

The Influence of Product Knowledge, Product Involvement, and Self-Image Congruence on Longchamp Le Pliage Bags Brand Trust (A Study in Surabaya City)

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ABSTRACT

This research contributes to a deeper understanding of consumer behavior in the luxury goods market, providing valuable insights for businesses aiming to strengthen brand trust and expand their market presence of Longchamp Le Pliage bags in Surabaya City. Employing online questionnaires disseminated among Longchamp Le Pliage bag users in Surabaya, data was meticulously gathered from a sample comprising 144 respondents. Utilizing multiple linear regression analysis, the research unveils that product knowledge emerges as the paramount determinant of brand trust, closely followed by self-image congruence and product involvement. These findings underscore the critical importance of these variables in shaping consumer perceptions of the Longchamp brand. For enterprises aspiring to fortify consumer trust in their brands, accentuated emphasis on augmenting product knowledge, honing product development strategies, and nurturing self-image congruence emerges as imperative. Furthermore, exploring further factors influencing brand trust is suggested for future research endeavors, aiming to provide a more intricate understanding of consumer behavior within the luxury goods market landscape.

1. INTRODUCTION

Asia has emerged as a prominent region in the luxury goods retail sector, outpacing both Europe and America in sales and market influence. According to (Setiawati, 2023), the sales of personal luxury goods in Asia soared to an impressive 112 billion euros in 2021, contributing a significant 39% to the global sales. This remarkable growth can be attributed to the robust economic expansion witnessed in countries like Singapore, Thailand, Malaysia, and Indonesia. These nations have experienced a notable surge in their middle-class population and increased purchasing power, fueling the demand for luxury goods (Bradstreet, 2023). Consequently, they have become highly attractive markets for luxury brands seeking to expand their global presence. In particular, the fashion industry has emerged as a key driver of growth in these markets, playing a pivotal role in enhancing the status of these nations as developing economic powerhouses. Indonesia, in particular, has been identified as a hot market with stable growth potential, as highlighted by (Asprilia, 2021). This burgeoning market has become increasingly alluring for industry players, especially in the luxury goods sector. The dominance of foreign luxury brands such as Louis Vuitton, Chanel, and Longchamp in the branded handbag market exemplifies the evolving trends and consumer preferences in Indonesia.

At the heart of consumer behavior in the luxury goods market lies brand trust, a critical factor influenced by various determinants. The statement aligns with the viewpoint expressed by Mowen and Minor in (Prasetya & Azizah, 2022) stating that consumers' overall knowledge and conclusions regarding the objects, attributes, and benefits obtained are a matter of belief. As mentioned by (Arief, 2017), factors such as product knowledge, product involvement, and self-image congruence play pivotal roles in shaping consumer trust in luxury brands. According to (Underhill, 2014), consumers tend to gravitate towards products they are familiar with and understand, forming strong emotional and cognitive connections with these products. In the luxury goods market, possessing comprehensive product knowledge empowers consumers to make informed and confident purchase decisions. Moreover, emotional and cognitive engagement with the product further solidifies their trust in the brand. Equally significant is self-image congruence, wherein consumers seek products that align with their identity and self-image. This psychological aspect heavily influences consumer behavior and brand preferences in the luxury goods sector.

This research seeks to delve deeper into the impact of product knowledge, product involvement, and self-image congruence on brand trust among consumers of luxury handbags in Indonesia. By offering valuable insights for both academia and industry practitioners, this study aims to inform future research endeavors and guide companies in formulating effective business strategies to enhance consumer trust in their brands. Ultimately, the findings of this study are poised to contribute significantly to the broader discourse on consumer behavior in the luxury goods market and aid in the development of targeted marketing approaches to bolster brand trust and loyalty.

To achieve these objectives, this research will develop hypotheses based on existing theories and literature in consumer behavior and luxury brand management. Drawing on the Theory of Reasoned Action (TRA) and the Self-Image Congruence Theory, it is hypothesized that higher

levels of product knowledge, product involvement, and self-image congruence will positively influence brand trust among consumers of luxury handbags. A research model will be constructed to empirically test these hypotheses using quantitative methods, with data collected through surveys administered to luxury handbag consumers in Indonesia. Through rigorous analysis, this study aims to provide empirical evidence to support theoretical propositions and contribute to a deeper understanding of consumer behavior in the luxury goods market.

Effect of Product Knowledge on Brand Trust. Product knowledge encompasses all accurate information stored in consumers' memory, serving as a basis for their decision-making process (Deccasari et al., 2022). Consumers actively seek information regarding product features, including technical specifications and functionalities. According to (Prasetya & Azizah, 2022), consumers' overall understanding and conclusions about the object, its attributes, and the benefits it offers form a belief.

