

# The Influence of Brand Image and Brand Awareness on The Decision to Enroll in a Tutoring Institution

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## ABSTRACT

Student tutoring is a very promising business opportunity in many cities in Indonesia, as indicated by the increasing choice of student tutoring agencies. This study was conducted to increase understanding of the factors that determine parents to enroll their children to a tutoring agency. The research sample was parents whose children were registered at a tutoring agency in Purbalingga Regency, Central Java. Sampling was carried out at convenience and the data was analyzed using Structural Equation Modeling analysis with SmartPLS Software. Authors collaborate with the agency head offices that handles the district to gain access to students' parents. The number of complete questionnaires that can be processed and analyzed is 128 data. The findings show that: (1) Brand image influences brand trust positively. (2) Brand awareness influences brand trust positively. (3) Brand image influences the decision to enroll positively. (4) Brand awareness influences the decision to register positively. (5) Brand trust influences the decision to register positively. (6) Brand Trust mediates the influence of Brand Image toward Decision to Enroll, and (7) Brand Trust mediates the influence of Brand Awareness toward Decision to Enroll.

**Keywords:** student tutoring, tutoring agency, brand image, brand trust, brand awareness, decision to enroll

## INTRODUCTION

Early childhood education is one of the educations in Indonesia. The increasing need

for quality education from time to time makes the type of education needed also increasingly diverse. Data from the 2016 Economic Census by Central Bureau of Statistics of Indonesia states that the number of educational businesses or companies including educational activities at various levels and occupations with various means of communication both orally and in writing in Indonesia reached 619,947 businesses or as much as 2.32% of the number of businesses or companies in Indonesia and within a period of 10 years (2006-2016) the number of MSEs and MSEs in the field of education according to the business field and the year of starting commercial operations of the business or company increased by 236,458 businesses. The development of tutoring is also due to the needs and desires of parents who expect their children to achieve more, so parents use various methods to get the best education for their children. The increasing awareness of the importance of education makes educational institutions more diverse and developed.

The growth of various educational institutions and tutoring makes competition between educational institutions increasingly fierce, so attention is required if you want to continue to survive, compete and excel. The high level of competition means that there are many brands of similar products or services circulating on the market. Parents have the right and obligation to determine education for their children, but parents as

consumers often feel confused in making a decision when faced with several choices. Apart from that, education is sustainable which will have a long-term impact, so parents need to pay attention and consider many things before making a decision to register. Companies need a marketing concept and a strong marketing strategy to make their products able and ready to compete with their competitors. This is done to win consumer sympathy, create an experience that impresses consumers, and build consumer trust. Future marketing will focus more on competition between brands, namely competition to win consumers through a brand. Thus, it is very important to create a good brand image and increase consumer brand awareness because it will have an impact on the sense of trust that consumers feel towards a brand. Brand is the most valuable asset for any company and has been widely recognized as an important reason for consumer choice serving as a tool for consumers to examine product differentiation and uniqueness thereby enriching consumer trust and confidence in facilitating decision making and helping to alleviate some of the problems associated with experience and the quality of their beliefs (Aaker, 1991).

Almost every tutoring institution opens branches in various cities/districts, for example, until 2022, one of tutoring agency, biMBA AIUEO already had more than 120,000 students joining over 3000 branch units spread across many provinces and regencies/cities throughout Indonesia. The increasing public trust in the quality of tutoring institutions in organizing early childhood education programs is evidenced by the significant growth in students, even though it experienced a decline at the start of the pandemic in 2020 which had an impact on all fields, but the tutoring business soon recovered because students studied more at home than at school. Many tutoring institutions has spread to various regencies/cities in Indonesia, one of the areas that has good development is Purbalingga Regency. In line with this, by the end of 2022

Purbalingga Regency already has more than 3000 active students.

This study examined the effect of brand image and brand awareness on Decision to Registers with brand trust being the mediating variable because of the phenomenon of increasing businesses/companies in the field of education which makes competition between educational institutions tighter. Increased competition is a challenge for educational institutions to be able to compete. The excellent development and many achievements of educational/tutoring institutions are interesting things to study.

## **LITERATURE REVIEW**

### **Image Theory**

Image theory is a theoretical framework developed by Beach and Mitchell in 1987 that describes how a person forms an impression according to the information available to them. The aim of proposing image theory is to stimulate thinking regarding how decision making is actually carried out. The point is to remove judgment regarding whether decision making is 'rational' or not, and encourage new considerations regarding how consumers make those decisions. This study uses image theory because the theory says that brand image affects consumer perceptions of a brand. This perception can influence consumers in choosing the product or service. Concerning this theory, in this study consumers, namely, parents of students will tend to make decisions to register with educational institution brands with a positive image and according to their principles.

