The Influence of Brand Trust and Brand Commitment to Brand Loyalty at Consumer Society of AQUA Products in Dadaprejo - Junrejo - Batu City - Indonesia

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Abstract

This research is motivated by the idea that brand trust and brand commitment can influence brand loyalty. The purpose of this study is to know how the influence of brand trust and brand commitment together or individually to brand loyalty. The type of research in this research is explanatory research with quantitative approach which uses research instruments in the form of questionnaires distributed to 73 respondents who live Tasrib RT.03 RW.07 Street Dadaprejo Village Junrejo Sub District Batu City which is a consumer of Aqua product. Data processing is done computerized by using software. As for the theory used on brand trust will compose a product image that affects the buying behavior. On brand commitment can be defined as the psychological feelings of the mind through attitudes about relationships with partners and will provide long-term benefits for both parties. And on brand loyalty is a form of consumer loyalty to a brand that has been purchased and consumed. For instrument testing using validity test, and reliability test. As for the technique of data analysis using descriptive analysis and multiple linear regression analysis. Multiple linear regression analysis was used because this study was more than two variables, using F test, T test, and R2 test. The results showed that from both brand trust and brand commitment variables simultaneously affect brand loyalty. From computerized calculation using software obtained results for test F known that $F_{count} = 65,602 > F_{tabel}$ 3,128 with significance equal to F0,000 < 0,05. Independently known brand trust and brand commitment have a significant effect on brand loyalty. In addition to the F test, R2 test known R Square value of 0.652 which means the magnitude of independent variables to the dependent variable of 65.2%.

Keywords: Brand Trust, Brand Commitment, Brand Loyalty, Brands.

1. Introduction

The rapid growth of business in the industrial sector that occurs in the World and in Indonesia in particular, makes the business actor aware of the tight competition in acquiring new customers and retaining existing customers. Marketing with its systems and activities is able to familiarize us with the products and brand names the company has to offer. One of the most important marketing decisions in product strategy is brand decisions. With tight competition and limited resources distributors have shifted their focus from acquiring new customers to retain existing customers. Today's distributors are very interested in trust because most of the higher trust ranks are positively associated with loyalty (Reast, 2005). This concept has attracted attention in recent years due to the emergence of a marketing relationship that emphasizes building long-term relationships between customers and organizations. A long-term brand process is believed to care about customer expectations fulfilling the promise and value of enterprise customers that ultimately lead to brand trust and reliability (Ballester and Aleman, 2005). Trust is awakened by the expectation that the brand will act according to customer needs and wants. When someone has trusted the brand, they are convinced that hope will be fulfilled and there will be no more disappointment (Sanner, 1997 in Susilowati, 2010: 55).

Strong brands in the market can not be separated from consumers who have high loyalty. According to Tjahyadi (2006), the term customer loyalty refers to customer loyalty to a particular object, such as a brand, product, service, or store. In general, the brand is often used as an object of customer loyalty. Brand loyalty reflects customer loyalty to a particular brand. Brand loyalty is a condition where consumers have a positive attitude towards the brand, have a commitment to the brand, and have a tendency to continue purchasing in the future. Brand loyalty is formed through the process of learning, the process by which consumers through experience trying to find the most appropriate brand for it, meaning the product of the brand can provide confidence. The beliefs that occur when there is an emotional response to the brand used by consumers, especially when they compare the performance that he felt with expectations.

Brand trust is defined as the customer's desire to rely on a brand with the risks faced because expectations of the brand will lead to positive results (Lau and Lee, 1999). Therefore, brand trust reflects two things namely brand reliability and brand intentions. Brand reliability or brand reliability is based on customer confidence. The product is able to meet the promised value, able to meet the needs and provide satisfaction. Brand reliability is essential for the creation of brand trust. Brand commitment is strongly associated with brand loyalty (Kim et al., 2008), some argue that commitment is a necessary requirement on brand loyalty (Knox and Walker, 2001). If a brand is

able to meet consumer expectations or even exceed customer expectations and provide quality assurance at every opportunity its use, and the brand is produced by a reputable company, the consumer will be more confident with his choice and the consumer will have brand trust, as well as consider the brand as part of him. The development of Bottled Drinking Water (AMDK) business in Indonesia is growing rapidly. The number of entrepreneurs - new entrepreneurs who started his business in the world of Drinking Water In Packaging (AMDK) increasingly tightened competition in this business. One way that can be done is to instill brand trust and brand commitment in the minds of consumers.

