

The Influence of Brand Image on Purchase Behaviour Through Brand Trust

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Abstract

Market competition is no longer limited to provide functional attributes of the product itself but has been associated with a brand that can create a special image for its users, especially in the service industry. The purpose of this study is to identify and analyze the influence of brand image on purchase behavior as well as identifying and analyzing the mediating role of brand

trust in the relationship between brand image with purchase behavior. This study was conducted on 386 students at 13 Islamic private universities in East Java province. The results of the analysis of this study which is used Generalized Structured Component Analysis (GSCA) as the research method revealed that brand image have a significant role in influencing the purchasing behavior and brand trust also turned out to have a mediating role, although not fully in the relationship between brand image with purchase behavior.

Keywords: Brand image, Brand trust, Purchase behavior

1. Introduction

Strong brand in the market competition is the main goal of many organizations because it allows the creation of a wide range of benefits to organizations including reduced risk, greater profits, cooperation with other parties as well as the opportunity for brand extension (Hawkins, Best, & Coney, 2004; Assael, 2004; Schiffman & Kanuk, 2010). Thus, the question that arises then is what are the aspects that may cause power of the brand. This question is a fundamental problem and became a major observation in the study of the brand at least in the past two decades, which in turn produces a more powerful paradigm to examine further the concept of brand image and brand trust. Brand also considered to contribute to maintain the competitiveness of the existence of offers given because the brand is usually associated with a particular image that can create certain associations in the minds of consumers (Aaker, 1997). Creation of unique brands that became the starting point for the creation of marketing characteristics that can strengthen the brand image of the organization (Chaudhuri & Holbrook, 2001; Ghodeswar, 2008; Srivastava, Fahey and Christensen, 2001; Pujadi 2010).

Brand image is also regarded as opinion and consumer confidence in the quality of products produced by organizations and organizational honesty in the products offered to consumers (Aaker, 1997; Cannon, Perreault, & McCarthy, 2009). In the analogy stated that if a consumer think that the organization has a consumer oriented perspective, so consumers have confidence in the brand over the image of the brand owned by the organization (Delgado-Ballester & Munuera-Aleman, 2005). Most studies such as done by Srivastava, Fahey and Christensen (2001) considered brand trust as a market-based assets that are interconnected because it is exist externally and lies in the relationship with the end user of the brand. At the same time, the emergence of relationship marketing as a starting point in a study conducted by researchers or marketing practitioners suggest that trust is a major factor in which the relationship between the customer and the brand (Morgan & Hunt, 1994).

Delgado-Ballester & Munuera-Aleman (2005) formulated the problem, which is the question whether the effect on confidence in brand buying behavior? Such brand trust research in the branding literature is limited to few number of studies.. According to Delgado-Ballester & Munuera-Aleman (2005) interest in the issue of brand trust is only conceptual and theoretical course and very few empirical studies conducted to assess the confidence in the brand. Chaudhuri & Holbrook (2001) cover the lack of brand trust study by saying that the role of brand trust the process of improving confidence in the brand has not been considered in concrete. The importance of confidence in the brand as one of the key factors in many marketing relationships examined in numerous studies, but unfortunately it does not become a major and critical studies in particular its relationship with customer satisfaction and buying behavior (Delgado-Ballester & Munuera-Aleman, 2005; Heri, 2011; Chaudhuri & Holbrook, 2001; Deng, Lu, Wei, & Zhang, 2010). Most theory specifically consider buying behavior of consumers as market-based assets that are interconnected, given that most of the value is the result of external relations with the brand value chain such as distribution systems and end

users (Srivastava, Fahey, & Christensen, 2001; Srivastava, Shervani, & Fahey, 1999).

The relationship is what makes purchasing behavior into external assets of the company as this is often a real but not owned by the company (Delgado-Ballester & Munuera-Aleman, 2005; Chaudhuri & Holbrook, 2001). In other words, buying behavior is explicitly to be in the market and the brand association of a series of behaviors that develop in the brand study (Deng, Lu, Wei, & Zhang, 2010; Power & Whelan, 2005). As a market-based assets that are interconnected, purchasing behavior can be regarded as a function of the relationship between the brand and the customer (Ambler, 1997) and the introduction of the trust as the core of the relationship variables that can enrich the understanding of buying behavior and can generate predictions and assessment of the better marketing performance (Delgado-Ballester & Munuera-Aleman, 2005). The purpose of this study is to identify and analyze the influence of brand image on purchase behavior as well as identifying and analyzing the mediating role of brand trust in the relationship between brand image with purchase behavior.

