# The influence of brand image and service quality on belift lab's brand trust

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### *Abstrak*

*Kepercayaan merek penting di semua sektor industry, termasuk industry kreatif music seperti K-Pop yang memiliki fans setia dan aktif. Penelitian ini bertujuan untuk: 1) mengetahui ada tidaknya pengaruh brand image terhadap brand trust Belift Lab, 2) mengetahui ada tidaknya pengaruh service quality terhadap brand trust Belift Lab, serta 3) mengetahui ada tidaknya pengaruh brand image dan service quality terhadap brand trust Belift Lab. Penelitian ini merupakan penelitian deskriptif kuantitatif dengan metode korelasional. Populasi penlitian adalah penggemar ENHYPEN Indonesia. Pengambilan sampel dengan teknik non probability sampling melalui metode purposive sampling. Sampel penelitian sebanyak 96 dari populasi yang memenuhi kriteria. Pengumpulan data melalui instrumen angket kuesioner dengan media Google Form yang disebarkan secara online melalui platform X. Pengolahan data menggunakan media software IBM SPSS Statistics 26. Teknik analisis data berupa regresi linier berganda. Hasil penelitian menunjukkan: 1) terdapat pengaruh positif dan signifikan antara brand image terhadap brand trust Belift Lab, 2) terdapat pengaruh positif dan signifikan antara service quality terhadap brand trust Belift Lab, 3) terdapat pengaruh positif dan signifikan antara brand image dan service quality terhadap brand trust Belift Lab.*

*Kata kunci: hubungan masyarakat; industri kreatif; penelitian kuantitatif; persepsi*

### Abstract

Brand trust is essential across all industry sectors, including the creative music industry such as K-Pop, which maintains loyal and active fan bases. This study aimed to: (1) determine whether brand image influences Belift Lab's brand trust, (2) determine whether service quality influences Belift Lab's brand trust, and (3) determine whether brand image and service quality jointly influence Belift Lab's brand trust. This quantitative descriptive study employed a correlational method. The study population consisted of Indonesian ENHYPEN fans. Sampling was conducted using non-probability sampling with a purposive sampling method. The sample comprised 96 individuals from the population who met the established criteria. Data were collected using a questionnaire instrument via Google Forms, distributed online through the X platform. Data processing was performed using IBM SPSS Statistics 26 software. Multiple linear regression served as the data analysis technique. The

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results indicated that: (1) brand image exerts a positive and significant influence on Belift Lab's brand trust, (2) service quality exerts a positive and significant influence on Belift Lab's brand trust, and (3) brand image and service quality jointly exert a positive and significant influence on Belift Lab's brand trust.

## Introduction

As time progresses and human needs expand, competition across various fields has accompanied the evolution of the industrial world. Corporate success is no longer measured solely by the products or services offered but also by the emotional and psychological relationships established with consumers, particularly regarding trust. Companies must consistently build and maintain brand trust to ensure organizational sustainability and success.

Brand trust is essential across all industry sectors, including the creative music industry such as K-Pop, which maintains loyal and active fan bases. One group with a substantial fan base is ENHYPEN. According to Twitter's internal data (January 1–December 31, 2021), ENHYPEN ranked third as the most discussed K-Pop artist in Indonesia. This popularity stems not only from the quality of their work but also from how their agency, Belift Lab, develops branding and service quality through public relations.

However, a preliminary study conducted by the researchers in March 2025 through social media platform X with Indonesian ENHYPEN fans revealed that Belift Lab was identified as one of the agencies that did not optimally fulfill the public relations function expected by fans. Belift Lab is known as an agency that frequently delays providing official statements in the form of clarifications and follow-up actions when evaluating incoming complaints. Despite fans massively raising hashtags through platform X and sending reports via email, Belift Lab is perceived as failing to provide meaningful responsiveness.

Research by Fajarini and Meria (2020) and Ula et al. (2022) indicates that service quality positively affects trust. Similarly, research conducted by Sidharta et al. (2018) demonstrates that brand image positively affects trust. Although numerous previous studies have examined similar variables, this study offers novelty in two respects. First, relatively few studies have examined the effect of brand image on brand trust directly; most existing studies position brand trust as an independent or mediating variable rather than a dependent variable. Second, unlike previous studies focusing on general industries such as products and services, this study examines companies/agencies in the creative music industry as research objects and fan groups as subjects, who psychographically demonstrate emotional attachment and active participation toward artists and agencies, distinguishing them from typical product consumers.

