities to

choose the goods in a competitive and fluctuating business context recently (Choi et al., 2020).

Moreover, trust has been one of the essential elements of long-term and reliable connections between persons. Personal relationships were often employed as a comparison when describing the connection between the brand and the purchaser (Fournier, 1998). In this view, brand trust unveiled its vital importance in individual relationships and the building of a lasting connection between the brand and the purchaser (Aydin & Taskin, 2014). Some scholars said that brand trust was a precursor of brand preference (Afsar, 2014; Chinomona et al., 2013) and purchase intention (Aydin et al., 2014; Chae et al., 2020).

On the other hand, previous research revealed that perceived value was an antecedent of brand preference (Hellier et al., 2003; Muzakir & Damrus, 2018) and purchase intention (Calvo-Porrá & Lévy-Mangin, 2017; Hu, 2011). Brand preference was the component that pushed consumers to buy the brand and to repeat this activity (Ebrahim et al., 2016; Soenyoto, 2015). Besides, some empirical studies confirmed that brand preference was a predictor of purchase intention (Chen & Chang, 2008; Emor & Pangemanan, 2015; Pool et al., 2018).

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Prior studies involving phones brands such as Vazifehdoost et al. (2014) declared that brand experience, trust in brand, pleasure with brand, and symbolic brand value had direct effects on loyalty to brand (Vazifehdoost et al., 2014). Khundyz (2018) affirmed that brand image, customer satisfaction, brand trust, and promotion had direct impacts on brand loyalty (Khundyz, 2018). Surucu et al. (2020) disclosed that factors, such as brand trust and reference groups, affected the purchasing intention of young adults, in which the reference group was a key factor causing the purchasing intentions of young adults (Surucu et al., 2020). Other scholars examined the impact of attitudes on clients' intention to participate in online fashion sharing (Won & Kim, 2020). In Vietnam, Wollenberg and Thuong (2014) disclosed that factors (advertising, word of mouth, perceived quality, price) had positive influences on brand perception. The authors also said that advertising, word of mouth, perceived quality, price, and brand perception had direct effects on customer purchasing decisions (Wollenberg & Thang, 2014). However, there have not been many scholars examining the impact of brand trust and perceived value on brand preference and purchase intention, especially in branded phones in Vietnam. Therefore, in this current empirical study, we analyze the influence of brand trust and perceived value on brand preference and purchase intention for branded phones.

2. Literature Review and Hypotheses

2.1. Purchase Intention

Fishbein and Ajzen (1975) stated that purchase intention was the consumer's real intention towards commoditized (Fishbein & Ajzen, 1975). Purchase intention was considered as the mix of consumers' concerns and the chance of buying the goods. Some previous research acknowledged that purchase intention related sharply to attitude and preference toward the brand or the product (Kim & Ko, 2012; Martin-Consuegra et al., 2018). Kotler (2003) demonstrated that purchase intention could also be affected by an individual's perceptions and unforeseeable situations. An individual's opinions related to private preference and unforeseen circumstances pointed to the conditions that change the purchase intention (Kotler, 2003). Furthermore, other scholars posited that buying intention was defined as the tendency of the consumers to purchase the goods. The more a customer would like to buy a product, the higher the purchase intention (Dodds et al., 1991; Schiffman & Kanuk, 2000).

2.2. Brand Trust

In the branding literature, the concept of brand trust is based on the perspective of a brand-consumer relationship (Zehir et al., 2011). There have been several concepts of brand trust in the current branding literature (Shin et al.,

2019). Trust was considered as consumers' confidence in the quality and trustworthiness of the products provided by the seller (Garbarino & Johnson, 1999). Chaudhuri and Holbrook (2001) revealed that brand trust was acknowledged as the clients' readiness to rely on the sense of the brand to deliver its declared goal (Chaudhuri & Holbrook, 2001). Likewise, brand trust is an expression of believing while connecting with the brand relies on the thinking that the brand will continue to be reliable and satisfying the purchaser (Delgado-Ballester et al., 2003). The concept of trust is only proper in the circumstances of risk (e.g., in case of wider or smaller variety amongst brands). Accurately, trust declined in the situations where the buyer perceived the goods to be very unsafe as they knew they could rely on the trusted brand (Chaudhuri & Holbrook, 2001; Doney & Cannon, 1997). The brand trust also was defined as a purchaser's willingness to depend on the brand from the viewpoint of uncertainty since anticipating that the brand will deliver positive outcomes (Lau & Lee, 1999).

