

Impact of Brand Image, Price, Customer Oriented Services On Customer Buying Decision With Brand Trust as Mediation Variables in Prudential Insurance Co.

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Abstract

This study examines whether brand image, price, and customer-oriented services significantly impact customer buying decisions, with brand trust as a mediating variable in Prudential insurance companies in several areas in Indonesia. Questionnaires were distributed to 282 respondents prudential customers with an active policy. The data analysis technique using the SPSS 26 and the relationship between variables was measured using SEM AMOS 26. This study indicates that brand image has a positive and significant impact on brand trust with a Critical ratio value of 2.644 and a significance of P of 0.008, the price has an impact. In the findings, there are positive and significant towards brand trust with a Critical ratio with a value of 4.888 and a significance of P of 0.000; customer-oriented services have no significant impact on brand trust with a Critical ratio value of 0.556 with a significance of P of 0.578. Brand image is the dominant variable affecting customer buying decisions with a critical ratio value of 7.333 and a significance of P of 0.000. Meanwhile, brand trust does not significantly affect customer buying decisions, with a critical ratio value of 1.658 and a significance of 0.097.

Keywords

brand image, brand trust, customer-oriented services, price, customer buying decision

1. Introduction

The world recently is hit by the Covid-19 pandemic announced by the WHO (World Health Organization) last March 2020. Covid-19 has caused an economic shock, which affects the economy as individuals, households, micro, small, and medium enterprises (Ayuningtiyas and Taufik, 2020). In addition, due to the prolonged pandemic period and the high spread of Covid-19, it is not enough for people to just maintain a healthy life. Everyone still risks contracting Covid-19 when carrying out their daily routine. So, to avoid this risk, it is necessary to carry out early protection, namely through health insurance products.

P.T. Prudential Life Assurance (Prudential Indonesia) is a subsidiary of Prudential Inc., a leading financial services group in the United Kingdom. As part of the Group with more than 168 years of experience in the life insurance industry in this country, that time frame. Prudential Indonesia has become the market leader in Indonesia. Prudential Indonesia has also established a Sharia business unit since 2007 and has been trusted as the leader in the sharia life insurance market in Indonesia since its establishment (Prudential.co.id, 2020). Prudential is an insurance company that pays close attention to its corporate image in the eyes of the public. The various awards evidence this that Prudential has received in brand categories such as Best Brand Awareness and Brand Image (Budiono et al., 2020); (Adirinekso et al., 2020) for the Life Insurance Financial Awards 2020 - Millennial's Choice category and Teropong Public Relations Award 2020 Best Active Social Media. This study aims to analyze several factors, including brand image, brand trust, price, and customer satisfaction, that affect the purchase of prudential life insurance policies,

especially in the presence of the Covid-19 pandemic crisis that is currently hitting the world and its impact on prudential insurance purchases (Noviantoro & Halim, 2018); (Callista, 2021).

Most of the purchase occurs before the customers' actual purchase making purchase (Adirinekso et al., 2020); (Zehir et al., 2011); (Budiono, Evanson, et al., n.d.). Therefore, business people need to analyze the factors and mediators of the customer buying decision to find out how to influence customers profitably in the pre-purchase stage (Che-Hui, Miin-Jye, Li-Ching, & Kuo-Lung, 2015). Customer buying decisions are a relevant dimension in the marketing literature, which companies use to predict new product sales or repeat purchases of existing products (Diallo, 2012), and show consumer trends to buy goods or services at the same store, and share their experiences with friends and family (Cronin, Brady, & Hult, 2000). In facing competition, loyal customers are needed to survive, compete, and dominate the market. Loyal customers are satisfied with the quality of service provided (Budiono, Purba, et al., 2021). Therefore a business or business needs to provide the best service or product so that customers become satisfied and want to re-consume and even recommend products or services to their relations (Kristanto, 2018). According to Kotler and Armstrong (2012: 24), customer satisfaction is a person's feelings that are measured after comparing their results to their expectations (Hikaru et al., 2021). Customers satisfied with the service will create a sense of trust and increase buying interest from customers.

One of the factors that influence a buying decision is having strong branding. Branding is an effort to introduce products to the community (Dasrun, Hidayat, Hafiar, & Anisti, 2019). Branding can also be interpreted as identifying a product that aims to influence consumers to choose the product over other competing products. Branding image is a strategy to build a brand's rational, emotional, and cultural statement (Budiono, Evanson, et al., n.d.); (Surjana et al., 2021). The purpose of branding is to build perceptions of a brand in the thoughts and feelings of consumers. Consumers will buy products/services with well-known brands (Aghekyan-Simonian et al., 2012). Companies with a higher brand image will be preferred, and consumers will show a more positive attitude towards their products and attributes (Aghekyan-Simonian et al., 2012). The brand image helps consumers identify their needs and wants regarding the brand and differentiates the brand from other competitors (Anwar, Gulzar, Sohail, & Akram, 2011).

