



THE INFLUENCE OF CONSUMER TRUST AND BRAND IMAGE ON COMPETITIVE ADVANTAGE AND ITS IMPLICATIONS IN PURCHASE DECISION

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Abstract – Hotel is a type of tourism business that is always needed by tourists. Sukabumi is a tropical area that is always visited by local and national tourists. However, hotel sales in this region do not always reach peak positions. The purpose of this research is to examine what variables influence the decision to stay at a hotel. Four variables were tested, namely consumer trust, brand image, competitive advantage and purchasing decisions to calculate how much these variables are interconnected. The method uses SEM supported by SPSS and the MRA method. The results with the MRA (Moderated Regression Analysis) test obtained Consumer Trust at 8,101 and MRA II at 22,439 which have a positive effect on competitive advantage which has implications for purchasing decisions. This hotel research in Sukabumi has only been studied with four test variables.

1. INTRODUCTION

Tourism is a new type of industry that can accelerate economic growth and provide employment, human resources, increase income, living standards and stimulate other productive sectors. Furthermore, as a complex sector, tourism also realizes classic industries such as the handicraft and souvenir industry, lodging and transportation. Along with the development of time, tourism will be presented with physical conditions such as nature, services and other evidence, but as time goes on, these conditions have been supported by increasingly rapid technological developments. The tourism industry, especially the hotel industry has been adapted by various platforms for the community so that anyone at any time can easily access, see and study tourism to be targeted.

Based on data from BPS West Java Province

from January to April 2019, the occupancy rate of hotel rooms in West Java has decreased, this is due to the decrease in the occupancy rate of star hotel rooms from 57.10% in 2018 to 52.8% in 2019 The occupancy rate of non-star hotel rooms decreased to 34.92% from 39.32% in the same year. The occupancy rate was also affected by the effects of the pandemic in 2019-2021, so this paper does not explain it due to a special incident of the Covid-19 pandemic.

Table 1. Rooms Used

Hotel Class	Rooms Used		
	2018	2019	2020
Star	131.047	191.209	104.107
Non Star	116.896	104.126	29.172
Total	247.970	295.335	133.280

Sources: BPS Sukabumi 2020

The rooms used in hotels in Sukabumi City for the 2018 – 2020 period is 676,595 hotel rooms.

The city's occupancy rate also follows the decline in the province's occupancy rate. In 2019, the occupancy rate will actually increase, before the government enforces the alert and social distance status in 2020 the occupancy rate will decrease again.

The city of Sukabumi is in the middle of a large city, flanked by the Special Capital Region of Jakarta and the City of Bandung. Not a few people choose Sukabumi as a destination for vacations and nature tours, or to enjoy its culinary delights. Sukabumi is one of the natural tourist destinations in West Java. The city of Sukabumi is a transit city for tourists who will visit the Kab. Sukabumi or Pejampangan which displays stunning natural charm.

Table 2. Hotel Guest / Night

Hotel Class	Hotel Guest Night		
	2018	2019	2020
Star	230.464	359.955	201.785
Non Star	209.769	198.900	54.834
Total	440.233	558.855	256.620

Sources: BPS Sukabumi 2020

The data above illustrates the number of nights hotel guests stay, 2019 experienced a peak season before the implementation of regional and national restrictions so it worsened in early 2020. The star hotel classification still dominates the number of hotel guest nights staying compared to the non-star hotel classification. The problem that then arises is the unstable presentation of hotel room occupancy rates in Sukabumi City. Based on data from 2018 – 2020, the percentage of dances in 2019 which is the peak season, the occupancy rate only reached 51.64%. The decline in tourist interest and hotel occupancy means that several things will be tested to see the variables that influence the decision to buy hotels in the city of Sukabumi.