2. Literature Review

2.1 Consumers' Purchase Behavior

Consumers consider some attributes of a product before making a decision in respect of purchase (Schiffman & Kanuk, 2010). Consumer perspective to a collection of some of the brand creates an overview of the product (Hawkins, Best, & Coney, 2004). The views of consumers about a product is a collection of attributes that has a lot of benefits to meet their needs (Assael, 2004). The picture that is created is a representation of the variety of experience that is used as a basis for consideration from the effect of consumer perceptions of a product at the same election on the irregularities or the superiority of the product (Cannon, Perreault, & McCarthy, 2009). Assael (2004) defines purchase behavior as the tendency to act on the object. According to Schiffman and Kanuk (2010), purchase behavior is the stage prior to purchasing decisions in the purchase decision process. In the theory of planned behavior proposed by Ajzen (1991), attitudes can be used to predict the behavior of interest. According to Assael (2004), marketers are always testing the elements of the marketing mix that may influence buying behavior, for example by testing product concepts, advertising strategy, packing or brand. Marketers should strive to measure intention to purchase by the consumer and determine the factors that influence these intentions. When consumers have a good attitude towards the delivered product or service, consumers tend to have a positive interest to behave so as to strengthen the customer relationship with the company (Assael, 2004).

Schiffman & Kanuk (2010); Hawkins, Best & Coney (2004) and Assael (2004) mentioned that the consumer made the purchase decision is influenced by several measurements, namely (1) the measurement of culture, which has the most influence and the most extensive in the behavior of consumers so that marketers need to understand the influence of culture, sub-culture, and social class of consumers; (2) social measurement, which need to be considered when designing a marketing strategy because these factors can affect consumer responses; (3) personal measurements, which consists of the age and stage of life cycle,

occupation, economic situation, lifestyle, personality, and self-concept affects the consumer on what is purchased; and (4) psychological measurement, include motivation, perception, learning and beliefs and attitudes also influence the selection of consumer purchases.

2.2 Brand Image

Consumers consider some attributes of a product before making Keller (1993) stated that the brand image is the perception of a product which is a reflection of customers' memory in the product. Brand is defined as an image that can be remembered by the public, which makes a positive brand, relevant and easy to remember by the people (Aaker, 1997). Brand image that was created to make people think about everything from the business side, so as to be clearly defined brand image can benefit the company in the long term (Cannon, Perreault, & McCarthy, 2009; Morgan & Hunt, 1994). Keller (1993) refer to the image of the brand as a concept that is assumed by the customers due to subjective reasons and their own personal emotions. Brand image is also referred to as the customer's perception of either the reason or rational basis or through more emotions towards a specific brand (Malhotra, 2010; Cannon, Perreault, & McCarthy, 2009; Assael, 2004). The basic problem of a brand lies not only limited to the selection of the name itself though is certainly a choice of good name could help (Aaker, 1997). But that can create a strong brand name is saliency, the ability of distinction (differentiability), brilliance (intensity) and trust that were associated with the brand (Wantara, 2008).

A positive brand image will enable marketing program can be liked and be able to produce unique associations to the brand that always exist in customer retention (Schiffman & Kanuk, 2010). Keller (1993) states that the factors forming the image of the brand in terms of brand association is the presence of brand associations that describe the attributes of customer trust and benefits provided by a brand can satisfy the needs and desires of customers so as to create a positive attitude towards the brand. Strength of brand associations depends on how brands can survive the information as part of the brand image (Alserhan, 2010). Then the uniqueness of brand associations, given the increasingly difficult market competition forced the company to be different from creating a competitive advantage that can be used as a reason for customers to choose a particular brand (DeShields, Oscar, Kara, & Kaynak, 2005; Aaker, 1997). The uniqueness of brand associations can depart from product-related attributes, functional benefits or perceived image (Wantara, 2008; Winarso, 2012). Brand image is often referenced in the psychological aspects of the image or impression that is built into the subconscious of consumers through the expectations and experience of taking the brand over a product or service, thus forming a positive brand image is becoming increasingly important to be owned by the company (Pujadi, 2010).