### **Decision to Enroll**

Researchers use the concept of enrolling decisions which has similarities with purchasing decisions. The decision to enroll is the stage in the decision-making process by consumers, namely when consumers decide to buy a product or service offered (Kotler, 2008). Tjiptono (2012) says the decision to enroll is a process in which consumers identify their problems, seek

information about specific products or brands, and carefully evaluate each alternative to decide whether the alternative can solve the problem, and finally decide to register. Before a choice is made, there are several stages that the decision maker may go through. Consumers usually go through five stages of the process before finally making the decision to register. Although this does not always happen and consumers can go through several stages in the sequence, consumers definitely go through several stages above before making a decision. Kotler (2013) said that the decision-making process for consumers to register has 5 stages, namely problem recognition, information search, evaluation of alternatives, decision to register, post-registration behavior. The decision to register has a very important role because it can increase profits for the company in improving the services provided. The decision to register is also an important factor in determining the existence of an educational institution. Consumers who have made the decision to register will take the next action according to their satisfaction or dissatisfaction. If consumers are satisfied, the possibility of using the service again on an ongoing basis can occur and consumers will spread good information. On the other hand, if consumers feel dissatisfied, negative actions may be taken, such as spreading information about their disappointment or even leaving the educational institution.

### **Brand Image**

Brand image can be considered a type of association that comes to mind when consumers remember a particular brand (Shimp, 2000). According to Setiadi (2003), brand image represents the brand's overall perception and is formed from information and past experiences with the brand. The image of a brand is related to attitudes in the form of beliefs and preferences for a brand. A good brand image will likely encourage a product or service purchase decision. Kotler (1991) refers to brand image as combining name, fame (reputation), design and symbol.

Consumers use it to distinguish products and services from competitors. Building a brand image is important for companies or educational institutions. A brand is not just part of a product or service but also provides positive value to a product or service. Sutisna (2001) states that to build a strong brand image there are three supporting components, namely corporate image, user image and product image. Corporate image is a collection of associations felt by consumers and potential consumers towards companies that make and provide products and/or services. User image is a collection of associations felt by potential consumers towards consumers who have used products or services provided by the company, while product image is a collection of associations felt by consumers towards a product or service provided by the company. Building a brand image is important for companies or educational institutions. An image of an educational institution needs to be built with careful planning, therefore educational institutions need to pay attention to the components above to support the creation of a good brand image.

### **Brand Awareness**

According to Durianto (2001), brand awareness shows the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category. Another opinion is conveyed by Terence (2003), brand awareness is the ability of a brand to appear in the minds of consumers when they are thinking about a particular product category and how easily the name is raised. Brand awareness plays an important role in influencing consumer behavior because when consumers know and understand a brand well, they tend to choose the products or services that the brand offers.

Brand awareness requires a continuum ranging from uncertain feelings that a particular brand has been previously known, so that consumers believe that the product is the only brand in a group of products or services. The range of the continuum can be represented by different levels of brand

awareness, namely from unaware of brand to top of mind. The first level, unaware of brand, is the lowest level in the brand awareness pyramid, namely when consumers are not yet aware of the existence of a brand. Second, brand recognition, namely the level of brand awareness where the brand can be remembered through assistance. Third, brand recall, namely recall without any help. The highest level, top of mind, is the brand that has a stronger position in consumers' memories, where the brand is the one most often remembered by respondents at a high level. There are two forms of awareness, namely intensity and range. The intensity of brand awareness gives an idea of how easy it is for consumers to remember a particular brand, while the range of brand awareness gives an idea of the extent to which brand awareness refers to the possibility of obtaining and consuming products and services, especially when the brand appears in consumers' minds. (Kleinrichert et al, 2012).

### **Brand Trust**

Consumer trust in brands is defined as the customer's willingness to rely on a brand with the risks faced because of expectations that the brand will cause positive results (Lau & Lee, 1999). Delgado (2004) argues that brand trust is the brand's ability to be trusted based on consumer confidence that the brand can fulfill the promised value and good brand intentions based on consumer confidence that the brand can prioritize consumer interests. Building brand trust certainly cannot be done in a short time. Businesses must gain consumer trust to continue to grow sustainably. Trust is important for consumers because trust will help reduce consumers' time sacrifices and risks to the brand (Kapferer, 2008). Trust in the brand will allow consumers to simplify the brand selection process and reduce the time required to make the decision to sign up. Trust in the brand can also reduce uncertain purchases thereby generating benefits that can be obtained from brand trust. Every time a consumer makes a purchasing decision,

they evaluate their attitude. Trust is used by consumers to evaluate a brand, then they will be able to make a decision to buy or not, and in the future consumers will be loyal or not (Putra, 2012).

### **Hypothesis Development**

#### **The Influence of Brand Image on Brand Trust**

It is very difficult for companies to attract new customers and retain existing customers without a strong and positive brand image. Creating a brand image is necessary because it is the first step to building consumer trust. A strong brand image can provide several main advantages for a company, one of which will create a competitive advantage. Consumer attitudes in the form of trust and preference for a brand are closely related to brand image. Research conducted by Benhardy et al. (2020) and Khan et al. (2021) shows that brand image is proven to have a positive relationship with brand trust. A good brand image will make consumers believe in that brand. Following this description, the researcher proposes a hypothesis, there is a positive influence between brand image and brand trust.