Table 3. Hotel Room Occupancy Rate

Hotel Class	Hotel Room Occupancy Rate (%)		
	2018	2019	2020

Bintang	51,04	66,78	43,45
Non Bintang	33,10	36,47	21,20
Jumlah	41,65	51,64	35,33

Sources: BPS Sukabumi 2020

Purchasing decisions according to is an integration process that is used to collaborate knowledge to evaluate two or more alternative behaviors and choose one of them (Kotler & Keller, 2013). This is also a problem-solving approach to human activities to buy goods or services to meet their wants and needs. The purchasing decision is also a decision to continue purchasing or not to continue purchasing a product (Kotler & Keller, 2014). Each company will try to carry out various marketing strategies so that consumers decide to buy the products being marketed. There are several roles of consumers in the purchasing decision-making process. Several very strong driving factors are influenced by some people who are involved in making purchasing decisions (Kotler & Amstrong, 2016; Swasta & Handoko, 2013)

Competitive advantage is an advantage over its competitors which is obtained by offering lower value or by providing greater benefits because the price is higher according to Kotler and Amstrong in (Harwani, 2017; Moses et al., 2018; Nadanyiova et al., 2021). Competitive advantage is a company's ability to gain economic benefits above the profits that can be achieved by competitors in the market in the same industry. Companies that have a competitive advantage can understand changes in market structure and to choose an effective marketing strategy.

Brand Image is a description of consumer associations and beliefs about a particular brand. Brand image is the observations and beliefs held by consumers, as reflected in consumer associations or memories (Tjiptono, 2012). Brand image is also an emotional perception of consumers attached to a particular brand. This perception can change from time to time and is not always related to

the purchase or use of your business products and services. Since consumers will have different opinions about your brand, you need to maintain a consistent image. Brand image can be formed from consumer experiences when interacting with brands involving many aspects. The indicators can be the convenience of consumers in interacting and transacting, the way businesses introduce and market products, the variety of products or services offered by businesses, the attributes that accompany the product (durability, ingredients, price, etc.), product exclusivity for consumers and location and design. store or website. (Aeni & Ekhsan, 2021; Bilgin, 2018; Cuong, 2022).

Consumer trust can be explained into several dimensions such as benevolence, meaning how much a person trusts a company to behave well towards consumers, ability, which is an up-to-date assessment of what a person can do (Kotler & Keller, 2013). Integrity, which is a measure of how much one believes in the honesty of the seller to maintain and fulfill the agreement that has been made, and willingness to depend, namely the willingness to depend on the seller in the form of accepting risks or negative consequences that may occur. Trust involves the individual's willingness to behave with the belief that the partner can provide what is expected. The person's words, promises, or statements can be shown to form a belief. Willingness based on trust will continue to be willing to pay more, make repeat purchases, have a high commitment and sense of product/service (Jaya et al., 2020; Ruhamak, 2016).

1.1 The Relationship Between Consumer Trust And Competitive Advantage

Consumer trust and competitive advantage are used as influencing variables in this chart, where consumer trust will be tested for its relationship with competitive advantage variables. Consumer trust is a condition to support the company's position in competition in the environment. Marketing can contribute to the relationship between consumers and

producers. In the marketing strategy, this is very important to identify to gain a competitive advantage in society. According to consumer trust will focus on consumer confidence in other parties regarding the products or services offered (Hanaysha, 2022; Huo et al., 2015; Leninkumar, 2017)

The taste priority that is owned by consumers who have confidence in a product becomes the main value of the product where consumers. This is because the roots of trust have grown in consumers from the beginning the product was received empathetically. These roots continue to grow and make a sense of obligation to choose and get these products. In the case of wedding organizers, these roots are nurtured early on because consumers are not able to try them first.

This aspect of trust and competitive advantage is considered interrelated because competitive advantage grows from the value of the benefits created by the company for its consumers where the value of the cost is more than the cost that the company has to incur to create it. Competitive advantage also describes the ways that can be scheduled by the company to create marketing concepts and implement strategies to stabilize its competitive advantage. Consumer trust is related to emotional bonding, namely the ability of a person to entrust a company or product to carry out and carry out a function (Babin & Zikmund, 2010).

