Analyzing the Effect of Information Credibility towards Brand Trust in Green Marketing

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Abstract--- *Marketing is the process of planning and executing the conception pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual (customer) and organizational objectives. Green marketing has recently become an interesting issue, it is divided into green marketing strategy and marketing mix. Marketing mix is divided into 4 categories which are product, price, place and promotion. Promotion is needed to communicate product or services to customers, information credibility is needed to deliver information properly. The aim of the research is to identify how relation among variables. Those variables are familiar brand, credible source, initial perception and website interactivity as exogenous variable while brand trust as endogen variable. Another purpose is designing conceptual model of conceptual model of information credibility toward brand trust in green marketing scope. The research was conducted using SEM (Structural Equation Model) method, processed by AMOS 22 software. There are several steps of the research those are measurement models, structural models, and modification model. The results shows there are two variables that significantly influence purchasing decisions, namely familiar brand and website interactivity.*

Keywords--- *Green, Marketing, Promotion, Information-credibility, Brand-trust.*

I. INTRODUCTION

Promoting is one of the vital exercises in purchasing and moving merchandise or administrations. Frail showcasing systems can make an organization's execution diminish and procure terrible outcomes or even misfortunes. Promoting is the way toward arranging and executing thoughts. The reason for the organization is to expect costs, advancements, the use of thoughts of good products and ventures is to make consumer loyalty increment. Marketing is one of the way by organization serves to pass on benefit in consumer loyalty and intends to introduce the best to get new clients and convey fulfillment and satisfaction to the purchasers. (Kotler & Armstrong, 2011). Business processes are often interpreted by the activities carried out by the company in selling its products to consumers. Marketing has a function that is directly related to consumers to understand, create, communicate, and provide value, and satisfaction to consumers (Fernandes & Solimun, 2018).

Based on how to market it, marketing can be divided into three, namely, traditional marketing, digital marketing, and green marketing. Traditional marketing is marketing done through print, TV or word of mouth media. In general, product marketing is done directly so that contact with customers occurs.

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At this time such marketing relies more on communication tools such as computers, mobile phones, thus potentially expanding market share (Massis, 2014)

Digital marketing can also be called internet marketing. The concept of internet marketing has the potential to attract wider customers. Since, branding tools using internet and platform social media will be able to make products known in all regions (Lipiäinen & Karjaluoto, 2015). To improve service with customers, social media can boost the development of product. Then digital marketing has frequently been connected, yet there are issues in managing data circulation. Spread data has essential impacts in parts of human life, for example, cooperation, learning, and data security the executives (Granovetter, 1973). Furthermore, it affects social impact in marketing (Domingos & Richardson, 2001). Similarly, a quick and higher amount of openness to online data makes data believability imperative. Data believability. Since how the quality and clearness of data turns into an estimation of information credibility (Metzger & Flanagin, 2013).

This case prompts to customer or information acceptor should more selective toward the information, in other word they should identify which the credible information or nor.

The un-credible information must be has impact to the marketing activities of the company. However the un-credible information will impact to value and information cannot delivered well. This will decrease customer's satisfaction and impacted to brand trust.

II. LITERATURE REVIEW

2.1 Previous Research

An investigation led by (Li & Suh, 2015), identified with variables which affecting data believability via web-based networking media. The reason for study is to recognize what factor which has noteworthy effect in impacting data believability. Elements utilized in study including medium reliance, intuitiveness, medium straightforwardness, contention quality, and data quality. The strategy utilized is a cross-sectional overview technique for information accumulation and assessed the theories by applying the partial least squares (PLS) strategy. The unit of measurement for the examination is an individual client of web based on social media. The outcome demonstrates intuitiveness, medium straightforwardness, and contention quality has huge effect on data collection, while transparency of medium and data quality has no any essentially impact toward information credibility.

The next research was conducted by (Shah, & Ravana , 2014). This research related to identifying factors influencing information credibility proposes hybrid approach. This research purposed to identify evaluation done by humans and computers. Then, identifies factors in order to use them as variables for measuring credibility. It was conducted using hybrid approach. The categories listed are formed after going through the literature related to Web credibility. This serves three purposes i) To allow researchers to have an idea about the categories to be considered for Web credibility judgment ii) The factors that fall under each category iii) To allow researchers to work on information retrieval methods irrespective of evaluation techniques. The research resulted the effectiveness (relevancy and trustworthiness of information) and efficiency (time taken to obtain the required credible information) will increase and decrease respectively.