Brand image is also regarded as a description of the offer of the company which includes the symbolic meaning associated customers through specific attributes of the products or services (Winarso, 2012). Not only that, the brand image may also reflect some of the strongest associations of a brand such attributes are intangible, abstract benefits and customer attitude at every different product categories above if a brand of product or service associated with

products in diverse categories (Chaudhuri & Holbrook, 2001). Brand image is a perception in the mind of the customers a good impression of a brand (Hawkins, Best, & Coney, 2004). The good impression could arise if the brand has a unique advantage, good reputation, popular, trustworthy and willing to provide the best service (Kotler & Keller, 2012; Keller, 1993; Aaker, 1997).

2.3 Brand Trust

Consumers perceptions of the quality of the brand created by informational cues associated with the brand (Schiffman & Kanuk, 2010). The gesture is intrinsic or extrinsic and both or one of them can be found on the brand that became the basis for the perception of quality. Customers tend to believe that the underlying customer evaluation of intrinsic cues because it allows customers to make a decision either positive or negative as the product of rational choice and objective. Many studies that compare differences in perceived quality of store brands and national brands and found that the factors that contribute to differences in perception is the perception of customers on extrinsic attributes of the product as an indicator of quality (Essoo & Dibb, 2004). Customers often measure the quality of the basic cues are displayed externally on the product itself such as price, brand image, corporate image, the image of the store or even the image of the country of origin. The perception of value (perceived value) is reflected in the perception of quality is also affected by the price perception among customers with high involvement, so it can be concluded that the perception of value can also be evaluated from the quality of the brand. Khraim (2010) examined the variables of culture and subculture that focuses on the elements of religion because religion still plays an important role in influencing social and customer behavior.

Purchase behavior is considered as a relational asset market implications for the development and maintenance of trust is at the core of the brand, because it is a key characteristic of successful long-term relationships (Morgan & Hunt, 1994). The idea used in this study is that trust is a key driver of purchase behavior because it creates a valuable transactional relationship. In such a context, buying behavior is not exclusively focused on the purchase alone, but in an internal position or behavior towards the brand, can not show a sufficient basis for a complete understanding of the brand-customer relationship. Purchase behavior emphasizes the ongoing process and maintenance of valuable and important relationships that are created on the existence of a trust (Chaudhuri & Holbrook, 2001). Consumer market has a lot of customers who are anonymous, making it difficult to establish the company into a more intimate relationship with each customer. The main purpose of marketing is to generate intense relationship between customers with the brand, and the main basis underlying this relationship is trust. Based on this idea, Delgado et al. (2005) formulated the hypothesis that assumes that the emergence of brand trust affects purchasing behavior as expression of successful relationships between customers and brands.

3. Conceptual Framework

This study examines the theoretical framework of the factors that influence the buying behavior of Muslim students at 13 Islamic private universities in East Java under the brand image and brand trust perspectives or in the other words this research is trying to find out the reason of the students choose certain Islamic private universities. Research framework in this study is focused on the determinants of purchase behavior of the which is influenced by brand image or through the mediating effect of brand trust. Therefore, the hypotheses of this research visualized as follows:

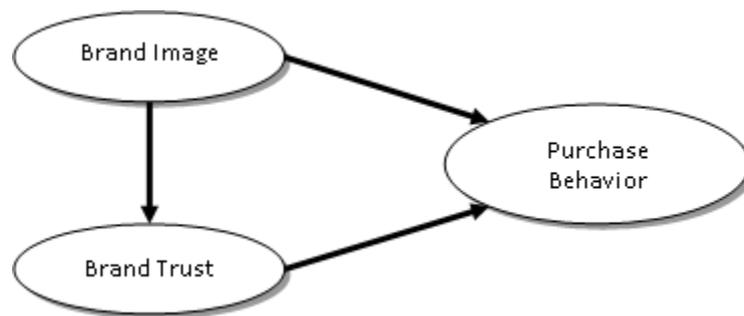


Figure 1. Theoretical Research Framework of the Study.