H1: Consumer Trust affects Competitive Advantage.

1.2 The Relationship Between Brand Image And Competitive Advantage

One of the benefits obtained from the formation of a good brand image is medium and long-term competitiveness, where a good and strong brand image will become a brand identity or personality that is not easy to imitate by other companies while protecting it, according to Sutojo (Setiawan, 2018). Graef in (Sarvestani & Aghasi, 2022) states that market developments are so rapid, it will encourage

consumers to consider brand image more than paying attention to the characteristics of the products offered. This condition indicates that the product is in a mature position in the product life cycle.

H2: Brand Image affects Competitive Advantage.

1.3 The Relationship Between Competitive Advantage And Purchasing Decisions

Consumer decision-making to purchase a product begins with an awareness of the needs and desires of the consumer itself. Furthermore, consumers will seek information about the existence of the desired product. The process of searching for product information is carried out by collecting all information related to the desired product from various sources and then selecting the available alternatives (Hassan et al., 2021; Laura & Ringgo, 2017). According to (Kotler & Keller, 2014) purchasing decisions are decisions to continue purchasing or not to continue purchasing a product as choosing an action from two or more choices. Each company will try to carry out various marketing strategies so that consumers decide to buy the products being marketed. There are several roles of consumers in the purchasing decision-making process. Several very strong driving factors are influenced by some people who are involved in making purchasing decisions (Swasta & Handoko, 2013; Yee et al., 2011).

H3: Competitive Advantage affects Purchasing Decisions

2. RESEARCH METHOD

2.1. Types Of Research

This study consists of 4 variables consisting of the dependent variables X1 and X2, namely consumer trust and brand image variables, the Y variable, namely competitive advantage, and the Z variable, namely purchasing decisions. This research uses quantitative methods. Quantitative research according is research to test certain theories by examining the relationships between variables. The reason for using quantitative research is that this study

aims to determine the effect of organizational justice on employee performance with organizational commitment as an intervening variable so quantitative research fits this research.

2.2. Operational Definition

The consumer trust variable has three dimensions and nine indicators. The first dimension is Credibility which consists of three indicators, namely honest product explanations, product explanations according to reality, and hotel facilities that are by what is paid. The second dimension is reliability which consists of three indicators, namely consumer trust in services, consumer trust in food and beverages, and consumer trust in hotel facilities. The third dimension is an intimacy which consists of three indicators, namely management, reputation and employee honesty.(Othman, 2021; Purwanto, 2010).

The brand image variable has three dimensions and twelve indicators. The first dimension is the strength of brand association which consists of four indicators, namely hotel design, logo and brand. hotel layout and hotel popularity. The second dimension is the excellence of brand association which consists of four indicators, namely good service, complete facilities, strategic location, and adequate room type. The third dimension is the uniqueness of the brand association which consists of three indicators, namely a comfortable place, room availability and promotional programs. (Aeni & Ekhsan, 2021; Bilgin, 2018; Cuong, 2022).

The competitive advantage variable has three dimensions with nine indicators. The first dimension is the value with the indicators of the facilities offered, room price suitability, and member membership. The second dimension is unique and consists of three indicators such as ordering through applications, easy-to-use hotel facilities and the uniqueness of food and drinks. The third dimension is not easily replaced which consists of three indicators such as useful hotel facilities, special consumer

prices and special consumer access.(Li et al., 2006; Sun, 2020).

Purchasing decision variable consists of three dimensions and ten indicators. The first dimension is the stability on the product with indicators such as feeling positive, feeling comfortable and feeling satisfied. The second dimension is habited in buying which consists of four indicators, namely making purchases after knowing the price, making purchases

according to the hotel concept, making purchases because they have liked the hotel for a long time, making purchases because of price adjustments. The third dimension is a recommendation which consists of three indicators, namely making purchases after receiving recommendations from other people, purchases are easy to make, and purchases are made because of closeness to the owner or hotel employee. (Gunadi, 2015; Seko et al., 2020).