The following investigation (Westerman, Spence, & Heide, 2014), conducted research about internet based life social media and judgment of credibility. It turned out real issue surrounding the utilization of internet based life as wellspring of data which is the means by which individuals could get data believability on it. The strategy to understand are making 3 condition test to get test toward hypotheses offered at previous think about. At that point it led by 181 participants were solicited to see one from three deride Twitter pages. The pages were intended to show up as though the client was endeavoring to disperse data and ongoing updates about coronary illness. They completed a few instrumentation and technique. The examination came about a positive connection between recently of updates on a Twitter page and the psychological elaboration that watchers of that page would share in was guessed and found to such an extent that quicker updates were related with more noteworthy intellectual elaboration.

Based on the obtained literature reviews above, then the research that will be conducted is related to the information credibility relationship to the brand trust. The difference between this research and what has been done before lies in the number of variables that affect it. The variables used in this study are a combination of several previous studies. These variables include knowledge of familiar brand, credible source, website interactivity, initial perception, and brand trust . To find out the relationship, the variable will then be processed using SEM. The data used in this study were obtained using survey methods.

2.2 Basic Theory

Marketing is a crucial activity to bring product or service to the market. Weak marketing will impacted to company performance and resulting bad income or even loss. Natural issue is a hot topic these days as pretty much every nation's government and society has begun to be more mindful about these issues. This prompts a pattern of green advertising utilized by the firm as one of the systems so as to pick up benefit and ensure the earth (FuiYeng & Yazdanifard, 2015). While the American Marketing Association (AMA) characterizes green marketing as promoting of items that are accepted to be natural condition, which sorts out into different exercises, for example, item adjustment, change of creation forms, bundling, labeling, publication systems and additionally builds mindfulness on consistence advertising among companies (Yazdanifard & Mercy, 2011).

In an exploration that is led by (Kumar & Ghodeswar, 2015), there is an audit of a past inquires about on the order of green marketing. There are 4 bunches in the green marketing order to be specific eco-introduction, green advertising strategy, green showcasing consequence, and green marketing functions. Coming up next is a concise clarification of the 4 bunches in green marketing.

Eco-orientation

Eco-introduction is a business beliefs that gives organizations strategic competitive advantage in touch with ecological markets. There are two dimensional in eco-orientation which are ecological introduction and natural system. So as to build up a green marketing strategy, organizations need to join these two measurements. There is an intricate connection between ecological introduction and a green marketing strategy that clarifies how a green advertising system originates from inside and outer eco-introduction of an organization. Those relationship worry as a major commitment and would deliver great business execution.

Green Marketing Strategy

Strategy in environmental marketing describes the relevance of marketing departments to companies in setting environmental values in marketing strategies in companies. In a green marketing strategy there are also 3 factors, namely strategy types, approaches for managing strategy, and evaluation of marketing strategy. These factors is used to assist in choosing a green marketing strategy that is carried out by the manager in the decision making process. These factors can also develop green marketing strategies in order to be more effective in achieving the stated economic, operational and ecological objectives.

Green Marketing Function

Green marketing function tended to issues identified with products, promotion, retailing and distribution, and other issues such as branding, positioning and international business segmentation.

Green Marketing Consequences

For green showcasing results, writing is named outcomes of green advertising systems and results of green promoting exercises. These results are talked about as operational, advertising, natural and financial outcomes. Results of green advertising methodologies are clarified innovation, strategic alliances, credibility, service quality and improved public relations (Gabler, Gillson, Musgrove, & Richey, 2014).

Marketing activity is one of main important for company to keep exist in the market and compete to others. The activity will be effective if they could understand well the influencing factors such as promotion, price, and so forth. These are to be combined or mixed in an appropriate proportion so as to achieve the marketing goal in other word is marketing mix. Marketing mix is company tool to market the product can affect the process of customer purchase intention (Setiawan & M.M., 2014). In the wake of deciding its general advertising system, the organization is prepared to start arranging the subtleties of the marketing mix, one of the real ideas in current promotion. The promoting blend is the arrangement of marketing strategic devices that the firm mixes to create the reaction it needs in the objective market. The marketing mix comprises of everything the firm can do to impact the interest for its item. The numerous potential outcomes can be gathered into four gatherings of factors the fourPs (Kotler & Armstrong, 2011).

a. Product implies the merchandise and-ventures blend the organization offers to the objective market.
b. Price is the measure of cash clients must pay to get the item.
c. Place incorporates organization exercises that make the item accessible to target customers.
d. Promotion implies exercises that convey the benefits of the item and induce target clients to get it.

