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THE EFFECT OF BRAND IMAGE AND QUALITY PERCEPTIONS ON TRUST AND THEIR IMPACT ON THE DECISION TO BUY HAND SANITIZER

(Study on ANTIS Brand Hand Sanitizer Customers in DKI Jakarta)

Nathanael Prilius¹, Wahono Sumaryono², Sri Widyastuti³

Masters Program in Pharmaceutical Sciences, Pancasila University^{1,2,3}

muhammad.afrihan@binus.ac.id

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ABSTRAK

Seiring dengan meningkatnya aktivitas masyarakat terutama di perkotaan, dan banyaknya produk instan yang serba cepat dan praktis, muncul inovasi produk hand sanitizer tanpa air yang dikenal dengan antiseptik hand sanitizer atau pembersih tangan. Produk hand sanitizer ini mengandung antiseptik yang digunakan untuk membunuh kuman di tangan, yang terdiri dari alkohol dan triclosan. Berdasarkan data tahun 2015 – 2020 yang merupakan hasil survei Top Brand pengguna hand sanitizer di Indonesia, ditemukan bahwa hand sanitizer merek Antis dan Dettol selalu memiliki indeks yang menempatkan mereka pada posisi dua teratas pada periode tersebut. Dalam penelitian ini dipilih dua variabel bebas yaitu citra merek dan persepsi kualitas, dengan asumsi variabel bebas terbukti memiliki hubungan positif dengan kepercayaan dan keputusan pembelian. Penelitian ini dilakukan di lima wilayah DKI Jakarta (Jakarta Barat, Jakarta Timur, Jakarta Pusat, Jakarta Utara, dan Jakarta Selatan) pada bulan November – Desember 2020. Sampel yang digunakan adalah 200 responden. Teknik analisis data menggunakan Structural Equation Model (SEM), dalam hal ini Lisrel. Hasil penelitian menyimpulkan: 1) Brand Image berpengaruh terhadap kepercayaan konsumen terhadap produk antis; 2) Kualitas mempengaruhi kepercayaan konsumen terhadap produk antis; 3) Citra Merek mempengaruhi keputusan konsumen untuk membeli produk antis; 4) Kualitas mempengaruhi keputusan konsumen untuk membeli produk antis; 5) Kepercayaan mempengaruhi keputusan konsumen untuk membeli produk antis; 6) Citra dan kualitas merek dapat menjelaskan 86% varians kepercayaan, sedangkan sisanya 14% dijelaskan oleh faktor lain. Citra merek, kualitas, dan kepercayaan dapat menjelaskan 92% varians keputusan pembelian sedangkan 8% sisanya dijelaskan oleh faktor lain; dan, 7) Terdapat pengaruh langsung dan tidak langsung variabel

Kata Kunci :

Citra Merek, Kualitas yang Dirasakan, Kepercayaan, Keputusan Pembelian, Pembersih Tangan

citra merek dan kualitas terhadap keputusan membeli produk antis. Pengaruh tidak langsung melalui variabel kepercayaan konsumen terhadap produk antis.

ABSTRACT

Along with the increasing activity of people, especially in urban areas, and the number of instant products that are fast-paced and practical, an innovative waterless hand sanitizer product has emerged, known as antiseptic hand sanitizer or hand sanitizer. This hand sanitizer product contains an antiseptic used to kill germs on hands, which consists of alcohol and triclosan. Based on data from 2015 - 2020 which is the result of a Top Brand survey of hand sanitizer users in Indonesia, it is found that the Antis and Dettol brand hand sanitizers always have an index that places them in the top two positions in that period. In this study, two independent variables were selected including brand image and perceived quality, with the assumption that the independent variables were proven to have a positive relationship with trust and purchasing decisions. This research was conducted in five areas of DKI Jakarta (West Jakarta, East Jakarta, Central Jakarta, North Jakarta, and South Jakarta) in November - December 2020. The sample used was 200 respondents. The data analysis technique used Structural Equation Model (SEM), in this case, Lisrel. The results of the study concluded: 1) Brand Image affects consumer confidence in antis products; 2) Quality affects consumer confidence in antis products; 3) Brand Image affects consumer decisions to buy antis products; 4) Quality influences consumer decisions to buy antis products; 5) Trust affects consumer decisions to buy antis products; 6) Brand image and quality can explain 86% of the trust variance, while the remaining 14% is explained by other factors. Brand image, quality, and trust can explain 92% of the variance of purchasing decisions while the remaining 8% is explained by other factors; and, 7) There are direct and indirect effects of brand image and quality variables on the decision to buy antis products. The indirect effect is through the variable of consumer confidence in antis products.

Keywords :

**Brand Image,
Perceived
Quality,
Trust, Buying
Decision,
Hand
Sanitizer**

INTRODUCTION

Along with the increasing busyness of the community, especially in urban areas, and the number of instant products that are fast and practical, an innovative waterless hand sanitizer product has emerged, known as an antiseptic *hand sanitizer* or *hand sanitizer*. This *hand sanitizer* product contains an antiseptic used to kill germs on hands, which consists of alcohol and triclosan. The types of *hand sanitizer* products are also increasingly diverse, both in composition, carrier substances, and new products have been marketed that are widely used in the community. *Hand sanitizers* are becoming increasingly familiar to Indonesian people, considering that currently, people are preventing the spread of [Covid-19](#), [hand sanitizers are](#) selling well on the market. Alcohol in the form of a gel is easy to use, easy to store, and protects against bacteria and germs.

Hand sanitizer is one of the antiseptic ingredients in the form of a gel that is often used by the public as a practical handwashing medium. The use of *hand sanitizer* is more effective and efficient when compared to using soap and water, so many people are interested in using it. The advantages of *hand sanitizers* can kill germs in a relatively fast time because they contain alcohol compounds (ethanol, propanol, isopropanol) with concentrations of \pm 60% to 80% and phenol groups (chlorhexidine, triclosan). Compounds contained in *hand sanitizers* have a mechanism of action by denaturing and coagulating germ cell proteins. Triclosan is an antibacterial substance that is most often

added to *hand sanitizers*. Triclosan is an antibacterial substance that is most often added to *hand sanitizers*. However, the use of triclosan can make bacteria immune, interfere with hormone work, and is toxic.

The results of the Top Brand survey are always eagerly awaited by brand people in Indonesia. This is not without reason considering that the title of Top Brand is widely known by customers in Indonesia. For Top Brand Achievers, this title is proof of customer trust in a brand. Why focus on customers? Because the Top Brand survey is aimed at customers as the main respondents. The brands that get the Top Brand predicate are the brands that are chosen by customers directly through surveys. The Top Brand survey has been conducted independently by Frontier Research since 2000. With over 19 years of experience, this survey has been trusted by brand owners and customers in Indonesia.