Another factor in building a solid image branding in a company is trust. Trust refers to positive beliefs about a person or object (Everard & Galletta, 2006). Trust strengthens a person's belief and willingness to trust others. Building consumer trust is one of the critical success factors for a company engaged in the service sector. (Kim, Xu, & Gupta, 2012). Trust is one of the main features of a buyer-seller relationship (Surjana et al., n.d.). Trust is built when the customer trusts the service provider (Kim & Kim, 2009). Consumer trust in service providers can help reduce risk and sense of insecurity and thus enable the maintenance of long-term relationships by concerning the continues service delivery innovation (Purba & Panday, 2015); (Budiono, Purba, & Adirinekso, n.d.); (Adirinekso, Purba, & Budiono, n.d.).

Price is an important consideration for customers to buy products at a company because the price affects customer perceptions of the product. Besides, price is one of the things that can affect customer satisfaction (Purnamasari, 2015). From a consumer's point of view, price represents the amount a consumer has to give up money to get products and services (Zeithaml, Bitner, & Gremler, 2018). The price of a product or service is an essential factor to consider. The goods or services must be priced according to the customer's needs and the products' quality. Customers will feel satisfied when they have received goods or services that match the price they paid to the company (Budiono, Purba, Adirinekso, et al., 2021); (Prahawan et al., 2021).

2. Literature Review

2.1. Brand Image

Brand Image is defined as the perception reflected by the brand association held in the consumer's memory. Associated branding is another informational form connected to brand image. Likeness, strength, and uniqueness of brand association are dimensions that differentiate brand knowledge that plays an essential role in determining the differential responses that shape brand equity, especially in high-involvement Decisions (Keller, 1993). Consumers will buy products/services with well-known brands (Aghekyan-Simonian et al., 2012). Companies with a higher brand image will be preferred, and consumers will show a more positive attitude towards their products and attributes (Aghekyan-Simonian et al., 2012). The brand image helps consumers identify their needs and wants and differentiates them from other competitors (Anwar, Gulzar, Sohail, & Akram, 2011). A good brand is a brand that is considered positive by consumers.

2.2. Brand Trust

Trust is one of the main features of the buyer-seller relationship. Trust refers to a person or object (Everard & Galletta, 2006). In research of (Mudzakkir & Nurfarida (2015), Brand Trust consists of a viability dimension and an intentionality dimension, where the viability dimension is a product that can meet consumer needs, while the intentional one is dimension is the trust of consumers toward a brand. A brand's sustainability will be difficult to grow if consumers do not trust the brand (Agustin et al., 2021). Brand trust is defined by the consumer's perception of trusting the brand's ability to demonstrate its function. Trust in the brand gives consumers more confidence to take the risk of decision-making mistakes. For marketers, maintaining good relationships with customers can be measured by the extent to which consumers trust the company's product brand (Zehir et al., 2011); (He et al., 2012).

2.3. Price

According to Kotler and Armstrong (2012), price is money exchanged for a product or service. According to Zeithaml et al., (2018), customer satisfaction is influenced by customer perceptions of price. According to Tjiptono (2015), the definition of price is the amount of money (monetary unit) or other (non-monetary) aspects that contain certain utilities and uses needed to get a product. Price is seen as an indicator of value if the price is related to the perceived benefits of an item or suit given in that product or service (Steven et al., 2021). The value of a good or service will increase at a certain price level in line with the increase in the benefits felt by the customer. Customers who have a high perception of price, in the sense that the products and services provided can provide higher benefits compared to the costs incurred by the customer, the customer will be satisfied.

2.4. Customer Oriented Services

In providing services, thoughts that lead to customer orientation are needed. Customer orientation refers to the extent to which service workers practice servicing by trying to help customers make purchasing decisions that will satisfy customer needs (Adirinekso et al., 2020); (Meesala & Paul, 2018). The concept of customer orientation has resulted in a long flow of service research and sales management (Guenzi Te et al., 2016). It has proven that customer-oriented workers will engage in behavior directed at value creation and relationship development with customers (Terho Te. Al, 2015). The impact of customer-oriented service worker performance has also examined. Previous findings indicate that customer orientation is an essential and positive predictor of service worker performance and is associated with higher customer purchase intentions (Guenzi T et al., 2016).

