



# The Influence of Brand Trust and Product Quality on Customer Loyalty Through Customer Engagement on Users Toyota Cars in Medan City

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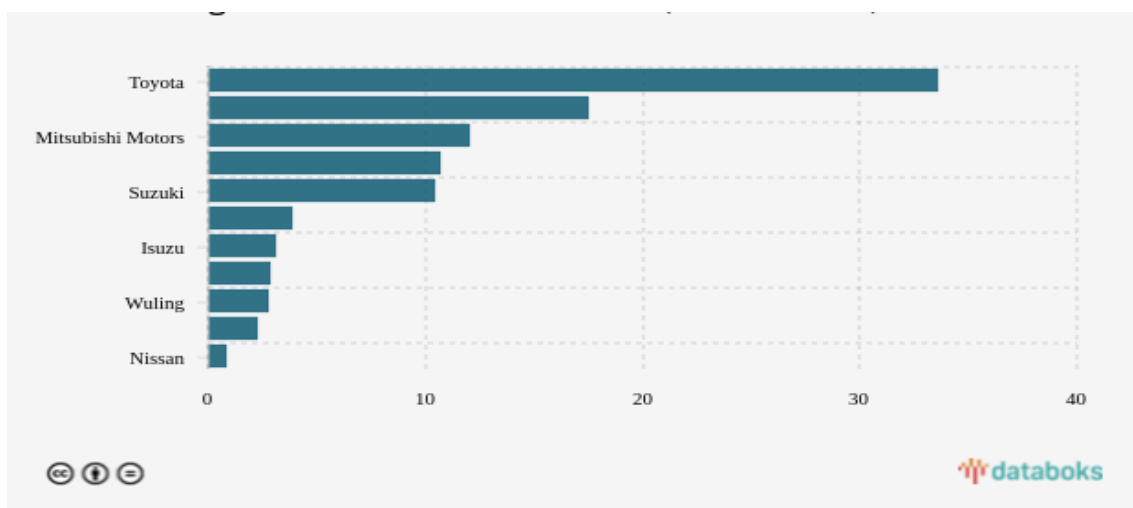
**Abstract.** The purpose of this study was to determine and analyze the effect of brand trust and product quality on customer loyalty through customer engagement with Toyota car users in Medan City. The research was conducted on Toyota car users in Medan City. The population of all Toyota brand car users in Medan City. Samples were taken using the Slovin formula of 150 respondents. Data analysis was performed using path analysis in the SPSS program. The results of the sub-1 analysis prove that brand trust and product quality have a positive and significant effect on customer engagement. The results of the sub-2 analysis prove that brand trust and product quality have a positive and significant effect on customer loyalty through customer engagement.

**Keywords:** Trust, Product, Customer Engagement, Loyalty

## INTRODUCTION

The population growth is quite rapid and diverse Every community's work activities make all activities carried out faster (Syarifullah, 2021). It requires means of support, such as transportation (Ningsih, 2020). Transportation is the movement of people or goods from one place to another using the help of vehicles that can be driven by humans or machines (Khairani, 2023). Wrong One tool of transportation Which is often used is the car (Novirsari, 2022). In the current modern era, four-wheeled transportation or cars have become a basic need for middle and upper-class people (Banuari, 2023). This is proven by the increasing number of new and used car purchases every year (Martin, 2021). This

condition requires every company to create a competitive advantage in its business to be able to compete on an ongoing basis with other companies working in the same field. [7] . The increasingly fierce competition will make business people more enthusiastic about providing services to consumers to provide a sense of satisfaction to customers and be able to have competitiveness compared to competitors. [8] . The variety of car brands circulating in Indonesia makes people often compare and choose products that suit the needs and desires of users (Nirmalasari, 2019). One of the well-known car brands in Indonesia is the Toyota brand. The following is the share of the automotive market in Indonesia for the January-November 2021 period:



Source: Databoks, (2023)