Based on data from 2015 - 2020 which is the result of a Top Brand survey of *hand sanitizer* users in Indonesia, it is found that the Antis and Dettol brand hand sanitizers always have an index that places them in the top two positions in that period. This means that these two brands are the main choice of customers in choosing hand sanitizer antiseptic liquid products. The assessment carried out by Top Brand is obtained based on three criteria, namely: the strength of the brand in the minds of customers (*mind share*); brand strength in the market/buying behavior (*market share*); and, customer commitment to repurchase in the future (*commitment share*).

the Dettol brand has always been number one as the customer's preferred *hand sanitizer* brand, so in 2019 Antis became the customer's number one *hand sanitizer* brand, and this position will remain in 2020.

This fact is interesting for a study to be conducted, what factors are the causes of a shift in customer choice towards *hand sanitizer* products. Especially focused on the marketing mix strategy carried out by Antis producers because if observed, the Antis brand every year is always in the index range which can be said to be almost stable when compared to its main competitor (Dettol), which is in the range of 30% -33% (except in 2015 which only reached 25%).

Based on these empirical problems, it is interesting to study, regarding the increase in the index. The increase in the consumer preference index for the Antis brand can be analyzed from various points of view, for example, the consumer's point of view, or the producer's point of view. In this study, the point of view of increasing the Antis index is to be seen from the consumer's point of view. One of the variables that can be used to see consumer perceptions of the ups and downs of sales of a product is the *purchase decision* from consumers about the product.

Kotler defines the purchase decision (*purchase decision*) as the decision of the buyer (*buyer*) to determine/choose five sub-decisions to buy, namely (1) the decision to choose a brand (*a brand decision*), (ii) the decision to choose a supplier (*vendor decision*), (iii) decisions regarding the amount to be purchased (*quantity decision*), (iv) decisions on when to make purchases (*timing decisions*), and, (v) decisions regarding *payment method decisions*.

In this study, two independent variables were selected with the assumption that the independent variables were proven to have a positive relationship with purchasing decisions based on previous research. The two independent variables are brand image and perceived quality (Prasetya, et al.).

Brand image. Is the image according to the public about a brand launched by the manufacturer? The brand reflects the complete experience the customer has with the product. Research in Lagos shows that brand image has a significant influence on consumer decisions to buy.

Perceived quality. Product quality perceived by consumers. *Perceived quality* is a critical element for consumer decision-making; the consequence of which is that consumers will compare it to the quality of alternatives associated with a similarly priced product. Research by Bagram and Khan shows that *perceived quality* is a contributing factor in purchasing decisions and consumer loyalty to a product or brand.

METHOD

Type of Research to be Used

This type of research is k quantitative descriptive that is the type of research that is used to analyze data in ways that describe or depict the data that has been collected ⁽²⁸⁾. This study observes the effect of the two independent variables (brand image and perceived quality) on the intermediate variable (trust) and one dependent variable (buying decision).

Method Used

The research approach used is quantitative. Considerations for choosing a quantitative approach, because the nature of this study is by the nature of the quantitative approach, namely this study uses numbers to examine the population and its sample; using instruments (questionnaires) in data collection; use statistics in analytical techniques, and research aims to test the truth of the established hypothesis ⁽²⁸⁾. The method used is a survey method, namely research using questionnaires as a research tool carried out on large and small populations, but the data studied are data from samples taken from the population, so that relative incidence, distribution, and relationships between variables are found. , sociological and psychological.

Research Location and Time

The research location is the DKI Jakarta Province which includes five cities (Central Jakarta, East Jakarta, West Jakarta, South Jakarta, and North Jakarta). The research schedule is carried out in a span of two calendar months, which is carried out from November to December 2020, covering activities for reviewing library materials and preliminary research, preparing proposals, proposal hearings, research, compiling research results, and final thesis hearings. Details schedule of this thesis is presented in Table 4.1 in Chapter IV.

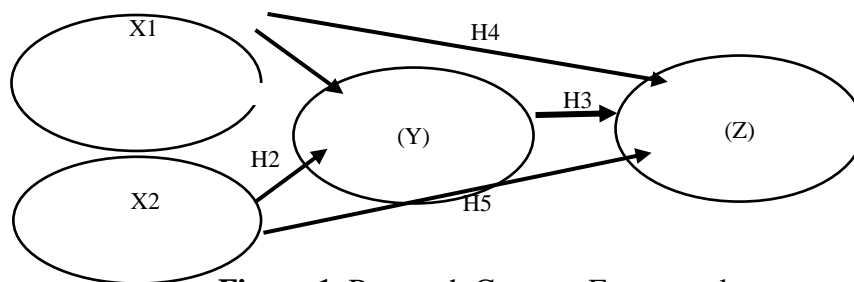


Figure 1. Research Concept Framework

Conceptual framework

How to construct the research using two independent variables (brand image and perceived quality), one intermediate variable (trust), and one dependent variable (buying decision). Based on the formulation of the problem, research objectives, hypotheses, and theoretical studies; The four variables are constructed in a causal relationship which is then visualized in a conceptual framework as shown in Figure 1.

Population and Sample

The population is consumers who have used *antis* hand antiseptic products produced by PT Herlina Indah, who is domiciled in the DKI Jakarta Province. The sample of this study was determined by the number of respondents and the sampling technique. Considering that the desired sample is consumers who have used *antis hand sanitizer* products, while the total population is not known for sure, the determination of the number of consumers is determined using the formula Hair, et al. The Hair formula is used because the size of the population is not known for sure and suggests that the sample size is at least 5-10 times the indicator variable. So the number of indicators is 18 times 10 ($18 \times 10 = 180$). So through calculations based on this formula, the minimum number of samples was 180, which was increased to 200 consumers. It was increased to 200 by considering that the sample would be more representative but also by the limitations of the researcher.

The sampling technique used *incidental sampling*, ie any consumer who met the population criteria previously met was used as a sample, until the number met ⁽²⁸⁾, namely 200 consumers.

a. Inclusion criteria

Inclusion criteria are criteria where the research subject can represent in the research sample that meets the requirements as a sample. The inclusion criteria in this study are:

- 1) Male or female with an age range of 18-55 years.
- 2) Consumers who have/have used *antis* hand sanitizer products.
- 3) Domiciled in the Special Capital Region of Jakarta.
- 4) Willing to be an informant.

b. Exclusion criteria

Exclusion criteria are criteria where the research subject cannot represent the sample because it does not meet the requirements as a research sample. The exclusion criteria for this study are:

- 1) Consumers have never used *antis* hand sanitizer products.
- 2) Not willing to be an informant.

Data Collection Techniques and Research Instruments

Data collection techniques in this study include 1) Questionnaires, which are several written questions that are used to obtain information from consumers to measure research variables; 2) Documentation, namely in the form of consumer data who are willing to fill out questionnaires; and 3) Literature Study, which is in the form of scientific journals and references relevant to research variables.

Based on its nature, the data in this study are quantitative, namely data in the form of numbers (numeric) (Supranto, ⁽³⁰⁾; Kuncoro, ⁽³¹⁾). In terms of the time of collection, this research data is *cross-sectional* data, because it is collected only at one time ⁽³⁰⁾ in this case

2019. Based on the technique of obtaining it, the data in this study is primary data obtained directly by researchers in the field through the survey method. Considering this research is survey research, the instrument of this research uses a questionnaire.