In order to reveal the influence of brand image on purchase behavior and the mediating effect of brand trust to the relationship of brand image with purchase behavior, this study tests the following hypotheses:

- H1: Brand image has significant influence on purchase behavior
- H2: Brand image has significant influence on brand trust
- H3: Brand trust has significant influence on purchase behavior

4. Methodology

A self-structured questionnaire was designed to gain the important information from the student of 13 Islamic private universities in East Java province in Indonesia, since the purpose of this study is to find out potential factors that were influencing the reason of the students registered into certain Islamic private universities. About 47 items were developed in the questionnaire were systematically distributed using a convenient sampling method from Islamic private universities. The questionnaire uses a 5-point scale that ranging from “strongly disagree” to “strongly agree”. To test the hypotheses for measuring the purchase behavior of the student Generalized Structured Component Analysis (GSCA) was applied. As GSCA provides the exchange factors with linier combination from indicators in Structural Equation Modelling (SEM). GSCA was developed with the aim of overcome the weakness of Partially Least Square (PLS) because it was equipped by global optimalization procedure and retaining such local optimalization procedure on PLS.

5. Data Analysis and Discussions

5.1 Demographic Profile of the Respondents

About 386 respondents there were 182 male respondents and 204 females. Among the respondents up to 20 years old were 12%, aged 19 years old amounted 36% and followed by 18 years old were 52%. Among the respondents about 82% of them were in second semester of their education and the rest were in the first semester. Overall out of 386 respondents 68% of the respondents live in private homes. All of the respondents were in management major in 13 Islamic private universities in East Java Indonesia.

5.2 Validity and Reliability Test

The validity and reliability test of this research instrument was conducted on 386 pieces of questionnaires that have been returned by the respondent and serves as a cross check on the validity and reliability. In the other side, reliability test conducted in an attempt to see the consistency of measuring instruments used if the measuring instrument is stable and consistent. The measurement results can only be trusted if the implementation of measures in recent times against the same group of subjects obtained the same relative results. Test reliability in research conducted with the SPSS program using Cronbach Alpha method in which a questionnaire said to be reliable if the Cronbach Alpha values greater than 0.6.

5.3 Linearity Test

Testing the effect of exogenous variables on endogenous variables with Generalized Structured Component Analysis (GSCA) technique must go through the assumption of linearity test first. This is done to see the linearity relationship between the exogenous variables and endogenous variables. This linear relationship is used to see a direct relationship between the exogenous variables on the endogenous variables. Two research variables are said to have a linear relationship when the significance of less than 0.05. Analysis by modeling based on the assumption of linearity test results from the use of GSCA shows that the relationship between exogenous variables to endogenous variables significant result.

5.4 Goodness of Fit

FIT shows the total variance of all the variables used in this research model. The model can explain the whole formed an existing variable that is equal to 0.533. The diversity of the brand image, brand trust and purchase behavior can be explained by the model is equal to 53.3% and the remaining 46.7% is explained by other variables. That means that there is a structural model can be used to explain the results of this research.

Table 1. Validity and reliability test result

Variables	Indicators	Validity		Reliability	
		Correlations	Informtion	Alpha	Information
Brand Image	Saliency	0,871	Valid	0,817	Reliable
	Reputation	0,871	Valid		
	Familiarity	0,850	Valid		
	Trustworthy	0,861	Valid		
	Service Excellency	0,802	Valid		
Brand Trust	Reliability	0,937	Valid	0,909	Reliable
	Intention	0,928	Valid		
Purchase Behavior	Willingness to pay more	0,746	Valid	0,783	Reliable
	Willingness to support	0,716	Valid		
	Willingness to recommend	0,662	Valid		

Table 2. Linierity test result

Variables	Sum of Squares	Mean Square	F	Sig.	Information
Brand Image → Brand Trust	72,013	72,013	748,869	,000*	Linier
Brand Image → Purchase Behavior	24,373	24,373	111,693	,000*	Linier

Table 3. Model FIT

Model Fit	Coefficient
FIT	0,513
AFIT	0,510
GFI	0,986
SRMR	0,033
NPAR	33

5.5 Measurement Model of Each Variables

Measurement models used in this study to assess the indicators that illustrate a concept or a latent variable that can not be measured directly. An assessment of these indicators can be done so that the meanings expressed in the fact that occur in the respondent on the latent variable. Construct validity and reliability of the model is empirically analyzed in order to reveal the parameters in a latent variable composed of the basic theory and empirical studies.