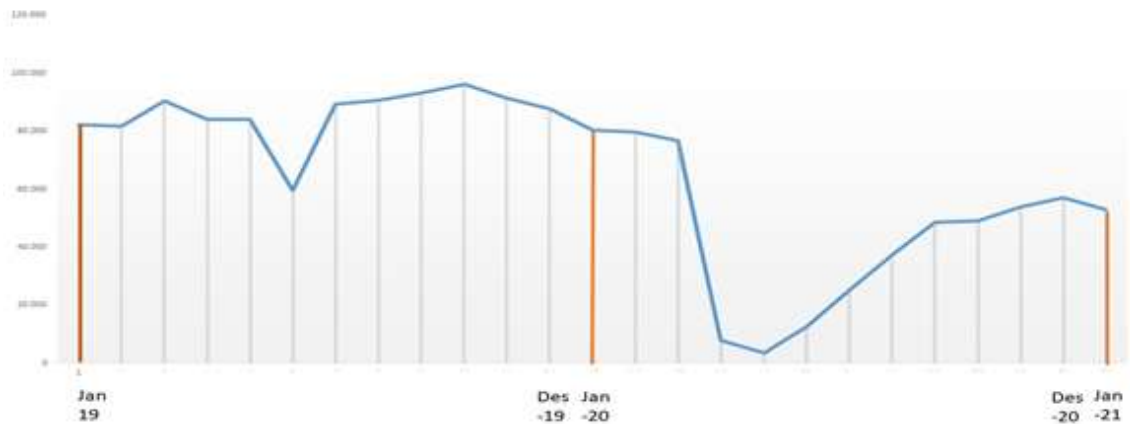
**Figure 1. Automotive Market Share (January-November 2021)**

Toyota still dominates the share of the motor vehicle market in Indonesia. More than 90% of the national automotive market. Toyota is at the top of the national automotive market share. Based on data from the Association of Indonesian Automotive Industries (Gaikindo), the Japanese automotive manufacturer was able to sell 256,259 units of cars from *dealers* to consumers (retail) from January-November 2021. Many factors have made the company grow rapidly and become more advanced. The thing that must be considered by a company is to increase the loyalty of product users so that they are not unable to compete with other brands.

Loyalty is consumer loyalty to use a product or service continuously because they have high satisfaction with the product or service used (Effendi, 2019). Loyalty is influenced by several factors including customer engagement (Paruth, 2020). Customer

engagement is a process of nurturing and guiding customers throughout the customer life cycle using different channels (Li, 2020). Customer engagement is needed to form and encourage consumer loyalty so that they continue to use the same product in the long term (Wongsuphasawat & Buatama, 2019).

The other factors that affect loyalty include brand trust and product quality (M. Nasib, 2021). There are users car brand Toyota significant in the city of Medan. The car manufacturers have responded positively to the many car communities There is in Indonesia. Producer car Toyota is a company For the moment This capable compete in the market in the country outside the country, in Indonesia car Toyota's market share is quite broad, especially with the emergence of car communities in every city the longer the Lots. However, in this case, it is important to have an analysis of the factors that make the company must continue to maintain its existence and sales to create the performance expected by the company. The following is a data report on car sales trends in Indonesia from January 2019-2021 as follows:



Source: Gaikindo, (2021)

**Figure 2. Car Sales Trends 2019-2021**

Based on data from the Association of Indonesian Automotive Industries (Gaikindo), wholesales (factory sales to dealers) of new cars in January 2021 totaled 52,910 units, continuing the monthly sales trend of above 50,000 units since November 2020. New car sales results in January 2021 fell 34.2 percent compared to sales in January 2020 of 80,435 units, and a decrease of 7.9 percent when compared to sales in December 2020 of 57,507 units of cars. This decline was followed by several well-known brands

including Toyota. Sales proceeds in January 2021 are not yet related to the sales tax relaxation plan on luxury goods (PPnBM).

## **LITERATURE REVIEWS**

### **Brand Trusts**

According to [15] brand trust is the willingness of consumers to trust or rely on a brand in a risky situation due to the expectation that the brand in question will provide positive results. Trust is *the cornerstone of the strategic partnership* because the characteristics of the relationship through trust are very valuable when a group wants to carry out its commitment to this relationship. The trust given by consumers to a brand is an asset for the company. Consumers have the freedom to choose the products they need, the brands they like, and the sellers they trust. Companies that gain this trust will find it difficult for other companies to divert consumer attention to them.