The questionnaire is a sheet that contains multiple questions with a structure that standard. In the questionnaire, the variable measurement consists of five options, namely Disagree (STS) = 1, Disagree (TS) = 2, Neutral (N) = 3, Agree (S) = 4 and Strongly Agree (SS) = 5. The Likert scale relates to statements about a person's attitude towards something. The questionnaire was developed from the operationalization of the four research variables as referred to in Table 3.2.

Data analysis technique

The data analysis technique used Structural Equation Model (SEM), which is a statistical modeling technique that is highly cross-sectional, linear, and general.

$$Y = \zeta_1 * X_1 + \zeta_2 * X_2$$

$$Z = \zeta_1 * X_1 + \zeta_2 * X_2 + \zeta_3 * Y$$

The SEM design in the study is shown in Figure 2.

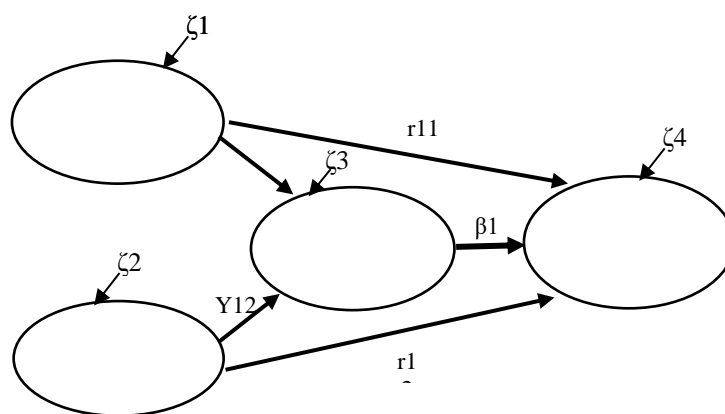


Figure 2. Structural Equation Model Design

Y11 = Direct influence of brand image on trust

Y12 = Direct effect of quality on trust

r11 = Direct influence of brand image on buying decision

r1 2 = The direct influence of quality on purchasing decisions

11 = Indirect influence of brand image and quality on purchasing decisions through trust

This SEM is included in the factor analysis (*factor analysis*), path analysis (*path analysis*), and regression (*regression*). The structural equation model in this study. This SEM analysis technique uses the help of the liserel program. Quoted from Widarjono ⁽³²⁾, the analysis of the SEM model is as follows:

1. Evaluation of the outer model, consisting of:
 - a. *Indicator reliability*, whose value must be between 0.5-0.7
 - b. *Discriminant validity* : (1) Cross loading indicator variable for latent variables must be greater than for other latent variables. (2) Fornell Lacker each latent variable must be greater than the correlation between latent variables.

- c. *Internal consistency* : (1) Composite reliability, Value should be $\geq 0,6$. (2) The value of Cronbach's Alpha should be $\geq 0,6$.
 - d. *Convergent validity*: Average Variance Extracted (AVE) value must be 0.5
2. Evaluation of the inner model, consisting of:
 - a. The coefficient of determination (R^2) which is generally the value of R^2 is good.
 - b. The significance and magnitude of the coefficient of the structural model, the results must be significant.

The following is a description of the data analysis technique, namely descriptive statistical analysis, this will do:

1. **Instrument Test**

The instrument in this study is a questionnaire which is an indicator of a variable or construct⁽³³⁾. Before being used in the study, the questionnaire was tested for validity and reliability testing.

a. **Validity Test**

An item or questionnaire item is said to be valid or valid if the questions or statements in the questionnaire can reveal something that will be measured by the questionnaire. In testing the validity of the construction of each item, factor analysis was used, which correlated the scores of the instrument items in a factor, and correlated the factor scores with the total score which was the sum of each item score⁽²⁹⁾. There are at least two criteria to assess the validity of an item. First, if the positive correlation of each of these factors and the amount of 0,3, and above, then the factor is a powerful construct, which means valid. Second, the statement item is considered valid if the validity value is greater than the *product-moment* correlation value (*r table*) at a significance level of 0.05.

The significance test of this validity is to compare the calculated r-value as the result of the *Pearson Correlation* with the r table for the *degree of freedom* (df) = $n-2$, in this case, n is the number of samples. To find out "r table", assuming the number of respondents is 30 ($n = 30$) and the degree of freedom or Sig (*two-tailed*) is 0.05, then the value of "r table" is 0.361.

b. **Reliability Test**

A statement or question in the questionnaire is said to be *reliable* or reliable if the consumer's answers to the statements or questions in the questionnaire are consistent or stable from time to time. Of the two ways of measurement reliability, namely the question (*repeated measure*) and the measurement of the time (*one-shot*), the reliability test in this research use means *a one-shot*. In this case, the reliability measurement uses *Cronbach's Alpha* statistical test. A constructor is a variable called *reliable* if the value of *Cronbach's Alpha* (α) > 0.70 ⁽³³⁾. In addition to a per variable, this reliability test also tests the reliability per item of the questionnaire through the *if item deleted value* which must be greater than the "r table" which in this study is 0.361.

2. **Descriptive Statistical Analysis**

To describe the characteristics of the sample and describe the variables used in the study, descriptive statistical analysis was used. Descriptive statistics provide and show a description or description of data seen from the number of samples (N), the average value (*mean*), maximum value, minimum value, and standard deviation⁽³³⁾.

The arithmetic *mean* (*mean* or *arithmetic mean*) or average value, is a set of quantitative data that adds up all data divided by the quantity of data. The *minimum* value indicates the minimum value of the data. The *maximum* value indicates the maximum value of the data ⁽³²⁾.

The *standard deviation* is a measure of the deviation obtained from the square root of the mean of the sum of the squares of the deviations between each of the mean values. The meaning of the standard deviation measure is, if the standard deviation value is relatively large compared to the average value (*mean*), it means that the data used has a high distribution/variability which indicates that the data is not normal. On the other hand, if the standard deviation value is relatively smaller than the *mean* value, it means that the data used is clustered around the mean value and the deviation is small, so the data is normal ⁽³³⁾.

RESULTS AND DISCUSSION

This chapter will discuss the validity and reliability tests, the characteristics of the respondents, the level of consumer perceptions of the variables, the analysis of the *Structural Equation Model* in the form of research models, structural equations, the *Goodness of Fit* test, and hypothesis testing (t-test).

Researchers distributed questionnaires to Antis consumers in 10 minimarkets in the Jakarta area, including Indomaret and Alfamart Pasar Senen for the Central Jakarta area on January 16, 2021; Indomaret and Alfamart Kota for the West Jakarta area on January 17, 2021; Indomaret and Alfamart Klender for the East Jakarta area on January 18, 2021; Indomaret and Alfamart Tanjung Priok for the North Jakarta area on January 19, 2021; and, Indomaret and Alfamart Pasar Minggu for the South Jakarta area on January 20, 2021. For each minimarket, 20 customers were selected as consumers of the research so that the number of questionnaires distributed was 200 questionnaires to 200 consumers. This questionnaire consists of 4 variables, namely, brand image, perceived quality, trust, and purchasing decisions.