In several previous studies, it was found that there is a relationship between Product Knowledge and Brand Trust such as research conducted by, (Lo, 2019) which stated the same results, namely Product Knowledge has a positive effect on Brand Trust. Based on the description above, the following hypothesis can be formulated:

H1 : There is influence of Product Knowledge on Brand Trust

Effect of Product Involvement on Brand Trust. Lamb et al., in (Widanti & Alfansi, 2019), state that involvement refers to the amount of time and effort a buyer devotes to searching, evaluating, and engaging in consumer behavior processes. As involvement increases, consumers are more motivated to pay attention to, comprehend, and elaborate on purchase-related information. Therefore, high product involvement has a positive impact on brand trust because consumers deeply engaged with a product tend to conduct more thorough evaluations of the brand

In several previous studies, it was found that there is a relationship between Product Involvement and Brand Trust such as research conducted by, (Falsafani, 2020) which stated the same results, namely Product Involvement has a positive effect on Brand Trust. Based on the description above, the following hypothesis can be formulated:

H2 : There is influence of Product Involvement on Brand Trust

Effect of Self-Image Congruence on Brand Trust. Self-image congruence, where consumers tend to purchase goods and services that have an image or personality that aligns with their self-image (Nofianti, 2014). Brand trust is influenced by self-concept (self-image congruence). Based on the findings of Goh et al., in (Mayasari et al., 2022), self-concept has congruence with brand trust. This is also consistent with (Chen-Yu et al., 2016), where consumers feel initially attracted and hope that the product can express their needs to portray themselves, thus creating trust in a brand.

In several previous studies, it was found that there is a relationship between Self-image congruence and Brand Trust such as research conducted by (Rondonuwu, 2014) which stated the same results, namely Self-image congruence has a positive effect on Brand Trust. Based on

the description above, the following hypothesis can be formulated:

H3 : There is influence of Self-Image Congruence on Brand Trust

Effect of Product Knowledge, Product Involvement, and Self-Image Congruence on Brand Trust. One of the factors influencing brand trust is product knowledge, defined by Peter and Olson in (Deccasari et al., 2022) as encompassing various types of knowledge, meanings, and beliefs stored in consumers' memory. Product involvement, as defined by Japariato and Sugiharto in (Rahmaniah, 2019), refers to the intention or motivation that arises in response to specific stimuli or situations, focusing on appearance characteristics. Additionally, according to Delgado in (Falsafani, 2020), consumer trust emerges when they feel secure, reliable, and believe that the brand can meet their interests. Therefore, it can be concluded that factors such as product knowledge, product involvement, and consumer trust play important roles in shaping brand trust

.H4 : There is an influence of Product Knowledge, Product Involvement, and Self-Image Congruence on Brand Trust

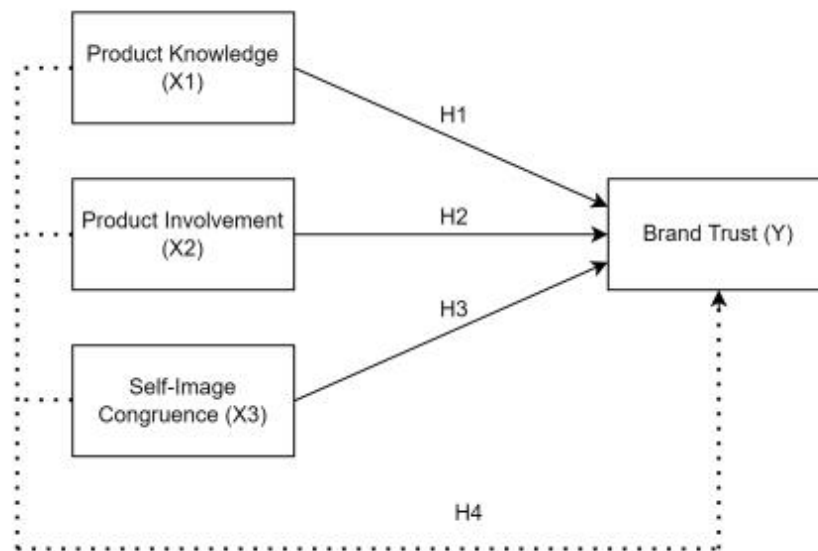


Figure 1. Conceptual Model

Source: Researcher, 2024

2. RESEARCH METHODS

The research focuses on examining the influence of product knowledge (X_1), product involvement (X_2), and self-image congruence (X_3) on brand trust (Y), specifically in the context of Longchamp Le Pliage bags. The objective is to understand how these variables interact to shape consumer perceptions of brand trust in this particular product category. To operationalize the variables, product knowledge is defined as the extent of information consumers possess about Longchamp Le Pliage bags, while product involvement refers to the level of interest and relevance individuals attach to these products in their lives. Self-image congruence measures the extent to which the brand aligns with consumers' self-concepts and desired social identities. Brand trust is conceptualized based on trust, reliability, honesty, and safety perceptions

associated with the brand. A sample size of 144 participants was used. The population under study comprises adult women aged 20 and above residing in Surabaya, Indonesia, with a strong inclination towards purchasing branded fashion products, particularly Longchamp Le Pliage bags. The sample size is determined using the Slovin formula due to the unknown population size of Longchamp Le Pliage bag users in Surabaya. Purposive sampling is employed to select participants based on specific characteristics, ensuring relevance to the research.