Some scholars stated that, when consumers increased trust in a particular brand, repurchasing was likely to happen, starting to brand preference (Chinomona et al., 2013; Sheth & Parvatijar, 1995). Previous research demonstrated that brand trust was a predictor of brand preference (Afsar, 2014; Chinomona et al., 2013). Furthermore, there was an impact between brand trust and purchase intention, which indicates if brand trust has developed, then the rate of purchase intention will grow (Aydin et al., 2014; Sanny et al., 2020). Prior studies confirmed that brand trust had a positive effect on purchase intention (Aydin et al., 2014; Sanny et al., 2020). Therefore, we suggested the following hypotheses:

H1: Brand trust has a positive effect on brand preference.

H2: Brand trust has a significant influence on purchase intention.

2.3. Perceived Value

Perceived value was the concept that has been attracted researchers (Hanaysha, 2018; Zeithaml, 1988). Perceived value has been studied from four different angles. First, the value was the price. In other words, the value could be regarded the same as price. Second, the value was what I got for what I paid. Thirdly, the value was the trade-off between the quality of the goods and the price. The second and third meanings represented the fundamental role of value in the process of exchange and described the trade-off between cost and benefit. Finally, the value was an overall evaluation of a target of subjective judgment with the attention of evaluation criteria (Pan & Kang, 2017; Zeithaml, 1988). Other scholars stated that the perceived value, in the narrowest sense, was the price paid for the product/service. More broadly, the perceived value was the sum that purchasers paid to get the benefits of having or

utilizing the product/service (Kotler & Armstrong, 2016). Perceived value also was defined as consumers' general evaluation of the product's benefits with the expense and time that they gave to get the product (Hellier et al., 2003).

Prior research showed that perceived value was a crucial antecedent of brand preference (Ebrahim et al., 2016; Hellier et al., 2003; Muzakir & Damrus, 2018) and had a positive influence on brand preference (Ebrahim et al., 2016; Hellier et al., 2003; Muzakir & Damrus, 2018). Besides, some studies indicated that perceived value was a precursor of purchase intention (Calvo-Porrá & Lévy-Mangin, 2017; Y. Hu, 2011). Prior empirical researches revealed that perceived value had a positive influence on purchase intention (Calvo-Porrá & Lévy-Mangin, 2017; Hsieh, 2016; Hu, 2011). Therefore, we proposed the next hypotheses:

H3: Perceived value has a significant impact on brand preference.

H4: Perceived value has a positive influence on purchase intention.

2.4. Brand Preference

Brand preference is a notion that has interested scholars recently (Pool et al., 2018; Vongurai, 2020). Brand preference was defined as customers' tendency towards certain brands that review their cognitive information processing towards brand stimuli. This concept highlighted the central control unit and the mental abilities of customers (Bettman et al., 1975; Ebrahim et al., 2016). Therefore, this indicated that a purchaser's perception of brand attributes leads to preferences or attitudes, which impacts his/her intentions and brand choices (Bagozzi, 1982). The preference described a shifting phase between the inputs and outputs of the purchaser choice model. It was the link between information processing and the intention to purchase or choose (Bagozzi, 1983). Brand preference was considered as a behavioral

propensity that reveals a purchaser's attitude towards a brand (Ebrahim et al., 2016). Brand preference has been one of the customer judgment formed toward a brand. It was a state where the purchaser preferred a particular brand as they had positive feelings toward the brand. Brand preference usually happened in the alternative assessment step of customer decision making (Kotler & Keller, 2016).

Besides, some scholars suggested that brand preference was a crucial antecedent to purchase intention and had a positive influence on purchase intention (Chen & Chang, 2008; Emor & Pangemanan, 2015; Pool et al., 2018). Therefore, we suggested the following hypothesis:

H5: Brand preference has a positive impact on purchase intention.

Based on the research, literature review and hypotheses development, Figure 1 shows the proposed research model.