VALIDITY AND RELIABILITY ANALYSIS

Questionnaire Validity Test

Test the validity in this study using the *Pearson Product Moment* correlation formula. *Questionnaire items* are said to be valid if the data that has been correlated under the *Corrected Item Total Correlation* column is greater than the product-moment correlation value. The correlation table is calculated based on the value of the r table, where the r table in the study is the r table with $df = n - 2$ at $\alpha = 0.05$. Where for n (the number of respondents) in this study is 200. So, the value of df obtained is $df = 200 - 2 = 198$. With the value of $df = 199$, the value of the r table is 0.139. If the correlation value in the *Corrected Item Total Correlation* column between each statement produces a value of r count > 0.139 , then the statement item is declared valid but otherwise if r count < 0.139 then the statement item is declared invalid in forming the variable. The following are the results of the validity test for each variable.

Table 1. Test the Validity of the Questionnaire

No.	Statement	Corected Item-Total Correlation	Information
X1	Brand Image		
1	I can easily differentiate among brands antis as a superior product with brand <i>hand sanitizer</i> other	0.744	Valid
2	The distinguishing element of the antis brand is the antis writing in a green circle which gives a sense of security and comfort	0.758	Valid
3	Antis brand character is “clean” and comfortable to use	0.667	Valid
4	Another antis brand character is “germ-free” and safe to use	0.731	Valid
5	If I see clean hands, I think of antis as a reliable guarantee	0.700	Valid
6	If I see a mother cleaning her child's hands, then remember the antis that give a sense of security	0.736	Valid
7	I feel calmer and feel cleaner after using antis	0.737	Valid
8	The benefits of antis that I feel are almost the same as the benefits conveyed through antis advertisements, it is not sticky and smells good	0.689	Valid
9	Antis has good competence as the leading <i>hand sanitizer</i> in Indonesia	0.729	Valid
10	In my opinion, antis have more practical and <i>hygienic</i> benefits when compared to <i>other</i> brands of <i>hand sanitizer</i>	0.748	Valid
X2	Quality Perception		
11	I rate the hand of the anti- <i>sanitizer</i> product from PT. Herlina Indah is nutritious	0.710	Valid
12	Anti-scented fragrance	0.743	Valid
13	The price of antis is cheap when compared to other brands	0.698	Valid
14	For me, the choice of antis is adequate and the quality is guaranteed	0.703	Valid
15	The reputation of PT. Herlina Indah as a producer is quite good (positive) and reliable	0.708	Valid
16	PT. Herlina Indah is well known for its quality assurance	0.711	Valid
17	Like a <i>hand sanitizer</i> , Antis is claimed to be able to deal with anti-bacterial problems that can kill germs on the hands	0.733	Valid
18	In my opinion, antis have no side effects that can hurt my hands so that it creates a sense of security and comfort	0.621	Valid
Y	Trust		
19	I believe the statement conveyed through the antis <i>hand sanitizer</i> advertisement of PT. Herlina Indah as a trusted producer	0.737	Valid
20	My friends also know the benefits of using a reliable antis	0.695	Valid
21	The process of making antis <i>hand sanitizer</i> products, I'm sure it meets pharmaceutical standards with guaranteed procedures	0.702	Valid
22	I believe antis is made with ingredients that are safe for health	0.743	Valid

23	I've seen TV shows/social media that the production process of <i>antis hand sanitizer</i> is sophisticated	0.683	Valid
24	<i>Antis</i> is part of my routine shopping list as I need good quality <i>hand sanitizer</i>	0.692	Valid
25	The price of <i>antis</i> is commensurate with the quality of a good <i>hand sanitizer</i> product	0.737	Valid
Z	Buying Decision		
26	In deciding to buy a <i>hand sanitizer</i> , I chose <i>antis</i> as the main choice	0.755	Valid
27	My choice of <i>antis</i> brand is the best and most trusted choice	0.743	Valid
28	I always buy <i>antis hand sanitizer</i> at well-known stores/supermarkets	0.698	Valid
29	My choice of shops/supermarkets that sell <i>antis</i> is the best	0.771	Valid
30	When buying <i>antis hand sanitizer</i> , I'm always sure to buy a certain amount	0.720	Valid
31	My decision to buy <i>antis</i> with that amount, used by me and my family who also like <i>antis</i>	0.756	Valid
32	I always decide to buy <i>antis</i> as a superior <i>hand sanitizer</i> product on my family shopping list	0.719	Valid
33	In deciding to buy the best <i>hand sanitizer</i> , I always buy <i>antis</i> at least once a month	0.713	Valid
34	The decision of what payment system should I choose, it's not a big problem for me to get the best <i>hand sanitizer</i>	0.688	Valid
35	I feel more secure if I pay non-cash	0.743	Valid

Based on the results of testing the validity of the indicators in this study in table IV.1. above, shows that all indicators have r table > 0.139 , so it can be said that these indicators can be used for research.

Data Reliability Test

After the validity test was carried out, the reliability test was then processed using *Cronbach's alpha* formula. By comparing the value of *Cronbach's alpha* count is greater than 0,6.

Table 2. Questionnaire Reliability Test Results

No.	Variable	<i>Cronbach's alpha</i>	Information
1	Brand Image	0.929	Reliable
2	Quality Perception	0.908	Reliable
3	Trust	0.890	Reliable
4	Buying decision	0.932	Reliable

Based on the results of the reliability test on the indicators above, it is known that each *Cronbach's alpha* value has a value of more than 0.6, which means that all indicators on the variables in this study can be used and trusted as measuring tools that produce relatively consistent answers. From the validity and reliability tests above, this questionnaire can be used for this research.

CHARACTERISTICS/CONSUMER PROFILE

The sample data obtained from distributing questionnaires to consumers in 5 areas of the City of Jakarta have several characteristics. The results of data collection in the field through questionnaire answers obtained from consumers, based on gender, education, age, and frequency of buying antis " *hand sanitizer* " at least 2 times. The grouping of consumers based on the above characteristics aims to produce responses that can represent the number of consumers to be studied.