Data collection primarily involves the distribution of online questionnaires through Google Forms targeted at Longchamp Le Pliage bag users in Surabaya aged 20 and above. A five-point likert scale used in this research. Following the Likert scale format referenced in Suhartopo (2020), it comprises both positive and negative statements concerning an attitude object. There are five alternative answers provided. The respondent had to several statements that indicates their perception whether they "strongly agree" to "strongly disagree". Their assigned numerical responses indicate the extent of their agreement or disagreement. Secondary data from relevant sources such as websites, books, journals, theses, and articles are also utilized to supplement the primary data. Using quantitative techniques and SPSS 25, statistical analysis is conducted using multiple linear regression to explore the relationship between the independent variables (product knowledge, product involvement, and self-image congruence) and the dependent variable (brand trust). The analysis aims to assess both the individual and combined effects of these variables on brand trust. Validity testing employs the Product Moment Pearson formula, while reliability is assessed using Cronbach's Alpha. Normality assumptions are tested using the Kolmogorov-Smirnov test, while multicollinearity and heteroskedasticity are examined through correlation analysis, Scatterplot patterns, and Glejser tests.

The variables in this study are operationalized based on established concepts and measurement scales commonly used in consumer behavior and brand management literature. Product knowledge (X_1) is defined as the extent of information consumers possess about Longchamp Le Pliage bags. Product involvement (X_2) refers to the level of interest and relevance individuals attach to Longchamp Le Pliage bags in their lives. Self-image congruence (X_3) measures the extent to which the Longchamp brand aligns with consumers' self-concepts and desired social identities. Brand trust (Y) is conceptualized based on trust, reliability, honesty, and safety perceptions associated with the Longchamp brand.

3. RESULTS & DISCUSSION

Longchamp, a French luxury brand established in 1948, is renowned for its leather goods, including bags, luggage, shoes, and accessories. With a strong global presence spanning 80 countries and 1,500 retail outlets, Longchamp is recognized for iconic products like the Le Pliage handbag, known for its practical foldable design. Collaborations with top designers keep the brand current, maintaining its status as a symbol of timeless style. The respondent profile in this study provides a comprehensive overview of the demographic and socio-economic characteristics of the sampled individuals. This analysis considers four main dimensions: age, domicile, occupation, and income/allowance. The data offers a deeper understanding of the subjects of the study, bolstering the validity of findings and providing a strong basis for generalization. The survey was conducted on February 24th and data processing began on March 1st, resulting in a total of 144 respondents who completed the survey. The respondent

profile provides a comprehensive overview of demographic and socio-economic characteristics, including age, domicile, occupation, and income/allowance. This detailed analysis strengthens the validity of the findings and provides a solid foundation for generalization.

Table 1 presents the majority of respondents fall between the ages of 20 to 27, constituting 63.9% of the total sample, indicating a focus on a younger demographic susceptible to fashion and brand trends. Respondents are distributed across various regions in Surabaya, showing relatively even representation across different geographical backgrounds. In terms of occupation, most respondents are students (50.7%), while the variety in employment status offers a broad insight into respondents' diverse backgrounds and interests. Similarly, the analysis of income/allowance reveals variations in income levels reflecting diverse economic backgrounds among respondents. Overall, these demographic and socio-economic data provide crucial context for a deeper understanding of consumer behavior related to the studied product, aiding in interpreting research findings more effectively and offering valuable insights for practitioners and researchers in the field.