3. Research Methodology

3.1. Sample and Data Collection

The data was an analysis of consumers who drop by at electronic supermarkets and want to purchase branded phones in Ho Chi Minh, Vietnam. This research sample was conducted through convenience sampling with different groups of customers across gender and age in Ho Chi Minh City, Vietnam. We sent a total of 400 questionnaires; 347 questionnaires were returned, and 62 questionnaires were disregarded, as there was no adequate information. There were 285 questionnaires used for the last analysis. The sample was 121 male consumers (42.5%) and 164 female consumers (57.5%). Customers in the age group 18 to 25 made up 31.9% of the respondents, 30.9% were in the age group 26 to 35, 26.0%, in the age group 36 to 45, and 11.2% were older.

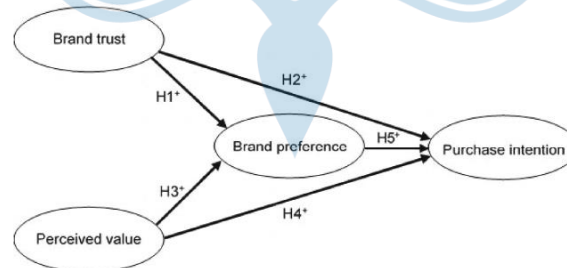


Figure 1: The proposed research model

3.2. Measurements

The measurement items of the constructs from previous research were reviewed and adapted to suit the study circumstance. A 5-point Likert scale ranging from “1 = completely disagree” to “5 = completely agree” was performed. In this present research, we adapted four items of brand trust from Chaudhuri and Holbrook (2001); Lau and Lee (1999); four items of perceived value from So et al. (2013); Baek and King (2011); Baek and King (2011); four brand preference from Afsar (2014); Chinomona et al. (2013); and four items of purchase intention from Choi et al. (2020); Mathur (1999).

3.3. Analytical Method

The partial least squared (PLS) method was used in this research because this method is appropriate in any of the following contexts, such as (1) predicting the primary statistical objective of the study, (2) applying with small samples and non-normal distributions data, as was typical of social science and survey data, (3) studying includes many latent variables, (4) ability to assess complex models with many constructs and many indicators, (5) capacity to apply formative composite measures, (6) suitable for exploratory research predicting endogenous constructs, and (7) fitting with the latent variable measurement models are measured formatively (Hair et al., 2017; Manley et al., 2020). Besides, the PLS method has gained increasing popularity as a critical multivariate analysis method in different research fields such as marketing, operations management, and management information systems (Hair et al., 2017; Hair et al., 2013). We employed the partial least squared structural equation modeling (PLS-SEM) with SmartPLS software to measure the proposed research model and hypotheses. Testing the proposed research model and suggestions were taken through two stages: (1) evaluation of the measurement model and (2) evaluation of the structural model (PLS-SEM) (Hair et al., 2017).

4. Results and Discussion

4.1. Results

4.1.1. Evaluation of the Measurement Model: Construct Reliability and Validity

Table 1 presents the measurement scale of the construct's research results. We applied Cronbach's Alpha and composite reliability (CR) for assessing the reliability of the research. Cronbach's alpha (α) values of the constructs should be higher

than 0.70, and the CR values higher than 0.70, meaning there is enough internal consistency of the constructs (Hair et al., 2017). Table 1 illustrates that Cronbach's alpha values of the independent variables were above 0.70. Therefore, these constructs have internal consistency reliability.

We applied the factor loading of all items values and the average variance extracted (AVE) to evaluate convergent validity. The factor loading and AVE should be higher than 0.50 (Bagozzi & Yi, 1988; Hair et al., 2017). In this current research, the factor loading of all items and the AVE values were above 0.50. Accordingly, the convergent validity of the constructs was fit.

Furthermore, we assessed discriminant validity through the Fornell-Larcker criterion (Fornell & Larcker, 1981). It depicted the square root of the AVE values with the latent variable. Specifically, the square root of the AVE should be higher than its highest correlation with any other concept. (Hair et al., 2017). Table 2 shows that the square root of AVE of reflective construct brand trust, perceived value, brand preference, and purchase intention was higher than the corresponding latent variables correlation. Hence, the discriminant validity of these constructs was good.

