

Department of Management Faculty Of Business and Economics Universitas Surabaya

CHALLENGES AND OPPORTUNITIES OF THE LEADING EDGE IN WORLD CLASS SUPPLY CHAIN MANAGEMENT



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**CHALLENGES AND
OPPORTUNITIES OF THE
LEADING EDGE IN WORLD CLASS
SUPPLY CHAIN MANAGEMENT**

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CHALLENGES AND OPPORTUNITIES OF THE LEADING EDGE IN WORLD CLASS SUPPLY CHAIN MANAGEMENT

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FOREWORD

This proceeding is a compilation of papers submitted for **The 10th International Annual Symposium on Management** (Insyma) conducted by the Department of Management, Faculty of Business and Economics, Universitas Surabaya. This year's theme of the symposium is **Challenges and Opportunities of the Leading Edge in World Class Supply Chain Management**.

In this opportunity, we would like to share our grateful to the institutions (National and abroad) who send their lecturer or researcher to our symposium. This symposium is to provide a sharing forum for researcher, academics, and practitioners engaged in basic and applied research in Supply Chain Management. This theme represents an emerging and highly challenging and opportunities area of research and practice. One of the most significant paradigm shifts of modern business management is that individual business no longer compete as solely autonomous entities, but rather as supply chains. Business management has entered the era of internetwork competition. In this emerging competitive environment, the ultimate success of the single business will depend on management's ability to integrate the company's intricate network of business relationships. The supply chain is not a chain of businesses with one-to-one, business-to-business relationships, but a network of multiple business and relationships. SCM deals with total business process excellence and represents a new way of managing the business and relationships with other members of the supply chain. Successful supply chain Management requires cross-functional integration must play a critical role. The challenge is to determine how to successfully accomplish this integration.

This symposium aims to bring together different points of view from academics, business practitioners, government agencies, and international institutions with the ultimate goal to share and disseminate various ideas and practices in Supply Chain Management.

Finally, we hope that this compilation of papers, ranging from a conceptual work to an empirical research, can enrich our perspective in supply chain management and its application in creating higher level of competitiveness.

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INFLUENCE OF TRUST IN SUPPLIER AND TRUST IN BRAND ON THE PURCHASE AND ATTITUDINAL LOYALTY FOR RETAILER AT PT SINAR SOSRO IN SURABAYA

Christina Esti Susanti
Widya Mandala Catholic University

ABSTRACT

Trust is the foundation of business. A business transaction between two or more parties will occur if there is trust each other. Trust can't simply be claimed by other parties/business partners, but must be built from scratch and can be proven. Trust is an important factor because it is very fundamental in a business relationship and a measure of the quality of business relationships forged. The purpose of this study was to determine the effect of trust in supplier and trust in brand on purchase and attitudinal loyalty for retailer's PT Sinar Sosro in Surabaya.

This study formulates its problems as follows: (1) Does trust in supplier affect on the purchase at PT Sinar Sosro in Surabaya?, (2) Does trust in brand influence on purchase at PT Sinar Sosro in Surabaya?, (3) Do trust in suppliers and trust in brand simultaneously influence on the purchase at PT Sinar Sosro in Surabaya?, (4) Which of trust in supplier and trust in brand has a dominant influence on purchase at PT Sinar Sosro in Surabaya?, (5) Does trust in supplier influence on attitudinal loyalty at PT Sinar Sosro in Surabaya?, (6) Does trust in brand influence on attitudinal loyalty at PT Sinar Sosro in Surabaya?, (7) Does trust in suppliers and trust in brand simultaneously influence on attitudinal loyalty at PT Sinar Sosro in Surabaya?, (8) Which of trust in supplier and trust in brand has a dominant influence on attitudinal loyalty at PT Sinar Sosro in Surabaya?, and (9) Does purchase intention influences on attitudinal loyalty at PT Sinar Sosro in Surabaya.

This research is the study of hypothesis testing, with members of the population of retailers that sell Teh Botol Sosro in Surabaya with a total sample of 100 respondents. The sampling technique in this study used a non probability sampling with a purposive sampling method. The analysis technique used is multiple linear regression analysis, analysis of multiple correlation coefficient, the coefficient of multiple determination analysis, correlation coefficient analysis and partial determination.