Build up a green marketing mix, not separated from conventional 4P (product, price, promotion, and place) aside from with some of extra segments that are firmly identified with the reason for green marketing itself and other compelling things. (Davari & Strutton, 2014), led an investigation that dissected the connection between Green 4 Ps with buyer discernments and responses to practical brands. There is a noteworthy connection between the Green 4 Ps and brand dedication. There is a positive and critical relationship on Green Product and Green Place towards the view of brand quality.

In the interim in Green Promotion and Green Price there is no positive and critical relationship to the view of brand quality. In the accompanying areas, a spotlight will be made on every one of the 4 Green Ps dependent on (Davari & Strutton, 2014).

Green Product

Items or products are the consequence of the collaboration of merchandise, capital, hardware, work, etc. From the consequences of the collaboration shaped an out type of items or administrations. The subsequent item should have the capacity to fulfill the wants of shoppers. (Ottman, Stafford, & Hartman, 2006), featured " the terms 'green items' or 'ecological items' are utilized when all is said in done to depict those that look to ensure or improve the common habitat by sparing vitality and/or assets and decreasing or killing the utilization of harmful specialists, contamination and waste". Most regular creation methodologies for green items are: reusing, reuse of the item or part of it, lessening bundling, make items stronger, repairable, compostable, solid and more secure in shipment (Mishra & Sharma, 2014).

Green Price

Price is firmly identified with the quality of the item and its definition ought to think about the readiness to pay of buyers. Price is a part that specifically influences the organization's profit on the grounds that the value level decided influences the amount of items sold. In view of this definition can be realized the cost is the estimation of a thing or administration that is expressed with cash. Green pricing can be characterized as setting s for green items that counterbalance customers' affectability to price against their readiness to pay more for items' natural performance.

Green Place

Distribution is a marketing activity that serves to expedite the flow of product delivery from producers to consumers. The distribution task is to choose an intermediary that will be used in the distribution channel and develop a distribution system that physically handles and transports the product through the channel. Since buyers infrequently effectively look for green products, choices on how and where to make green products accessible are necessary; specialty appropriation does not appear to be a decent decision for green items since shoppers ought to be presented to green items see where they buy (Mishra & Sharma, 2014). Green distribution is an extremely sensitive activity. The ecological is a continually managed condition and thusly abnormal state of consistence is vital while doing dispersion of green items. (Davari & Strutton, 2014), likewise expressed that green place alludes to the board strategies identified with dispersion, from generation to utilization, and invert coordination.

Green Promotion

Promotion is one part of the marketing mix that has a large role. Promotion is an expression in the broad sense of activities that are actively carried out by the company (seller) to encourage consumers to buy products offered. Promotion has activities that are introducing products and services to consumers so that consumers become familiar with and know the product. Promotion is used as a company tool to introduce its products to consumers and consumers are expected to be affected and want to buy, especially if consumers are satisfied with the product being

promoted. Promotion is also used to establish communication between companies and consumers so that a better relationship is established.

There are additionally a few viewpoints that has a positive impact of utilization of green products that may profit for in an organization performance. These perspectives depends on (Ritter, Borchardt, Vaccaro, & Pereira, 2014) are data and learning, natural attitude, social setting and ecological cognizance. Individuals are dependably connect with more daily information. The data could be originated from numerous sources, for example, companions, associates, TV, books, papers, and Web destinations and some more. In any case, at times data is untrusted and individuals need to pick which is more credible.

Credibility has got consideration from numerous areas like communication, human computer interaction (HCI), consumer behavior, information processing, and marketing (Cloete,., Tanner,, and Pollock, 2011). Credibility is a muddled multi-respectable individual, as a result of their integrity, pick the dimensional idea closely and indispensably words they use carefully, doing whatever it takes not to hoodwink others identified with trustworthiness, trustfulness, dependability, exactness, quality, and ability (Karimian, Horri, Hariri, & Fateme, 2012). And also the previous study explain the factor of every individual may have distinctive information of the data acknowledged will affected to its credibility.