Consumer Profile by Gender

From 200 consumers, the data obtained based on the gender of the respondents can be seen in table 3. below:

Table 3. Consumer Profile by Gender

Gender	Amount	Percentage (%)
Man	120	60
Woman	80	40
Amount	143	100

Based on the table above, of the 200 consumers who have filled out the questionnaire, there are 120 (60%) male consumers and 80 (40%) female consumers, it can be said that consumers based on gender have a ratio of 3: 2. For more details, see the diagram below:

Consumer Profile by Age

From 200 consumers who filled out the questionnaire, based on age, there were 2 consumers for the age group under 20 years, then for the age group between 21-25 years as many as 86 consumers, ages 26-30 years as many as 11 consumers, age 31-35 years as many as 32 consumers, aged 36-40 years as many as 65 consumers, ages 41-45 years as many as 4 consumers, and there are no consumers who are in the age range of more than 46 years. So based on age characteristics, it is known that the age of most consumers in this study is in the age range of 21-25 years. For more details, the data obtained based on the age of consumers can be seen in table 4, below:

Table 4. Consumer Profile by Age

3	Amount	Percentage (%)
Less than 20 years	2	1
21 – 25 years old	86	43
26 – 30 years	11	5.5
31 – 35 years	32	16
36 – 40 years	65	32.5
41 – 45 years	4	2
46 – 50 years	-	-
More than 50 years	-	-
Total	200	100

Consumer Profile Based on Last Education

Of the 200 consumers, the data obtained based on the latest education can be seen in table 5, as follows:

Table 5. Consumer Profile Based on Last Education

Last education	Amount	Percentage (%)
Not completed in primary school	1	0.5
SD	29	14.5
junior high school	2	1
SMA/SMK	48	24
D1/D2	8	4
D3	7	3.5
S1	102	51
S2/S3	3	1.5
total	200	100

Based on the above table, from 200 consumers who filled out a questionnaire based on education level, consumers are educated not completed SD sebanyak 1 consumers, consumers who had elementary education by 29 consumers, consumers JSE as much as 2 consumers, consumers are educated SMA / SMK as many as 48, the consumer educated D1 / D2 by 8 consumers, consumers are educated D3 as much as 7, consumers are educated S1 as many as 102 consumers, and consumers are educated Masters / Doctoral much as 3 consumers. Based on the data above, the majority of consumers have the latest education S1. This is also by the research of Eugenia and Suryono⁽³⁶⁾ that the samples produced in their research are consumers who have the last education degree. More details can be seen in the following diagram:

Profile of Consumers Who Have Purchased At least 2 times

Of the 200 respondents who filled out the questionnaire stated that all of them had bought *antis " hand sanitizer "* at least 2 times.

CONSUMER PERCEPTION LEVEL OF VARIABLES

This section will describe descriptively using the average analysis of each indicator/statement of the variables of this study, namely service quality, price, brand image, customer satisfaction, and customer loyalty.

Brand Image Variable

The brand image variable assessed by the respondents is translated into 5 dimensions with 10 statements. These dimensions include *Brand identity* (2 statements), *Brand personality* (2 statements), *Brand association* (2 statements), *Brand behavior and attitude* (2 statements), and *Brand competence and benefit* (2 statements). The customer perception of the brand image can be seen in table 6. below:

Table 6. Customer perception of brand image

No.	Statement	Means	Information
1	I can easily differentiate among brands <i>antis</i> as a superior product with brand <i>hand sanitizer</i> other	3.97	Tall
2	The distinguishing element of the <i>antis</i> brand is the <i>antis</i> writing in a green circle which gives a sense of security and comfort	4.01	Tall
3	<i>Antis</i> brand character is "clean" and comfortable to use	3.97	Tall
4	Another <i>antis</i> brand character is "germ-free" and safe to use	4.04	Tall
5	If I see clean hands, I think of <i>antis</i> as a reliable guarantee	4.05	Tall
6	If I see a mother cleaning her child's hands, then remember the <i>antis</i> that give a sense of security	4.03	Tall

7	I feel calmer and feel cleaner after using <i>antis</i>	3.99	Tall
8	The benefits of <i>antis</i> that I feel are almost the same as the benefits conveyed through <i>antis</i> advertisements, it is not sticky and smells good	4.00	Tall
9	<i>Antis</i> has good competence as the leading <i>hand sanitizer</i> in Indonesia	4.05	Tall
10	In my opinion, <i>antis</i> have more practical and <i>hygienic</i> benefits when compared to <i>other brands of hand sanitizer</i>	3.96	Tall
Brand Image Means		4.01	Tall

The level of respondent's perception of this brand image is high, it is reflected by two major indicators, namely, CM1 (easily distinguish between brands *antis* with brand *hand sanitizer* others), and CM3 (Character *antis* brand is "clean" and comfortable).

Quality Variable

The quality variable is translated into 4 dimensions consisting of 8 statements. These dimensions are product quality (2 statements), comparison (2 statements), reputation (2 statements), and reliability (2 statements). The customer perception of quality can be seen in table 7, as follows:

Table 7. Customer perception of quality

No.	Statement	Means	Information
1	I rate the hand of the <i>anti-sanitizer</i> product from PT. Herlina Indah is nutritious	4.11	Tall
2	Anti-scented fragrance	4.14	Tall
3	The price of <i>antis</i> is cheap when compared to other brands	4.03	Tall
4	For me, the choice of <i>antis</i> is adequate and the quality is guaranteed	4.07	Tall
5	The reputation of PT. Herlina Indah as a producer is quite good (positive) and reliable	4.06	Tall
6	PT. Herlina Indah is well known for its quality assurance	4.05	Tall
7	Like a <i>hand sanitizer</i> , <i>Antis</i> is claimed to be able to deal with anti-bacterial problems that can kill germs on the hands	4.05	Tall
8	In my opinion, <i>antis</i> have no side effects that can hurt my hands so that it creates a sense of security and comfort	4.08	Tall
Quality Means		4.07	Tall

The level of consumer perception of this quality is high, this is reflected by 3 main indicators, namely PK1 (assess that *antis hand sanitizer* products from PT. Herlina Indah are efficacious), PK7 (*antis* is claimed to be able to handle antibacterial problems that can kill germs on hands), and PK8 (*antis* has no side effects that can hurt my hands so that it creates a sense of security and comfort).

Trust Variable

The brand image variable is translated into 3 dimensions consisting of 6 statements. These dimensions are the reputation of the product maker (2 statements), actions (2 statements), and conditions (2 statements). The customer perception of quality can be seen in table 8.

Table 8. Consumer perception of trust

No.	Statement	Means	Information
1	I believe the statement conveyed through the <i>antis hand sanitizer</i> advertisement of PT. Herlina Indah as a trusted producer	3.92	Tall
2	My friends also know the benefits of using a reliable <i>antis</i>	4.05	Tall
3	The process of making <i>antis hand sanitizer</i> products, I'm sure it meets pharmaceutical standards with guaranteed procedures	3.97	Tall
4	I believe <i>antis</i> is made with ingredients that are safe for health	4.04	Tall
5	I've seen TV shows/social media that the production process of <i>antis hand sanitizer</i> is sophisticated	4.08	Tall
6	<i>Antis</i> is part of my routine shopping list as I need good quality <i>hand sanitizer</i>	3.97	Tall
Means Trust		4.01	Tall

The level of consumer perception of this trust is high, this is reflected by 2 main indicators, namely KP1 (trusting the statements conveyed through the PT. Herlina Indah *hand sanitizer* advertisement), and KP4 (believing *antis* is made with ingredients that are safe for health).

