CHAPTER V

DISCUSSION

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

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

test resulted two of four variable have no significant influence toward brand trust. Those variables are credible source and initialperception. Therefore H2 and H4 (credible source and initial perception) have no significant impact toward brand trust. However H1 and H3 (familiar brand and website interactivity) have significant impact toward brand trust due to CR value of 3,509 ($p = 0,001 < 0.05$) and CR value of 2,534 ($p = 0,011 < 0.05$) respectively.

The hypothesis that shows no significant effect on the results does not indicate the failure the research. It caused by the indicators used in the study are not in accordance with reality. With these results, it needs a further research to refine the conceptual model that has been proposed.