Table 1. Respondent Characteristics Based on Age

Age Group	Frequency (F)	Percentage (%)
20-27	92	63,9
28-33	34	23,6
> 34	18	12,5
Total	144	100

Source: Research Result (2024)

Validity Test. Validity testing is a crucial measure to assess the reliability of a questionnaire. In this study, validity testing was conducted using IBM SPSS Statistics 23 software with the following criteria: (a) if the R count is greater than the R table, then the statement is considered valid; (b) if the R count is less than the R table, then the statement is deemed invalid. The R table was determined with $df = N - 2 = 144 - 2 = 142$ at a significance level of 5%, yielding a value of 0.1637. Each variable underwent validity testing, including Product Knowledge (X1), Product Involvement (X2), Self-Image Congruence (X3), and Brand Trust (Y). These validity tests ensure the robustness and reliability of the questionnaire items, reinforcing the integrity of the subsequent analyses. Table 2 presents the results of the validity test for the Product Knowledge variable indicate that all statement items have obtained R count greater than the R table of 0.1637. Therefore, all statement items regarding Product Knowledge are considered valid. This demonstrates the reliability and validity of the questions related to Product Knowledge, ensuring the accuracy of the data collected for this variable. Based on Table 3, the validity test results for the Product Involvement variable indicate that all statement items have obtained R count greater than the R table of 0.1637. Therefore, all statement items regarding Product Involvement are considered valid. This ensures the reliability and validity of the questions related to Product Involvement, confirming the accuracy of the data collected for this variable. According to the findings in Table 4, the validity assessment of the Self-Image

Congruence variable reveals that each statement item has yielded R count surpassing the R table of 0.1637. Hence, all assertions concerning Self-Image Congruence are affirmed as valid. This underscores the dependability and accuracy of the questions regarding Self-Image Congruence, affirming the integrity and trustworthiness of the gathered data pertaining to this variable.

The analysis derived from Table 5 indicates that the validity test results for the Brand Trust variable exhibit R count exceeding the R table of 0.1637 for all statement items. Consequently, all statements pertaining to Brand Trust are deemed valid. This outcome underscores the reliability and robustness of the measurement instrument employed to assess Brand Trust, affirming the credibility and accuracy of the collected data concerning this variable.

Table 2. The Results of Product Knowledge Validity Testing (X_1)

Item Number	r_{count}	r_{table}	Quantification
X1.1	0.801	0.1637	Valid
X1.2	0.679	0.1637	Valid
X1.3	0.748	0.1637	Valid
X1.4	0.795	0.1637	Valid

Source: Research Result (2024)

Table 3. The Results of Product Involvement Validity Testing (X_2)

Item Number	r_{count}	r_{table}	Quantification
X2.1	0.726	0.1637	Valid
X2.2	0.682	0.1637	Valid
X2.3	0.703	0.1637	Valid
X2.4	0.602	0.1637	Valid

Source: Research Result (2024)

Table 4. The Results of Self-Image Congruence Validity Testing (X_3)

Item Number	r_{count}	r_{table}	Quantification
X3.1	0.718	0.1637	Valid
X3.2	0.760	0.1637	Valid
X3.3	0.792	0.1637	Valid
X3.4	0.766	0.1637	Valid

Source: Research Result (2024)

Table 5. The Results of Brand Trust Validity Testing (Y)

Item Number	r_{count}	r_{table}	Quantification
X4.1	0.738	0.1637	Valid
X4.2	0.835	0.1637	Valid
X4.3	0.807	0.1637	Valid
X4.4	0.734	0.1637	Valid

Source: Research Result (2024)

Reliability Test. Following the validation phase, the subsequent step involved evaluating the reliability of each variable instrument using Cronbach's Alpha formula, facilitated by IBM SPSS Statistics 23 software. Table 6 displays the outcomes of the reliability assessment, showcasing Cronbach's Alpha coefficients of 0.751 for Product Knowledge, 0.606 for Product Involvement, 0.755 for Self-Image Congruence, and 0.779 for Brand Trust. These findings indicate a commendable level of reliability, as all variables exhibit alpha values surpassing the threshold of 0.60, thereby meeting the established reliability criterion. Consequently, it can be inferred that all variables examined in this study possess a satisfactory degree of reliability.

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Quantification
Product Knowledge (X ₁)	0.751	Reliable
Product Involvement (X ₂)	0.606	Reliable
Self-Image Congruence (X ₃)	0.755	Reliable
Brand Trust (Y)	0.779	Reliable

Source: Research Result (2024)

Normality Test. The primary objective of the normality test, conducted via the One-Sample Kolmogorov-Smirnov Test, was to evaluate whether the residual variables within the regression model adhered to a normal distribution pattern. As delineated in Table 7, the findings indicated a departure from normal distribution, as evidenced by a significance level of 0.001, underscoring the presence of non-normality in the data. Consequently, remedial measures were deemed necessary, prompting the utilization of the Monte Carlo method to delve deeper into the normality assessment of residuals. The ensuing examination, as depicted in Table 8, unveiled a transformation, revealing a normalization of residual values subsequent to the application of the Monte Carlo test. Notably, the significance level experienced a notable increase from 0.001 to 0.081 post-Monte Carlo evaluation, thereby surpassing the conventional threshold of 0.05, indicative of a transition towards normal distribution characteristics.