The research problems are formulated as follows: (1) Does brand image affect Belift Lab's brand trust? (2) Does service quality affect Belift Lab's brand trust? (3) Do brand image and service quality jointly affect Belift Lab's brand trust?

This research is grounded in Customer-Based Brand Equity (CBBE) Theory and Servqual Theory. According to Keller (2020), CBBE Theory represents "the differential effect of brand knowledge on consumer response to the marketing of the brand" (Wang et al., 2022, p. 123). The CBBE Theory concept emphasizes that consumer acceptance is influenced by brand differentiation in consumers' minds, referring to distinguishing factors that constitute brand strength based on what consumers learn, feel, see, hear, and remember. Meanwhile, Servqual Theory by Parasuraman (1988) is constructed upon a comparison of two primary factors: consumer expectations and the reality received regarding a brand's service (Sinollah & Masruro, 2019, p. 46). Service is considered

quality when reality exceeds consumer expectations. From these two theories, brand trust originates from fulfilling consumer expectations through service quality and positive brand image.

According to Kotler and Armstrong (as cited in Rahmadhani et al., 2022, p. 209), brand trust refers to consumers trusting a brand unconditionally because they hold high expectations that the brand will deliver positive results, thereby generating loyalty and trust. Delgano (as cited in Mahuda, 2018, p. 102) states that brand trust constitutes a belief or promise given by a brand to fulfill all consumer interests. Brand trust is a critical factor in building long-term relationships between brands and consumers. Brands with trusted reputations have greater opportunities to attract consumer attention than less reliable brands. Thus, brand trust can be defined as an expectation of brand reliability in meeting consumer interests, fulfilling promises, and managing potential risks. Indicators of brand trust according to the ABI model by Mayer et al. (1995, as cited in Svare et al., 2019, p. 586) include: (1) Ability, (2) Benevolence, and (3) Integrity.

According to Kotler and Keller (as cited in Rahmadhani et al., 2022, p. 209), brand image represents a set of beliefs, ideas, and impressions that consumers hold about a brand, thereby determining their attitudes and actions. Similarly, Lombok and Samadi (2022, p. 954), citing Firmansyah (2019), state that brand image can be interpreted as an impression arising in consumers' minds when they think of a particular brand. In this context, brand image functions as a psychological factor that influences consumer behavior alongside physical factors. Thus, brand image can be defined as a subjective perception formed from memories of a brand in consumers' minds. According to Kotler and Keller (2016, as cited in Rahmadhani et al., 2022, p. 209), brand image indicators include: (1) Strength, (2) Favorability, and (3) Uniqueness.

According to Kotler (as cited in Panjaitan, 2016, p. 266), service quality refers to a company's continuous performance in improving quality related to processes, products, and services produced. Meanwhile, according to Parasuraman et al. (as cited in Deviana et al., 2021, p. 20), service quality reflects consumers' evaluative perceptions of services received at a given time. In essence, service quality pertains to the conformity between services received and consumer expectations. Servqual Theory by Parasuraman et al. (1988) posits that service quality can be measured across five dimensions: (1) Tangibles, (2) Reliability, (3) Responsiveness, (4) Assurance, and (5) Empathy.

## Reasearch Methods

This study employed a quantitative descriptive research design, which seeks to explain or describe events based on data (Riyanto & Hatmawan, as cited in Rofiudin et al., 2022, p. 725). The correlational method was utilized, which is useful for identifying relationships between variables, making predictions, and developing theories (Gall et al., as cited in Adnyana, 2024, p. 55). This study comprised two types of variables: independent and dependent. The independent variables were brand image ($X1$) and service quality ($X2$). The brand image variable was measured using indicators according to Kotler and Keller (2016) with nine statements, while the service quality variable was measured using indicators according to Parasuraman et al. (1988) with 15 statements. The dependent variable was brand trust (Y), measured using indicators according to Mayer et al. (1995) with 13 statements.