2.3. Variabel Operational

Table 4 Variable Operational Definition

Variable	Dimensi	Indikator	Size Scale
Consumen Trust	Credibility	Products are described honestly	Likert
		The product described corresponds to reality	Likert
	Realibility	Customers believe they will get good service	Likert
		Complete facilities	Likert
	Intimacy	The hotel has good management	Likert
		The hotel has a good reputation	Likert
Brand Image	Brand Associations Power	Unique and attractive hotel design	Likert
		Easily recognized logos and brands	Likert
	Brand Association Excellence	Complete facilities	Likert
		Strategic location	Likert
	Brand Association Uniqueness	Comfortable place/room	Likert
		Room availability	Likert
Competitive Advantage	Valueable	The facilities offered are unique	Likert
		Room rates are appropriate	Likert
	Unique	Ordering through the application	Likert
		Hotel facilities easy to use	Likert
	Irreplaceable	Useful hotel facilities	Likert
		Special consumer prices	Likert
Purchase Decision	Stability On Produk	Feel positive	Likert
		Feel comfortable	Likert
	Habits In Buying	Purchase because it fits the hotel concept	Likert
		Purchase due to location suitability	Likert
	Recommendation	Purchase after receiving other people's recommendations	Likert
		Purchases due to closeness to the owner/employee	Likert

2.4. Sampel

Wiratna defines a sample as taking sufficient elements from the population, which can represent the nature and characteristics of the population (Wiratna, 2019). The sample in this study used a non-probability sampling technique.

The sample is spread for all ages, age levels, job levels and regions who have experienced staying at star and non-star hotels in the city of Sukabumi. The number of samples is based on the number of indicators multiplied by the vulnerable 5-10, which is around $39 \times 5 = 195$

sample respondents.

2.5. Data Collection Technique

The data in this study were collected by distributing questionnaires with the Google form. Questionnaires are defined as data collection techniques by providing or distributing a list of questions to respondents in the hope of providing a response to the list of questions (Yusuf, 2014). The questionnaire in this study uses scaling (providing answer choices), namely the Likert scale. The Likert scale used was 1 representing strongly disagree, 2 representing disagree, 3 representing neutral, 4 representing agree, and 5 representing strongly agree. Questionnaires like this are called fixed-alternative questionnaires or closed-ended questionnaires, which are questionnaires that already have answer choices. Questionnaires were distributed to 234 community respondents who had stayed at star and non-star hotels in the city of Sukabumi.

2.6. Data Analysis Technique

The techniques used to test the validity of the data are validity and reliability tests. Reliability states the consistency of the question items from the questionnaire, while validity states the accuracy of the questionnaire in representing the concept (Babin & Zikmund, 2010; Zikmund, 2003). Validity is the truth level of conclusions, inferences, or propositions from research results. In this study, the reliability test was carried out using Cronbach's Alpha and the validity test was carried out using a comparison between r_{count} and r_{table} . A variable is said to be reliable if it has a Cronbach's alpha value of more than 0.70 (Ghozali, 2016), while a variable is said to be valid if its r_{count} is greater than r_{table} .

The analysis technique used is path analysis. Path analysis is a development of regression which can test the effect directly (direct effect) or indirectly (indirect effect) in the presence of intervening variables. In this study, path analysis is used to examine the effect of the intervening variable.