2.5. Buying Decision

Buying decisions are from two or more options in purchasing (Chang & Wang, 2011). Deciding to buy is critical when many goods and services have almost the same options and functions (Amron & Usman, 2016). Consumers' purchasing decisions are based on various motives and specific impulses—the more substantial the consumer's motivation, the stronger the Decision to buy a particular product. McDaniel, Lamb & Hair (2011: 199) states that consumer buying decisions generally fall into a continuum of three broad categories: Routine response behavior, consumers buying cheap goods and services that are often purchased; requires less time searching and making decisions. Limited decision-making takes a long time to gather information and discuss a distinctive brand in a well-known product. Broad decision-making is used to buy something unusual, expensive, or rarely purchased.

2.6. Hypothesis Development

2.6.1. Relationship between Brand Image and Brand Trust

The image or image contained in the products produced by the company, if it is maintained, will affect consumer confidence in the brand; this will affect their loyalty to the company's product brands. Referring to the research results of (Afriani, Indradewa, and Syah, 2019), brand communication, which is the brand image, has a positive effect on brand trust. The better the brand communication, the better the company's image in the eyes of consumers and ultimately increase trust in the brand.

H1: Brand image affects brand trust significantly

2.6.2. Relationship between Price and Brand Trust

According to research conducted by Benhardy et al., 2020, price perception significantly affects brand trust. Consumers will have more confidence in companies with a price commensurate with value for money. Some of the results of previous studies also have results where prices are known to affect consumer confidence positively. Price sensitivity can affect trust in a brand. This hypothesis will show that price is an essential factor because it affects consumer confidence in a brand.

H2: Price affects brand trust significantly

2.6.3. Relationship between Customer Oriented Services and Brand Trust

Service quality is usually measured from the company's performance and customer expectations, leading to customer satisfaction. There are still few further studies that discuss the relationship between service quality and brand trust. Even so, based on research conducted by Menidjel, Benhabib, and Bilgihan (2017) it is evident that the relationship between customer satisfaction and

H3: Customer Oriented Services affects brand trust significantly

2.6.4. Relationship between Brand Image and Buying Decision

Brand Image is the perception and belief held by customers about a particular product. It is embedded in consumer memory and reflects consumer purchasing behavior (Diallo et al., 2013). Brand Image is the basis for consumer understanding of certain types of brands. The better the brand image, the closer it will be to consumer choices. The formed brand image will also be more potent when closely related to brand associations. Therefore, a good brand image must be introduced to consumers continuously to form a memory inherent in consumers (The impression of a brand that appears in consumers' memory increases with the increasing number of consumers to experience the brand (Rubio et. Al, 2014). Various studies have linked the strong relationship between brand image and purchasing decisions by researchers involving various aspects. For example, Sasmita and Suki (2015) research examined the strength of the relationship between brand image and purchasing decisions of 200 respondents buying branded goods in Malaysia. Furthermore, the study underlines a positive and significant relationship between brand image and consumer purchasing decisions.

H4: Brand Image affects buying decisions significantly

2.6.5. Relationship between Brand Trust and Buying Decision

Brand Trust / Brand trust is a consumer's view of a particular brand. Consumer prospects are based on information and experiences that lead to product performance. Trust given to a brand refers to consumer expectations that a product can fulfill its promises to consumers (Han & Sung, 2008). Trust is built by the expectation that other parties will act according to the needs and desires of consumers (Han & Sung, 2008). Various studies establish Previous researchers have carried out the relationship between brand trust and purchase decisions. For example, Alwi et. al (2016) examined the effect of purchasing decisions on A.C. products in Malaysia by placing brand trust as an independent variable. The results showed that brand trust was able to influence consumer purchase decisions.

H5: Brand Trust affects buying Decision significantly

3. Methods

3.1. Research Model

Based on the research model and hypothesis, the variables analyzed in this study can be identified as follows:

1. The independent variables used in this study are Brand Image (B.I.), Brand Trust (B.T.), and Price (P.R.). Customer Oriented Service (C.S.).
2. The dependent variable used in this study is Customer Buying Decision (B.D.).