The number of mineral water products in Indonesia is abundant. Aqua for now is a market leader in the field of competition of various mineral water products in Indonesia. As one of the largest and the first drinking water producers in Indonesia, of course aqua does not want its customers to switch to other products. Therefore, the demand to always be the best should be the commitment of the organization so that drinking water users still remain faithful to always consume drinking water aqua. Customer loyalty can not simply be achieved, but requires a long process to ensure that Aqua is the best drinking water. Building consumer confidence has been done by the Aqua mineral water company since its inception. This is evidenced by the innovations that have been done by PT Tirta Investama to always provide the best to consumers. The innovation always undertakes the development and diversification of Aqua products and builds alliance with the famous brand, Danone to strengthen the market. Another innovation by danone Aqua is by launching a new lid for packing a gallon size (19 liters). The innovation is designed with double-injection technology that puts Danone Aqua as the first and only bottled drinking water company in the world to apply a two-lid cap. By doing these innovations Danone Aqua aims to get added value from consumers who will be loyal to Aqua products. On the other hand, for the company it can maintain its position in the first grade for similar products.

Competition in the bottled water industry is expected to be tighter with the expansion of large scale producers, according to industry associations. Expansion is carried out to meet the demand for bottled water that grows high. Rembang Kayo, Secretary General of Indonesian Bottled Drinking Water Company Association (Aspadin), said that bottled water sales volume in Indonesia is growing double digits over the last five years. "In the first semester of 2012, bottled water sales volume increased 13 percent to 9.2 billion liters compared to the same period last year," he told IFT. According to him, a number of large scale drinking water producers who plan to expand include PT Tirta Investama (Danone Aqua) and PT Sinar Sosro. Tirta Investama who rely on Aqua brand plans to build a new factory. Currently, Tirta Investama has 15 bottled drinking water factories. While Sinar Sosro which rely prima brand also plans to add a bottled water factory from the number of factories that are currently managed 6 units. Other large-scale producers such as Club and Cleo brands are also planning expansion (Indonesia Finance Today, 14/09/2012).

The high level of competition to obtain or retain consumers encourages mineral water companies to cause an increasingly high level of competition to maintain the hearts of consumers in a product. One way that can be done is to instill brand trust and brand commitment in the minds of consumers. In addition, by instilling brand trust and brand commitment of consumers it is expected to also affect the brand keloyalitasan akan a product. Thus brand trust and brand commitment have a very big role for companies to maintain or get consumers. This study was conducted to determine whether there is influence of brand trust and brand commitment either jointly or individually in the context of together to brand loyalty. Based on the background that has been described previously, the purpose of this study is to determine the effects of jointly between belief and brand commitment to brand loyalty. And also to know the effects individually in the context together between brand trust and commitment to brand loyalty.

2. Literature Review

2.1. Brand Definition, Requirements, and Brand Classification

According to the American Marketing Association quoted by Kotler and Keller (2007: 332) brands are names, terms, signs, symbols, designs or combinations of them intended to identify the goods or services of a person or group of sellers and to differentiate from competitors. Aaker (1997) cited by Rangkuti (2004: 36) brand is a distinguishing name or symbol such as a logo, stamp or packaging with the intention of identifying the goods or or services of a seller or a particular group. From the understanding of some experts it may be defined that a mark is a name, a term, a sign, a symbol, a logo, or a packaging in order to identify the goods or services of a particular person or group of sellers. The determination of a brand with a name or a symbol or logo is a decision that needs to be thought of in a ripe, so that the brand is easy to remember consumers, but do not forget that the brand of a product will be remembered if the consumer has a good quality.

According Rangkuti (2004: 37) good brand requirements are:
a. Brand name must show the benefits and quality of the product.
b. Brand names should be easy to say, known and remembered.
c. Brand names must be easily distinguishable, meaning they must be specific and distinctive.
d. The brand name must be easily translated into a foreign language.

e. The brand name must be able to obtain the right to be registered and obtain legal protection.