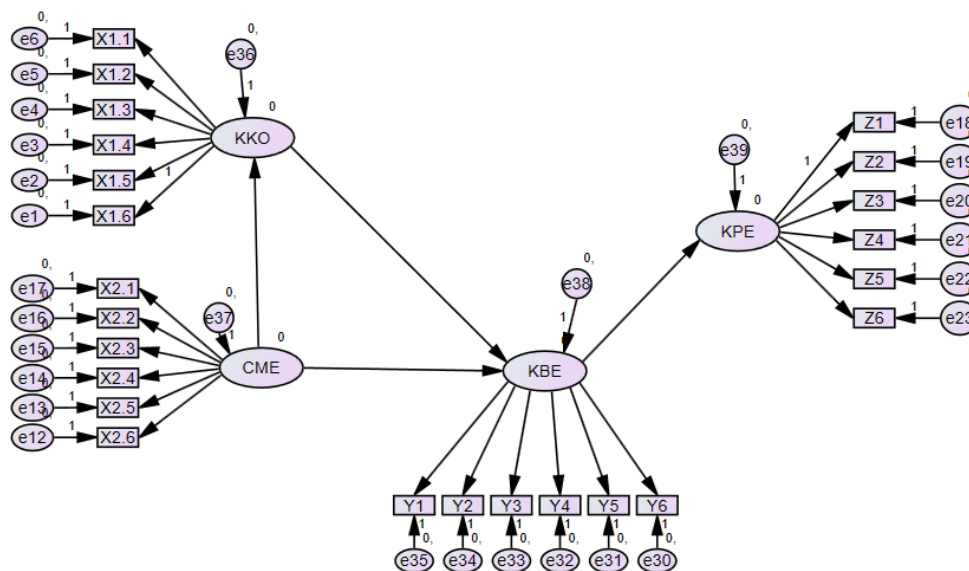


Figure 1. Research Path Analysis

3.1 Validity and Reliability Test

Prior to data processing, validity and reliability tests were carried out to ensure that the instrument was an accurate and reliable measuring tool. The validity test compares the

3. RESULT AND DISCUSSION

calculated r value (correlation item-total correlation) with the r table value. If the value of r count $>$ r table and is positive then it is considered valid. While the reliability test uses a measuring tool, namely the Cronbach Alpha (α) statistical test. If the value of a variable or construct is equal to $>$ 0.60, then the variable or construct is considered reliable.

The validity test was carried out to determine the extent to which a questionnaire submitted could collect the required data or information. Testing the validity of the questionnaire was carried out using the Pearson Product Moment method using SPSS. If T count is greater than T table, then it can be said that the measuring device is

Table 5 Consumer Trust Validity Test

Indicators	R-Count	R-Table	Result
X _{1.1}	0,654	0,140	VALID
X _{1.2}	0,730	0,140	VALID
X _{1.3}	0,811	0,140	VALID
X _{1.4}	0,680	0,140	VALID
X _{1.5}	0,642	0,140	VALID
X _{1.6}	0,240	0,140	VALID

Sources: Data Process

Table 6 Brand Image Validity Test

Indicators	R-Count	R-Table	Result
X _{2.1}	0,527	0,140	VALID
X _{2.2}	0,520	0,140	VALID
X _{2.3}	0,513	0,140	VALID
X _{2.4}	0,580	0,140	VALID
X _{2.5}	0,412	0,140	VALID
X _{2.6}	0,580	0,140	VALID

Sources: Data Process

Table 7 Competitive Advantage Validity Test

Indicators	R-Count	R-Table	Result
Y ₁	0,630	0,140	VALID
Y ₂	0,500	0,140	VALID
Y ₃	0,315	0,140	VALID
Y ₄	0,447	0,140	VALID
Y ₅	0,529	0,140	VALID
Y ₆	0,446	0,140	VALID

Sources: Data Process

Table 8 Purchase Decision Validity Test

Indicators	R-Count	R-Table	Result
Z ₁	0,543	0,140	VALID
Z ₂	0,449	0,140	VALID
Z ₃	0,659	0,140	VALID
Z ₄	0,685	0,140	VALID
Z ₅	0,704	0,140	VALID
Z ₆	0,685	0,140	VALID

Sources: Data Process

From the data above for validation, it has been tested for all variables, namely consumer trust, there is one invalid indicator. For the variable brand image, competitive advantage and purchasing decisions are all valid.