III. METHODOLOGY AND RESEARCH MODEL

3.1 Research Objective

Based on the background that has been made, the research objectives will be prepared to design conceptual model of information credibility toward brand trust in green marketing scope and identify relation among variables in conceptual model toward brand trust in green marketing scope.

3.2 Data Collecting Method

In this study, the method used in data retrieval is to use a survey method supported by a questionnaire. The questionnaire used has a list of statements related to the research. The questionnaire prepared has a choice of answers in the form of a Likert scale. Likert scale is one method used to measure opinions, perceptions, and also a person's attitude about social phenomena that occur. The questionnaire distributed consists of various statements relating to research variables and indicators. The method of measurement in this questionnaire is to give a statement to the respondent and then asked to give an answer. The scale used in this study is to use level 5 (1, 2, 3, 4, 5).

3.3 Data Processing Method

This step begins with a questionnaire validation test. Then data collection and analysis are carried out in 3 stages. These stages include the measurement model evaluation test (outer model), evaluation of the structural model (inner model) and hypothesis.

IV. RESULTS AND FINDINGS

The concept of the research model is made to facilitate research, and to find out what will be studied. Conceptual research models are obtained based on various studies that have been conducted. Conceptual model that will be

made is about brand trust green products. Determine brand trust, there are several factors or variables that can be taken into consideration by consumers. The idea of an exploration demonstrate is made to encourage inquire about, and to discover what will be measured. Reasonable research models are gotten dependent on different investigations that have been directed. Applied model that will be made is about information credibility toward brand trust. In decide mark trust, there are a few elements or factors that can be assessment by purchasers.

Precision referred to how much a site or other source is sans blunder and whether the data can be checked disconnected. Individuals utilize the data that they need to settle on reasonable choices (Fallis, 2004). At that point individuals will tend to establish the data deeper. The more specific and legitimate a brand is in moving or perceiving the item or the administration, the more very will its brand trust will be seen. Based on this study, the hypothesis can be familiar brand information have a significant influence on Brand trust **(H1).**

Credible information may come from credible source. Credible source would have impact in behavior, attitudes and opinion (Johnson,, Taylor, Ness, & Ault). Moreover, brand and its product tend to have more positive response if it comes from credible source. Based on the explanation above, the hypothesis can be credible source have a significant influence on Brand trust (H2). Website interactivity allow visitors to control any information which is accessed and bring through communication in two-way to others or website host. Website interactivity has function facilitate users, website sponsor and member to do agreement or engagement (Liu & L, 2002). Interactivity in certain period of time will lead to interactivity attitudes and trust toward website, website sponsor and impacted to its featured product (Chena, Griffith, & Shen, 2013). So sponsor has opportunity to build their brand trust through share information. Based on the explanation above, the hypothesis can be website interactivity have a significant influence on Brand trust (H3). People will tend to rely on first impression and determine whether website is credible when there is no other information found (Giffin, 1967). Perceived credibility is more based on emotional feeling than logical and is influenced by cues and appearance (Giffin, 1967). This leads to information credibility then become factor to explore the information more, perceived the reputation and quality of source or website. Based on the explanation above, the hypothesis can be initial perception have a significant influence on Brand trust (H4).
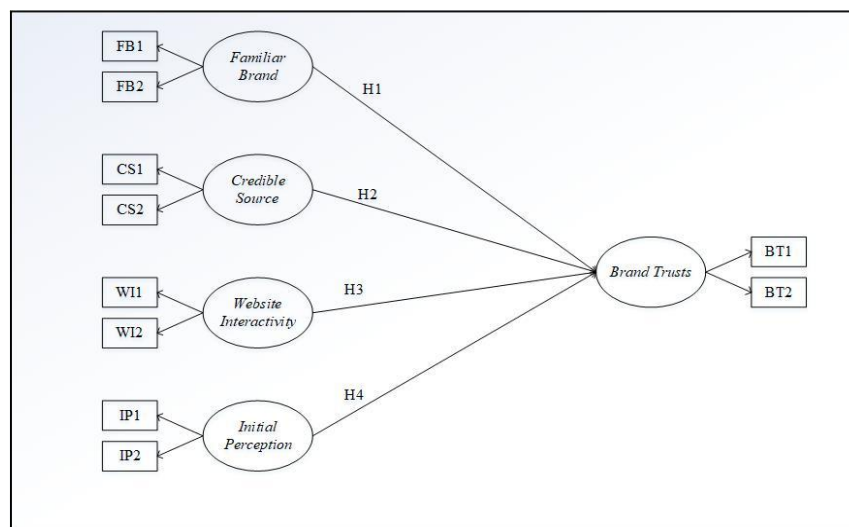

Figure 1: Conceptual Models

Following are respondents' characteristics Table 1.