4.1.2. Assessment of the Structural Model and Hypotheses Testing

Evaluation of the model fit

Table 3 presents the model fit results. The results in Table 3 described that the Chi-square = 389.129 was significant at 0.05 level ($p=0.00$). SRMR (standardized root mean square residual) was a measure of the approximate model fit of the proposed research model. By convention, a model had a good model fit when SRMR was less than 0.08 (Hu & Bentler, 1998). The summary results in Table 3 exposed that this model had SRMR indices = $0.062 < 0.08$. Hence, the suggested research model was appropriate well for investigation data. Furthermore, measuring of a multicollinearity issue revealed that all VIF values were below the threshold of 5. Consequently, there were no multicollinearity problems in the structural model (Hair et al., 2017).

Hypotheses testing

Table 4 shows the hypotheses testing findings. Bootstrapping outcomes (with 5000 resamplings) for the association between the notions in the suggested study model demonstrated that the t-value of the H1, H2, H3, H4, H5 was higher than 1.96, and these hypotheses were meaningful at a 5% level. As a result, these hypotheses were supported.

Table 1: Measurement items of the construct's analysis results

Constructs and measurement items	Factor loading	α	CR	AVE
Brand trust		0.795	0.867	0.620
1. I trust this phone brand	0.718			
2. I feel that I can trust this phone brand completely	0.797			
3. I can rely on this phone brand	0.828			
4. This brand is secure when I buy this phone brand	0.802			
Perceived value		0.852	0.900	0.693
1. The phone appears to be a good value for the price	0.833			
2. The price is given that this phone brand is very acceptable.	0.838			
3. This phone brand is supposed to be a good financial deal.	0.842			
4. The price of this phone brand is competitive.	0.816			
Brand preference		0.758	0.846	0.580
1. I feel that this phone brand is appealing to me	0.761			
2. I prefer this phone brand to other brands of its type	0.804			
3. I prefer this phone brand if everything else is equal	0.762			
4. In general, I prefer this phone brand	0.716			
Purchase intention		0.841	0.894	0.678
1. I would intent to buy the brand in the future.	0.772			
2. I would plan to purchase this phone brand.	0.849			
3. I would attempt to purchase this brand.	0.836			
4. I would certainly purchase this brand.	0.834			

Table 2: Discriminant validity result

	Brand preference	Brand trust	Perceived value	Purchase intention
Brand preference	0.761			
Brand trust	0.672	0.787		
Perceived value	0.668	0.691	0.832	
Purchase intention	0.682	0.665	0.676	0.823

Table 3: Model fit results

	Saturated model
SRMR	0.062
d_ ULS	0.530
d_ G1	0.245
d_ G2	0.232
Chi-square	389.129
NFI	0.834

Table 4: Hypotheses testing results

Relationship	Hypotheses	Path coefficients	t-value	p-value	Results
Brand trust → Brand preference	H1	0.402	6.136	0.000	approved
Brand trust → Purchase intention	H2	0.250	3.835	0.000	approved
Perceived value → Brand preference	H3	0.390	6.815	0.000	approved
Perceived value → Purchase intention	H4	0.288	4.307	0.000	approved
Brand preference → Purchase intention	H5	0.321	4.620	0.000	approved

Table 5: R², f², and Q² results

Relationship	Path coefficients	f ²	Construct	R ²	Q ²
Brand trust → Brand preference	0.402	0.181	Brand preference	0.531	0.281
Brand trust → Purchase intention	0.250	0.066			
Perceived value → Brand preference	0.390	0.170	Purchase intention	0.580	0.362
Perceived value → Purchase intention	0.288	0.088			
Brand preference → Purchase intention	0.321	0.115			

R² (explained variance), f² (effect size) and Q² (predictive relevance)

The structural model is examined with the main evaluation metrics R² (explained variance), f² (effect size), and Q² (predictive relevance) (Hair et al., 2017). The coefficient of determination (R²) was the overall effect extent measure for the structural model (Garson, 2016). The R² value is between 0 to 1, with higher levels indicating more predictive accuracy. The R² value of 0.19, 0.33, and 0.67 could be presented as weak, moderate, and substantial (Chin, 1998). The (f²) effect size enabled evaluating the independent variable contribution to the dependent variable. The f² value 0.02 was small, 0.15 was medium, and 0.35 was high (Cohen, 1988). The Q² value estimated the structural model's predictive relevance for each endogenous construct. The Q² value should be over zero (Hair et al., 2017).