According to (Yasin, 2010) three factors become indicators of brand trust or brand trust, namely as follows:

#### a. Brand Characteristic c

Brand characteristics have an important role in determining consumer decision-making to trust a brand, this is because consumers assess before buying it. Brand characteristics related to brand trust include:

- 1) Brand Reputation. The consumer's perception that a brand has a good reputation is closely related to consumer trust in the brand.
- 2) Brand Predictability. This predictability can be related to the level of product quality consistency. Prediction or consumer perception is that a brand can be predicted closely related to consumer trust in the brand.
- 3) Brand Competence. Brand competence is a brand that can solve problems faced by consumers and meet all their needs. Ability is an important element that influences trust. Consumers may know brand competence through direct use or word-of-mouth communication.
- 4) Company Characteristics. Company characteristics can also affect the level of customer trust in a brand. Consumer knowledge of the company is likely to influence their assessment of the company's brand. Characteristics of companies that are expected to influence consumer trust in the company ( *trust in the company* ) are as follows:

- 1) Trust in the Company. Trust in a company is the belief that the company is good, bona fide, and can create quality products.
- 2) Company Reputation. The consumer's perception that a company has a reputation for equality is closely related to consumer trust in the brand.
- 3) Perceived Motives of the Company. The consumer's perception that the company has profitable motives is closely related to consumer confidence in the brand launched by the company.
- 4) Company Integrity. Company integrity is the consumer's perception that conforms to sound principles, such as keeping promises, acting ethically, and acting honestly.

b. Consumer-Brand Characteristics

A relationship is not one way, each group influences the other about other groups. So the customer-brand characteristics can affect customer trust in the brand. Characteristics of the customer-brand relationship include similarities between the customer's self-concept and brand image, customer preference for the brand, customer experience, customer satisfaction, and support from colleagues. Brand consumer characteristics are as follows:

- 1) The similarity between Consumer's Self-Concept and Brand Personality  
Brand personality is the association associated with the brand that is remembered by consumers receiving it. The similarities between consumer self-concept and brand personality are closely related to consumer trust in the brand.
- 2) Brand Liking  
For consumers, to open a relationship with a brand, the consumer must first like the brand. In the consumer market, if a consumer likes a type of brand (ie a brand that he finds appropriate and attractive), the consumer will likely trust that brand more.
- 3) Brand Experience  
Brand experience is the consumer's experience with the brand, particularly in terms of usage. The consumer's experience with a brand is closely related to his trust in the brand.

4) Brand Satisfaction

Brand Satisfaction is the result of a subjective evaluation of what has been achieved by the selected brand to meet what consumers expect. This phenomenon is consistent with the disconfirmation paradigm of consumer satisfaction, in which the comparison between consumer expectations and perceived results characterizes the definition of satisfaction.

5) Peer Support

One of the determinants of individual behavior is the influence brought by other individuals. To imply that social influence is an important determinant in the formation of individual behavior.

Brand trust is a condition where consumers are positive about the brand, believe in the brand and there is hope in their minds that the brand will provide results as promised to consumers so that it will lead to brand loyalty. According to [17] brand trust can be measured through the dimensions of viability and intentionality dimensions. The explanation of the two dimensions of brand trust is as follows:

1) Dimension of Viability.

This dimension represents a perception that a brand can meet and satisfy consumer needs and values. This dimension can be measured through indicators of satisfaction and value.

2) Dimension of Intentionality.

This dimension reflects the feeling of security from an individual toward a brand. This dimension can be measured through security and trust indicators.

### **Product Quality**

Product quality is a characteristic of a product or service that depends on its ability to meet stated or implied customer needs [18] Product quality is the ability of a product to meet consumer desires. These consumer desires include product durability, product reliability, ease of use, and other valuable attributes that are free from flaws and damage. Product quality has dimensions that can be used to analyze the characteristics of a product.

According to [19] product quality has eight dimensions as follows:

1. Performance is the main operating characteristic of the purchased core product.
2. Additional features or characteristics are secondary or complementary characteristics.
3. Reliability, namely the small possibility that it will be damaged or fail to be used.
4. Compliance with specifications, namely the extent to which design and operating characteristics meet predetermined standards.
5. Durability is related to how long the product can be used.
6. Serviceability, including speed, competence, comfort, ease of repair; and handling complaints satisfactorily.
7. Aesthetics, namely the appeal of the product to the five senses.
8. Perceived quality is the image and reputation of the product and the company's responsibility towards it.