A brand is a seller's promise of consistently delivering certain features, benefits and services to the buyer. According Rangkuti (2002: 3) the best brands will provide quality assurance to customers, but in the brand on a product should understand several levels on the brand, as follows:

a. Attribute

Each brand has its own attributes. This attribute needs to be managed and created so that customers can know exactly what attributes are contained in a brand.

b. Benefits

In addition to attributes, the brand also has a set of benefits. Consumers do not buy attributes, they buy benefits. Manufacturers must be able to translate attributes into functional benefits as well as emotional benefits.

c. Value

The brand also states a value to the producer. High value brands will be appreciated by consumers as a classy brand, so they can reflect who the brand is.

d. Culture

Brands also represent a particular culture

e. Personality

The brand also has a personality, that is personality for its users. So expect by using the brand, the personality of the user will be reflected along with the brand he uses.

f. User

Brand indicates the type of consumer of the brand user. That's why marketers always use the analogies of famous people to use their brands.

Based on the description of the benefits of the brand on consumers and producers above it can be seen the benefits of a brand is that consumers can characterize a product either goods or services owned by the company so that it can be distinguished from the products of other similar or similar companies owned by competitors. To allow a company to differentiate itself and its products from what its competitors have, it becomes an important role as a symbolic tool that projects the company's self-image.

2.2. Brand Trust and the factors that influence it

According to Amir (2005: 62) belief is consumer belief that in one product there are certain attributes, this belief arises from repeated perception and the learning and experience gained. Trust is awakened by the expectation that the other will act in accordance with the needs and desires of the consumer. When one believes the other, they are convinced that hope will be fulfilled and there will be no more disappointment (Sanner cited Ferrinadewi, 2008). Marketers are attracted to the trust that a person is formulating about a particular product and service, because trust creates a product image that affects buying behavior. If this trust is wrong and hinders the purchase, the marketing person will issue an advertisement to correct that trust (Sunarto, 2004: 107).

According to Lau and Lee (1999: 44) there are three factors that influence brand trust. These factors are the brands themselves, brand and consumer companies with the following explanation:

a. Brand Characteristic

Has an important role in determining consumer decision making to trust a brand. This is caused by the consumer doing the assessment before returning. Brand characteristics related to brand trust include predictable, reputable and competent.

b. Company Characteristic

What lies behind a brand can also affect the level of consumer confidence in the brand. Consumer knowledge about the company behind the brand of a product is the initial basis of consumer understanding of the brand of a product. These characteristics include the reputation of a company, the desired corporate motivation and the integration of a company.

c. Consumer Brand Characteristics

These are two groups that affect each other, so the characteristics of consumers can affect brand trust, including the similarity between the emotional concept of consumers with brand personality, likeness to brand and experience of the brand.

2.3. Brand Commitment and Brand Commitment Elements

Rauyruen and Miller (2007: 3) define commitment as "the psychological feelings of the mind through attitudes about the continuation of relationships with established business partners". Relationships built on the basis of mutual commitment, and commitment levels have been found to be the strongest predictors of voluntary decisions to continue the relationship (Ibrahim and Najjar 2008: 14). The commitment encourages partners to collaborate in order to preserve investment in relationships (Morgan and Hunt 1994). Scanzoni (in Ken, 2006) argues that commitment is the highest level in building the strength of a relationship and will provide a long-term benefit for

both parties. From the definition of the experts above, commitment can be defined as the psychological feelings of the mind through attitudes about relationships with partners and will provide long-term benefits for both parties.