Table 7. First Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		144
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	1,16085949
Most Extreme Differences	Absolute	0,105
	Positive	0,070
	Negative	-0,105
Test Statistic		0,105
Asymp. Sig. (2-tailed)		0,001 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction

Source: Research Result (2024)

Table 8. Second Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstand- ardized Re- sidual
N		144
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	1,16085949
Most Extreme Differences	Absolute	0,105
	Positive	0,070
	Negative	-0,105
Test Statistic		0,105
Asymp. Sig. (2-tailed)		0,001 ^c
Monte Carlo Sig. (2-tailed)	Sig.	0,81 ^d
	99% Confidence Interval	Lower Bound Upper Bound
		0,074 0,088

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction

d. Based on 1000 sampled tables with starting seed 899883525

Source: Research Result (2024)

Multicollinearity Test. The multicollinearity test aimed to determine whether there was correlation among the independent variables in the regression model. If the tolerance value exceeded 0.10 and the VIF (Variance Inflation Factor) was below 10, it could be inferred that multicollinearity was not present in the regression model. As depicted in Table 9, all independent variables exhibited tolerance values above 0.10 and VIF values below 10. Specifically, the Product Knowledge (X₁) variable had a tolerance value of 0.542 and a VIF of 1.846, Product Involvement (X₂) had a tolerance of 0.542 and a VIF of 1.407, while Self-Image Congruence (X₃) showed a tolerance of 0.542 and a VIF of 1.843. Thus, it can be concluded that there was no evidence of multicollinearity among the independent variables in this regression model.

Table 9. Multicollinearity Test Results

Independent Variable	Tolerance	VIF
Product Knowledge (X ₁)	0,542	1,846
Product Involvement (X ₂)	0,711	1,407
Self-Image Congruence (X ₃)	0,542	1,843

a. Dependent Variable: Brand Trust (Y)

Source: Research Result (2024)

Heteroskedasticity Test. The assessment of heteroskedasticity, a crucial aspect in regression analysis, is pivotal for determining the consistency of variance across observations within a regression model. Typically, heteroskedasticity testing involves scrutinizing scatterplot graphs, which visually depict the relationship between the independent and dependent variables. Figure 2 presents such a scatterplot graph, providing a visual representation of the regression model employed in this study. In an optimal scenario, a well-fitted regression model would

demonstrate homoskedasticity, where the variance among observations remains constant. However, the presence of heteroskedasticity can manifest as discernible patterns within the scatterplot graph, suggesting unequal variance across observations.

While graphical analysis offers valuable insights, its interpretive scope is limited, underscoring the importance of complementing it with robust statistical tests. One such test is the Glejser Test, which involves regressing absolute residual values against the independent variables. This statistical test offers a more rigorous examination of heteroskedasticity, providing quantitative evidence to support or refute its presence within the regression model. The results of the Glejser Test, as elaborated in Table 10, offer crucial insights into the variance patterns within the regression model. Specifically, the significance probability values associated with Product Knowledge (X1), Product Involvement (X2), and Self-Image Congruence (X3) are reported as 0.564, 0.135, and 0.377, respectively. Notably, all these probability values surpass the conventional threshold of 0.05, indicating a lack of statistical significance and thereby suggesting the absence of heteroskedasticity within the regression model under scrutiny.

This comprehensive analysis underscores the robustness of the regression model and provides assurance regarding the reliability of its results. By meticulously examining both graphical and statistical indicators, this study ensures a thorough evaluation of heteroskedasticity, enhancing the credibility and validity of its findings.