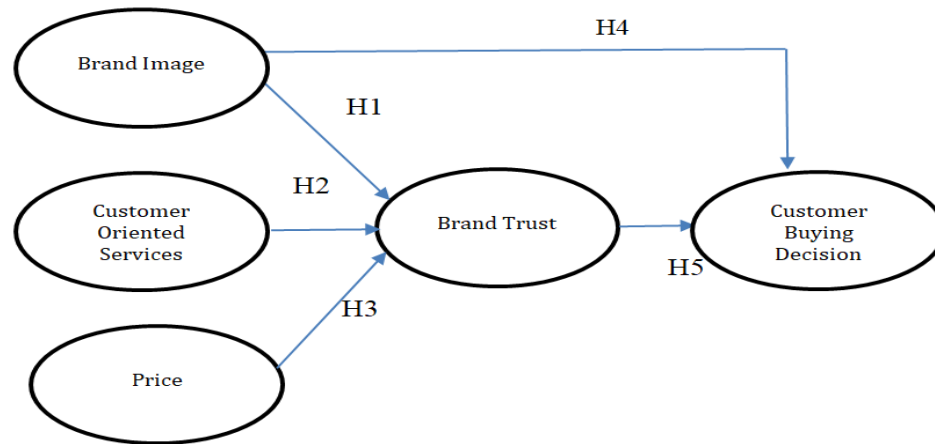


Figure 1: Model Framework

The Figure 1 explains the Framework of the model.

3.1. Population

According to Sugiyono (2017: 80), the population is a generalization area consisting of objects or subjects with certain qualities or characteristics that the researcher will then study and draw conclusions. The population is the entire object of research (human) which is the research target because it can be a source of research data (Bungin, 2019: 109). The population in this study were all prudential insurance customers whose exact number is unknown.

4. Sample and Data Collection

The sample is part of the number and characteristics of the population (Sugiyono, 2017: 81). In addition, the sample is shown as an estimate of the population and not the population itself. The sample is only part of the population to be studied (Priyono, 2016: 2014). So, the sample taken from the population must be very representative. The sampling technique in this study uses non-probability sampling. According to (Bungin 2019: 119), non-probability sampling is a sampling technique that does not provide equal opportunities for members or units in the population to use as research samples. The type of withdrawal technique used was purposive sampling. According to Sugiyono (2017: 85), purposive sampling is a sampling technique using specific considerations that aim to get more representative results. Due to the ongoing conditions of the Covid-19 pandemic, questionnaires distributed via the online application that is available in the Google Form with the following criteria:

1. Each respondent can only fill out the questionnaire once
2. Respondent is a Prudential customer with an active policy
3. Willing to fill out a questionnaire

5. Findings and Discussion

5.1 Results of the Validity and Reliability

The table 1 below is the results of the validity and reliability test of this research:

Table 1. Validity Test for Brand Image

| Items | R count | R table | Result |
|-------|---------|---------|--------|
| BI.1 | 0,658 | 0.113 | Valid |
| BI.2 | 0,691 | 0.113 | Valid |
| BI.3 | 0,650 | 0.113 | Valid |
| BI.4 | 0,571 | 0.113 | Valid |
| BI.5 | 0,675 | 0.113 | Valid |

Source: Processed Data (2021)

Based on table 1. It shows that the value of the r count is $> r$ table. Based on the validity test, all items on the brand image variable are considered valid.

Table 2. Validity Test for Brand Trust

| Items | R count | R table | Result |
|-------|---------|---------|--------|
| BT.1 | 0,540 | 0.113 | Valid |
| BT.2 | 0,528 | 0.113 | Valid |
| BT.3 | 0,594 | 0.113 | Valid |
| BT.4 | 0,595 | 0.113 | Valid |
| BT.5 | 0,579 | 0.113 | Valid |

Source: Processed Data (2021)

Based on table 2. It shows that the value of the r count is $> r$ table. All brand trust variables' items are considered valid based on the validity test displayed in the above table.

Table 3. Validity Test for Price

| Items | R count | R table | Result |
|-------|---------|---------|--------|
| PR.1 | 0,554 | 0.113 | Valid |
| PR.2 | 0,551 | 0.113 | Valid |
| PR.3 | 0,638 | 0.113 | Valid |
| PR.4 | 0,598 | 0.113 | Valid |
| PR.5 | 0,665 | 0.113 | Valid |

Source: Processed Data (2021)

Based on table 3. It shows that the value of the r count is $> r$ table. Based on the validity test, all items on the price variable are considered valid.

Table 4. Validity Test for Customer Oriented Services

| Items | R count | R table | Result |
|-------|---------|---------|--------|
| CS.1 | 0,683 | 0.113 | Valid |
| CS.2 | 0,641 | 0.113 | Valid |
| CS.3 | 0,670 | 0.113 | Valid |
| CS.4 | 0,599 | 0.113 | Valid |
| CS.5 | 0,679 | 0.113 | Valid |

Source: Processed Data (2021)

Based on table 4. It shows that the value of the r count is $> r$ table. All items on the customer-oriented services variable are considered valid based on the validity test.