Buying Decision Variables

The buying decision variable is translated into 10 statements. The customer perception of customer satisfaction can be seen in table 9, as follows:

Table 9. Consumer perception of satisfaction

No.	Statement	Means	Information
1	In deciding to buy a <i>hand sanitizer</i> , I chose <i>antis</i> as the main choice	4.05	high
2	My choice of <i>antis</i> brand is the best and most trusted choice	4.01	Tall
3	I always buy <i>antis hand sanitizer</i> at well-known stores/supermarkets	4.06	Tall
4	My choice of shops/supermarkets that sell <i>antis</i> is the best	4.08	Tall
5	When buying <i>antis hand sanitizer</i> , I'm always sure to buy a certain amount	4.08	Tall
6	My decision to buy <i>antis</i> with that amount, used by me and my family who also like <i>antis</i>	4.07	Tall
7	I always decide to buy <i>antis</i> as a superior <i>hand sanitizer</i> product on my family shopping list	4.02	Tall
8	In deciding to buy the best <i>hand sanitizer</i> , I always buy <i>antis</i> at least once a month	4.07	Tall
9	The decision of what payment system should I choose, it's not a big problem for me to get the best <i>hand sanitizer</i>	4.05	Tall
10	I feel more secure if I pay non-cash	3.99	Tall
Means Buying Decision		4.05	Tall

Perceptions of consumers on purchase decisions are high, it is reflected by the three main indicators, namely KP2 (brand *antis* is the best option), KP7 (decide to buy *antis* on the shopping list family), and KP10 (dal an m deciding to buy *hand sanitizer*, always buy *antis*).

STRUCTURAL EQUATION MODELLING (SEM) ANALYSIS

In this study, researchers used the *Structural Equation Modeling (SEM)* equation model with the LISREL 9 program which aims to test together a model consisting of endogenous and exogenous variables. Researchers try to analyze the effect of service quality, price, and brand image on customer satisfaction and their impact on customer loyalty.

The results of the LISREL 8.7 SEM data output resulted in the following research model:

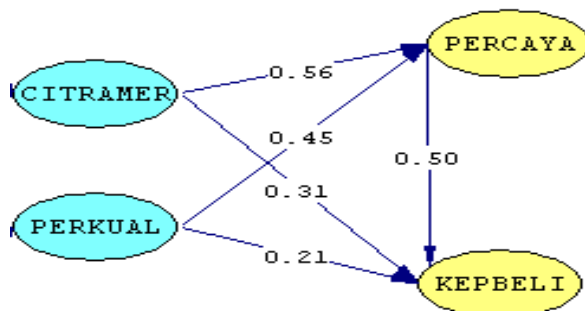


Figure 3. Path Diagram Full Structural Model (Standardized Solution)

Structural Equation

The model specification is carried out by converting the *Path Diagram* into a series of structural model equations and measurement model equations. The structural equation is as follows:

From the results of the SEM LISREL 8.7 data output, the following structural equations are produced:

Table 10. Structural Equation

No.	Structural Equation	Information
1.	$BELIEVE = 0.56 \cdot CITRAMER + 0.45 \cdot PERKUAL$	$R^2 = 0.86$
2.	$BUY = 0.31 \cdot CITRAMER + 0.21 \cdot PERKUAL + 0.50 \cdot BELIEVE$	$R^2 = 0.92$

For structural equation 1 is known path coefficients of the variables brand image by 0, 56. A positive path coefficient value indicates that the brand image variable has a positive effect on trust. In other words, the better the brand image, the more consumers will tend to believe in "antis" products. Furthermore, note the path coefficient of variable quality perception by 0, 45. A positive path coefficient value indicates that the perceived quality variable has a positive effect on trust. In other words, the better the perceived quality given, the more consumers will tend to believe in "antis" products. From structural equation one, it is known that brand image has a greater influence than perceived quality.

For structural equation 2 unknown coefficients of the variables lane brand image by 0, 31. A positive path coefficient value indicates that the brand image variable has a positive effect on purchasing decisions. In other words, the better the brand image, the more consumers will tend to decide to buy "antis" products. Furthermore, note the path coefficient of variable quality perception by 0, 21. A positive path coefficient value

indicates that the perceived quality variable has a positive effect on purchasing decisions. In other words, the better the perceived quality given, the more consumers will tend to decide to buy "antis" products. Furthermore, it is known to believe path coefficients of the variables at 0,50. A positive path coefficient value indicates that the trust variable has a positive effect on purchasing decisions. In other words, the better consumer confidence, the more consumers will tend to decide to buy "antis" products. From the two structural equations, it is known that trust has a greater influence than brand image and perceived quality in terms of buying decisions.

Analysis of R²

From the *structural form equation* above can be seen the value of R² each structural equation, Rated R² serves to show how much each of the exogenous variables can explain the variable Endogenous, here is the structural analysis of the above equation form:

- a. Belief has R² of 0.86, this figure shows that the image of the brand and quality can explain 86% of the variance of confidence, while the remaining 14% is explained by other factors.
- b. The decision to buy has an R² of 0.92, this figure shows that the image of the brand, quality, and confidence can explain 92% of the variance of the decision to buy the remaining 8% is explained by other factors.

Model Fit Analysis

The model fit test is related to the analysis of the *Goodness of Fit (GOF)* statistics generated by the LISREL program. This test will evaluate whether the model is *fit* or not. From the *printed output* data generated in the LISREL program, the analysis of the fit of the model can be seen from the following statistical figures. :

Table 11. The goodness of Fit Statistics (GOF)

GOF size	Acceptance Parameters	Conclusion
<i>Chi-square</i> = 786.45 ; <i>p</i> = 0.00	P-value	poor fit
RMSEA = 0.047	0.05 (<i>close fit</i>) 0.05 < RMSEA ≤ 0.08 (<i>good fit</i>) 0.08 – 0.10 (<i>marginal fit</i>) > 0.10 (<i>poor fit</i>)	closed fit
ECVI = 4.49	ECVI Model is close to ECVI Saturated = 20.92	poor fit
AIC Model= 894.00	AIC model is close to AIC Saturated = 2970.00	poor fit
CAIC Model = 1212.08	CAIC Model < CAIC Saturated = 8854.82	poor fit
NFI = 0.97	0.8 – 0.9 (<i>marginal fit</i>) 0.9 (<i>good fit</i>)	good fit
NNFI = 0.99	0.8 – 0.9 (<i>marginal fit</i>) 0.9 (<i>good fit</i>)	good fit
CFI = 0.99	(<i>good fit</i>)	good fit
IFI = 0.99	0.8 – 0.9 (<i>marginal fit</i>) 0.9 (<i>good fit</i>)	good fit
RFI = 0.97	0.8 – 0.9 (<i>marginal fit</i>) 0.9 (<i>good fit</i>)	good fit
RMR = 0.034		good fit
SRMR = 0.041	(<i>good fit</i>) 0.05 < SRMR 0.1 (<i>marginal fit</i>) > 0.1 (<i>poor fit</i>)	Closed fit

Based on table IV.11 above, it is obtained that RMSEA = 0.047 (poor fit), ECVI = 4.49 (poor fit), AIC Model = 894.00 (poor fit), CAIC Model = 1212.08 (poor fit), NFI = 0.97 (good fit), NNFI = 0.99 (good fit), CFI = 0.99 (good fit), IFI = 0.99 (good fit), RFI = 0.97 (good fit), RMR = 0.034 (poor fit). Judging from the results of several GOF aspects that the model fit analysis is Good Fit, it can be said that there is a model fit.