The research found that: (1) trust in supplier influences on purchase intention at PT Sinar Sosro in Surabaya, (2) trust in brand influences on purchase intention at PT Sinar Sosro in Surabaya, (3) trust in suppliers and trust in the brand simultaneously influence the purchase intention at PT Sinar Sosro in Surabaya, (4) trust in brand dominantly influences on purchase intention at PT Sinar Sosro in the Surabaya, (5) trust in supplier effect on attitudinal loyalty at PT Sinar Sosro in Surabaya, (6) trust in brand effect on attitudinal loyalty at PT Sinar Sosro in Surabaya, (7) trust in supplier and trust in brand influence simultaneously on attitudinal loyalty at PT Sinar Sosro in Surabaya, (8) trust in brand dominantly influences of attitudinal loyalty at PT Sinar Sosro in Surabaya, and (9) purchase intention influences on attitudinal loyalty at PT Sinar Sosro in Surabaya.

PT Sinar Sosro are advised to more understanding and attention to the needs and desires of the retailer. It is something urgent to improve the product quality of Teh Botol Sosro in order for retailer's trust in PT Sinar Sosro in Surabaya increase.

Keywords: trust in supplier, trust in brand, purchase, and attitudinal loyalty.

RESEARCH BACKGROUND

In this era, purchase intention and attitudes of consumers loyal to the company is also heavily influenced by the confidence (trust) consumers, employees, companies, and brands. Trust is the basis for a business relationship and an important prerequisite in a business interaction. Trust becomes a foundation for the company or a person to transact business with other companies or individuals. The trust that exists between the consumer (retail) either by employees, companies, and brands of the company can make the relationship more closely, and the company as a vendor more flexibility to develop new products and offer it to consumers.

According to Morgan and Hunt (1994) if a company can increase the confidence of retail outlets that become customers, then the long-term relationships with retailers will be realized. Anderson, Claes, and Donald (1994) in Schellhase (2000) stated that the distribution partner satisfaction is the key to success suppliers suppliers. Ganesan (1994) states that retailer confidence in the company (suppliers) can influence the willingness of retailers (outlet) is to establish a long term relationship with the company.

Plank, Reid and Pullins (1999) states that in the event the relationship between the buyer (retailer) and sellers (suppliers) then that should be considered is the salesperson's confidence because it is a reflection of the confidence in the reliability of the power and the responsibility of the seller because the seller has obtained a good faith of the retailer (outlet). Crosby, Evans, and Cowles (1990) stated that the reliability of the sales force effect on relationship quality (trust) from a retailer in the sales force. So with the reliability that is owned by the sales force is expected confidence in the sales force can be realized. Liu and Leach (2001) stated that the perception of the reliability of the sales force is a form of consumer confidence and trust that the salesperson has a range of relevant specialist knowledge and support for the success of the business relationship. Anderson and Narus (1990) in Liu and Leach (2001) states that if there is a trust between the buyers and salespeople will create a partnership to develop their ideas, goals and solve problems. Crosby, et al, (1990) also stated that belief reflected in the company of the buyer's willingness to rely on the sale of the company.

Previous research referenced in the study conducted by Rauyruen et al., (2007) with the title "Relationship Quality as Predictor of B2B Customer Loyalty". Conclusion The results of these studies is to maintain customer loyalty to the supplier, the supplier can pay attention to four aspects of relationship quality that consists of trust, commitment, satisfaction, and service quality.

Problem Formulation

Based on the background of the problem, the research question of this study are as follows:

1. Does trust in supplier affect on the purchase at PT Sinar Sosro in Surabaya?
2. Does trust in brand influence on purchase at PT Sinar Sosro in Surabaya?
3. Do trust in suppliers and trust in brand simultaneously influence on the purchase at PT Sinar Sosro in Surabaya?
4. Which of trust in supplier and trust in brand has a dominant influence on purchase at PT Sinar Sosro in Surabaya?
5. Does trust in supplier influence on attitudinal loyalty at PT Sinar Sosro in Surabaya?
6. Does trust in brand influence on attitudinal loyalty at PT Sinar Sosro in Surabaya?
7. Do trust in suppliers and trust in brand simultaneously influence on attitudinal loyalty at PT Sinar Sosro in Surabaya?
8. Which of trust in supplier and trust in brand has a dominant influence on attitudinal loyalty at PT Sinar Sosro in Surabaya?