The study population consisted of ENHYPEN fans across Indonesia, whose numbers are dynamic and cannot be officially counted or recorded. Riyanto and Hatmawan (as cited in Rofiudin et al., 2022, p. 726) state that the Lemeshow formula can be used to calculate sample size when the total population is unknown due to its large size. This study used a 95% confidence level ($\alpha = .05$), a maximum estimate of 0.5, and a margin of error of 10%. A 95% confidence level is a common standard recommended by researchers for social studies. A maximum estimate of 0.5 (50%) represents the safest value for producing a statistically robust minimum sample size when data are uncertain. A 10% error rate was used to obtain accurate yet realistic data.

The z-score calculation was as follows: $z_{1-(\alpha/2)} = z_{1-(0.05/2)} = z_{1-0.025} = z_{0.975}$. Based on the z-score table, the value 0.975 lies at the intersection of 1.9 and 0.06, yielding a z-value of 1.96. Thus, the sample size according to Lemeshow's formula was calculated as: $n = z^2 \times P(1-P) / d^2 = 1.96^2 \times 0.5(1-0.5) / 0.10^2 = 3.8416 \times 0.25 / 0.01 = 0.9604 / 0.01 = 96.04 \approx 96$. Where: n = number of samples; z = z-score at confidence level; P = maximum estimate; d = margin of error. Thus, a

sample of 96 respondents meeting the specified criteria was considered sufficient to represent the research population.

The sampling technique employed was non-probability sampling with purposive sampling method, which uses specific criteria for research subjects. This approach ensured sample relevance to the variables and research objects. The sample criteria were: (1) Indonesian ENHYPEN fans (ENGINA) on the X platform who actively engage and participate in discussions about current news related to Belift Lab, (2) at least 17 years of age to ensure respondents have reached adulthood and are capable of rational thinking, and (3) follow current news about ENHYPEN and Belift Lab, thereby possessing contextual understanding of the subject matter. Data were collected using a questionnaire instrument via Google Forms, distributed online through platform X with a five-point Likert scale (strongly agree, agree, neutral, disagree, and strongly disagree). To prevent multiple entries, Google Forms were configured to limit one response per account. Additionally, researchers manually verified accounts to ensure respondents were Indonesian ENHYPEN fans meeting the criteria.

The research instrument was validated through validity and reliability tests using IBM SPSS Statistics 26 software. The validity test assessed the extent to which the instrument accurately measured the intended variables using the Pearson correlation coefficient formula. The decision criterion was that if r-calculated > r-table and significance < .05, the item was valid. In the pilot test, of 45 items, 37 were valid and 8 were invalid. In the final research instrument, all 37 items were valid. The reliability test assessed whether an instrument produces consistent results upon repeated testing using Cronbach's alpha coefficient formula. The decision criterion was that if Cronbach's $\alpha$ > .60, the instrument was reliable. The final research instrument yielded a Cronbach's $\alpha$ of .959, which exceeds .60, indicating reliability. Data analysis employed multiple linear regression through classical assumption tests (normality, linearity, multicollinearity, and heteroscedasticity tests) and hypothesis testing (partial significance test/t-test, simultaneous test/F-test, coefficient of determination/$R^2$, and multiple linear regression).

## Result and Disscussion

### Research Result

The research instrument comprised 37 statement items (13 valid statements from the brand trust variable, 9 valid statements from the brand image variable, and 15 valid statements from the service quality variable) that were validated through validity and reliability tests using IBM SPSS Statistics 26 software. The descriptive statistics are presented in Table 1.

**Table 1**
*Descriptive Data Analysis*

|  | Brand_Image | Service_Quality | Brand_Trust |
|---|---|---|---|
| Valid | 96 | 96 | 96 |
| Missing | 0 | 0 | 0 |
| Mean | 25.19 | 46.22 | 39.32 |
| Median | 26.00 | 47.00 | 39.50 |
| Mode | 26 | 40 | 40[a] |
| Std. Deviation | 6.231 | 13.056 | 10.856 |
| Variance | 38.828 | 170.467 | 117.863 |
| Range | 29 | 58 | 45 |
| Minimum | 10 | 15 | 17 |
| Maximum | 39 | 73 | 62 |
| Sum | 2418 | 4437 | 3775 |