In this current study, the R² value for the overall model was 0.580 (see Table 5), less than 0.67, regarded as a fairly substantial impact; we noticed that brand preference had the strongest influence (0.321), followed by the perceived value (0.288), and brand trust (0.250). Furthermore, brand trust and perceived value explained 53.1% of the variance on brand preference; we also unveiled that brand trust had a more substantial effect (0.402) than the perceived value (0.390).

Table 5 shows the f² effect sizes. The medium f² effect size happened for the relationship of brand trust → brand preference (0.181), and perceived value → brand preference

(0.170). The medium-weak f² effect size occurred for the link of brand preference → purchase intention (0.115). The small f² effect size happened for the connection perceived value → purchase intention (0.088), and brand trust → purchase intention (0.066).

Table 5 also shows that the Q² values of two endogenous variables were over zero. Precisely, brand preference had Q² values (0.281), and purchase intention had Q² values (0.362). These results confirmed the model's predictive power is suited for the endogenous latent variables.

4.2. Discussion

This present research's contribution was to examine and measure the influence of brand trust and perceived value on brand preference and purchase intention for branded phones in a different circumstance from previous research. Most of the prior studies focus on these impacts for the various industries, and this current study demonstrated these effects in the Vietnam electronic supermarket market.

The current study results show that the five hypotheses in the research model were supported. The research results illustrate that brand trust had a positive impact on brand preference. Brand trust was an antecedent to brand preference. The f² impact size of the relationship between brand trust and brand preference was moderate (0.181). The prior empirical research reinforced the findings of this study (Afsar, 2014). The research findings also showed that brand

trust had a significant positive effect on purchase intention. Brand trust was a precursor of purchase intention. The f^2 effect size of the link between brand trust and purchase intention was small (0.066). The previous empirical studies confirmed the results of this research (Aydin et al., 2014; Sanny et al., 2020).

Besides, the study results also pointed out that perceived value had a positive impact on brand preference. Perceived value was a predecessor of brand preference, and the f^2 effect size of the connection of the perceived value and brand preference was medium (0.170). The previous empirical investigations confirmed the results of this research (Ebrahim et al., 2016; Hellier et al., 2003; Muzakir & Damrus, 2018). Likewise, the study outcomes also noted that perceived value had a positive influence on purchase intention. Perceived value was an antecedent of purchase intention, and the f^2 effect size of the link of the perceived value and purchase intention was small (0.088). The prior empirical studies reinforced the results of this research (Calvo-Porral & Lévy-Mangin, 2017; Hsieh, 2016; Hu, 2011).

Moreover, the findings also reveal that brand preference had a positive effect on purchase intention. Brand preference was a precursor of purchase intention, and the f^2 effect size of the tie of brand preference and purchase intention was medium-weak (0.115). The earlier empirical research verified the outcomes of this research (Chen & Chang, 2008; Emor & Pangemanan, 2015; Pool et al., 2018).

5. Conclusions and limitations

In line with the prior studies, this current study documents the influence of brand trust, perceived value on brand preference, and purchase intention for branded phones. Thus, practitioners should focus on strategies that improve the consumer's perception of brand trust, perceived value, and brand preference to increase purchase intention. Managers also should note brand trust has a more essential role in brand preference than perceived value. The study results illustrated that brand trust was a predictor of brand preference and purchase intention. The research will help electronic supermarket managers to recognize the significance of brand trust on brand preference and purchase intention. Therefore, managers should build strategies to increase customers' brand trust. If consumers trust the product brand, consumers have express a positive tendency for brand preference and purchase intention. Likewise, the findings demonstrated that perceived value was an antecedent to brand preference and purchase intention. The research will help practitioners to understand the importance of perceived value on brand preference and purchase intention. Therefore, managers should build strategies to increase clients' perceived value, such as to improve good value for the price in the context of the price competition. If clients' perceived value increases,

clients will increase brand preference and purchase intention. Finally, the results also revealed that brand preference was an antecedent of purchase intention. Therefore, managers should create marketing programs to improve brand preference, in turn, which leads to enhance purchase intention.

Though this current research has made an essential contribution to the literature and practice, it has some limitations. First, this ongoing research may not be generalizable to all other industries, so future research should focus on other sectors such as fashion, computers, etc. Second, this study looks only on the effect of brand trust and perceived value on brand preference and purchase intention for branded phones; therefore, future studies should focus on other influential factors such as brand image, brand awareness, brand love, etc.

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