In marketing, we generally recognize that customer commitment has two components: affective components and continuation components (Fullerton, 2003; Gilliland and Bello, 2002). While two forms of commitment have been studied extensively, relatively few researchers (Bansel et al., 2004, and Gruen et al., 2000) have included a normative commitment in their work to customer commitment. The reason for the work is limited to normative commitment is that it may build more attractive than affective commitment for two reasons. First, the effects of normative commitment have almost always been in the same direction and are weaker than the effects of affective commitment at the time of construction have been examined in the organizational behavior literature (Meyer & Allen, 1997). Secondly, normative commitment is usually highly correlated with affective commitment and some research into organizational behavior has questioned the extent to which it is constructing different (O'Reilly, Chatman, & Caldwell, 1991). Limited research in marketing literature on a three-component model of customer commitment tends to support the position that normative commitment is highly correlated with affective commitment (Bansel et al., 2004) and that the impact is weaker than affective commitment (Gruen et al., 2000).

2.4. Brand Loyalty, Brand Loyalty Benefits, and Brand Loyalty Level

Aaker (1997: 56) defines brand loyalty as a measure of customer interconnection to a brand. This measure is able to give an idea of whether or not a customer may switch to another brand offered by a competitor, especially if the brand is found to be a change, whether related to price or other attributes. Brand loyalty is the core of brand equity that is central to marketing, as it is a measure of a customer's linkage to a brand (Rangkuti, 2002: 56). Simamora (2001: 70), states that brand loyalty is a measure of consumer proximity to a brand. If brand loyalty increases then customer group competition from other competitors can be reduced. This happens because customers feel an emotional bond to continue buying and using a brand rather than risk taking to switch to another brand. Based on the definition of experts, it can be concluded that brand loyalty is a form of consumer loyalty to a brand that has been purchased and consumed. Consumer loyalty is indicated by whether a customer may switch to another brand offered by a competitor, especially if the brand is found to have a change.

The abundance of brand choice, the availability of information, product offerings and similar promotions, the demand for more value, and also the least time consumers to always be able to find products with similar brands make brand loyalty in some products very useful. The benefit of a brand that has a high level of loyalty is cost saving, because keeping loyal old customers is much cheaper than attracting new customers. High quality brands will always be sought by customers and high brand loyalty will trigger word of mouth because loyal customers tend to be very fanatical advertisers (Kartajaya, 2004: 211). Brands that have a high level of loyalty from their customers will provide many benefits for manufacturers. Simamora (2001: 85) argues that brand loyalty and existing customers represent a strategic asset that, when properly studied and exploited, have the potential to deliver values such as :

   a. Reduce marketing costs

   b. Increase trade

   c. Enticing new customers

   d. Give time to respond to competitive threats

In the cost and benefit dimension, loyalty forms are based on a comparison of available information about two or more products / services, or on trust in information about a brand. So that brand loyalty can create savings on promotional costs as well as additional profits with increasing consumer.

3. Research Methods

3.1. Type and Research Location

The type of research used in this study using explanatory research type with quantitative approach. According Singarimbun in Singarimbun and Effendi (Ed 2008: 5) explanatory research is a causal relationship between variables through hypothesis testing, then the research is no longer called descriptive research but hypothesis testing research. The purpose of explanatory research is trying to explain the causal relationship as well as testing the hypothesis between several variables being studied. Thus the explanatory approach is able to well explain the relationship between observed aspects and not just descriptive. The reason for using explanatory research because in this research will explain in full about the influence of brand trust and brand commitment to brand loyalty through hypothesis testing. The location of this research was at Tasrib street RT.03 RW.07 Dadaptulis Dalam area, Dadaprejo Village, Junrejo Sub-District, Batu City, Indonesia and this research was conducted in October 2017.

3.2. Data Source

Sources of data used in this study is the primary data that is the data in the form of answers respondents from the results of the distribution of questionnaires filled by villagers Dadaprejo Dadap Village Write In Sub Junrejo Town Batu who ever consume or use Aqua drinking water. And also the secondary data that is in the form of documents

and records (reports) obtained from the Chairman of RW.07 Dadaprejo Village, Junrejo Sub-District, Batu City, Indonesia.