Table 5. Validity Test for Buying Decision

| Items | R count | R table | Result |
|-------|---------|---------|--------|
| BD.1 | 0,633 | 0.113 | Valid |
| BD.2 | 0,690 | 0.113 | Valid |
| BD.3 | 0,661 | 0.113 | Valid |
| BD.4 | 0,664 | 0.113 | Valid |

| Items | R count | R table | Result |
|-------|---------|---------|--------|
| BD.5 | 0,653 | 0.113 | Valid |

Source: Processed Data (2021)

Based on table 5. It shows that the value of the r count is $> r$ table. Based on the validity test, all items on buying decision variables are considered valid.

Table 6. Reliability Test

| Variables | Cronbach's Alpha | Result |
|----------------------------|------------------|----------|
| Brand Image | 0.841 | Reliable |
| Brand Trust | 0.779 | Reliable |
| Price | 0.822 | Reliable |
| Customer-oriented services | 0.824 | Reliable |
| Buying decision | 0.810 | Reliable |

Source: Processed Data (2021)

As displayed in table 6 above, the results show that each variable in this study has a value greater than 0.7, so it is concluded that all variables in this study are reliable.

Classical Assumption Test Results, Normality Test Results

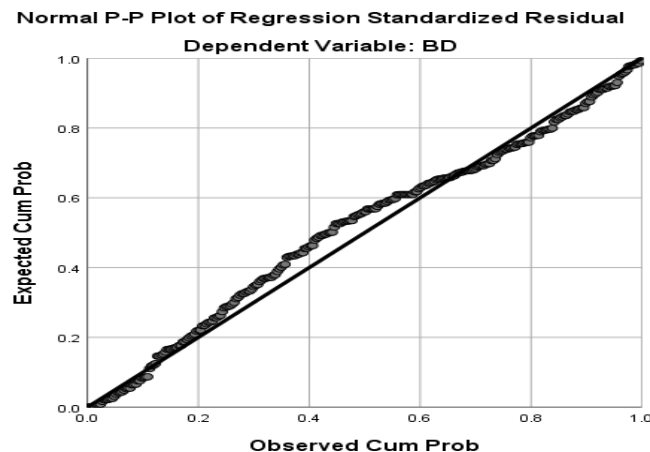


Figure 2. Normality Histogram, Source: Processed Data (2021)

By looking at Figure 2, there is a Normal P-P Plot of Regression Standardized Residual Point. All data spread around the diagonal line, and then the data shows that the data is normally distributed and normally distributed.

5.1. Multicollinearity Test:

Multicollinearity is to see the state of the data where one or more independent variables have a linear relationship to other independent variables or not. There should be no correlation between the independent variables in a good regression model.

Table 6. Multicollinearity test results

| Items | Collinearity Statistics | |
|-------|-------------------------|-------|
| | Tolerance | VIF |
| BI | 0.478 | 2.093 |
| BT | 0.543 | 1.841 |
| PR | 0.569 | 1.759 |
| CS | 0.478 | 2.092 |

Based on the result from table 6, the values for Tolerance > 0.1 and V.I.F. < 10, there is no multi correlation between the independent variables in this study.

5.2. Heteroscedasticity Test results

Table 7. Heteroscedasticity test results

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------|-----------------------------|------------|---------------------------|--------|-------|
| | B | Std. Error | Beta | | |
| (Constant) | 1.957 | 0.578 | | 3.387 | 0.001 |
| BI | 0.000 | 0.031 | -0.001 | -0.015 | 0.988 |
| BT | 0.003 | 0.032 | 0.007 | 0.086 | 0.932 |
| PR | -0.016 | 0.029 | -0.043 | -0.537 | 0.592 |
| CS | -0.023 | 0.032 | -0.062 | -0.721 | 0.471 |

Source: Processed Data (2021)

Based on table 7, the result from the heteroscedasticity test shows that each independent variable in the significance value above 0.05 can be classified that heteroscedasticity does not occur.

5.3. Autocorrelation Test

Table 8. Autocorrelation test results

| Model Summary | | | | | |
|---|-------------------|-----------|-------------------|--------------------------------|---------------|
| Model | R | R Squared | Adjusted R Square | Standard error of the Estimate | Durbin-Watson |
| 1 | .819 ^a | 0.670 | 0.665 | 1.549 | 1.830 |
| a. Predictors: (Constant), CS, BT, PR, BI | | | | | |
| b. Dependent Variable: BD | | | | | |