Purchase decisions are actions taken by consumers to purchase a product. Therefore, consumer purchasing decision making is a process of selecting one of several alternative problems solving with real follow-up. After that, the consumer can evaluate the choice and then can determine the attitude to be taken next. In a purchase decision, there are several roles of consumers, namely initiator, influencer, decider, buyer, the user. Companies need to recognize these roles because all roles have implications for designing products, determining messages and allocating promotional budget costs, and making marketing programs that suit buyers. Four factors influence consumer buying decision behavior, namely cultural, social, personal, and psychological.

The factors that are considered by the researchers in purchasing Antis are brand image, perceived quality, and consumer trust. Brand image is one of the determinants of Antis' success because it affects the image of potential buyers, becoming more attractive when Antis packs its products in a display that matches the style of the prospective buyer (sporty, casual, classic). Perception of Quality is built from the reliability and tangible benefits of Antis as a germ-cleaning Hand sanitizer, the absence of irritation to the skin is one thing that can be proven by Antis, the more attractive potential buyers are when this quality is also packaged with several choices of aromas offered, thus adding to the impression of being varied. and creative.

Trust is a moderate variable that is formed from the value of brand image and perceived quality of consumers, linearity of brand image and perceived quality with the assessment of consumer confidence in antis products, in the end, become an interrelated relationship and influence each other. In this study, the researcher considers these three variables to be an inseparable package in influencing consumer decisions to buy antis products.

Hypothesis Test (t-Test)

This study has several hypotheses in the form of H_0 and H_a from each variable. Where H_0 is a hypothetical assumption that does not affect while H_a is a hypothetical assumption that has an influence.

The hypothesis test is stated that H_0 is rejected or H_a is accepted if the *t-value* > 1.96 at $\alpha = 0.05$. *The path diagram* of the model hypothesis test results is shown in Figure V.6 which provides an overview of the relationship between the latent variables of Brand Image, quality on trust, and its impact on purchasing decisions.

a. The Effect of Brand Image on Trust

In the brand image and trust variables, the hypotheses that the researcher formulates are:

H_{01} : Brand Image does not affect consumer confidence in antis products

H_{a1} : Brand Image affects consumer confidence in antis products

Conclusion :

The t -value (8.08) > t table (1.96), then H_{o1} is rejected or H_{a1} is accepted, meaning that there is an influence of brand image on consumer trust.

The results of this study indicate that brand image variables consisting of *Brand identity*, *Brand personality*, *Brand association*, *Brand behavior*, and *attitude*, and *Brand competence and benefit* affect consumer trust. A good brand image affects the customer's trust in antis products.

These two variables have indicators whose values can explain the relationships between these variables. This supports the research conducted by Prasetya et al ⁽⁶⁾ which states that brand image has a positive and significant effect on customer trust, namely through *Brand identity*, *Brand personality*, *Brand association*, *Brand behavior and attitude*, and *Brand competence and benefit*. With a good brand image, it can create trust for customers that the brand image of antis is the best for *hand sanitizer*.

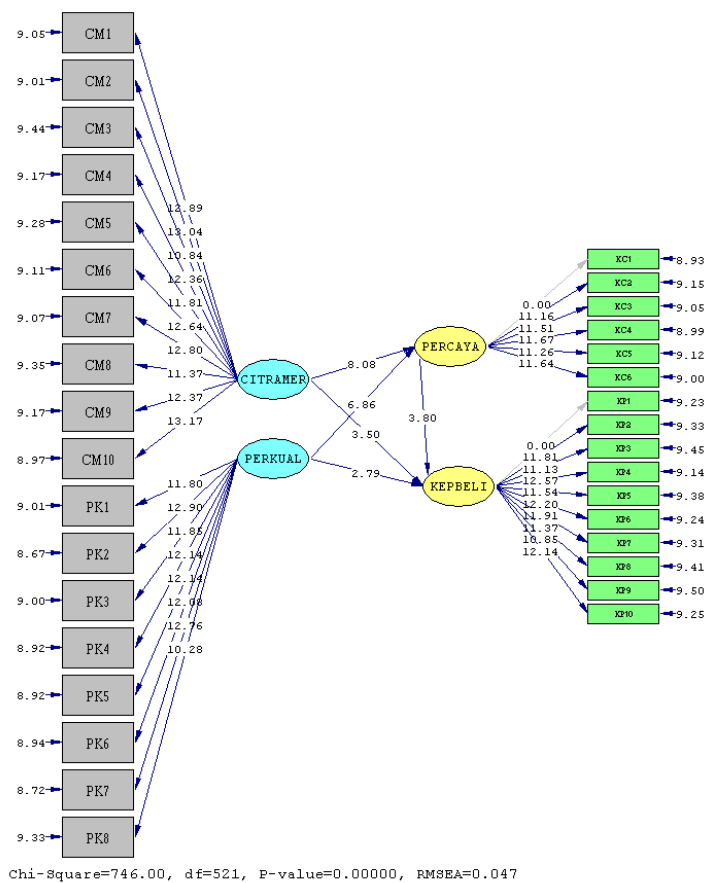


Figure 4. Path Diagram Full Structural Model (t -value)

b. Effect of Quality on Trust

On the variables of quality and trust, the hypothesis that the researcher formulated is:

H_{o2} : Quality does not affect the kepercayaankonsumen antis

H_{a2} : Quality effect on kepercayaankonsumen antis

Conclusion :

The t -value (6.86) > t table (1.96), then H_{o2} is rejected or H_{a2} is accepted, meaning that there is a quality influence on antis customer trust.

The hypothesis above is by the theory that the quality of the product (*product quality*) are characteristics of the product depend on its ability to satisfy customer requirements expressed or implemented Kotler and Armstrong ⁽⁵⁾. That is, a product with good quality will create customer trust.

The results of the hypothesis are by research conducted by Nurhadi and Azis ⁽³⁴⁾ which state that quality has a positive and significant effect on customer trust.

c. The Influence of Brand Image on Buying Decision

On the variable brand image and purchasing decisions, the hypothesis that the researcher formulated is:

H_{o3}: Brand image does not affect consumer's decision to buy antis products

H_{a3}: Brand image affects consumer's decision to buy antis products

Conclusion :

The *t-value* (3.50) > t table (1.96), then H_{o3} is rejected or H_{a3} is accepted, meaning that there is an influence of Brand Image on purchasing decisions.

The proof of this hypothesis is by Sampurno's theory ⁽³⁵⁾ which states that credibility must have clarity about what values are attached to the *brand*, as well as clarity about the vision and mission. Besides being credible, it must have a meaning that can strengthen the product because of its ability to respond to changes that occur in the market.