3.3. Populations, Samples and Sampling Techniques

The population in this study is all residents who live in Tasrib RT.03 RW.07 Street Dadaprejo Village Junrejo Sub District Batu City who consume or use drinking water Aqua brand. For the sake of convenience in the primary data retrieval as well as the right location, the sample determination in the research popolation will be done at RW.07 Dadaptulis Dalam area, Dadaprejo Village, Junrejo Sub-District, Kota Batu, Indonesia. Population data 2017 on RW.07 with age classification from 16 - 65 years as many as 262 people. Based on these populations researchers conducted previous research with the following characteristics :

a. Consume or use Aqua drinking water
b. Age
c. Knowledge of products and brands

According Sugiyono (2009: 81) sample is part of the number and characteristics possessed by the population. The calculation of the sample size in this study where the population is known based on the Yamane formula in Rachmat (2002: 82).

$$n = \frac{N}{N.d^2 + 1}$$

Information :
n = number of samples
N = total population
d2 = precision set 10%

Sample size in the research can be known through the calculation as follows :

$$n = \frac{262}{262.(0,1)^2 + 1}$$

$$n = 72.37569 \; atau \; 73 \; orang$$

In this study will use 73 samples that will represent the entire population

The sampling technique used in this research is simple random sampling. According Sugiono (2009: 64) simple random sampling is a sample of population members who are done randomly, regardless of strata.

3.4. Variable and Measurement Scale

In a study not all variables can be observed by naked eye, there are some variables that can not be measured directly called latent variables. Based on the theory that has been described previously, the concept or the latent constructs or variables in this study as follows:

a. Brand trust, is a strategy by instilling a sense of consumer confidence to Aqua that the quality of products provided will not disappoint.
b. Brand commitment, attitude about the continuation of customer relationship with partners (Aqua) that have been formed.
c. Brand loyalty, form of consumer loyalty to a brand that has been purchased and consumed.

In this research the scale used is semantic differential scale. According to Nazir (2009: 344) semantic differential scale is intended to measure the sense of an object or concept by someone. Respondents were asked to rate a concept or object on a bipolar scale with seven points. To give a more realistic picture of the variables studied, each item on a semantilk differential scale can be scored on a scale of 1 to 7. Semantic differential scaling capabilities for use in all things make popular ratings scales in marketing research. The differential semantic response consists of three dimensions: evaluation, potential, and activity.

3.5. Data Collection Techniques and Data Analysis

According Arikunto (2002: 126) data collection methods are the ways used by researchers to obtain data. In this research, data collection method used is questionnaire. The results of the next questionnaire will be tested validity and reliability. Respondents who were distributed questionnaires in this study are residents who have been designated as samples with a view to obtaining data or information in writing from the respondent. Questionnaires to be disseminated, first tested, including testing the validity and reliability. The data collection method used next is documentation. According Arikunto (2002: 158) Documentation method is data collection where researchers investigate written objects such as books, magazines, documents, regulations and so on. Documentation is usually done to collect secondary data from various sources, both personally and institutionally. This method of documentation is used to supplement data from the questionnaire method.

Data analysis used in this research is Descriptive Analysis, Multiple Linear Regression Analysis (First hypothesis test and Second hypothesis test), Classical Assumption Test (multicollinearity test, heteroscedasticity test, normality test, autocorrelation test and linearity test) and Partial Correlation Analysis (which is used to detect

the independent variables that predominantly affect the dependent variable.In other words partial correlation test is used to determine the effect or relationship of variables X and Y where one variable X is made constant)

4. Result

The result of the questionnaires distribution related to the duration of consuming Aqua from the respondent can be explained that the respondent's answer from 73 respondents stated in percentage (%), then the respondent answer consumes Aqua 1 - 5 years counted 26 respondents (35.62%), 6 - 10 years as many as 37 respondents (50.68%), 11-15 years as many as 8 respondents (10.96%), and more than 15 years as many as 2 respondents (2.74%). This shows that of 73 respondents who have been sampled, most have consumed Aqua for 6 - 10 years (Table 1).

Table 1. Distribution of respondents based on periods consuming Aqua

Periods of consuming Aqua (years)	Number of Respondents	Percentage (%)
1 – 5 years	26	35.62
>6 – 10 years	37	50.68
>11 – 15 years	8	10.96
>15 years	2	2.74
Amount	73	100

Source: Primary data processed, 2017

Distribution of the variables studied here is the translation of the variables contained in the study after the analysis of data obtained based on the answers of respondents obtained from the research questionnaire. The description of the proposed variable is used for each item questionnaire based on the semantic deferential scale with options in trends on the two poles according to the Brand Trust dimension (X1), and Brand Commitment (X2), and Brand Loyalty (Y).