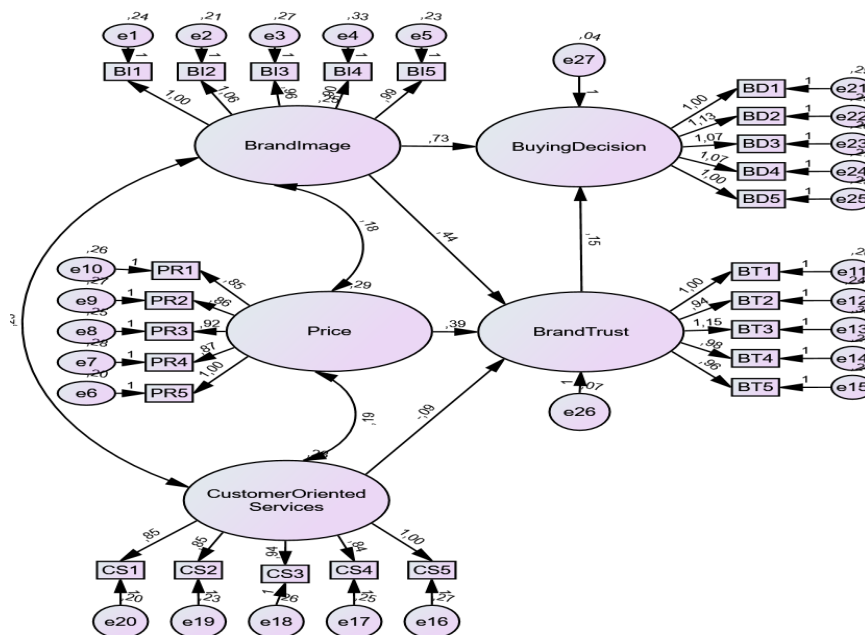
Source: Processed Data (2021)

R squared is a number that ranges from 0 to 1, wherein the table 8, the R² is 0.670, which indicates the magnitude of the combination of independent variables that affect the value of the dependent variable. Based on the table above, it can be seen that the test results for autocorrelation Durbin-Watson is 1.830, and it's between 1.5 and 2.5, meaning that there is no autocorrelation in this study. The closer to number one, the model issued by the regression is better.

5.4. AMOS S.E.M. Test Results

In this study, researchers use a Structural Equation Modeling (S.E.M.) approach, which uses diagrams that allow all variable observations included following the theoretical model building. S.E.M. analysis used is AMOS. The test was carried out by looking at the results of CMIN / DF, R.M.R., RMSEA, CFI, I.F.I., NFI, RFI, TLI. Compared with predetermined criteria. The following is a model of this research:

S.E.M. Model Analysis



The Figure 3 explains sources of the processed data processing.

Figure 3: Sources: Processed Data Processing (2021)

Table 9. AMOS Goodness of Fit Index

| Goodness of Fit | Cut off the goodness of fit | | Description | |
|--------------------------------|-----------------------------|-----------------|-------------|--------------|
| | Good Fit | Marginal Fit | Test result | Description |
| Root Mean Residual (R.M.R.) | $\leq 0,05$ | | 0.03 | Good Fit |
| Root Mean Square Error (RMSEA) | $\leq 0,08$ | | 0.06 | Good Fit |
| CMIN/DF | $> 1 - 3$ | | 1,872 | Good Fit |
| Comparative Fit Index (CFI) | $\geq 0,90$ | $0,80 - < 0,90$ | 0.92 | Good Fit |
| Incremental Fit Index (IFI) | $\geq 0,90$ | $0,80 - < 0,90$ | 0.92 | Good Fit |
| Normal Fit Index (NFI) | $\geq 0,90$ | $0,80 - < 0,90$ | 0.85 | Marginal Fit |
| Tucker-Lewis Index (TLI) | $\geq 0,90$ | $0,80 - < 0,90$ | 0.913 | Good Fit |
| Relative Fit Index (RFI) | $\geq 0,90$ | $0,80 - < 0,90$ | 0.831 | Marginal Fit |

Based on the test results, it can be seen that R.M.R., RMSEA, CMIN / DF, CFI, I.F.I., NFI, TLI, and RFI produce the desired values and can be categorized as Good Fit and Marginal Fit.

5.5. S.E.M. Testing

The statistical application used in this research is Analysis Moment of Structural (AMOS) because many mathematical calculations are very complex. The statistical application used in this research is Analysis Moment of Structural (AMOS) to solve the problems because many mathematical calculations are very complex.

The conditions in this study are categorized as complex; the path analysis is also used to analyze the pattern of relationships between variables to know the direct or indirect effect of a set of independent variables (exogenous) on the dependent variable (endogenous). In path analysis, if the variables are latent, the more appropriate data analysis is structural equation modeling (Structural Equation Modeling) or S.E.M. S.E.M. is a multivariate analysis technique that is a combination of factor analysis and path analysis.