Table 1: Respondents' Characteristics

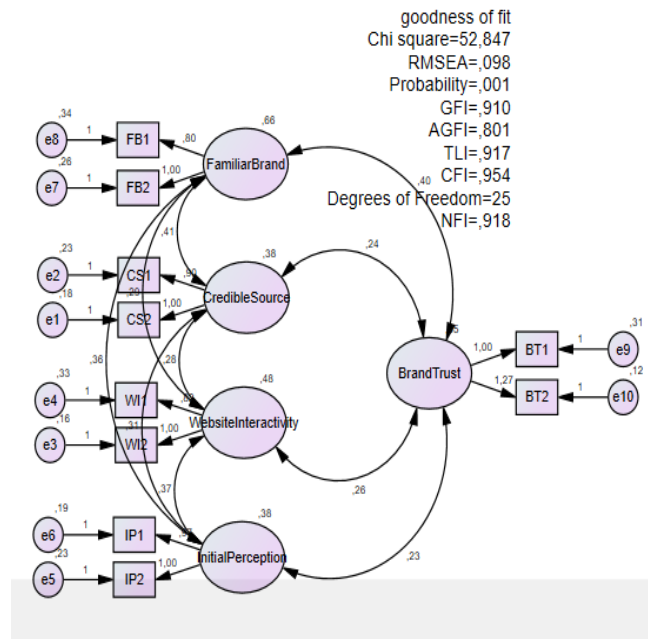| Variable	Total	Percentage
Gender		
Male	42	36%
Female	75	64%
Age		
17 - 20 years old	18	15%
21 - 24 years old	97	83%
25 - 28 years old	2	2%
Job		
Job seeker	3	2%
Lawyer	1	1%
Student	92	79%
Entrepreneur	7	6%
Employee	14	12%
Total	117	100%

Figure 2: Measurement Model

Test of the model hypothesis shows that this model is in accordance with the data or fit to the data used in this study. Although the Chi-Square value is quite large at 52,847, the Chi-Square value is affected by the degree of freedom. In this study the degree of freedom is 25. If the degree of freedom is smaller, the Chi-Square value will decrease.

4.1 Structural model test

Structural model is the relationship between latent variables of independent and dependent. The measurement of the structural test model can be seen from Figure 3:
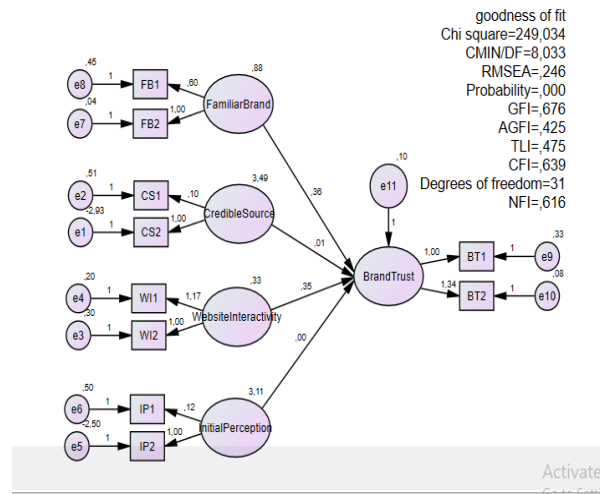

Figure 3: Structural Model

Test of the model hypothesis shows that this model is in accordance with the data or fit to the data used in this study. Although the Chi-Square value is quite large at 249,034, the Chi-Square value is affected by the degree of freedom. In this study the degree of freedom is 31. If the degree of freedom is smaller, the Chi-Square value will decrease.

4.2 Normality test

Data normality evaluation was carried out using the value of critical ratio skewness value of ± 2.58 at a significance level of 0.01 (1%). Data is said to be normally distributed if the critical ratio skewness value is below ± 2.58.