Multicollinearity test is done to know that there is no relationship that is very strong or no perfect linear relationship or it can be said that between independent variables are not related. The way of testing is to use the VIF test of the regression model between Brand Trust and Brand Commitment to Brand Loyalty.

Table 2. Multicollinearity Test Results

Coefficients [a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Trust	0.340	2.944
	Brand Commitment	0.340	2.944

a. Dependent Variable: Brand Loyality

Based on Table 2, the test results of each independent variable:

a. Tolerance for brand trust is 0.340

b. Tolerance for brand commitment is 0.340

In the test results obtained that the overall tolerance value > 0.1 so it can be concluded that there is no multikolinearitas between independent variables.

Multicollinearity test can also be done by comparing the VIF (Variance Inflation Factor) with the number 10. If the value of VIF > 10 then there is multicolinearity. The following test results of each independent variable :

a. The VIF for Brand Trust is 2,944

b. The VIF for Brand Commitment is 2,944

From the test results can be concluded that there is no multikolinearitas between independent variables. Thus the assumption test of the absence of multicollinearity can be fulfilled.

The heteroscedasticity test is intended to test for differences in the residual variant of a period of observation to another observation period. If the residual one observation to another observation remains then called homocedasticity and if different then called heteroscedasticity. A good regression model is that there is no heteroscedasticity. In this research to detect the existence of heteroscedasticity done by using Scatter Plot test to regression model between Brand Trust and Brand Commitment to Brand Loyalty.
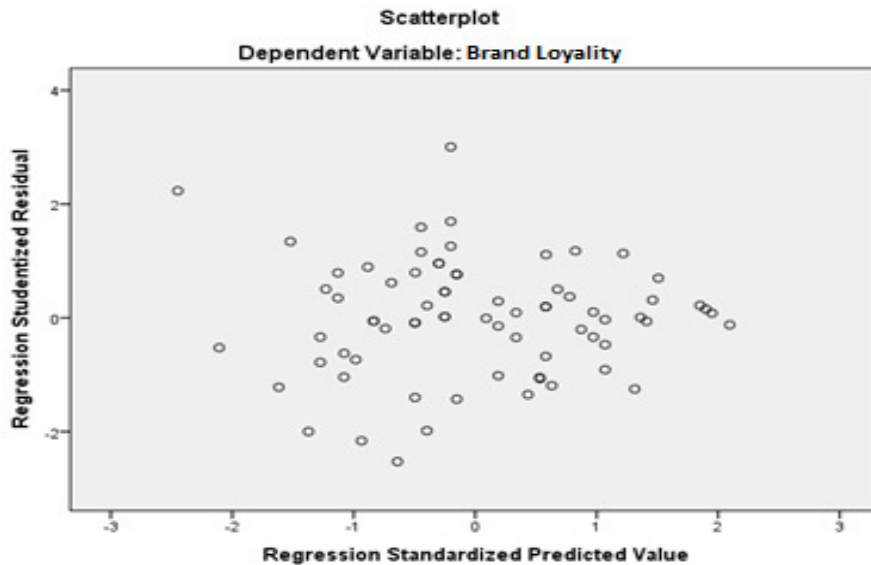
Figure 1. The result of heteroscedasticity test using Scatter plot test

Based on the result of heteroscedasticity assumption test using Scatter Plot test on regression model between Brand Trust and Brand Commitment to Brand Loyalty known that the data points are spread randomly and do not form a certain pattern so that heteroscedasticity assumption is fulfilled (figure 1).

Table 3. Result of normality test by using Kolmogorov-Smirnov test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		73
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.27812091
Most Extreme Differences	Absolute	.091
	Positive	.047
	Negative	-.091
Kolmogorov-Smirnov Z		.780
Asymp. Sig. (2-tailed)		.578

a. Test distribution is Normal.

b. Calculated from data.