9. Does purchase intention influences on attitudinal loyalty at PT Sinar Sosro in Surabaya.

Research Objectives

Based on the formulation of the problem, the objectives of this study were to determine:

1. Trust in supplier influences on purchase at PT Sinar Sosro in Surabaya
2. Trust in brand influences on purchase at PT Sinar Sosro in Surabaya
3. Trust in suppliers and trust in the brand simultaneously influence the purchase at PT Sinar Sosro in Surabaya
4. Trust in brand dominantly influences on purchase at PT Sinar Sosro in the Surabaya
5. Trust in supplier effect on attitudinal loyalty at PT Sinar Sosro in Surabaya
6. Trust in brand effect on attitudinal loyalty at PT Sinar Sosro in Surabaya
7. Trust in supplier and trust in brand influence simultaneously on attitudinal loyalty at PT Sinar Sosro in Surabaya
8. Trust in brand dominantly influences of attitudinal loyalty at PT Sinar Sosro in Surabaya.
9. Purchase intention influences on attitudinal loyalty at PT Sinar Sosro in Surabaya.

Benefits of Research

The results of this study might be expected to provide:

1. Academic benefits
The results of this research can be used as an additional reference for those who want to do further research, in particular on the effect of employee trust, trust in suppliers, trust in brand to purchase intention and attitudinal loyalty.
2. Practical benefits
The results of this research can be used by companies as an additional information in decision-making, particularly in developing attitudinal loyalty and purchase intention.

LITERATURE REVIEW

Previous Research

Previous research referenced in the study conducted by Rauyruen et al., (2007) with the title "Relationship Quality as Predictor of B2B Customer Loyalty". From the results of these studies it is known that to obtain customer loyalty, suppliers seeking to improve customer satisfaction and service system design is excellent. For that, one must focus on building supplier relationships to create the basis of consumer confidence. Furthermore, the results of these studies indicate that trust in suppliers affects loyalty. It also implies the basis of the behavior of the consumer repurchase intentions and loyalty behaviors are more influenced by consumer confidence and commitment to the supplier.

Trust

According to Anderson and Narus (1990), trust is a willingness to rely on the cooperation of partners who have believed. From the definition, it can be stated that the trust is a trust given to the other party in the transaction having a conviction that those who believed it would meet its obligations as well, as expected. Therefore, confidence in the salesperson, product, and the company is very important in maintaining long-term relationships between the company and customers (retailers) because trust is the overall confidence of the buyer (retailer) of the salespeople, brands, and companies to offer suitable compliance knowledge customers.

Morgan and Hunt (1994) states there are several indicators for the variables shown confidence in the company (supplier): credibility, reliability and caring company. Credibility is the ability of the company to be shared by the partners both orally and in writing; reliability of the company is the image of the company both in terms of toughness and services of marketed products; care is a form of action that is displayed by the company as a form of aid and attention to retailers. According to Lau and Lee (1999) there are five indicators to measure consumer confidence in the suppliers are: consumers believe in the company, consumers believe that companies have a good product quality, consumers are able to trust the company as a company that has a good production standards, consumers feel safe when using products from companies because they know the company will not make her upset, consumers believe that companies can work well.

Lau and Lee (1999) define trust in the brand as the desire of the consumer to rely on the function of the performance of a brand. Further Lau and Lee (1999) states that the trust of the brand is the consumer's willingness or willingness to face risks related to brand purchased and will give a positive result or benefit. According to Kotler and Armstrong (2001) trust in a brand is a set of consumer beliefs about a particular brand. Lau and Lee (1999) stated that there are five indicators to measure consumer confidence in the brand are: consumers believe in the brand, the brand company to be reliable, consumers feel that companies can trust the brand because it has good quality, consumers can rely on the company's brand, consumers feel safe when purchasing company's brand because consumers know the brand of the company will not disappoint.

Purchase Intention

Kotler (2005:224) stated that the purchase intention begins with the stage looking for or recognize the need, then the consumer will move to the second stage of information retrieval. The information sought is about products, brands and manufacturers of these products. The information collected will be evaluated at a later stage. As the output of the third stage is the purchase decision. When it has made a purchase and consume products purchased, consumers will evaluate both products and services that have been received in the purchasing process. Positive results of the evaluation will push to make repeat purchases in the future, but a negative evaluation will motivate consumers to no longer consume the product.