### **Customer Engagement**

According to [20] Customer engagement is a concept with the motivation to increase the time and attention of buyers or potential buyers in various ways, one of which is by continuing to carry out repeated interactions between buyers and companies that strengthen the emotional, psychological and physical sides of both parties. Meanwhile, according to [12], Customer engagement is a behavior that goes beyond transactions and may also be defined as a manifestation of customer behavior that has a brand or focuses on a company, where a company can motivate its customers to make repeated purchases due to brand interest in a company. According to [13] The stages or processes that can be carried out to build customer engagement are as follows:

- a. Consumption

At this stage, consumer involvement becomes a reference for starting online activities which consist of reading, viewing, and listening to digital content and information on social media. Information can be in the form of promotions or information about the experiences of other customers with a brand. Studies say that the main trigger for a customer to be motivated to engage in interactions with a company is when they feel that they are getting minimal information about the products/services offered by a company or organization and they are aware of the need for solving problems, satisfying needs, or looking for information that will

encourage customers to perform interactive interactions. Companies can post things that can motivate consumers to create or share tips, interesting updates, audio content, photos, videos, links, etc. This social content is a tool for customers to carry out interactive interactions where they can provide reviews, ratings, and recommendations to other customers.

b. Curation

Curation is the second stage of the engagement process where customers will choose to filter, provide feedback, or describe existing content. This process is an act to motivate other customers and create a dialogue or forum about a product or company. As explained in the consumption stage, social content can be a tool for customers to carry out interactive interactions where they can provide reviews, ratings, and recommendations to other customers who play a direct role in confirming a purchase by a customer. Reviews and ratings are the first methods to enhance the buying experience by showing what customers like, why they like it, or why they don't like it. Content on social media can be more useful for other customers as material for consideration, or evaluation reviews and can provide better information about a product or company that will influence their buying decision.

c. Creations

The implication at this stage is when customers wholeheartedly share their experiences and publish what they do, what they talk about a brand or company with the hope that their contribution can be seen by another community. Consumer engagement in this stage is highly dependent on content creation by companies that motivate community members to respond, exchange information, share experiences, or support the content that has been created. In this case, the involvement felt by customers during the engagement process in the community will foster a sense of empathy, satisfaction, trust, a sense of security, and a sense of belonging within the group, and can build strong relationships between customers by sharing experiences and information.

d. Collaboration

Collaboration is the last stage of customer engagement where there is collaboration between consumption, curation, and creation which can create a new



activity, for example when someone watches a new video for consumption by other community members on social media, this will further build other customer engagement more and more. Based on the explanation above, it can be concluded that several indicators are the main points in measuring customer engagement, namely as follows:

- 1) Enthusiasm is the level of excitement, interest, and strong enthusiasm from an individual towards a brand.
- 2) Attention is the level of focus that customers have on a particular brand.
- 3) Absorption is a pleasant situation when the customer devotes his mind to the brand so that he does not notice the passage of time.
- 4) Interaction is a variety of interactions that take place among customers with brands and other customers outside the buying process.
- 5) Identification reflects the level of customer perception of the entity or ownership of the brand

### **Customer Loyalty**

Customer loyalty is a customer's willingness to invest and be loyal to a business that can provide an advantage over competitors (Ali, 2020). If the customer is loyal to the company, the consumer can minimize the time spent searching for and evaluating alternative purchases (Fathoni, 2021). Customers can also avoid the learning process that requires time and effort to learn from new companies. Meanwhile, according to [15] customer loyalty is a commitment that a customer has towards a brand, product, and company reflected in attitudes and repurchases. Customer loyalty or also known as consumer loyalty and *customer loyalty* is closely related to brand loyalty which sometimes can be synonymous in certain circumstances (Pranata, 2021). Loyal customers can often generate large profits. Many customers tend to give up their services if there is an error with their service, show price sensitivity, and spread the word about the business (Daulay, 2021). As a result, customer loyalty is a key source of sustainable growth and strong profits and assets (B. A. Nasib, 2022).