The instrument reliability test was carried out to determine the level of confidence in the freedom of measurement results from errors. The higher the reliability coefficient, the higher the level of confidence in the measurement results. The instrument used is known to be reliable if it has a Cronbach Alpha $>$ 0.600. The reliability test in this study used SPSS software with the Cronbach Alpha formula.

Table 9 Realibility Test Table

Variabel	Number of question	Cronbach's Alpha
(X ₁)	6	0,700
(X ₂)	6	0,334
(Y)	6	0,458
(Z)	6	0,706

Sources: Data Process

Based on the results of the reliability test above, it can be seen that of the 4 variables that have Cronbach's Alpha $>$ 0.60, it means that statements from each reliable variable such as consumer confidence and purchasing decisions. In this paper, the number of samples used was 120 respondents and was obtained at a significance level of 0.05. Based on the results of

the table, there are 2 variables that are below 0.60, namely brand image of 0.334 and competitive advantage of 0.458 so that it can be interpreted as less reliable.

There are other reasons why brand image and competitive advantage are less reliable, one of

which is because consumers focus on needs and are not fixated on brand image. This can also be caused by the small number of hotels in the city of Sukabumi so that consumers do not have many choices to choose hotels with the highest competitive advantage.

Table 10 Normality Test Table
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.26463084
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.038
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Sources: Data Process

The data normality test was carried out to find out whether the data obtained was normally distributed or not. Data that is normally distributed indicates that the research sample can represent the population, so that the research results can be generalized to the population. The normality test was carried out on the sample using the Kolmogorov-Smirnov test by setting a degree of confidence (α) of 5%.

The basic concept of the Kolmogorov-Smimov normality test is to compare the distribution of the data (which will be tested for normality) with the standard normality distribution. The standard

normal distribution is data that has been transformed into a Z-Score and is assumed to be normal. The Kolmogorov Smimov test is a test of differences between the data tested for normality and standard normal data. If the significance is below 0.05 it means there is a significant difference, whereas if it is above 0.05 then there is no significant difference. The application of this test is carried out on each variable with several provisions, namely if individually each of the variables meets the assumption of normality, then simultaneously these variables are also declared to have met the assumption of normality.

Table 11 Coefficients Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.655	1.880		6.731	.000
	X1	.241	.077	.312	3.124	.002
	X2	.215	.096	.222	2.227	.028

Sources: Data Process

In the X1 variable (consumer trust) it is known that the t count > t table ($3.124 > 1.663$) and the significance value ($0.002 < 0.05$), so that it can be said that consumer trust has a positive effect on competitive advantage. This can be explained because consumer trust is used as the basis for consumers to choose to use hotels according to

their needs. Consumer confidence regarding the quality of a hotel has a direct influence on consumers to make their products superior. The feeling of trust that exists in the individual is part of the attitude influenced by the belief in hotel quality in terms of ordering and selecting hotels.

In variable X2 (brand image), the t count $>$ t table ($2.227 > 1.663$) and the significance value ($0.028 < 0.05$), it can be said that brand image has a positive effect on competitive advantage. In the type of service business that offers services, a brand image is formed in the minds of customers which will influence purchasing decisions. This maintaining the hotel brand image in the eyes of

the public can be done by providing all the best services and always fulfilling customer wishes and continuing to improve other services. The hotel also needs to always pay attention to every activity and action taken to customers so that customers feel friendly and make repeat purchases.