Table 4. Measurement model

Variable	Loading	
	Estimate	Critical Ratio
Brand Image (X1)	AVE = 0.762, Alpha =0.874	
Saliency	0,84	48,28*
Reputation	0,811	54,26*
Familiarity	0,802	41,15*
Trustworthy	0,847	62,43*

Service Excellency	0,771	28,19*
Trust (X2)	AVE = 0.822, Alpha =0.782	
Reliability	0,915	87,17*
Intentions	0,898	74,54*
Purchase Behavior (Y)	AVE = 0.556, Alpha =0.776	
Willingness to pay more	0,678	16,16*
Willingness to support	0,8	37,30*
Willingness to recommend	0,753	24,35*

CR*=Significant at 0,05 level

5.6 Structural Model Assumption Test

This study was conducted to analyze the influence of brand image on purchase behavior as well test the effect of the mediating effect of brand trust in the relationship between brand image with the willingness to buy. This study uses a quantitative approach with the help of Generalized Structured Component Analysis (GSCA). GSCA can allow for exploration of the relationship between the variables in this study so that the basic design of the structural model can be generated from the rationality of the relationship between variables. This study uses a variety of reference derived from theory, empirical research results, analogy and rationality all of which can be used in the analysis of GSCA. The variables that build the structural model was built by the variable indicators are entirely reflective.

Table 5. Path analysis result

Relationship Among Variables	Path Coefficients	
	Estimate	CR
Brand Image → Brand Trust	0,714	19,18*
Brand Image → Purchase Behavior	0,218	2,26*
Brand Trust → Purchase Behavior	0,252	3,07*

CR*= Significant at 0,05 level

The results of the calculation of the coefficient of the indirect effect is obtained by multiplying the two values directly influence coefficients between the endogenous variables, mediating variables and exogenous variables. When both the direct influence that shape indirect effect has a significant value, then the indirect effect was significant.

Table 6. Indirect effect test result

Indirect Effect	Direct Effect Coefficient				Indirect Effect Coefficient	Sobel Test Result	p-Value	Information
	Brand Image → Brand Trust		Brand Trust → Purchase Behavior					
Brand Image → Brand Trust → Purchase Behavior	Brand Image → Brand Trust	0,714	Brand Trust → Purchase Behavior	0,252	0,179	25,273	0,000	Significant

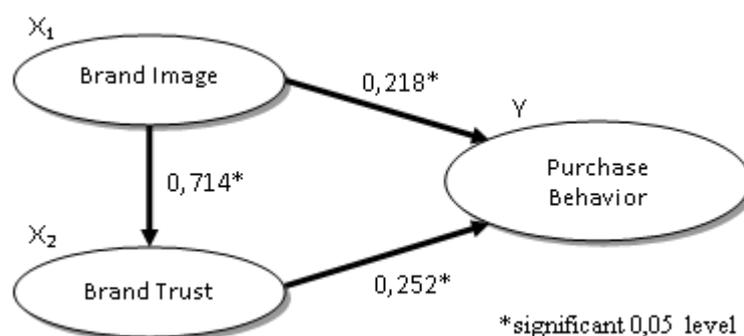


Figure 2. GSCA Analysis Result

5.7 Variable Profile

In the description of the study variables is shown the mean of each indicator in each variable is used to uncover the facts of each indicator that is perceived by the respondents, which is college students. Indicators can be the top priority as perceived by the respondents with the highest average value (mean). Further attempts to measure the strongest indicators that make up a variable can be seen through the loading factor value. Indicators are perceived to have the biggest contribution can reflect the variable or considered to be the most powerful gauge with the highest factor loading value.