According to [26] the factors that influence customer loyalty include the following:

- a. Customer satisfaction

Customer satisfaction is considered a strong predictor of customer loyalty including positive recommendations, repurchase intentions, and others.

b. Product Quality

Product or service quality is strongly related to customer loyalty. Quality increases sales and increases market share, and directs/leads consumers toward loyalty

c. The brand image appears to be a determining factor for customer loyalty which participates in raising/building a more positive corporate image

d. Perceived value

Perceived value is a comparison of the perceived benefits and the costs incurred by the customer which are treated as a determinant of customer loyalty

e. Trust

f. is defined as the perception of trust in the reliability of the company which is determined by the systematic confirmation of the expectations of the company's offer.

g. Customer relational

Customer relational is defined as the customer's perception of the proportionality of the cost-benefit ratio, the cost-benefit ratio in a continuous and reciprocal relationship.

h. Transition Fee

About customers, *switching* This *cost* becomes a restraining or self-control factor from switching product suppliers/distributors, and maybe because of that customers become loyal.

i. Dependability

j. Not only limited to its ability to create superior value for customers but also includes all aspects of organizational achievement related to public appreciation of the company which directly impacts customer loyalty.

According to (I. O.-B. S. D. Agyei, 2020) The dimensions of customer/consumer loyalty include the following.

a. Recommended

- b. The company's customers can make recommendations to people around them and tell people about the benefits of the products and services they offer. Say positive on benchmarks and provide advice to existing customers.
- c. Refuse
- d. This is a form of attitude that determines whether the client is truly loyal to us. If a customer is loyal, he will be very sensitive to other similar products. Then this customer prioritizes the product and refuses to offer other products
- e. Repeat Purchases These are problems or activities that reflect loyal customers who will buy reliable products repeatedly, so finding buyers who are committed to the products you offer is very helpful.
- f. With a constant purchasing index.

## RESEARCH METHOD

This research was conducted in Medan City with a population of respondents who use Toyota brand cars. The research sample used purposive sampling using Slovin calculations, obtained as many as 150 respondents with routine service criteria at Toyota official repair shops, using Toyota brand cars for more than 3 (three) years. The data analysis tool in this study uses path analysis with SPSS software.

## FINDINGS AND DISCUSSION

### Path Analysis (Equation 1)

#### 1. Coefficient of Determination

**Table 1. The Coefficient of Determination**

Model	Summary Model <sup>b</sup>		Adjusted R Square	std. The error in the Estimate
	R	R Square		
dimension0 1	.860 <sup>a</sup>	.739	.736	1.71346

a. Predictors: (Constant), product quality, brand trust

b. Dependent Variable: customer engagement

Source: Results of SPSS data processing Version 23, (2023)

Based on Table 1, it is known that the *Adjusted R Square value* is 0.736. This value can be interpreted as the ability of the independent variable to influence the dependent variable of 0.736.

## 2. Simultaneous Test (Test F)

The simultaneous influence of brand trust ( $X_1$ ) and product quality ( $X_2$ ) variables on customer engagement ( $Z$ ) can be seen in Table 2:

**Table 2. F-Test (Simultaneously)**

		ANOVA <sup>b</sup>				
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1224,289	2	612,145	208,500	.000 <sup>a</sup>
	residual	431,584	147	2,936		
	Total	1655,873	149			

a. Predictors: (Constant), product quality, brand trust  
b. Dependent Variable: customer engagement

Source: Results of SPSS data processing Version 23, (2023)

Based on Table 2, it was found that the calculated F value was 208,500 with a significant level of 0.000, less than the alpha of 0.05 (5%).

## 3. t-Test

Table 3 presents the regression coefficient values, as well as statistical values for partial effect testing.

**Table 3. t-Test (Partial)**

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	7,251	.971		7,471	.000
	brand trust	.846	.066	.754	12,849	.000
	product quality	.207	.085	.143	2,442	.016

a. Dependent Variable: customer engagement

Source: Results of SPSS data processing Version 23, (2023)

Based on Table 3, the regression equation is obtained as follows.

$$Z = 0.846 X_1 + 0.207 X_2$$

## Path Analysis (Equation 2)

### 1. Coefficient of Determination

**Table 4. The Coefficient of Determination**

Model	Summary Model <sup>b</sup>			Adjusted R Square	std. The error in the Estimate
	R	R Square			
dimension0 1	.972 <sup>a</sup>	.944		.943	.55177

a. Predictors: (Constant), customer engagement, product quality, brand trust

b. Dependent Variable: brand loyalty

Source: Results of SPSS data processing Version 23, (2023)

The adjusted R Square value is 0.943. This value can be interpreted as the ability of the independent variables to influence the dependent variable of 0.943.