H1: Brand Image has a positive effect on Brand Trust.

#### **The Influence of Brand Awareness on Brand Trust**

Brand awareness is the earliest stage of communication in building a strong brand. When consumers are aware of a brand, consumer trust will be formed because brand trust is gained after consumers become aware of the existence of a product or service. Having high brand awareness will make consumers know more about a brand, which will then give rise to a sense of trust in that brand. Research conducted by Susanti et al., (2020) and Ledikwe et al., (2020) shows a positive relationship between brand awareness and brand trust. This shows that the higher the brand awareness in the minds of consumers, the more consumer confidence in a brand will increase. Following this description, the researcher proposes a



hypothesis that there is a positive influence between brand awareness and brand trust.

H2: Brand Awareness has a positive effect on Brand Trust.

### **The Influence of Brand Image on Decision to Enroll**

Consumers today are very selective in choosing a product, until in the end they make the decision to buy a product. As we know, the products offered are very diverse. Consumers will choose a product apart from having good quality, they will also choose a brand that has a positive brand image. Companies with a positive brand image make it possible to prioritize consumers in making purchasing decisions. A brand's reliability, competence, and goodness will convince consumers and attract consumers to use that brand (Aristasri & Astuti, 2011). Several previous studies by Savitri et al., (2022); Syazali et al., (2019); Wijayaa et al., (2021) show that there is a positive influence between brand image and purchasing decisions. Following this description, the researcher proposes the hypothesis that brand image is positively influenced by the decision to enroll for an tutoring agency.

H3: Brand Image has a positive effect on the Decision to Enroll for tutoring agency.

### **The Influence of Brand Awareness on Decision to Enroll**

Brand awareness is very important in determining purchasing decisions. Following the statement of Durianto (2004), in general, consumers tend to buy products with brands they are familiar with based on considerations of convenience, safety and others. According to this explanation, it can be concluded that brands with high brand awareness are more likely to be chosen by consumers in making purchases. Most experts believe that brand awareness and recognition are pertinent when customers make buying choices (Peters, Thomas, & Morris, 2013). This is in line with the results of research conducted by Sivaram et al., (2019) and Duh & Diniso (2020) which show that brand awareness positively affects

purchasing decisions. Following this description, the researcher proposes a hypothesis, there is a positive influence between brand awareness and the decision to enroll for an tutoring agency.

H4: Brand Awareness has a positive effect on Decision to Enroll.

### **The Influence of Brand Trust on Decision to Enroll**

Trust is the consumer's expectation that a product can fulfill its promise. Consumers who have confidence in certain brands are more confident in determining purchasing decisions, these internal factors have a very large influence on purchasing decisions. Building consumer brand trust is very important, the main goal is to influence consumers' decision to enroll in an educational institution. According to Kim et al., (2009), trust will arise when consumers feel comfortable with the reliability and integrity of the service provider. Based on this, companies are directed to continue to increase consumer brand trust in order to increase registration decisions. This aligns with the results of the research analysis conducted by Saragih and Surya. (2018); Kim & Chao (2019) show a positive influence of brand trust variables on purchasing decisions. Following this description, the researcher proposes a hypothesis, there is a positive influence between brand trust and the decision to enroll.

H5: Brand Trust has a positive effect on Decision to Enroll.

### **Brand Trust Mediates the Effect of Brand Image on Decision to Enroll**

The brand image produced by the company, if maintained, will affect consumer confidence in that brand and affect their purchasing decisions on marketed product brands. The results of research conducted by Benhardy et al., (2020) show that brand image positively affects brand trust. Then, the results of research conducted by Zesvin et al (2023) concluded that brand trust positively affects purchasing decisions.

Following this description, the researcher concludes that brand image will affect brand trust owned by consumers and subsequently influence consumers to decide to enroll. Researchers propose a hypothesis, brand trust mediates the effect of brand image on the decision to enroll.

H6: Brand Trust mediates the effect of Brand Image on Decision to Enroll.

### Brand Trust Mediates the Effect of Brand Awareness on Decision to Enroll.

Brand awareness needs to be built to attract consumers. This effort is intended so that the brand can stick in the minds of consumers, causing confidence that the brand can meet consumer expectations. In line with a study conducted by Alhamdina and Hartono (2020) which states that brand awareness has a positive effect on brand trust. Then, the results of Saragih and Surya's research (2018) show that brand trust has a positive effect on purchasing decisions. Following this description, the researcher concludes that brand awareness will affect brand trust owned by consumers and subsequently influence consumers in making decisions to register. Researchers propose a hypothesis, brand trust mediates the effect of brand awareness on the decision to enroll.

H7: Brand Trust mediates the effect of Brand Awareness on Decision to Enroll.