Table 7. Variable profile

Variables	Indicators	Estimate Loading	Mean	
			Indicator	Variable
Brand Image	Saliency	0,840	3,85	3,84
	Reputation	0,811	3,80	
	Familiarity	0,802	4,08	
	Trustworthy	0,847	3,59	
	Service Excellency	0,771	3,74	
Brand Trust	Reliability	0,915	3,48	3,65
	Intention	0,898	3,83	
Purchase Behavior	Willingness to pay more	0,678	2,92	3,46
	Willingness to support	0,800	3,56	
	Willingness to recommend	0,753	3,90	

5.8 The Influence of Brand Image on Purchase Behavior

Image of Islamic private universities in East Java in view of the average student is not very good. This means that Islamic private universities in Indonesia are considered not able to show the identity to emerge as the best university in the eyes of its customers. Thus, students also have poor purchase behavior toward the Islamic private universities in East Java. Perception of brand image is not very good it affects the customer's preferences in making purchasing behavior. Customers or in this study were college students, looking for certain

characteristics of the identity you want to display by Islamic private universities in East Java, which in turn can influence buying behavior decision by choosing a particular private university Islamic. This study found that Islamic private universities in East Java was less successful in displaying good image.

Identity to be displayed by the Islamic private universities was less emotional strength to be reliable so that arouse customers to make purchase behavior. In addition, the ability to provide service excellency in view of the students are also less satisfied. Similarly, with a reputation of saliency and reputation belongs to Islamic private university also perceived less by the student. Unless the familiarity aspects that have an average value of the highest of all the indicators that describe the image of the brand.

The findings indicate that students perceive that the average private Islamic university in East Java is superior in terms of its familiarity in community college or perceived as famous. Indicators of excellence, reputation, trustworthy and impeccable service that is deemed unfavorable by the students could be caused by the actual desire of students who want a college entrance which is considered superior to, for example, certain state universities. In the sense that the students decided to enter private universities are not based on a particular Islamic primary choice in college preference.

On the other hand, when viewed from the loading factor between the image of the brand purchase behavior suggests that brand image significantly affect the buying behavior of the respondents. Although the average responses of the respondents in the buying behavior of the students is also not too high. This suggests that brand image has a positive and significant role on purchase behavior. So the better the brand image of an Islamic private universities the better the purchase behavior of students. Many studies have examined the relationship between brand image with purchasing behavior. Navarro et al. (2005) argues that brand image is an important asset for the organization in this study is a Islamic private university, because the brand image affects customer perception. Brand image plays an important role in the formation of perceptions that became the basis for a specific purchase behavior. Cretu & Brodie (2007) argues that brand image will have an impact on customer perception on a particular company or organization like Islamic private universities so that these perceptions will evaluate customer buying behavior. As we know that the image of the brand is the customer's perception of the brand as seen from the existing brand associations in the mind of customers and give meaning to the brand. Well managed brand image will produce a positive effect by increasing the understanding knowledge of aspects of customer behavior in making decisions, ensuring that customer orientation on the things that are symbolic of the service functions. The results of this study showed that the average Islamic private university in East Java as the object of this study, are less able to show a positive image. Only indicator of familiarity who has a dominant role in portraying a positive image of the brand. But not so with indicators of saliency, reputation, trustworthiness and service excellency.

Cretu & Brodie (2007) found that in the manufacturing industry, the brand image has an important role in influencing buying behavior. Brand image in the study became predictor of

purchase behavior with the object of research of small and large-scale manufacturing. The results indicate that in fact the image of the brand have a wider influence on customers' perception of a manufacturing company. Cretu & Brodie (2007) uses seven indicators to measure brand image that is familiarity, reputation, superior quality, fashionable and trendy, elegant, useful, natural and sophisticated. On the other hand, this study expands the research of Cretu & Brodie (2007) which examines the brand image on purchase behavior in the manufacturing sector with seven indicators. It's just that this study did not use the seven indicators used by Cretu & Brodie (2007), but adapted to the object of research which is Islamic private universities so that only uses five indicators than those used by Cretu & Brodie (2007) to measure brand image. On the other hand, the results of this study reinforce the study of Navarro et al. (2005) who use the same indicators.

The findings are similar to the results of this research that brand image influence buying behavior. The difference lies in the focus of research in this regard is the buying behavior of students in a Islamic private university, while Mudambi (2002) focused on purchase behavior in the B2B sector. Indicators used by Mudambi (2002) to measure brand image refers to the measurement used by Aaker (1997). This study also expands the research of Bendixen et al. (2004) which explains the concept of brand image as part of brand equity in marketing in the industrial sector. Subjects of research conducted by Bendixen et al. (2004) are the decision makers in industrial companies in South Africa who buy medium voltage electrical equipment. The results show that brand image has the greatest role in comparison with the price and shipping orders in influencing buying behavior in the B2B sector. On the other hand, Bravo et al. (2012) which examines the banking sector with the aim to focus the study on the influence of corporate brand image on customer behavior. Bravo et al. (2012) collected data from 450 respondents and found that corporate brand image has a positive and significant influence either directly or indirectly to the behavior of a customer to use banking services.