### 2. Simultaneous Test (Test F)

The simultaneous influence of brand trust (X1 ), product quality (X2 ) and customer engagement (Z) variables on loyalty (Y) can be seen in Table 5:

**Table 5. F-Test (Simultaneously)**

Model		ANOVA <sup>b</sup>				Sig.
		Sum of Squares	df	MeanSquare	F	
1	Regression	748010	3	249,337	818,969	.000 <sup>a</sup>
	residual	44,450	146	.304		
	Total	792,460	149			

a. Predictors: (Constant), customer engagement, product quality, brand trust

b. Dependent Variable: brand loyalty

Source: Results of SPSS data processing Version 23, (2022)

Based on Table 5, it was found that the calculated F value was 818,969 with a significant level of 0.000, less than the alpha of 0.05 (5%).

### 3. t-Test

Table 6 presents the value of the regression coefficient, as well as statistical values for partial effect testing.

**Table 6. t-Test (Partial)**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	std. Error	Betas	t	
1	(Constant)	-.227	.367		-.618	.538
	brand trust	.573	.031	.738	18,542	.000
	product quality	.124	.028	.124	4,442	.000
	customer engagement	.112	.027	.162	4,217	.000

a. Dependent Variable: brand loyalty

Source: Results of SPSS data processing Version 23, (2022)

Based on Table 6, the regression equation is obtained as follows.

$$Y = 0.573 X1 + 0.124 X2 + 0.112 Z$$

## DISCUSSION

The relationship between brand trust and product quality can influence customer engagement. Brand trust is considered the ability of a brand to provide the expected value. Brand trust can be defined as a consumer's feeling of security towards a brand arising from the consumer's perception that the brand used is responsible for consumer welfare. This is in line with research conducted by (J. Agyei et al., 2020; Mendis et al., 2019; Osei-Frimpong et al., 2020). Product quality is considered as the overall characteristics of a product that can meet customer needs by what the customer expects. The explanation regarding product quality that has been put forward can be stated that if a company can provide or offer a quality product, then the company can create loyalty. Customer loyalty will emerge when customers are satisfied with the quality of the products offered by the company. Loyalty is customer loyalty to make repeated purchases of the products offered by the company. Customer loyalty is one of the important factors for the continuity of company development and increasing company sales. This is in line with research conducted by (Agus Khoironi et al., 2018; Hoe & Mansori, 2018; Ishtiaq Ishaq et al., 2014; Lina, 2022; Syafarudin, 2021) that product quality has a positive and significant effect on loyalty. The role of customer engagement is an important variable that influences loyalty in this study. *Customer engagement* is a relationship of communication or interaction that exists between external stakeholders such as *customers* and producers

or companies through various channels. A well-established relationship between producers and consumers will bind customers to continue to choose our products or services regularly. This is in line with research conducted by (Abror et al., 2019; Banyte & Dovaliene, 2014; Et.al, 2021; Raouf, 2019).

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

1. Brand trust has a positive and significant effect on customer engagement among Toyota product users in Medan City.
2. Product quality has a positive and significant effect on customer engagement among Toyota product users in Medan City.
3. Brand trust has a positive and significant effect on customer loyalty for Toyota product users in Medan City
4. Product quality has a positive and significant effect on customer loyalty for Toyota product users in Medan City.
5. Customer engagement has a positive and significant effect on customer loyalty for Toyota product users in Medan City.
6. Brand trust and product quality have a positive and significant effect on customer loyalty through customer engagement with Toyota product users in Medan City.

### **Suggestion**

1. The brand trust of brand users can be increased by recognizing customers establishing good relationships and providing solutions to any problems faced by consumers. Creating a positive customer experience by providing friendly and timely service so that can increase customer engagement and customer loyalty.
2. Product quality can be further improved by providing product specifications that are no less competitive than competing products, providing fun product designs, and keeping up with current trends
3. Further researchers can develop this research by adding new variables that can increase customer loyalty.

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