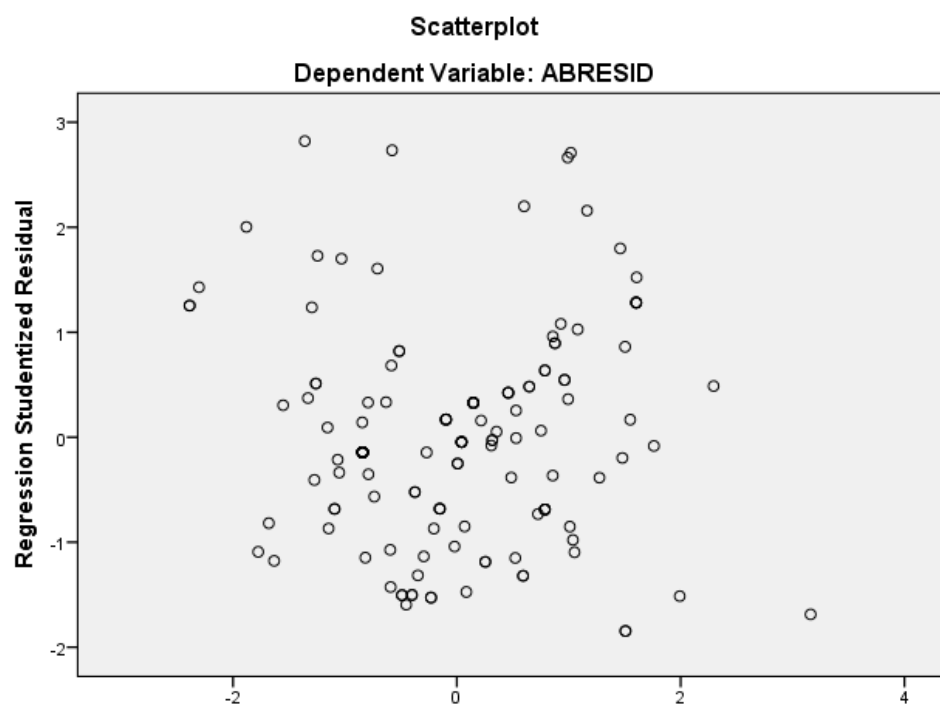


Figure 2. Scatterplot Graphic

Source: Research Result, 2024

Table 10. Heteroskedasticity Test Results

Variable	Sig	Quantification
Product Knowledge (X ₁)	0.564	Non-heteroskedasticity did not occur
Product Involvement (X ₂)	0.135	Non-heteroskedasticity did not occur
Self-Image Congruence (X ₃)	0.377	Non-heteroskedasticity did not occur

Source: Research Result (2024)

Multiple Linear Regression Analysis Test. The multiple linear regression analysis conducted in this study aimed to assess the impact of three independent variables—Product Knowledge (X₁), Product Involvement (X₂), and Self-Image Congruence (X₃)—on the dependent variable, Brand Trust (Y). The results of data processing using IBM SPSS Statistics 23 are summarized in Table 11. The derived multiple linear regression equation model is represented as follows:

$$Y = 2,997 + 0,468 X_1 + 0,075 X_2 + 0,369 X_3 \dots\dots\dots (1)$$

From this equation, several conclusions can be drawn. Firstly, the constant value of 2.997 indicates that when Product Knowledge (X₁), Product Involvement (X₂), and Self-Image Congruence (X₃) are held constant, the purchase decision (Y) value is 2.997. Secondly, Product Knowledge (X₁) has a regression coefficient of 0.468, implying that each unit increase in Product Knowledge (X₁) leads to a 0.468 increase in the purchase decision value. Thirdly, Product Involvement (X₂) has a regression coefficient of 0.075, suggesting that each unit increase in Product Involvement (X₂) results in a 0.075 increase in the purchase decision value. Lastly, Self-Image Congruence (X₃) exhibits a regression coefficient of 0.369, indicating that each unit increase in Self-Image Congruence (X₃) corresponds to a 0.369 increase in the purchase decision value.

Table 11. Multiple Linear Regression Analysis Results

Independent Variable	Unstandardized Coefficients	t _{count}	Sig.
Constant	2,997	2,129	0,035
Product Knowledge (X ₁)	0,468	5,611	0,000
Product Involvement (X ₂)	0,075	2,014	0,014
Self Image-Congruence (X ₃)	0,369	4,516	0,000

a. Dependent Variable: Brand Trust (Y)

Source: Research Result (2024)

Coefficient of Determination (R²). The coefficient of determination (R²) is utilized to measure the extent to which a model explains the variation in the dependent variable. The value of the coefficient of determination is determined by the adjusted R square. Based on Table 12, information regarding the overall influence of independent variables on the dependent variable can be obtained. This influence is symbolized by R (correlation). As seen in the model summary table, the value in the R column is 0.826, indicating that the influence of the Product Knowledge, Product Involvement, and Self-Image Congruence variables on Brand Trust is

82.6%. However, this value could be "contaminated" by various interfering values that might cause measurement errors.

Table 12. Output Model Summary

Model	R	R Square	Adjusted R Square
	0,826 ^a	0,778	0,762

Source: Research Result (2024)

Therefore, SPSS provides an alternative value for R Square as a comparison of its accuracy. It is observed that the R Square value is 0.778, indicating 77.8%. This value is smaller than the R value due to adjustments; however, it is noted that this value is not always smaller than R and can sometimes be larger. For a more accurate prediction of influence, one can also refer to the Adjusted R Square value, which is a more adjusted R Square value and is commonly the most accurate. The Adjusted R Square value is observed to be 0.762 or 76.2%, indicating the influence of independent variables on the dependent variable. The Adjusted R Square value is more suitable for understanding how independent variables explain the dependent variable, especially when researchers use more than two independent variables. This demonstrates that 76.2% of the variation in the Brand Trust variable (Y) can be explained by the independent variables, namely, Product Knowledge (X₁), Product Involvement (X₂), and Self-Image Congruence (X₃), while the remaining 23.8% is explained by other variables not utilized in this study.