Bravo et al. (2012) conducted research in three cities in the country of Spain with the criteria of certain banking institutions. This study extends the results of the study of Bravo et al. (2012) who found that the corporate brand image and a significant positive effect on customer behavior. It's just that this study examines differences in purchasing behavior in a college student, while Bravo et al. (2012) examined the behavior of customers in banking services. Indicators used by Bravo et al. (2012) to measure brand image is also different from the indicators of brand image variables in this study. Bravo et al. (2012) using the location indicator, CSR, global impression, services offered, and banking personnel to measure brand image.

Research of Rindell et al. (2011) confirmed these results in this study which found that brand image through quantitative methods proved to have a positive and significant influence on purchase behavior. The difference from the study of Rindell et al. (2011) with this study lies in the industrial sector are examined. Rindell et al. (2011) found that in the case of IKEA, buying behavior is more influenced by the perceived brand image can enhance the degree of social as a family can afford to buy expensive furniture. On the other hand, in the case of

brand image of Antilla actually perceived as retail stores at affordable prices. Thus, this study also expands the research Rindell et al. (2011) because of the different contexts which can produce the similarity the result of research in the aspect of brand image in a positive and significant effect on purchase behavior. Empirically, this research is consistently extend the results of the study conducted by Rindell et al. (2011), Bravo et al. (2012), Bendixen et al. (2004), Mudambi (2002), Cretu & Brodie (2007), Navarro et al. (2005) and Wantara (2008).

6. Conclusions

Based on research purposes and the results of analysis suggested that brand image have positive and significant influence to purchase behavior among the student of 13 Islamic private universities in East Java Indonesia. Brand trust is also identified has mediating role from the relationship between brand image with purchase behavior. This research re-enforce and extends the findings of previous research that focused on Islamic values, brand image, brand trust and purchase behavior (Delgado et al., 2005; Navarro et al., 2005; Cretu & Brodie, 2007; Rindell et al, 2011; Bravo et al, 2012; Bendixen, 2004). This study also revealed that brand image directly or even through the mediating effect of brand trust have dominant role to influence purchase behavior rather than Islamic values. In fact, the GSCA model outputs in this study indicated that students in Islamic private universities in East Java exhibit more preference to brand image rather than Islamic values.

7. Managerial Implications

Brand image of private Islamic university and evolving both in the minds of students should be a strength for the university in building the image in the minds of the public so it can be a strategic asset in carrying out marketing activities to influence students in choosing a college to pursue higher education. The indicator has a dominant contribution in shaping the brand image is to be believed, but in the opinion of the respondents is the most reliable indicator is familiarity. It means that Islamic private universities need to be more convincing to the public about all the positive things that exist from the university, although it is well known in the community. While the indicator is an indicator of excellence which has a major contribution to the establishment but not dominant brand image. However, the respondent argued that the Islamic private universities have not managed to show the expected benefits of students. Similarly, for the indicator reputation, familiarity and service excellency. This proficiency level should get more attention from the Islamic private universities, especially in the aspect of marketing in order to further enhance the impression that the Islamic private university has a good brand image is shown to have advantages and better reputation, trustworthy and always provide service excellency and to better known to the public.

8. Limitations of the Study

The study has few number of limitations although the results are interesting and re-enforce the past studies. Among the limitations of this study is the use of observation to the influence of brand image to purchase behavior and observe mediating role of brand trust to the relationship of brand image with purchase behavior at once. In the other side, the respondent

of this research is the students of Islamic private universities while Islamic values itself is existed in broaden sector. Indeed, the results of this study is hardly generalized to other industry sector in the other sectors as well.

9. Future Research Directions

In this study we examined the relationship between brand image, brand trust and purchase behavior whereas there is other aspect that can be observed such as the influence of the culture especially religion as universal value of the human life related with purchase behavior. Not only that, further quantitative research is needed to examine how the results generalize across other market in the aspect of the object of research can be expanded by observing other various industry sector beside higher education.

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