Attitudinal Loyalty

Approach to understanding attitudinal loyalty as the aspect of joy and commitment to a particular object (Assael, 1998:130; Dharmmesta, 1999). According to Schiffman and Kanuk (2000:130), the attitude of loyal customers is a consistent choice or purchase the same brand, by consumers of a particular product. The attitude of loyal consumers can be understood as a positive attitude towards a brand that encourages consumers to consistently buy the brand when the product category is needed. That should be done by marketers are continuously communicate the brand positioning to consumers. With these communication activities also indirectly marketers build brand preference and establish loyal consumer attitudes towards brands and products.

Influence Between Variables

Ganesan (1994) stated that in order to create consumer purchase intention, the variables that influence trust in the supplier is formed of satisfaction with service strategy and the reputation of the supplier. Morgan and Hunt (1994) states that the behavior of connection that occurs between a company and its partners are largely determined by consumer confidence and commitment to the company. So it can be concluded that the belief in the company will have a positive relationship with purchase intentions.

Aperia (2001), quoted Morling and Strannegard (2004) states that the popularity and trust in a brand can provide a sense of prestige and pride to their customers, so that it becomes the first and foremost thing to be considered for the consumer to have the intention to buy a product or merit.

Research Model

The research model in this study is shown in the following figure.

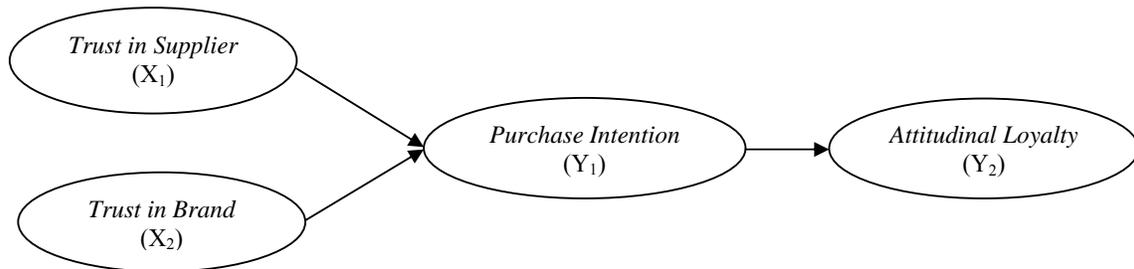


Figure 1
Research Model

Hypothesis

The hypothesis to answer the problem formulation in this study were: Trust in supplier influences on purchase at PT Sinar Sosro in Surabaya

1. Trust in brand influences on purchase at PT Sinar Sosro in Surabaya
2. Trust in suppliers and trust in the brand simultaneously influence the purchase at PT Sinar Sosro in Surabaya
3. Trust in brand dominantly influences on purchase at PT Sinar Sosro in the Surabaya
4. Trust in supplier effect on attitudinal loyalty at PT Sinar Sosro in Surabaya
5. Trust in brand effect on attitudinal loyalty at PT Sinar Sosro in Surabaya
6. Trust in supplier and trust in brand influence simultaneously on attitudinal loyalty at PT Sinar Sosro in Surabaya
7. Trust in brand dominantly influences of attitudinal loyalty at PT Sinar Sosro in Surabaya.
8. Purchase intention influences on attitudinal loyalty at PT Sinar Sosro in Surabaya.

RESEARCH METHODS

Population, Sample and Sampling Techniques

The population in this study are all retailers that sell Botol Sosro in Surabaya. The sample in this study is the retailer with the following criteria: residence in Surabaya, has sold Botol Sosro for at least 1 year, and have done the reorder more than 12 times. The sample size amounted to 100 retailers. The sampling technique used was purposive sampling technique, so that the sample selected must meet established criteria.

RESULT AND DISCUSSION

Identification of respondents based on the characteristics of respondents in the study are as follows.

Table 1
Identification of Respondents

CHARACTERISTICS	TOTAL	PERCENT (%)
Domicile in Surabaya	100	100
The bottle has sold Sosro for ≥ 1 year	100	100
Have done as much reorder > 12 times	100	100

Source: Data processed

Based on Table 1 note that all sample respondents met the criteria established in this study. Therefore, the analysis can proceed.