Table 2: Assessment of normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
BT2	2,000	5,000	-,101	-,446	-,605	-1,335
BT1	2,000	5,000	,046	,204	-1,093	-2,412
FB1	1,000	5,000	-,684	-3,021	,207	,456
FB2	1,000	5,000	-,343	-1,516	-,472	-1,043
IP1	1,000	5,000	-,669	-2,954	1,297	2,864
IP2	1,000	5,000	-,877	-3,873	1,328	2,932
WI1	1,000	5,000	-,208	-,918	,064	,142
WI2	1,000	5,000	-,745	-3,288	,953	2,105
CS1	2,000	5,000	-,364	-1,608	,026	,058
CS2	2,000	5,000	-,391	-1,728	-,225	-,497
Multivariate					18,310	6,392

Based on the calculation results, all indicators of the value of the critical ratio skewness value are below ± 2.58. The data from the indicator is normally distributed and suitable for use.

4.3 Outlier Evaluation

Outlier evaluation is conducted in order to see the observational conditions of a data that has unique characteristics that look very different from other observations and appear in extreme forms, both for a single variable or combination variables (Ghozali, 2014).Outlier detection is conducted in order to see both univariate outliers and multivariate outliers. Multivariate outlier values can be seen from the value of malahanobis distance

Furthermore, malahanobis distance value is compared to the chi-square value. If there is a value of malahanobis distance it means there is a multivariate outlier problem. Based on these provisions, in this study the chi-square value was obtained by 249,034 and the largest value at malahanobis distance was 37,750. Therefore it can be concluded that in this study there were no multivariate outlier problems. In the absence of multivariate outliers, the data is suitable for use.

4.4Goodness of Fit Model Test

Analysis of the results of data processing in the full SEM model is carried out by conducting conformity tests and statistical tests. Goodness-of-fit model test results are described below.

Table 3: Goodness of Fit Model Test

No	Index	Cut-off Value	Result	Model Evaluation
1	Chi Square	Near to 0	249,034	Poor
2	CMIN/DF	< 2	8,033	Poor
3	RMSEA	< 0,08	0,246	Poor
4	CFI	> 0,95	0,639	Poor
5	GFI	> 0,90	0,676	Poor
6	AGFI	> 0,90	0,425	Poor
7	TLI	> 0.90 > 0,95	0,475	Poor
8	Probability	≥ 0,05	0,000	Poor
9	NFI	> 0,90	0,616	Poor

There are four measures that can be used as a basis to indicate that a model is fit which are use the normed chi square test, CFI, GFI and RMSEA. The data shown those basic indication scored 8.033, 0.639, 0.676 and 0,246. These results indicate that the model used is poor. Then modification was done to get maximum Goodness of Fit (GoF).

4.5 Modification Model

The last stage is measurement of the model and alters the model that does not meet the testing necessities. After the model is evaluated, the remaining must be little and near zero and the frequency distribution of the residual covariance must be symmetric. On the off chance that the measure of residuals is greater than 5% of all the covariance factors delivered by the model, at that point a modification should be considered with a hypothetical

base. Cut off an incentive with a scope of - 2.58 to 2.58 can be utilized to evaluate the significance of the residuals created by the model.
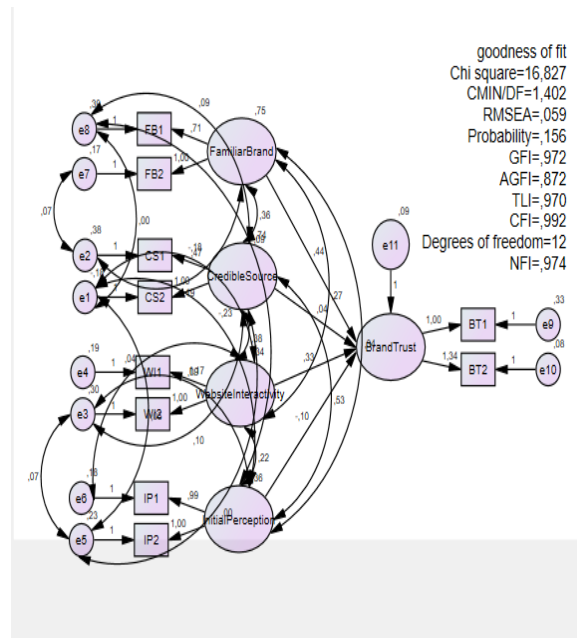