Hypothesis Test. The t-test is employed to demonstrate the extent to which one independent variable individually influences the dependent variable, whether its influence is significant or not. This test is conducted by comparing the probability of the t-count (t-test) with the critical t-table at a significance level ($\alpha = 5\%$). The t-table is determined with degrees of freedom (df) = $144 - 3 - 1 = 140$, resulting in a value of 1.97705 at a 5% significance level. Based on the results of hypothesis testing presented in Table 13, the partial effects of independent variables on their dependent variables can be analyzed as follows:

a. The Influence of Product Knowledge on Brand Trust

Ho: Product Knowledge (X₁) has no significant influence on Brand Trust (Y)

Ha: Product Knowledge (X₁) has a significant influence on Brand Trust (Y)

The Product Knowledge variable (X₁) has a t-count of 5.611 and a t-table of 1.977. This indicates that the t-value is greater than the critical value, thus rejecting Ho and accepting Ha. Therefore, Product Knowledge has a positive and significant partial influence on Brand Trust.

b. The Influence of Product Involvement on Brand Trust

Ho: Product Involvement (X₂) has no significant influence on Brand Trust (Y)

Ha: Product Involvement (X₁) has a significant influence on Brand Trust (Y)

The Product Involvement variable (X₂) has a t-count of 2.014 and a critical t-table of 1.977.

This indicates that the t-count is greater than t-table, thus rejecting Ho and accepting Ha. Therefore, Product Involvement has a positive and significant partial influence on Brand Trust.

c. The Influence of Self-Image Congruence on Brand Trust

Ho: Self-Image Congruence (X₃) has no significant influence on Brand Trust (Y)

Ha: Self-Image Congruence (X₃) has a significant influence on Brand Trust (Y)

The Self-Image Congruence variable (X₃) has a t-count of 4.516 and a t-table of 1.977. This indicates that the t-count is greater than t-table, thus rejecting Ho and accepting Ha. Therefore, Self-Image Congruence has a positive and significant partial influence on Brand Trust.

Model Adequacy Test. The F-test, also known as the model adequacy test, is employed to assess whether the variables used in the study are appropriate. From Table 4.19, the calculated F-count of 52.076 exceeds the F-table of 2.67 (obtained from the F-table using degrees of freedom df₁ = k-1 or 4-1 = 3, and df₂ = n-k or 144-4 = 140 at a significance level of 5%). Additionally, the probability value is 0.00, indicating it is less than 0.05. Therefore, the regression model can be utilized to explain the influence of Product Knowledge, Product Involvement, and Self-Image Congruence on Brand Trust, or it can be said that these variables collectively (simultaneously) impact Brand Trust. Consequently, the model employed in this study is deemed appropriate.

Table 13. Model Adequacy Test

Model	Sum of Squares	df	Mean Square	F-count	Sig.
Regression	215,044	3	71,681	52.076	0,000 ^b
Residual	192,706	140	1,376		
Total	407,750	143			

a. Dependent Variable: Brand Trust (Y)

Source: Research Result (2024)

Discussion. This section provides an in-depth analysis of the research findings, which aimed to examine the impact of independent variables—Product Knowledge, Product Involvement, and Self-Image Congruence—on the dependent variable, Brand Trust, concerning Longchamp Le Pliage bags in Surabaya City. The study's focus on these variables aligns with the broader discourse in consumer behavior literature, which emphasizes the importance of these factors in shaping consumer perceptions and behaviors in the luxury goods market. The research builds upon previous studies, such as those cited in the introduction, which have also highlighted the significant influence of product knowledge, self-image congruence, and consumer involvement on brand trust. The study engaged a sample of 144 female respondents aged 20 years and above who had purchased Longchamp Le Pliage bags. A comprehensive demographic profile of the respondents was delineated based on parameters such as age, residence, occupation, and monthly income, revealing that the majority were women aged 20-34, residing primarily in East Surabaya, with student status, and monthly incomes ranging between Rp. 3,000,000 - Rp. 5,000,000.

The simultaneous analysis (F-test) underscores a significant positive influence of Product Knowledge, Product Involvement, and Self-Image Congruence on Brand Trust, indicating a collective impact of these variables on consumer trust in the Longchamp Le Pliage brand. Furthermore, the multiple linear regression analysis indicates that Product Knowledge exerts

the greatest influence on Brand Trust, followed by Self-Image Congruence and Product Involvement, emphasizing the pivotal role of product knowledge in fostering consumer trust. The alignment between consumer self-image and brand image is also highlighted as a significant factor in influencing Brand Trust. These assertions find support in hypothesis testing (T-test), affirming the individual significant influence of each independent variable on Brand Trust.