Table 2
Variable Descriptive Statistics Research

No	STATEMENT	MEAN	EXPLANATION
<i>Trust in Supplier (X₁)</i>			
1	PT Sinar Sosro credible	3.9	Agree
2	PT Sinar Sosro reliably producing	3.8	Agree
3	PT Sinar Sosro care for retailers	3.8	Agree
<i>Trust in Brand (X₂)</i>			
1	Sosro Botol produced credible PT Sinar Sosro	3.9	Agree
2	Sosro Botol produced reliable PT Sinar Sosro	3.9	Agree
3	Sosro Botol produced by PT Sinar Sosro have a good quality	4	Agree
<i>Purchase Intention (Y₁)</i>			
1	I intend to buy a manufactured Botol Sosro PT Sinar Sosro as credible	4,3	Very Agree
2	I intend to buy a manufactured Botol Sosro PT Sinar Sosro as reliable	4	Agree
3	I intend to buy a manufactured Botol Sosro PT Sinar Sosro because it has a good quality	3.9	Agree
<i>Attitudinal Loyalty (Y₂)</i>			
1	In the future, I will always buy and sell Botol Sosro produced by PT Sinar Sosro	4	Agree
2	I would recommend another supplier to buy and sell Botol Sosro produced by PT Sinar Sosro	4,2	Very Agree
3	I will pass on the information to other suppliers about the quality of the produced Sosro Botol PT Sinar Sosro	3,6	Agree

Source: Data processed

Based on Table 2 it is known that the respondent agrees to all of the statements of all the variables examined in this study are indicated with a mean of > 3.

Test Validity and Reliability

Validity test is used to measure the validity of the questionnaire revealed that the variables measured in the study. Validity of the test results shown in the following table.

Table 3
Test Validity

Item Kuesioner	Validity		Explanation
	Correlation	Significance	
<i>Trust in supplier (X₁)</i>			
X _{1.1}	0,839	0,000	Valid
X _{1.2}	0,678	0,000	Valid
X _{1.3}	0,865	0,000	Valid
<i>Trust in brand (X₂)</i>			
X _{2.1}	0,896	0,000	Valid
X _{2.2}	0,868	0,000	Valid
X _{2.3}	0,795	0,000	Valid
<i>Purchase intention (Y₁)</i>			
Y _{1.1}	0,843	0,000	Valid
Y _{1.2}	0,810	0,000	Valid
Y _{1.3}	0,775	0,000	Valid
<i>Attitudinal loyalty (Y₂)</i>			
Y _{2.1}	0,854	0,000	Valid
Y _{2.2}	0,899	0,000	Valid
Y _{2.3}	0,820	0,000	Valid

Source: Data processed

According to Table 3 it appears that the significant value of 0. These results indicate that the item is declared valid questionnaires and deserves to be analyzed further.

Test Reliability

Reliability is a tool to measure the reliability or the reliability of the study variables. A variable is declared reliable if Cronbach Alpha values > 0.60. Reliability test results are shown in the following table.

Table 4
Test Reliability

Variable	Cronbach' Alpha Test	Cronbach' Alpha standar	Explanation
<i>Trust in Supplier (X₁)</i>	0,7	>0,6	<i>Reliabel</i>
<i>Trust in Brand (X₂)</i>	0,8		<i>Reliabel</i>
<i>Purchase Intention (Y₁)</i>	0,7		<i>Reliabel</i>
<i>Attitudinal Loyalty (Y₂)</i>	0,8		<i>Reliabel</i>

Source: Data processed

Based on Table 4 it appears that the value of Cronbach's Alpha > 0.60 for all variables. These results indicate that the variable is declared reliable and feasible study for further analysis.

Data Analysis

Table 5
Structural Equation Modelling Indeks

<i>Goodness of Fit Measure</i>	<i>Cut-off Value</i>	<i>Result Analysis</i>	<i>Model Evaluation</i>
χ^2 -chi-square	Kecil	154,697	
<i>Significant Probability</i>	≥ 0.05	0,060	Fit
RMSEA	≤ 0.08	0,031	Fit
GFI	≥ 0.90	0,931	Fit
AGFI	≥ 0.90	0,913	Fit
CMIN/DF	≤ 2.0	1,033	Fit
TLI	≥ 0.95	0,979	Fit
CFI	≥ 0.95	0,983	Fit

Source: Data processed

Based on Table 5 note that the results of Structural Equation Modelling index indicates a good value, so it can be concluded that the model is very good for measuring the level of acceptance of a model.