After the hypotheses are tested, the next step is to test the parameters to interpret the previously formed hypotheses. Based on the research results, it can be concluded as follows:

Table 10. Regression Weights: (Group number 1 - Default model)

| | | | Estimate | S.E. | C.R. | P |
|-----------------|------|---------------------------|----------|-------|-------|-------|
| brand trust | <--- | Brand Image | 0.436 | 0.165 | 2.644 | 0.008 |
| brand trust | <--- | Price | 0.39 | 0.08 | 4.888 | *** |
| brand trust | <--- | CustomerOriented_Services | -0.087 | 0.157 | 0.556 | 0.578 |
| buying decision | <--- | BrandImage | 0.729 | 0.099 | 7.333 | *** |
| buying decision | <--- | BrandTrust | 0.148 | 0.089 | 1.658 | 0.097 |

The data above will be used to test the hypothesis formed by following the value of the critical ratio (C.R.) and probability (P) on the regression weight. The value of $C.R \geq 1.96$ and significant $\leq \alpha = 0.05$ in this condition for the hypothesis is accepted.

5.6. Hypothesis testing result

Hypothesis testing aims to decide whether the hypothesis being tested is rejected or accepted. Hypothesis testing is part of inferential statistics that aims to conclude a population-based on data obtained from the population sample. In conducting hypothesis testing, the requirements for the hypothesis to be accepted are the value of $C.R \geq 1.96$ and significant $\leq \alpha = 0.05$

Based on table 10, it can be seen from the five hypotheses proposed that four hypotheses produce significant positive values / are accepted while the two hypotheses are rejected. The hypothesis test results show that the Customer-oriented services variable does not significantly affect brand trust, and the Brand Trust variable does not significantly impact buying decisions.

5.6.1.Brand Image on Brand Trust

The results of hypothesis testing show that brand image has a positive and significant impact on brand trust. The C.R. value generated from AMOS data processing is 2.644, with a significance of 0.008. These results indicate that the test exceeds the requirements of $C.R \geq 1.96$ and is significant $\leq \alpha = 0.05$. The critical ratio with a value of 2.644 shows that the higher the value of the brand image will affect the brand trust by 2.644. So if the brand image variable increases by 1 unit, it will increase the brand trust by 2,644.

Prudential is an insurance company that pays close attention to its corporate image in the eyes of the public. It is proof that this is in line with previous research conducted by Che Hui et al., 2015), where brand image is one of the essential variables in shaping consumer trust. It further reflects that a brand that is attractive and valuable in the eyes of consumers will further increase consumer confidence in the products/services associated with the brand. It is also supportive because it is prudential to maintain its brand image, especially among millennials. The evidence of Prudential's awards in brand categories such as Best Brand Awareness and Brand Image for the Life Insurance Financial Awards 2020 - Millennial's Choice category and Teropong Public Relations (T.P.R.) Award 2020 Best Active Social Media (P.T. Prudential Life Assurance, 2021).

5.6.2. Price on Brand Trust

The results of hypothesis testing show that price has a positive and significant impact on brand trust. The C.R. value generated from AMOS data processing is 4.888, with a significance of 0.000. The critical ratio with a value of 4.888 shows that the higher the price value, the higher the brand trust of 4.888. So if the variable price increases by 1 unit, it will increase brand trust by 4.888.

Price perception has a significant effect on brand trust, according to research conducted by (Benhardy et. Al., 2020). Consumers will always have more confidence in companies with competitive prices and commensurate value for money. Several previous research results also show that prices are known to positively affect consumer confidence (Suhaily & Darmoyo, 2017). Price sensitivity can affect brand trust (Sihite, Harun, & Nugroho, 2015). This shows that price is an essential factor because it affects consumer confidence in a brand.

5.6.3. Customer Orientated Services on Brand Trust

The results of hypothesis testing show that customer-oriented services have a positive but insignificant impact on brand trust. The C.R. value generated from AMOS data processing is 0.556 with a significance of 0.578. This result is below the required value of $C.R \geq 1.96$ and significant $\leq \alpha = 0.05$. The critical ratio with a value of 0.556 shows that the higher the value of customer-oriented services, the higher the value of customer-oriented services will affect the brand trust of 0.556, but it is not significant. So if the customer-oriented services variable increases by 1 unit, it will only increase the brand trust by 0.556.

The results of this study are in line with research conducted by (Chinomona et al., 2013), which states that brand services quality does not significantly affect brand trust. One of the reasons why customer-oriented services cannot influence brand trust in this study is because respondents do not see the services provided by each insurance agent, not as a standard set by prudential, but rather personal services from each insurance agent.