## MATERIALS & METHODS

This type of research is survey research with a quantitative approach. The population in

this study were parents of tutoring students in the area of Purbalingga Regency. The sampling technique used was convenience sampling, with a sample size of 128 respondents. To accomplish the objectives of this study both the primary and secondary data have been collected. Secondary data have been collected from journals, books, reports and websites, etc. Primary data are collected from the respondents through survey method. The data collection technique for this research was carried out by distributing questionnaires related to brand image, brand awareness, brand trust and the decision to register. Distribution of the questionnaire was carried out using paper based which was distributed directly and Google form which was distributed via WhatsApp social media in September 2023.

## STATISTICAL ANALYSIS

The indicator of all the variables in this study is measured by Likert scale 1–5 where 1 indicates strongly disagree and 5 indicates strongly agree. The analytical tool used is Structural Equation Modeling (SEM) and it is processed using Partial Least Square (PLS) software. PLS testing is divided into three analysis steps, namely measurement model analysis (external model), structural model analysis (internal model), and hypothesis testing.

## RESULT

### Respondent's Characteristics

Table 1. Respondent's Characteristics

Gender	Total Respondents	Percentage
Female	112	88
Male	16	13
<b>Total</b>	<b>128</b>	<b>100</b>
Age (Years Old)	Total Respondents	Percentage
22-28	33	26
29-35	55	43
36-42	30	23
> 42	10	8
<b>Total</b>	<b>128</b>	<b>100</b>
Income Amount	Total Respondents	Percentage
Less than 1.000.000	25	20
1.000.000 - 2.000.000	49	38
2.000.001 - 3.000.000	38	30
More than 3.000.000	16	13
<b>Total</b>	<b>128</b>	<b>100</b>
Reasons for Choosing Tutoring Agency	Total Respondents	Percentage
Affordable price	2	2

Strategic location or close to where you live	17	13
Attractive promotion	10	8
Qualified tutors	6	5
Quality learning methods	79	62
Services that suit your wants and needs	12	9
Attractive facilities and infrastructure	2	2
<b>Total</b>	<b>128</b>	<b>100</b>

The characteristics of the respondents in this study are as follows: the majority of respondents in this study were women as many as 122 respondents (88%), while men were only 16 respondents (13%). This is possible because the majority of decisions regarding educational needs are made by women compared to men because women have the role of mother, so they are more likely to have more time and opportunity to take care of their children, including in terms of education.

Then, the characteristics of respondents based on age with the largest percentage, namely 43% of respondents aged 29-35 as many as 55 respondents. This is because parents aged 29–35 belong to the millennial generation who live in an era of increasingly sophisticated technology and the average level of education is higher than in previous eras, so awareness of the importance of children's education from an early age is also higher.

This research shows that respondents with an income of more than 3,000,000 have the lowest number, namely only 16 respondents or 13%. This can happen because the majority of respondents in this study are women, which allows them to write down the amount of their own income which is not the main income in the family. Overall, the characteristics of respondents based on the amount of income do not have such a large gap because education is a necessity needed by all humans.

Furthermore, 79 respondents (62%) chose the quality learning method as the main reason for choosing tutoring agency, because learning methods are one of the important things for an educational institution because they are the basis of the learning process that will take place.

### Measurement Model Analysis (Outer Model)

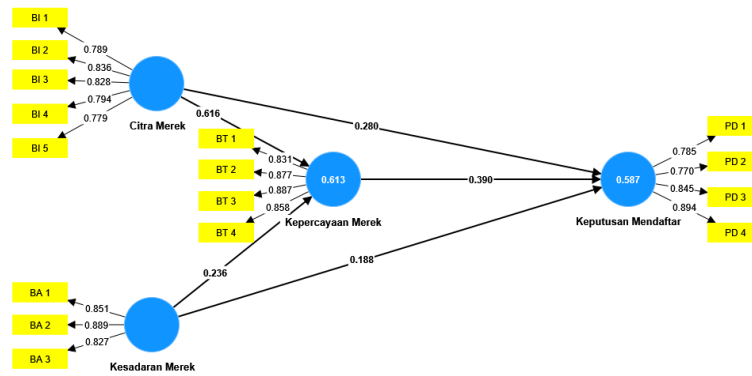
#### a. Convergent Validity

Each variable in this study is stated to have an AVE value  $\geq 0.5$ , so it can be concluded that this research data has met the measurement standards of convergent validity.

Table 2. Average Variance Extracted (AVE)

Variable	AVE	Description
Brand Image	0.649	Valid
Brand Trust	0.746	Valid
Decision to Register	0.681	Valid
Brand Awareness	0.733	Valid

This test is used to determine the magnitude of the correlation between indicator or question scores and the total construct score, where each indicator item must be convergent or have a high proportion of variance. To measure this convergent level, it can be seen in the results of the loading factors test. The indicator is said to be valid if the loading factor is  $\geq 0.7$ . Furthermore, based on Figure 1, 16 indicators have outer loadings  $>0.70$ , so it can be concluded that all indicators are valid.



b. Discriminant Validity

The cross-loading factor value is useful for knowing whether a construct has met the discriminant validity criteria by comparing the loading factor value of a construct must be greater than the value of other constructs.