Structural Model Testing (Structural Model Fit)

Table 6
Standard Loading Between Variables

<i>Variabel</i>			<i>Standard Loading</i>
<i>Purchase Intention (Y₁)</i>	<-	<i>Trust in Supplier (X₁)</i>	0.866
<i>Purchase Intention (Y₁)</i>	<-	<i>Trust in Brand (X₂)</i>	0.494
<i>Attitudinal Loyalty (Y₂)</i>	<-	<i>Purchase Intention (Y₁)</i>	0.205

Source: Data processed

In Table 6 to determine the structural equation model of the study as follows:

Equation 1:

$$PI = \beta_1 TiS + \beta_2 TiB + e_{pi}$$

$$PI = 0,866 TiS + 0,494 TiB \quad R^2 = 0,995$$

If the variable Trust in Supplier change will cause changes in Purchase Intention in the direction of positive change. Positive sign indicates that the direction of change that is if the variable increases, Trust in Supplier Purchase Intention will increase, and vice versa if the variable decreases the Trust in Supplier Purchase Intention will decrease the value of path coefficient 0.866.

If the variable changed the Trust in Brand Purchase Intention will cause a change in the direction of positive change. Positive sign indicates that the direction of change that is if the variable increases, the Trust in Brand Purchase Intention will increase, and vice versa if the variable decreases the Trust in Brand Purchase Intention will decrease the value of path coefficient 0.494. While the relationship between the Trust in Supplier and Trust in Brand Purchase Intention is equal to 0.995.

Equation 2:

$$AL = \beta_1 PI + e$$

$$AL = 0,205 PI$$

$$R^2 = 0,042$$

If the Purchase Intention variable changes, it will lead to attitudinal changes Loyalty to the direction of positive change. Positive sign indicates that the direction of change that is if the variable increases, the attitudinal Purchase Intention Loyalty will increase, and vice versa if the variable decreases the Purchase Intention attitudinal Loyalty will decrease the value of path coefficient 0.205. While the relationship between Purchase Intention with attitudinal Loyalty is at 0.042.

Hypothesis Testing

The next step is to test the hypothesis of causality, which examined the effect of the variables corresponding research hypothesis.

Tabel 7
Estimate Direct Effect

Hypotesis	Information		Estimate	P	Significance	
1	<i>Purchase Intention (Y₁)</i>	<-	<i>Trust in Supplier (X₁)</i>	0.494	0.000	Significant
2	<i>Purchase Intention (Y₁)</i>	<-	<i>Trust in Brand (X₂)</i>	0.866	0.005	Significant
3	<i>Purchase Intention (Y₁)</i>	<-	<i>Trust in Supplier (X₁), Trust in Brand (X₂)</i>	0.995	0.000	Significant
5	<i>Attitudinal Loyalty (Y₂)</i>	<-	<i>Trust in Supplier (X₁)</i>	0.101	0.000	Significant
6	<i>Attitudinal Loyalty (Y₂)</i>	<-	<i>Trust in Brand (X₂)</i>	0.177	0.000	Significant
7	<i>Attitudinal Loyalty (Y₂)</i>	<-	<i>Trust in Supplier (X₁), Trust in Brand (X₂)</i>	0.042	0.000	Significant
9	<i>Attitudinal Loyalty (Y₂)</i>	<-	<i>Purchase Intention (Y₁)</i>	0.205	0.042	Significant

Source: Data processed

Table 7 shows that all the hypotheses proposed in the study is significant. This means that all the hypotheses stated in this study revealed a statistically acceptable.

Discussion

1. Trust in supplier Influences on purchase intention at PT Sinar Sosro in Surabaya

In this study demonstrated that the variables of trust in the supplier has an average rating of 3.83 which means that the responses to the variables of trust in the supplier

is good. While purchase intention variable has an average rating of 4, which means the responses are good. The variable trust in suppliers weak but significant effect on purchase intention for 0494. This means that the hypothesis first proposed in this study, is acceptable.

This indicates that the company's retailer confidence is one factor that makes the retailer intends to buy products from the company. The results of this study corroborate the opinion Ganesan Morgan and Hunt, 1994 and 1994 which states if consumers believe the company will lead to consumer purchase intention. Instead, the results of this study do not support the research that has been done before by Rauyruen et al., (2007) which showed that trust in suppliers that do not have a significant effect on purchase intention.