A brand is not just a name, term, sign, symbol, or a combination thereof. More than that, the brand is the company's promise to consistently provide features, benefits, and services to customers. And it is this "promise" that makes the wider community know the brand, more than others. This statement proves that the brand image can provide confidence for consumers in making purchases of a product ⁽³⁶⁾.

d. Effect of Quality on Buying Decision

On the variables of trust and buying decisions, the hypothesis that the researcher formulated is:

H_{o4}: Quality does not affect the customer's decision to buy antis products

H_{a4}: Quality affects the customer's decision to buy antis products

Conclusion :

Value *t-value* (2,79) > t table (1.96), then H_{o4} rejected or H_{a4} accepted, meaning that there is influence on purchase decisions Quality.

This is by the results of research by Widyastuti ⁽¹¹⁾ which states that quality has a positive and significant effect on customer decisions to buy a product.

e. The Effect of Trust on Buying Decisions

On the variables of trust and purchase decision, the hypothesis that the researcher formulated is:

H_{o5}: Trust does not affect the decision to buy antis products

H_{a5}: Trust affects the decision to buy antis products

Conclusion :

The value of *t-value* (3.80) < t table (1.96), then H_{04} is accepted or H_{a4} is rejected, meaning that there is a significant influence of trust on purchasing decisions.

These two variables have indicators whose values can explain the relationships between these variables. This explains that the more customer trust increases, the higher the consumer's decision to buy antis products.

Antis customers have confidence in the quality of these products so they do not hesitate to decide to buy. The influence of product quality on purchasing decisions as expressed by Saputra, et al ⁽³⁷⁾, that quality is the totality of forms and characteristics of goods that show their ability to satisfy the needs and desires of consumers. Product quality is an important thing in determining the selection of a product by consumers. The product offered must be a product that is well tested for its quality. Because for consumers the priority is the quality of the product itself. Consumers will prefer and choose products that have better quality when compared to other similar products that can meet their needs and desires

The results of testing the relationship between the variables of this study are summarized in the table below:

Table 12. Conclusion of Hypothesis Testing

Hypothesis	Variable	Value t count	Table t value	Information
H1	Brand Image on trust	8.08	>1.96	Accepted
H2	Quality against trust	6.86	>1.96	Accepted
H3	Brand Image on buying decisions	2.79	>1.96	Accepted
H4	quality on purchasing decisions	3.50	>1.96	Accepted
H5	confidence in buying decisions	3.80	>1.96	Accepted

From the statement above, it can be concluded that the significant variables in this study include a brand image on trust, quality on trust, the brand image on buying decisions, quality on buying decisions, and trust in buying decisions. This means that the higher consumer confidence in the brand image and quality of antis products, the higher the consumer's decision to buy.

f. Direct, Indirect, and Total Effects Between Variables

Based on table V.13. obtained 2 paths, namely the brand image path (X1) on the buying decision (Z) through the trust variable (Y), and the perceived quality path (X2) on the buying decision (Z) through the trust variable (Y). Brand image has a direct effect on purchasing decisions of 0.31 and indirectly (through trust) has an effect of 0.28, so that the total influence of brand image on purchasing decisions is 0.59. As for the variable quality directly to the decision to buy at 0, 21 and indirectly (through trust) effect of 0.22, so the total effect on the decision to buy a brand image is of 0.43. These figures indicate that the influence of brand image and quality on purchasing decisions is high.

Based on these data conditions, the management implication that can be translated is that the level of purchasing decisions can be increased from a high

position to a very high position. The priority that can be done is to increase the respondents' trust in the brand image. In addition, the increase in respondents' trust is also influenced by the quality of the products produced

Table 13. Direct, Indirect, and Total Effects Between Variables

Track	Intermediate Variable	Influence		Total
		Direct	Indirect	
Brand image → Kep. Buy	Trust	0.31	0.28 (0.56*0.50)	0.59
Quality → Kep. Buy	Trust	0.21	0.22 (0.45*0.50)	0.43

Based on the results of the KP1 statement questionnaire, namely " I believe the statement conveyed through the antis *hand sanitizer* advertisement of PT. Herlina Indah is a trusted producer, which is classified as high. Consumer confidence in the statements contained in this antis advertisement is related to KP3's statement "The process of making antis *hand sanitizer* products, I believe meets pharmaceutical standards with guaranteed procedures". Consumer confidence in KP3's statement is possible because consumers have seen/knew the process of making antis products, this fact is by KP5's statement, namely "I have seen impressions on social media that the production process of antis *hand sanitizer* is sophisticated" which is also quite high.

Consumer confidence in antis products based on research data is still relatively high, meaning that trust is obtained through publications that describe the good quality of this product, plus the producer of this product is a large company that is well known by the wider community. By considering these conditions, this product will gain even higher trust if the producer offers innovations in terms of taste, icon, and benefits that can be felt by consumers. Of course, by considering the health and safety aspects of the product so that it does not have side effects that endanger users.

Based on the research results obtained, several things can be done by "Antis" product manufacturers in the future, namely:

1. the level of respondents' perceptions of purchasing decisions can still be increased from high to very high, the main step that can be taken is to increase respondents' perceptions through improving brand image and quality so that the level of respondents' trust is even more increased. Efforts to increase this trust can be pursued more intensively in promoting products through print, electronic and social media.
2. Consumer confidence in antis products based on research data is still relatively high, meaning that trust is obtained through publications that describe the good quality of this product, plus the producer of this product is a large company that is well known by the wider community. By considering these conditions, this product will gain even higher trust if the producer offers innovations in terms of aroma, icon, and comfort of use felt by consumers. Of course, by considering the health and safety aspects of the product so that it does not have side effects that endanger users.
3. This research at least provides information that the consumer's decision to buy a product is highly dependent on his belief in the brand image and product quality. That is, from the consumer's point of view, brand image and quality variables are factors that should be taken into account by the company to obtain optimum sales

results. If these two variables are managed very well, it will get a very positive response from consumers in the form of trust that encourages them to buy the product.

CONCLUSION

Antis brand image helps customers always buy these products in the hope of benefit and quality are the same every time you use them. This means that consumers have good trust in the Antis brand.

The quality of Antis as a *hand sanitizer* product is recognized by customers. Antis quality gets high trust from customers because it is believed to be able to kill germs attached to hands as an alternative for customers to wash/clean hands.

High customer trust in Antis products is one of the considerations for customers to always buy Antis. Customer trust in Antis is a form of customer acceptance of the benefits contained in Antis as a hand sanitizer which not only has the benefit of cleaning hands but is also balanced with packaging and variations in aroma and size.

A well-built brand image by Antis manufacturers makes customers feel comfortable and safe to buy Antis in purchasing *hand sanitizers*. This brand image is formed through the promotion of the benefits and practicality that customers will get when using Antis.

Brand image Antis are strongly attached to the customer and the quality perceived by customers that have a positive impact for manufacturers gain the trust of customers, their trust has become a decisive factor for customers to not hesitate in buying Antis as the main option purchase *hand sanitizer*

Brand image and quality of the Antis get a good trust from customers. A good brand image and product quality is a mutually supportive combination for Antis manufacturers to promote to gain high trust from the public.

The customer's perception of the quality of Antis products is proven to be able to motivate customers to buy this product. The quality offered by Antis manufacturers includes a guarantee in the production process that pays attention to high safety and cleanliness.

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