Table 3. Cross Loading Factor

	Brand Image	Brand Awareness	Brand Trust	Decision to Enroll
BI 1	<b>0.789</b>	0.452	0.583	0.541
BI 2	<b>0.836</b>	0.518	0.594	0.537
BI 3	<b>0.828</b>	0.427	0.615	0.558
BI 4	<b>0.794</b>	0.526	0.651	0.644
BI 5	<b>0.779</b>	0.535	0.613	0.492
BA 1	0.526	<b>0.851</b>	0.598	0.558
BA 2	0.548	<b>0.889</b>	0.493	0.510
BA 3	0.493	<b>0.827</b>	0.466	0.458
BT 1	0.536	0.520	<b>0.831</b>	0.549
BT 2	0.736	0.557	<b>0.877</b>	0.625
BT 3	0.653	0.493	<b>0.887</b>	0.623
BT 4	0.682	0.542	<b>0.858</b>	0.675
PD 1	0.550	0.345	0.567	<b>0.785</b>
PD 2	0.438	0.497	0.512	<b>0.770</b>
PD 3	0.646	0.579	0.648	<b>0.845</b>
PD 4	0.626	0.536	0.631	<b>0.894</b>

The results of cross-loading in Table 3, show that all constructs meet the discriminant validity value, where the value of each construct is greater than the value of other constructs. This shows that latent constructs predict indicators in their block better than indicators in other blocks.

Discriminant validity can also be seen through heterotrait monotrait (HTMT). The Heterotrait-Monotrait Ratio of Correlations (HTMT) table is used to test discriminant validity. Data is classified as meeting the requirements for discriminant validity testing if the HTMT value is less than 0.85 or 0.90 (Gold et.al, 2001; Kline, 2016).

Table 4. Nilai Heterotrait Monotrait (HTMT)

	Brand image	Brand Trust	Decision to Enroll	Brand Awareness
Brand image				
Brand Trust	0.860			
Decision to Enroll	0.798	0.823		
Brand Awareness	0.724	0.710	0.709	

According to Table 4, the results of data processing of HTMT values show that all variables in this study are <0.90, so it can be stated that this research data has met the criteria for discriminant validity.

c. Composite Reliability

In measuring the reliability of a construct in PLS-SEM with the SmartPLS application, two ways are used, namely using Cronbach's Alpha and Composite reliability, but the



assessment using Cronbach's Alpha gives a lower value, it is recommended to use composite reliability and the value must be >0.7.

**Table 5. Cronbach's Alpha, Composite Reliability, AVE**

	Cronbach's alpha	Composite reliability	AVE
Brand Image	0.865	0.866	0.649
Brand Trust	0.886	0.891	0.746
Decision to Enroll	0.843	0.855	0.681
Brand Awareness	0.819	0.827	0.733

According to Table 4, it can be seen that all variable values in reliability testing using both Cronbach's alpha and composite reliability get a value of >0.7 and validity testing using AVE shows a value of >0.5, so it can be concluded that all variables tested are valid and reliable so that structural model testing can be carried out.

**Structural Model Analysis (Inner Model)**

a. Goodness of fit

$$GoF = \sqrt{0,702 \times 0,6}$$

$$GoF = \sqrt{0,421} = 0,649$$

According to the calculation results using the GoF formula, it produces a value of 0.649, meaning the model is classified in the large or good category.

b. Coefficient of Determination (R-square)  
R-square is a value that shows how much the independent variable (exogenous) affects the dependent variable (endogenous).

**Table 7. R-Square dan R-Square Adjusted**

	R-square	R-square adjusted
Brand Trust	0.613	0.607
Decision to Enroll	0.587	0.577

According to the R-Square results listed in Table 6, the brand trust variable has an R-Square value of 0.613, meaning that the brand image and brand awareness variables affect brand trust by 61.3% and other variables influence the rest. Then, the R-Square value on the Decision to Register variable is 0.587, meaning that the brand image, brand awareness, and brand trust variables affect the Decision to Enroll by 58.7% and the rest is influenced by other variables.

Data analysis using PLS-SEM requires manual calculations to determine the Goodness of Fit value.

**Table 6. Nilai AVE dan R Square**

Variable	AVE	R Square
Brand Image	0.649	
Brand Trust	0.746	0,613
Decision to Enroll	0.681	0,587
Brand Awareness	0.733	
<b>Rata-rata</b>	<b>0,702</b>	<b>0,600</b>

c. Predictive Relevance (Q-square)

This test is carried out to analyze how well the observation values are produced by the model. A Q-Square value that exceeds zero (0) has a good predictive relevance value, whereas a Q-Square value that is less than zero indicates that the model does not have good predictive relevance.

**Table 8. Q-Square**

	Q-square
Brand Trust	0.596
Decision to Enroll	0.510

The Q-square value is expressed through the PLS Predict procedure in SmartPLS4. According to Table 15, the data shows a Q-Square value of 0.596 for brand trust and 0.510 for the decision to register. This value has met the criteria because the Q-Square value > 0 indicates that the model is in the good category.