5.6.4. Brand Image on Customer Buying Decision

The results of hypothesis testing show that brand image has a positive and significant impact on brand trust. The C.R. value generated from AMOS data processing is 7.333, with a significance of 0.000. The critical ratio with a value of 7.333 shows that the higher the value of the brand image will affect the customer buying decision by 7.333. So if the brand image variable increases by 1 unit, it will increase the customer buying decision by 7,333.

A strong brand image will create a positive impression on the company, influencing consumers' purchasing decisions. It is in line with previous research conducted by Che Hui et al., 2015), where brand image is one of the essential variables in shaping consumer purchasing decisions. Prudential, established in 1999 and has a good track record in Indonesia, is also one of the factors that makes brand image influence respondents' purchasing decisions. This evidence shows that the average respondent's responses to the brand image are in the excellent category with a value of 4.27. In addition, the majority of respondents who filled out the questionnaire were at the age of 21-30 (48.58%) where in this case, the Prudential company has proven to be a company with a good brand image with various awards received by Prudential in brand categories such as Best Brand Awareness and Brand Image for Category Life Insurance Financial Awards 2020 - Millennial's Choice and Teropong Public Relations (T.P.R.) Award 2020 Best Active Social Media.

5.6.5. Brand Trust on Customer Buying Decision

The results of hypothesis testing indicate that brand trust does not significantly impact customer buying decisions. The C.R. value generated from AMOS data processing is 1.658, with a significance of 0.097. This result is below the required value of $C.R \geq 1.96$ and significant $\leq \alpha = 0.05$. The critical ratio with a value of 1.658 shows that the higher the value of brand trust, it will affect the customer buying decision by 1.658. So if the brand trust variable increases by 1 unit, it will increase the customer buying decision by 1.658. However, the changes will not be significant.

The results of this study turned out to show the same results as the prominent reference journals of this study. The research results by Che Hui et al., 2015, show that brand trust does not significantly impact buying decisions. One possible reason to explain this is that prudential insurance is a very well-known brand operating in Indonesia since 1999. Consumers already know what to expect from prudential insurance and feel that their insurance product is very reliable. Therefore, trust may already exist among consumers before making a purchase decision, and it is not a factor that directly influences the insurance purchase decision.

6. Conclusion

The results of the research analysis that have done can be concluded based on the results of the research hypothesis testing as follows:

1. Hypothesis 1 says that brand image has a significant positive impact on brand trust in Prudential Indonesia customers. The analysis results showed the critical ratio with a value of 2.644 and a significance of P of 0.008. It shows that the higher the value of the brand image will affect the brand trust of 2.644. So if the brand image variable increases by 1 unit, it will increase the brand trust variable by 2.644.
2. Hypothesis 2 says that price significantly impacts brand trust in Prudential Indonesia customers. The analysis results showed the critical ratio with a value of 4.888. It shows that the higher the price value, it will affect the brand trust of 4.888. So if the variable price increases by 1 unit, it will increase the brand trust variable by 4.888.
3. Hypothesis 3 says that customer-oriented services positively but significantly impact brand trust in Prudential Indonesia customers. The analysis results show that the critical ratio with a value of 0.556 indicates that the higher the value of customer-oriented services, it will affect the brand trust of 0.556, but it is not significant. So if the variable price increases by 1 unit, it will only increase the brand trust by 0.556.
4. Hypothesis 4 says that brand image significantly impacts customer buying decisions for Prudential Indonesia customers. The analysis results show that the critical ratio with a value of 7.333 shows that the higher the value of the brand image will affect the customer buying decision by 7.333. So if the brand image variable increases by 1 unit, it will increase the customer buying decision by 7.333.
5. Hypothesis 4 says that brand trust has a positive but insignificant impact on customer buying decisions for Prudential Indonesia customers. The analysis results show that the critical ratio with a value of 1.658 shows that the higher the value of brand trust, it will affect the customer buying decision by 1.658. So if the variable price increases by 1 unit, it will only increase the brand trust by 0.556. However, the changes will not be significant.

6.1. Limited and Sugestion

In this study, there are several limitations, some of which are:

1. This study only covers customers who have an active prudential insurance policy in Indonesia.
2. This research is limited to the variables of brand image, brand trust, customer-oriented services, and price influence customer buying decisions.

Based on the limitations of this study, suggestions for future research can be taken:

1. Research can be extended not only to prudential insurance companies but also to other well-known insurance companies in Indonesia
2. In further research suggests adding a mediating variable or other independent variables such as customer perceived value, brand experience, and other variables that can better see the effect on brand trust and customer buying decisions.

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