The research data were first subjected to classical assumption tests, specifically normality, linearity, multicollinearity, and heteroscedasticity tests. The normality test was conducted using the One-Sample Kolmogorov-Smirnov test, which showed an Asymp. Sig. (2-tailed) of .200, which

exceeds .05, indicating normally distributed data. The linearity test was conducted through the Test for Linearity with a significance level of .05. Results indicated that the significance of Deviation from Linearity for Y*X1 (.936) and Y*X2 (.982) both exceeded .05, confirming linear relationships with variable Y. The multicollinearity test showed tolerance values of .412 (> .10) and VIF values of 2.425 (< 10) for each variable, indicating no multicollinearity symptoms among independent variables in the regression model. The heteroscedasticity test showed significance values of .164 for variable X1 and .481 for X2, both exceeding .05, indicating no heteroscedasticity symptoms in the regression model.

Hypothesis testing proceeded through four stages. The first stage was the partial significance test (t-test), with results presented in Table 2.

**Table 2**
*Partial Significance Test Results (T Test)*

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | t | Sig. |
| (Constant) | 1.717 | 2.407 | | .713 | .478 |
| Brand Image | .755 | .143 | .434 | 5.296 | .000 |
| Service Quality | .402 | .068 | .484 | 5.907 | .000 |

The partial significance test (t-test) assessed whether independent variables partially affect the dependent variable. Based on the results in Table 2, the t-value for the brand image variable was 5.296, exceeding the t-table value (1.661), with $p < .001$. Therefore, a positive and significant relationship exists between brand image and brand trust, indicating that improved brand image corresponds to higher trust in Belift Lab.

Furthermore, results in Table 2 show that the t-value for the service quality variable was 5.907, exceeding the t-table value (1.661), with $p < .001$. Therefore, a positive and significant relationship exists between service quality and brand trust, indicating that improved service quality corresponds to higher trust in Belift Lab.

The second hypothesis test was the simultaneous significance test (F-test), with results presented in Table 3.

**Table 3**
*Simultaneous Significance Test Results (F Test)*

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Regression | 8320.563 | 2 | 4160.281 | 134.509 | .000[b] |
| Residual | 2876.427 | 93 | 30.929 | | |
| Total | 11196.990 | 95 | | | |

The simultaneous significance test (F-test) assessed whether independent variables simultaneously affect the dependent variable. Based on results in Table 3, the F-value was 134.509, exceeding the F-table value (3.09), with $p < .001$. Therefore, $H_0$ was rejected and $H_1$ was accepted, indicating a positive influence of brand image and service quality on Belift Lab's brand trust. Consequently, if Belift Lab seeks to enhance brand trust, both variables brand image and service quality require attention, as both have been demonstrated to influence trust.

The third hypothesis test was the coefficient of determination ($R^2$) test, with results presented in Table 4.

**Table 4**
*Test Results of the Coefficient of Determination / Square ($R^2$)*

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|
| .862[a] | .743 | .738 | 5.561 |

The coefficient of determination ($R^2$) test assessed the extent of independent variable influence on the dependent variable. Based on results in Table 4, the $R^2$ value was .743 (74.3%). This indicates that the brand image and service quality variables jointly exert a strong effect on Belift Lab's brand trust, accounting for 74.3% of the variance, while the remaining 25.7% is influenced by variables not examined in this study. These results reinforce the theory that brand image and service quality are key factors in building consumer trust in a brand.

The final hypothesis test was multiple linear regression, with results presented in Table 5.

**Table 5**

*Hypothesis Test: Multiple Linear Regression Results*

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | t | Sig. |
| (Constant) | 1.717 | 2.407 | | .713 | .478 |
| Brand Image | .755 | .143 | .434 | 5.296 | .000 |
| Service Quality | .402 | .068 | .484 | 5.907 | .000 |

Multiple linear regression demonstrates the extent of influence between two or more independent variables on a dependent variable. Based on the results in Table 5, the regression equation is: $Y = 1.717 + 0.755X_1 + 0.402X_2$, where $Y$ = dependent variable (brand trust); $X_1$ = independent variable 1 (brand image); $X_2$ = independent variable 2 (service quality). The equation indicates that: (1) a constant of 1.717 means that when brand image ($X_1$) and service quality ($X_2$) equal zero, brand trust ($Y$) equals 1.717; (2) the $X_1$ coefficient of 0.755 indicates that each one-point increase in brand image increases brand trust by 0.755; and (3) the $X_2$ coefficient of 0.402 indicates that each one-point increase in service quality increases brand trust by 0.402.