Table 12 Moderated Regression Analysis (MRA) I Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.101	14.550		.557	.578
	KKO	.702	.416	.674	1.688	.093
	KPE	.573	.400	.846	1.433	.154
	X1Z	-.016	.011	-.981	-1.365	.174

Sources: Data Process

The table above shows that the MRA I equation model is 8.101, where the constant value is positive. Thus it can be concluded that H1 or hypothesis 1 is accepted and H0 is rejected, namely consumer trust has a positive effect on competitive advantage which has implications for purchasing decisions. Consumer trust is a condition to support the company's position in competition in the environment. Marketing and can contribute to the relationship between consumers and producers. In the marketing strategy this is very important to identify in order to gain competitive advantage in society. According to (Huo et al., 2015), consumer trust will focus on customer confidence in other parties regarding the products or services offered.

The taste priority that is owned by consumers who have confidence in a product becomes the main value of the product where consumers. This is because the roots of trust have grown in consumers from the beginning the product was received empathetically. These roots continue to grow and make a sense of obligation to choose and get these products. In the case of wedding organizers, these roots are nurtured early on because consumers are not able to try them first.

This aspect of trust and competitive advantage is considered interrelated, because competitive advantage basically grows from the value of the benefits created by the company for its consumers where the value of the cost is more than the cost that the company has to incur to create it. Competitive advantage also describes the ways that can be scheduled by the company to create marketing concepts and implement strategies to stabilize its competitive advantage. According to Zikmud in consumer trust is related to emotional bonding, namely the ability of a person to entrust a company or product to perform and carry out a function.

This trust is also a belief from one party regarding intentions and behavior aimed at other parties so that consumer trust is defined as an expectation that a service provider or wedding organizer can be trusted and is considered a reliable and superior product, according to Siagian & Cahyono (Siagian & Cahyono, 2014).

Table 13 Moderated Regression Analysis (MRA) II Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.439	11.235		1.997	.047
	CME	.244	.252	.279	.968	.334
	KPE	.003	.323	.004	.008	.994
	X2Z	.001	.007	.043	.077	.939

Sources: Data Process

The table above shows that the MRA II equation model is 22,439, where the constant value is positive. This it can be concluded that H1 is accepted and H0 is rejected, namely brand image has a positive influence on competitive advantage which has implications for purchasing decisions.

Consumer decision making to purchase a product begins with an awareness of the needs and desires of the consumer itself. Furthermore, consumers will seek information about the existence of the desired product. The process of searching for product information is carried out by collecting all information related to the desired product from various sources, and then selecting the available alternatives according to Laura & Ringo (2017: 260). The consumer purchasing decision model has three important roles. Consumers carry out complex buying behavior when they are involved in a purchase and feel there are significant differences between brands. Consumers will go through a learning process, product introduction and following developments to convince the product, then transferred in the attitude process, and then make a purchase choice that has been carefully thought out. Consumers carry out variety seeking buying behavior in situations characterized by low consumer involvement but perceived significant brand differences.

Purchasing Decisions Assauri in Nastiti (2014: 415) states that purchasing decisions are a process of making a decision on a purchase which includes determining whether or not a purchase will be made and the decision is obtained from previous activities. Purchasing decisions According to Kotler and Armstrong in Gunadi (2015: 214) is a problem-solving approach in human activity to buy goods or services to fulfill

wants and needs which consist of recognition of needs and desires, information search, evaluation of alternative purchases, purchase decisions and subsequent behavior.

4. CONCLUSION

The results of the study show that consumer trust influences purchasing decisions, which is moderated by competitive advantage. However, these positive results are also influenced by the hotel's brand image which also influences purchasing decisions even though the value is not optimal. Competitive advantage supported by two variables of consumer trust and brand image also influence consumers in determining which hotel to choose. The indicators for each variable dimension x, y and z also provide values for the round value of the research results.

Regarding consumer trust, hotels need to maintain more trust so that it remains stable and does not disappear, because this trust is the main capital and benchmark for purchasing decisions. The brand image must be enhanced by the hotel because consumers do not really feel the role of brand image in choosing the hotel they need. Henceforth other research can be carried out involving other variables such as loyalty, product innovation and customer value, as well as increasing the number of questionnaires and hotel objects in a region.

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