Figure 4: Modified Model

4.6 Goodness of Fit Modification Model Test

Analysis of the results of data processing in the full SEM model is carried out by conducting conformity tests and statistical tests. Goodness-of-fit modification model test results are described in Table 4:

Table 4: Goodness of Fit Modification Model

No	Index	Cut-off Value	Result	Model Evaluation
1	Chi Square	Near to 0	16,827	Poor
2	CMIN/DF	< 2	1,402	Good
3	RMSEA	$< 0,08$	0,059	Good
4	CFI	$> 0,95$	0,992	Good
5	GFI	$> 0,90$	0,972	Good
6	AGFI	$> 0,90$	0,872	Marginal
7	TLI	> 0.90 $> 0,95$	0,970	Good
8	Probability	$\geq 0,05$	0,156	Good
9	NFI	$> 0,90$	0,974	Good

These outcomes demonstrate that the model utilized is satisfied. CMIN/DF estimation of 1,402 demonstrates a decent model fit display. The RSMEA estimation indices is in the normal scope of ≤ 0.08, which is 0,059. Similarly, the estimations of CFI, GFI, TLI, Probability and NFI are as per the predetermined cut-off esteem limit which are 0.992, 0.972, 0.970, 0.156, and 0.97. Moreover, AGFI is imperceptibly accepted with score 0.872. Marginal value is the reasonableness state of the estimation show under the absolute fit and incremental fit measures, yet can in any

case be sent to promote investigation since it is near the criteria of criteria of good fit (Fitriyana, 2013). The model is said to be practical if somewhere around one of the model achievability testing techniques is met (Hair, Black, Babin, & Anderson, 2010). It could be reason that show is sorted as Good of Fit (GOF).

In an observational investigation, an analyst is not t required to satisfy all of the criteria of integrity of fit, yet relies upon the judgment of every scientist. The Chi-Square an incentive in this examination is 16,827. Chi-Square can't be utilized as the main proportion of the general appropriateness of the model, one reason is on the grounds that chi-square is delicate to test measure. At the point when the sample increase, the chi-square esteem will increment and lead to dismissal of the model despite the fact that the estimation of the contrast between the example covariance lattice and the model covariance grid is negligible or little. Chi square is additionally firmly identified with the level of opportunity, if the level of opportunity is more noteworthy, it will influence the Chi Square value. The degree of freedom value in the investigation is very substantial, in particular 12, accordingly influencing the chi square esteem. In this manner, from Table 5, it very well may be seen that the estimation results are inside the objective dimension of similarity with the goal that it very well may be said that the model is fit.

4.6 Validity and Reliability

There is a mandatory requirement that is fulfilled to find out whether an indicator is valid or not. The requirement is that the loading factor is required to be significant and the standardized loading estimate is mandatory ≥ 0.50. Likewise, in order to know the construct reliability there are two methods that can be used. These methods namely construct reliability and variance extracted. The cut-off value of construct reliability is ≥ 0.70 and the cut-off value of average variance extracted is ≥ 0.50.

Table 5: Validity and Reliability Test

No	Variable	Indicator	Standard Loading	Standard Loading2	Measurement Error	Construct Reliability	Variance Extracted
1	Familiar Brand	FB1	0,698	0,487	0,513	0,786	0,651
		FB2	0,903	0,815	0,185		
		$\sum$	1,601	1,303	0,697		
		$\sum 2$	2,563	1,697	0,486		
2	Credible Source	CS1	0,549	0,301	0,699	0,885	0,813
		CS2	1,151	1,325	-0,325		
		$\sum$	1,700	1,626	0,374		
		$\sum 2$	2,890	2,645	0,140		
3	Website Interactivity	WI1	0,838	0,702	0,298	0,762	0,616
		WI2	0,728	0,530	0,470		
		$\sum$	1,566	1,232	0,768		
		$\sum 2$	2,452	1,518	0,589		
4	Initial Perception	IP1	0,812	0,659	0,341	0,775	0,633
		IP2	0,779	0,607	0,393		
		$\sum$	1,591	1,266	0,734		
		$\sum 2$	2,531	1,603	0,538		
5	Brand Trust	BT1	0,709	0,503	0,497	0,813	0,689
		BT2	0,936	0,876	0,124		
		$\sum$	1,645	1,379	0,621		
		$\sum 2$	2,706	1,901	0,386		

According to the results of the standardized loading estimate output contained in the table, the loading value of the entire indicator has fulfilled the requirements of ≥ 0.50, so that it can be concluded that the exogenous construct constructor used is valid. It can also be known if the value of construct reliability is above> 0.70, which means that reliable instruments and variance extracted values have exceeded the requirements of ≥ 0.50, which means that if the indicator used is observed above, it can relatively explain the exogenous variables in their form.