The study's findings resonate with established consumer theories emphasizing the significance of product knowledge, self-image congruence, and consumer involvement in shaping brand perceptions. Moreover, the positive relationship between the variables under scrutiny and Brand Trust corroborates previous research, underlining the robustness of the study's conclusions. In addition to the quantitative analysis, the study delved into qualitative insights garnered from in-depth interviews with a subset of respondents. These interviews provided rich contextual understanding and nuanced perspectives regarding the factors influencing Brand Trust. Themes such as brand loyalty, perceived quality, and emotional resonance emerged as key determinants of Brand Trust, shedding light on the multifaceted nature of consumer-brand relationships. Participants articulated how their deep-seated familiarity with Longchamp Le Pliage bags, coupled with positive past experiences, instilled a sense of loyalty and confidence in the brand's offerings. Moreover, the brand's reputation for quality craftsmanship and timeless design elements resonated strongly with respondents, further solidifying their trust in the brand.

Furthermore, the qualitative findings unveiled the pivotal role of emotional connections in fostering Brand Trust. Many respondents expressed how owning a Longchamp Le Pliage bag enhanced their sense of identity and self-expression, aligning with their aspirational lifestyle and fashion preferences. This emotional resonance, coupled with the brand's consistent delivery of value and relevance, engendered a deep-seated trust and affinity among consumers. Overall, the qualitative insights complemented the quantitative analysis, providing a holistic understanding of the intricate dynamics underpinning Brand Trust for Longchamp Le Pliage bags in Surabaya City. These findings offer invaluable implications for companies seeking to cultivate enduring relationships with consumers and strengthen their brand equity in competitive market landscapes. Ultimately, the research underscores the substantial influence of Product Knowledge, Product Involvement, and Self-Image Congruence in shaping Brand Trust for Longchamp Le Pliage bags in Surabaya City, offering valuable insights for companies to devise more effective marketing strategies aimed at bolstering consumer trust in their brands.

Previous studies by (Limartha & Erdiansyah, 2019), (Hernanta, 2017), and (Nadhifah & Batu, 2021) have shed light on the influential factors shaping consumer perceptions and behaviors in the luxury goods market. According to (Limartha & Erdiansyah, 2019), highlights the significance of consumers' overall knowledge and conclusions regarding products, attributes, and benefits, emphasizing the role of belief formation. (Hernanta, 2017) In scenarios where consumers are highly engaged, they prioritize personal, experimental, and symbolic benefits over simply maximizing product functionality, unlike in situations where they are less

involved.. Furthermore, (Nadhifah & Batu, 2021) there exists alignment between the consumer's perception and the product's image, thus leading buyers to place trust in the product.

Building upon these foundational studies, the current research contributes by empirically validating these theoretical constructs in the context of luxury handbags in Surabaya City. The findings corroborate the hypotheses derived from the theories, providing concrete evidence of the positive relationship between

Product Knowledge, Product Involvement, and Self-Image Congruence with Brand Trust. Specifically, the study reveals that Product Knowledge emerges as the strongest predictor of Brand Trust, followed by Self-Image Congruence and Product Involvement. This synthesis of theoretical frameworks with empirical evidence enhances our understanding of consumer behavior in the luxury goods market and provides actionable insights for industry practitioners.

4. CONCLUSION & SUGGESTION

Conclusion. The study findings support the hypotheses posited regarding the significant impact of Product Knowledge, Product Involvement, and Self-Image Congruence on Brand Trust among consumers of Longchamp Le Pliage bags. The results indicate that these variables collectively contribute to Brand Trust, confirming the theoretical framework underlying the research. Specifically, Product Knowledge emerges as the strongest predictor of Brand Trust, followed by Self-Image Congruence and Product Involvement. These findings highlight the importance of these factors in shaping consumer perceptions and attitudes towards the Longchamp brand, providing valuable insights for brand management strategies and marketing initiatives.

Suggestion. Based on the conclusions drawn from the study, it is suggested that companies in the luxury goods sector, particularly those dealing with handbags like Longchamp Le Pliage, prioritize efforts to enhance Product Knowledge, Product Involvement, and Self-Image Congruence among consumers. Strategies could include providing comprehensive information about products, engaging consumers in meaningful ways to increase their involvement with the brand, and aligning brand image with consumer self-perception. Additionally, given the significant explanatory power of the variables examined in this study, future research could explore other factors that may influence Brand Trust in the luxury goods market, thereby contributing to a more comprehensive understanding of consumer behavior and informing targeted marketing approaches.

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