## Discussion

The first hypothesis test demonstrated a positive and significant influence of brand image on Belift Lab's brand trust. The partial significance test (t-test) yielded a t-value of 5.296 for the brand image variable, exceeding the t-table value (1.661), with $p < .001$. Therefore, $H_0$ was rejected and $H_1$ was accepted. Similarly, research by Indrawati and Panjaitan (2025), Ni et al. (2024), Sidharta et al. (2018), and Soerjanto and Nainggolan (2022) demonstrated t-calculated > t-table and significance values < .05. These studies concluded that a positive and significant influence exists between brand image and brand trust, indicating that improved brand image corresponds to higher brand trust. Lin and Ryan (as cited in Giantari et al., 2020, p. 56) reinforce these findings, stating that a positive and strong brand image can serve as psychological reliability in selecting a product or service, representing trust between the public and the company. Furthermore, research by Lombok and Samadi (2022) concluded that positive brand perception helps consumers trust the brand. These relevant research findings and theoretical studies support the present study's results that brand image influences brand trust: when brand image develops positively, the company establishes strong brand trust from the public.

The second hypothesis test demonstrated a positive and significant influence of service quality on Belift Lab's brand trust. The partial significance test (t-test) yielded a t-value of 5.907 for the service quality variable, exceeding the t-table value (1.661), with $p < .001$. Therefore, $H_0$ was rejected and $H_2$ was accepted. Similarly, research by Fajarini and Meria (2020), Ni et al. (2024), Soerjanto and Nainggolan (2022), Ula et al. (2022), and Wijaya et al. (2020) demonstrated t-calculated > t-table and significance values < .05. These studies concluded that a positive and significant influence exists between service quality and brand trust, indicating that improved service quality corresponds to higher brand trust. Fajarini and Meria (2020) reinforce these findings, stating that with good service quality, consumers feel satisfied and believe the company will meet expectations. Wijaya et al. (2020, p. 49) similarly state, "The better the quality of services provided by companies then consumers will be more confident in the company and the products are given." These relevant research findings and theoretical studies support the present study's results that

service quality influences brand trust: when service quality is good, the company establishes strong brand trust from its public.

The third hypothesis test demonstrated a positive and significant influence of brand image and service quality on Belift Lab's brand trust. The simultaneous significance test (F-test) yielded an F-value of 134.509, exceeding the F-table value (3.09), with $p < .001$. Therefore, $H_0$ was rejected and $H_3$ was accepted. Similarly, research by Ni et al. (2024) and Soerjanto and Nainggolan (2022) demonstrated F-calculated > F-table and significance values $< .05$. Based on the coefficient of determination ($R^2$) test, the $R^2$ value was .743 (74.3%). This indicates that brand image and service quality jointly affect Belift Lab's brand trust by 74.3%, while the remaining 25.7% is influenced by variables not examined in this study. Furthermore, the linear regression test yielded the equation $Y = 1.717 + 0.755X_1 + 0.402X_2$. This indicates that each one-point increase in brand image ($X_1$) increases brand trust (Y) by 0.755, and each one-point increase in service quality ($X_2$) increases brand trust (Y) by 0.402. This equation further strengthens the hypothesis that when brand image develops positively and service quality is satisfactory, both factors jointly increase brand trust.

## Conclusion

The results demonstrate that brand image and service quality affect brand trust. Strengthening branding constitutes an important marketing strategy that helps the public recognize comparative advantages of the products/services offered. Furthermore, when service quality is good, the public remembers it as a satisfying experience; when companies successfully implement both factors optimally, trust in the brand grows. This study examined a sample of only 96 individuals from the large population of Indonesian ENHYPEN fans. Therefore, future researchers should expand the population and sample to improve data generalization and representativeness.

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