Table 6: Regression Weights after modified

			Estimate	S.E.	C.R.	P	Label
BrandTrust	<---	CredibleSource	,045	,078	,573	,567	par_6
BrandTrust	<---	WebsiteInteractivity	,326	,129	2,534	,011	par_7
BrandTrust	<---	InitialPerception	-,098	,210	-,468	,640	par_8
BrandTrust	<---	FamiliarBrand	,441	,126	3,509	***	par_9
CS2	<---	CredibleSource	1,000				
CS1	<---	CredibleSource	,470	,319	1,472	,141	par_1
WI2	<---	WebsiteInteractivity	1,000				
WI1	<---	WebsiteInteractivity	1,167	,209	5,586	***	par_2
IP2	<---	InitialPerception	1,000				
IP1	<---	InitialPerception	,987	,150	6,585	***	par_3
FB2	<---	FamiliarBrand	1,000				
FB1	<---	FamiliarBrand	,708	,106	6,661	***	par_4
BT1	<---	BrandTrust	1,000				
BT2	<---	BrandTrust	1,338	,171	7,834	***	par_5

After reviewing the literature, a conceptual research model can be proposed. This study uses survey methods with questionnaire tools. Before being distributed to the respondent, the questionnaire items were tested. Questionnaire item test aims to determine the suitability of indicators with questions that will be used in data collection. The number of questions to be tested is 10 items. Based on the literature review, the data required in the test item is a minimum of 30 respondents. However, to avoid the bias of the data, in this test the number of respondents using odd numbers is 51. Test questions were processed with SPSS software. The result obtained is that R counts> R table. From the results that have been tested, it can be concluded, all question items are declared valid. So that the questionnaire can be distributed for research data collection.

The results of distributing questionnaires to 117 respondents, then performed testing questionnaire validity test, questionnaire reliability test, measurement model test, structural model evaluation test and hypothesis test. (1) Testing questionnaire used SPSS 22 which considered validity and reliability of samples. All variables in questionnaire are valid and reliable because count-R > table-R with probability 0.05 (2) Structural model evaluation test consists of structural model test, normality test, outer evaluation, and goodness of fit model test. Because of the goodness of fit (GoF) model test resulted poor result then modification was done to get maximum result. Modification model consists of goodness of fit test, validity and reliability test. Goodness of fit test met the fit criteria and categorized as good fit. Then the validity test and reliability test conducted. Testing of convergent validity and discriminant was found that the data used are valid because all variables met the requirements (> 0.7). Whereas in reliability testing, all variables declared reliable (> 0.6). The testing stages resulted the variables and

indicators are feasible to be followed up, then the last step is hypothesis test. (3) Hypothesis test resulted two of four variable have no significant influence toward brand trust. Those variables are credible source and initial perception. Therefore H2 and H4 (credible source and initial perception) have no significant impact toward brand trust. However H1 and H3 (familiar brand and website interactivity) have significant impact toward brand trust due to CR value of 3,509 (p = 0,001 < 0.05) and CR value of 2,534 (p = 0,011 < 0.05) respectively.

The hypothesis that shows results has no significant effect does not mean that the research has failed. The cause of the hypothesis does not have a significant effect is possible because the indicators used in the study are not in accordance with reality. With these results there is a need for further research to refine the conceptual model that has been proposed.

V. CONCLUSION

Based on the results of the study (1) Conceptual model built based on literature review and declared valid. (2) There are two variables that significantly influence brand trust, namely familiar brand and website interactivity. While other variables such as credible source and initial perception do not have a significant influence toward brand trust. In this study there are some deficiencies or things that have not been found with certainty. So the need for further research is analyze more indicators which would might influence information credibility, especially on the influence of familiar brand and initial perception toward brand trust to perfect the conceptual model that has been proposed.

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