2. Trust in the brand Influences on purchase intention at PT Sinar Sosro in Surabaya

In this study demonstrated that the variables trust in the brand has an average rating of 3.93 which means that the responses to the variables trust in the brand is good. While purchase intention variable has an average rating of 4, which means the responses are good. The variable trust in brand strong influence on purchase intention significantly because they have value estimate for 0866. 2, which means that the hypothesis proposed in this study, is acceptable.

The results of this study support the idea Aperia (2001), quoted Morling and Strannegard (2004) which states that the confidence of a brand can be a consideration for consumers to have the intention of purchasing a product or service.

3. Trust in suppliers and trust in the brand simultaneously influence the purchase intention at PT Sinar Sosro in Surabaya

Variables trust in the supplier and variable trust in the brand is very strong simultaneously have significant effect on purchase intention for 0995. This indicates that the company's confidence in retailers and suppliers to brand trust is a factor that makes the retailer intends to buy products from the company. This means that the third hypothesis proposed in this study, is acceptable.

4. Trust in the brand dominantly Influences on purchase intention at PT Sinar Sosro in the Surabaya

Based on the hypothesis 1 and 2 it appears that trust in brand purchase intention dominant influence on PT Sinar Sosro Surabaya. This means that in this study, demonstrated that when compared with the effect of consumer trust on consumer confidence in the brand suppliers more dominant influence on buying interest in PT Sinar Sosro Surabaya. This means that the fourth hypothesis proposed in this study, is acceptable.

5. Trust in supplier effect on attitudinal loyalty at PT Sinar Sosro in Surabaya

In this study demonstrated that the variables of trust in the supplier has an average rating of 3.83 which means that the responses to the variables of trust in the supplier is good. Whereas attitudinal loyalty variable has an average rating of 3.9, which means the responses are good. The variable trust in suppliers weak but significant effect on attitudinal loyalty for 0101. 5 This means that the hypothesis proposed in this study, is acceptable.

6. Trust in effect on attitudinal brand loyalty at PT Sinar Sosro in Surabaya

In this study demonstrated that the variables of trust in the brand has an average rating of 3.93 which means that the responses to the variables of trust in the brand is good. Whereas attitudinal loyalty variable has an average rating of 3.9, which means the responses are good. The variable trust in suppliers weak but significant effect on attitudinal loyalty for 0177. 6 This means that the hypothesis proposed in this study, is acceptable.

7. Trust in supplier and trust in the brand influence simultaneously on attitudinal loyalty at PT Sinar Sosro in Surabaya

Variables and variable trust in the supplier trust in the brand is very strong simultaneously have significant effect on attitudinal loyalty for 0042. This indicates that the company's confidence in retailers and suppliers to brand trust is a factor that makes the retailer intends to be loyal to the company. This means that the hypothesis 7 are proposed in this study, is acceptable.

8. Trust in dominantly Influences of attitudinal brand loyalty at PT Sinar Sosro in Surabaya

Based on the hypothesis 5 and 6 it appears that trust in the brand dominant influence attitudinal loyalty to PT Sinar Sosro Surabaya. This means that in this study, demonstrated that when compared with the effect of consumer trust on consumer confidence in the brand suppliers more dominant effect on the interest of loyalty to PT Sinar Sosro Surabaya. 8 This means that the hypothesis proposed in this study, is acceptable.

9. Purchase intention Influences on attitudinal loyalty at PT Sinar Sosro in Surabaya

The variable purchase intention weak but significant effect on attitudinal loyalty for 0,205. This suggests that the effect on the purchase intention supplier intention to be loyal to the company. This means that the hypothesis 9 is proposed in this study, is acceptable.

Conclusion

Based on the analysis and discussion, the conclusion of this research is all the hypotheses proposed in this study received. This means that consumer confidence in the supplier and consumer confidence in the brand either partially or simultaneously significant effect either on purchase intention and intention of consumers loyal to the supplier. In addition to this, the effect on consumer purchase intention of consumers loyal intentions of its suppliers.

Suggestion

Based on the analysis and discussion of the advice that can be given is as follows:

1. Theoretical suggestions

For future studies are expected to examine in more depth especially on other factors beyond those examined in this study, the effect on purchase intention and intention retailers are loyal to the company.

2. Practical Advice

- a. PT. Rays Sosro recommended to better understand and consider the needs and desires of retailers to increase trust in the supplier.
- b. PT. Sosro ray suggested to improve the quality and quality of marketed products and increase the variety of products that are sold to enhance trust in the brand.

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