Normality test is done to determine whether the residual value is normal spread or not. The test procedure was performed using Kolmogorov-Smirnov test, with the following conditions :

Hypothesis used :

H_0 : residual spread normally

H_1: residual is not normal spread

If the value is sig. (p-value) > then H_0 is accepted which means normality is fulfilled.

From the calculation results with Kolmogorov-Smirnov test obtained sig value. of 0.578 (can be seen in Table 3) or greater than 0.05; then the provision H_0 accepted that the assumption of normality can be fulfilled.

Table 4. Result of linearity assumption test with Curve Estimation test

Equation	Model Summary				
	R Square	F	df1	df2	Sig.
Brand Trust	.626	118.859	1	71	.000
Brand Commitment	.543	84.432	1	71	.000

The results of calculations on the linearity assumption test using the Curve Estimation test against the regression model between Brand Trust and Brand Commitment to Brand Loyalty (Table 4). The result of linearity assumption test with Curve Estimation test toward regression model between Brand Trust and Brand Commitment to Brand Loyalty is got significance value of each independent variable less than 0,05 so that the relation of each independent variable with dependent variable is linear so that assumption fulfilled.

Multiple linear regression analysis is used to calculate the magnitude of influence between independent variables, namely brand trust (X1), brand commitment (X2) to the dependent variable that is brand loyalty (Y). The following shows the results of multiple linear regression between Brand Trust and Brand Commitment to Brand Loyalty (Table 5).

Table 5. Results of multiple linear regression analysis on brand trust, brand commitment, and brand loyalty

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-9.455	2.380		-3.972	.000
Brand Trust	.458	.098	.566	4.681	.000
Brand Commitment	.303	.132	.277	2.290	.025

In the simultaneous test using F test or model testing is used to determine whether the results of regression analysis significant or not, in other words the model suspected appropriate / appropriate or not. Below is the result of the influence between Brand Trust and Brand Commitment on Brand Loyalty using F test (Table 6).

Table 6. The test results simultaneously with the F test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	700.387	2	350.193	65.602	.000[b]
Residual	373.668	70	5.338		
Total	1074.055	72			

b : significance value

The result of simultaneous test with F test obtained F value count (65,602) more than F table (3,128) or significance value (0,000) less than alpha (0,050) indicate there is significant influence between Brand Trust and Brand Commitment to Brand Loyalty simultaneously.

To know the big contribution of free variable (brand trust (X1) and brand commitment (X2) to dependent variable (brand loyalty) then used calculation at value of R2. Coefficient of determination is used to calculate the magnitude of influence or contribution of independent variables to the dependent variable. Here are the results of the Coefficient of Determination between the variable of Brand Trust and Brand Commitment to Brand Loyalty by using R2 (Table 7).

Table 7. Results of calculating Coefficient of Determination R2

Model	R	R Square	Adjusted R Square
1	.808[a]	.652	.642

a : influence of determination value

The result of determination coefficient got R Square value equal to 0,652 meaning that big influence to Brand Loyalty variable caused by variable of Brand Trust and Brand Commitment is equal to 65,2 percent, while big influence to Brand Loyalty variable caused by other factor is equal to 34,8 percent.

In this study also use Partial Test (T test) used to determine whether each independent variable by partial have a significant influence on the dependent variable. The following test results show the influence between the variable of Brand Trust and Brand Commitment to Brand Loyalty partially by using T test (Table 8).

Table 8. Results of Partial Test using T Test

Model	t	Sig.
(Constant)	-3.972	.000
Brand Trust	4.681	.000
Brand Commitmet	2.290	.025

a. Partial test between Brand Trust variable to Brand Loyalty variable got t value (4,681) more than t table (1,994) or significance value (0,008) less than alpha (0,050) so there is significant influence between variable of Brand Trust to Brand Loyalty variable.

b. Partial test between Brand Commitment variable to Brand Loyalty variable got t value (2,290) more than t table (1,994) or significance value (0,006) less than alpha (0,050) so there is significant influence between Brand Commitment variable to Brand Loyalty variable.