**Hypothesis Test**

The hypothesis is accepted if the t-statistic value > 1.96 and the p-value < 0.05. The results of the hypothesis test are as follows:

**Table 9. Hasil Path Coefficient after Bootstrapping**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Brand Image -> Brand Trust	0.616	0.617	0.069	8.896	0.000
Brand Awareness -> Brand Trust	0.236	0.239	0.073	3.218	0.001
Brand Image -> Decision to Enroll	0.280	0.287	0.104	2.692	0.007
Brand Awareness -> Decision to Enroll	0.188	0.192	0.079	2.391	0.017
Brand Trust -> Decision to Enroll	0.390	0.385	0.099	3.950	0.000

The first hypothesis is that brand image has a positive effect on brand trust. The test results show a t-statistic value of 8.896 and a p-value of 0.000, so the first hypothesis is accepted. This proves that brand image has a positive effect on brand trust.

The second hypothesis is that brand awareness has a positive effect on brand trust. The test results show the t-statistic value of 3.218 and the p-value of 0.001, so the second hypothesis is accepted. This proves that brand awareness has a positive effect on brand trust.

The third hypothesis is that brand image has a positive effect on the decision to register. The test results show that the t-statistic value is 2.691 and the p-value is 0.007, so the third

hypothesis is accepted. This proves that brand image has a positive effect on the decision to enroll.

The fourth hypothesis is that brand awareness has a positive effect on the decision to enroll. The test results show that the t-statistic value is 2.391 and the p-value is 0.017, so the fourth hypothesis is accepted. This proves that brand awareness has a positive effect on the decision to enroll.

The fifth hypothesis is that brand trust has a positive effect on the decision to enroll. The test results show that the t-statistic value is 3.950 and the p-value is 0.000, so the fifth hypothesis is accepted. This proves that brand awareness has a positive effect on the decision to enroll for tutoring institution.

**Table 10. Specific Indirect Effect**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Brand Image -> Brand Trust -> Decision to Enroll	0.241	0.238	0.068	3.552	0.000
Brand Awareness -> Brand Trust -> Decision to Enroll	0.092	0.091	0.035	2.592	0.010

The sixth hypothesis is that brand image has a positive effect on the decision to enroll through brand trust. The test results show a t-statistic value of 3.552 and a p-value of 0.000, so the sixth hypothesis is accepted. This proves that brand image has a positive effect on the decision to register through brand trust.

The seventh hypothesis is that brand awareness has a positive effect on the decision to enroll through brand trust. The test results show a t-statistic value of 2.592 and a p-value of 0.010, so the seventh hypothesis is accepted. This proves that

brand awareness has a positive effect on the decision to enroll through brand trust.

### Mediation Test

The way to find out the value of the mediating variable is to use the formula  $VAF = \text{indirect influence} / (\text{direct influence} + \text{indirect influence})$ . The results of the calculations in the VAF formula are then adjusted to the criteria for involvement of research mediation variables, namely,  $VAF < 20\%$  means there is no mediation influence,  $20\% \leq VAF \leq 80\%$  means partial mediation,  $VAF > 80\%$  means full mediation.

a. Brand Trust Mediates the Relationship between Brand Image and Decision to Enroll

According to the results of the VAF calculation, the amount of involvement of brand trust in mediating the relationship between brand image and the decision to enroll is 66.8%. These results show that the brand trust variable partially mediates the relationship between brand image and the decision to enroll.

b. Brand Trust mediates the Relationship between Brand Image and Decision to Enroll

According to the results of the VAF calculation, the amount of involvement of brand trust in mediating the relationship between brand image and the decision to enroll is 64%. These results show that the brand trust variable partially mediates the relationship between brand awareness and the decision to enroll.

## DISCUSSION

### The Effect of Brand Image on Brand Trust

The results of this study indicate that brand image has a positive effect on brand trust. Consumers will have a sense of trust in a brand because the brand has a good brand image. Brand image is the consumer's perception of the brand and brand associations that exist in the customer's or consumer's memory. A brand that has a good brand image can inspire consumer trust in the brand and all its attributes. Brand image can be an urgent matter as a substitute for product attribute information, which in turn grows customer trust in a brand (Chinomona, 2016). Brand image was identified as a key driver of trust. Brand image plays an urgent role in forming customer trust. Consumers who believe in the tutoring brand already have an association formed in their minds that the tutoring is a brand of educational institution that is safe, reliable, high quality, attractive, and can give a positive impression. These associations in the minds of consumers cause consumers to have trust in a brand so that they believe that the brand can fulfill their

desires. This is reinforced by the argument of Kala and Chaubey (2018) that brand image is a competitive advantage possessed by a product or service that helps in forming brand trust. The results of this study are in line with several previous studies, namely research conducted by Shingh et al., (2021); Benhardy et al., (2020); Ali et al., (2020); Khan et al., (2021) which shows that brand image has a positive effect on brand trust.

### The Effect of Brand Awareness on Brand Trust

The results of this study show that brand awareness has a positive effect on brand trust. This study shows that trust is gained after consumers recognize the brand. A brand must be able to create characteristics and strength in the minds of consumers, so that it can create high brand awareness. The results of this research also support Aaker's theory (1991:73) where brand awareness involves a continuation ranging from feelings of uncertainty to the belief that the product brand is the only one. Strong brand awareness can build consumer trust and make the brand widely known. Having brand awareness is not just about remembering the name or symbol of a brand, but after having brand awareness, consumers will then be able to identify and differentiate the products or services produced by the company from competitors' products or services, thereby influencing consumers' brand trust. A well-known brand will greatly influence parents' confidence in choosing which educational institution to use. The results of this study are in line with previous research by Susanti et al., (2020); Alhamdina & Hartono (2020); and Wibowo et al., (2019) which shows a positive relationship between brand awareness and brand trust.

### Effect of Brand Image on Decision to Enroll

The results of this study show that brand image has a positive effect on decision to enroll. This study shows that consumers will make decision to enroll because they see a good brand image of an educational

institution. Products with a stronger brand image can actually reduce consumer cognitive risk and increase consumer evaluation of the product or service. In this case, consumers often utilize brand image to infer the quality of products or services and decide their behavior. Thus, the quality of the brand image indirectly causes consumer cognition of the quality of the product or service. In addition, utilizing a good brand image not only helps a company to build a market position, but also protects the brand from other competitors (Cretu and Brodie, 2007). Therefore, companies today work hard to maintain their brand image and thus invest huge resources in developing names with a favorable image. Given this importance, it is not surprising why brand image is increasingly considered a key topic for many marketing businesses because a good brand image helps consumers make choices and feel comfortable when using or purchasing the product. The results of this study are in line with the results of previous research by Savitri et al., (2022); Syazali et al., (2019); Guliyev (2023); Kim & Chao (2019) which shows a positive influence between brand image and purchasing decisions.

### **Effect of Brand Awareness on Decision to Enroll**

The results of this study show that brand awareness has a positive effect on the decision to enroll. This shows that the brand awareness that parents of students have influences them in making decision to enroll. Brand awareness plays a role in creating the value of a brand because brand awareness is the basic capital in forming associations with other brands, a sense of familiarity or liking, and commitment, which then makes certain brands a consideration in the consumer decision-making process. Businesses that have strong brand awareness will influence consumers, especially when making purchasing decisions. Building brand awareness really helps a business so that its brand becomes more prominent in the minds of the public. Brand awareness refers to the

likelihood that customers have knowledge and connectivity, ease of access, use and affordability of a company's services or products. Whenever a business organization has effective brand awareness, it shows that its services and products have a strong position in the market and are basically adequate. Customers are more likely to have a selection of familiar brands in their personal consideration collection (Macdonald & Sharp, 2000). This significantly helps customers in deciding which group of products or services to choose. This means that well-known brands have a greater possibility of outperforming lesser-known brands in the market (Huang & Sarigoullu, 2012). According to Khasanah (2013), consumers' registration decisions are influenced by consumers' brand awareness. Consumers tend to make decision to enroll on brands they already know. The results of this study are in line with the results of previous research by Sivaram et al., (2019); Duh & Diniso (2020); Tran & Ngo (2022) which shows that brand awareness has a positive effect on purchasing decisions.

### **Effect of Brand Trust on Decision to Enroll**

The results of this study show that brand trust has a positive effect on the decision to enroll. This means that parents who believe in tutoring agency's brand will choose to enroll their children compared to other early childhood education. This study shows that consumers who have confidence in certain brands are more confident in making decision to enroll. Consumer trust in brands is important for companies so that their products become solutions for consumers in fulfilling their products. The large number of competitors that have emerged means that consumers have alternative choices or substitutes for similar products, so there will be a possibility for consumers to use other tutoring. Consumer trust in a brand is important in determining someone's decision to enroll in an educational institution, because consumer decision making includes all the processes they go through to identify

problems, find solutions, evaluate alternatives and choose between existing options. In making the decision to register, consumers will decide to choose the brand they are interested in. The role of trust is to reduce uncertainty and information asymmetry and make consumers feel comfortable with their brand. In this research, brand trust refers to the average consumer's willingness to rely on a brand's ability to carry out its functions and ultimately make the decision to enroll. The results of this study are in line with the results of research analysis conducted by saragih & surya, (2018); kim & chao (2019) which state that brand trust has a positive effect on purchasing decisions.

### **Brand Trust Mediates the Relationship between Brand Image and Decision to Enroll**

The results of this study state that brand trust can mediate the indirect influence of brand image on the decision to register for tutoring. This mediation effect occurred because previous tests showed positive results on the influence of brand image on brand trust and the influence of brand trust on the decision to enroll. The results of this study state that brand trust can mediate the indirect effect of brand image on the decision to enroll partially by 66.8%. This means that the brand image owned by tutoring institution affects consumer confidence in the agency's brand so they finally decide to enroll. In this research, the decision to register is directly influenced positively by brand image, which means that if there is an increase in the brand image variable, it will have a direct impact on increasing the decision to register. Furthermore, the influence of brand image on the decision to register is also mediated by brand trust, where brand image will have an indirect effect on the decision to register with the mediation of the brand trust variable.