5. Discussion

In this study that discusses the influence of brand trust and brand commitment to brand loyalty to residents Tasrib Road RT.03 RW.07 Dadaprejo Village - Junrejo – Batu City - Indonesia. This research produces data that is processed and analyzed using SPSS software support version 16.0 and got accurate data. Statistical data conducted aims to produce an accurate and significant data analysis. The result of multiple linear regression equation between variable of Brand Trust and Brand Commitment to Brand Loyalty is presented as follows :

$Y = a + b1\ X1 + b2\ X2 + e$

$Y = -9,455 + 0,458\ X1 + 0,303\ X2 + e$

From the equation can be described as follows:

a) The constant value (a) of -9.455 indicates without the influence of the Brand Trust and Brand Commitment then

the Brand Loyalty value is -9.455.

b) Coefficient Brand Confidence value of 0.458 shows any increase in the value of Brand Trust of 1 unit will increase the value of Brand Loyalty of 0.458 or the higher level of Brand Trust, the higher Brand Loyalty.

c) Coefficient of Commitment Brand value of 0.303 indicates any increase in the value of Brand Trust of 1 unit will increase the value of Brand Loyalty of 0.303 or higher level of Brand Commitment, the higher Brand Loyalty.

Based on the calculation of multiple linear regression analysis, it can be seen:

1. Effect simultaneously (together) every independent variable to brand loyalty done by testing F-test. From the results of multiple linear regression analysis obtained F_{count} value of 65.602, while F_{tabel} at significant level 0.000 shows the value of 3.128. So it can be concluded that the test against the hypothesis which states that the influence of simultaneously (independent variables) to the variable brand loyalty is acceptable.

2. To know the influence of individual (partial) independent variable (brand trust (X1) and brand commitment (X2) to brand loyalty done by t-test test Partial test between variable of Brand Trust to Brand Loyalty variable got t value (4,681) more than t table (1,994) or significance value (0.008) less than alpha (0.050) so that there is an influence significant between Brand Trust variable to Brand Loyalty variable.

3. Partial test between Brand Commitment variable to Brand Loyalty variable got value of t arithmetic (2,290) more than t table (1,994) or significance value (0,006) less than alpha (0,050) so there is significant influence between Brand Commitment variable to Brand Loyalty variable.

4. The variables of trust and brand commitment are influenced jointly by the loyalty of the brand. Furthermore, the variables and beliefs and brand commitments influence individually on brand loyalty.

The discussion of statistical tests that have been done will be presented in full as follows :

1. The Influence of Brand Trust Variables and Brand Commitment together on Brand Loyalty
   The results of the first hypothesis test that states that there is a mutual influence of brand trust variables and brand commitment to brand loyalty, thus there is a significant influence simultaneously between variables affecting brand loyalty.

2. The Influence of Trademark Trust Variables and Brand Commitments individually on Brand Loyalty
   Testing the second hypothesis produces a picture of the effect of brand trust and individual brand commitment to brand loyalty. The results of statistical analysis prove that independently there is a significant influence on the brand trust vaiabel and brand commitment to brand loyalty. The full discussion is presented as follows:

   a) The Influence of Brand Trust Variables on Brand Loyalty
      Brand Confidence Variables have positive and significant impact on Brand Loyalty. This is because the brand trust variables that include: brand characteristics, corporate characteristics, and consumer character on the brand have been able to affect the level of consumer confidence Aqua to brand so that can cause brand loyalty at Aqua. Brand trust in this research is one of the formers of brand loyalty. This is in accordance with Lau and Lee (1994) who positioned that brand trust will lead to brand loyalty.

   b) Influence of Brand Commitment Variables on Brand Loyalty
      The test results prove that Brand Commitment variable has a significant influence on Brand Loyalty. Brand commitment variables in this case include: affective commitment and continuance commitment has been able to meet the important requirements to achieve Brand Loyalty. Brand commitment is one of the factors that shape Brand Loyalty. The existing brand commitment of Aqua brand mineral water consumers, is able to grow Consumer Brand Loyalty in Aqua brand mineral water. This is in accordance with the opinion of Yi and La (2004) with the commitment statement will result in higher customer loyalty. In addition, recent research conducted by (Gomez et al., 2006) also found that commitment is widely perceived as a key component to achieving long-term successful customer relationships which means creating loyal customers.

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