Brand image is the soul of a product or service. In business markets, brand image is also expected to play an important role, especially when it is difficult to differentiate products or services based on tangible quality

features. This is usually passed on to consumers, making them believe in the product on some level, and subsequently helping them make a signing up decision. Marketers usually consider brand image as the basis for how consumers assess the quality of a product or service, namely the external cues of the product (Cretu and Brodie, 2007). Consumers will make the decision to register with a tutoring that they trust and this trust is obtained because of the good brand image of a tutoring. The results of this study are in line with several previous studies by Benhardy et al., (2020) which show that brand image has a positive effect on brand trust. Then, Kim & Chao's research (2019) states that brand trust has a positive effect on purchasing decisions.

### **Brand Trust Mediates the Relationship between Brand Awareness and Decision to Enroll**

The research results state that brand trust can mediate the indirect influence of brand awareness on the decision to register for tutoring. This mediation effect occurred because previous tests showed that there was a positive influence of brand awareness on brand trust and the influence of brand trust on the decision to enroll. The results stated that brand trust can mediate the indirect effect of brand awareness on the decision to enroll partially by 64%. In this research, the decision to register is directly influenced positively by brand awareness, which means that if there is an increase in the brand awareness variable, it will have a direct impact on increasing the decision to register. Furthermore, the influence of brand awareness on the decision to register is also mediated by brand trust where brand image will have an indirect effect on the decision to register with the mediation of the brand trust variable. High brand awareness can influence the trust parents of students feel as consumers of brand. Then, after there is a sense of trust in agency, parents will decide to enroll for an tutoring agency. This research is in line with research conducted by Tecoalu et al., (2021); Sawagvudcharee et al., (2018)



which states that brand awareness has a positive effect on brand trust. Then, research conducted by Hediono et al., (2022) showed a positive influence of brand trust on purchasing decisions.

## **CONCLUSION**

According to the results of data analysis and discussion in the previous chapter shows:

1. Brand image has a positive effect on brand trust.
2. Brand awareness has a positive effect on brand trust.
3. Brand image has a positive effect on the decision to enroll.
4. Brand awareness has a positive effect on the decision to enroll.
5. Brand trust has a positive effect on the decision to enroll.
6. Brand Trust mediates the relationship between brand image and Decision to enroll.
7. Brand Trust mediates the relationship between brand awareness and Decision to enroll.

In accordance with the explanation of the hypothesis above, a conclusion can be obtained regarding the research problem, namely that in increasingly fierce competition in educational institutions, the decision to register for tutoring is influenced by brand image, brand awareness and brand trust. Then, brand trust is influenced by brand image and brand awareness and brand trust mediates the influence between brand image and brand awareness on the decision to enroll.

## **Recommendations**

### **1. Managerial Recommendations**

The results of this study are expected to be used by tutoring agency to improve their marketing strategy by improving brand image, brand awareness, and brand trust so that it is expected to increase the decision to enroll for tutoring agency. Increasing the positive brand image that is owned by increasing brand security through improving the quality of human resources or teaching staff, increasing the

reliability and quality of the brand by improving the quality of the learning process, increasing brand attractiveness and a pleasant impression by improving the quality of the learning methods used. Increasing consumer brand awareness can be done by increasing advertising in print and electronic media and holding promotions. This aims to ensure that consumers remember and recognize brand awareness, especially from the slogan and logo of a tutoring company, because consumers tend to choose a brand that is already known with the assumption that a brand that is already known is more reliable. Furthermore, increasing public brand trust by increasing brand reliability through quality learning methods and processes so that it can provide satisfactory results, increasing honesty by implementing the learning process in accordance with the vision and mission so that it can provide appropriate results as promised, increasing the sense of security that by improving the quality of human resources.

### **2. Theoretical Recommendations**

The findings of this study are expected to be useful for interested parties. In accordance with the research results and the limitations of existing research, suggestions for future research that refer to this research are to pay attention to the educational characteristics of respondents or the ability of respondents to fill out questionnaires so the distribution of questionnaires is more effective and efficient.

## **Research Limitations**

This study has several limitations, namely the rate of return of questionnaires with google form via WhatsApp which is expected to reach many respondents in various regions does not get a good response from parents of students because there are still many parents who do not really understand filling out questionnaires via google form, while distributing

questionnaires directly with paper-based is also inefficient to reach respondents in a large area. Then, not all open questions on this research questionnaire were filled in completely so that the information obtained and observations made by researchers were limited.

Following the limitations of this study, the next step that researchers can take is to expand the range of distribution of questionnaires more evenly and pay more attention to the process of filling out the questionnaire so that open questions on the questionnaire can be filled in completely so that the variety of answers obtained is more diverse.

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