

EFFECTS OF DEPENDABILITY, HONEST, COMPETENCE, BRAND CHARACTERISTICS, COMPANY CHARACTERISTICS, AND CHARACTERISTICS OF CONSUMER AND BRAND RELATION ON KENDARI POS NEWSPAPER READER TRUST

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Abstract–The Effect of Dependability, Honesty, Competence, Brand Characteristics, Company Characteristics and Characteristic of Consumer-Brand Relationship on Kendari Post Readers ' Trust.

This study aimed to analyze and find out the effect of dependability, Honesty, Competence, Brand Characteristics, Company Characteristics and characteristic of Consumer-Brand Relationship on KendariPost Readers ' Trust. Data were obtained from respondents which were Kendari Post readers.

Result of the study showed that dependability ,competence, brand characteristics,company characteristics andcharacteristicsof consumer-brand relationship had a significant effect on KendariPost readers' trust, whereas honesty did not have any signifkaint effect on the readers, either partially or simultaneously. Result of analysis also showed that among these variables (dependability, honesty, competence, brand characteristics,company characteristics and characteristicsof consumer-brand relationship), the variable of brand characteristics was the most dominate factor that influence the trust of Kendari Post readers.

Index Term- Dependability, Honesty, Competence, Brand Characteristics, Company Characteristics and Characteristic of Consumer Brand Relationship

1 INTRODUCTION

Nowadays, current technology development provides broad effects for public; both positive and negative effects. Technology development is also seen as a demand to obtain appropriate information in an immediate manner as well as fulfilment of effective and efficient qualified interaction. Furthermore in term of information and news delivery and freedom of the press, so the community can easily obtain and look for information they need; both from printed and electronics media. The community can also participate or be a source of news, since currently the country also guarantees community freedom in fulfilment of public basic need for freedom of delivering ideas, both literally or writing, as well as freedom to obtain information (Article 20 Constitution of 1945)

Newspaper has broad effects in mass communication because of its broad effects on its readers. According to Jay Black and Frederick C Whitney in Yuli Setiowati (2006) mass com-

munication is a process of producing message in a massive manner or not, then it is spread to broad message receivers. And according to Joseph R. Dominick in Yuli Setiowati (2006) mass communication is a process in which a complex organization assisted with one machine or more producing and delivering message to large, heterogeneous and spread community.

Leonard J.F. Kbarek and Andarias Patiran (2008) stated reasons as consumer consideration in choosing newspaper related with content of news delivered by relevant newspapers. There are some important issues related to the content of news, namely news accuracy, news actualization, responsibility and sensationalism by still giving attention to straightforward and understandable delivery by all groups (even by ordinary people).

Also, distribution price and place are also consumer consideration in which price can influence consumers on decision

making to buy a product by various reasons; one of which is economical reason showing that low price or competitive price is one of the important stimulator to improve marketing performance, but psychological reason can determine that price is even quality indicator and it is then designed as one of the sale instruments and also determinant competition instruments Ferdinan, A (2000) in Leonard J.F. Kbarek and Andarias Patiran (2008).

Meanwhile, distribution place is seen as a series of marketing activities with a purpose that on sale goods or services must be immediately distributed so that it can meet consumer needs which ultimately improves business growth. Distribution place includes reachable locations by consumers. Newspaper companies should consider these three reasons, and PT. Media Kita Sejahtera company has applied all these three. This can be seen since Kendari Pos newspaper is one of the newspapers with considerable interested person compared with other newspaper companies.

Trust former dimension according to Swan and Nolan in Kennedy *et al* (2002:75) is *dependability* namely realization of company promises to consumers; *honest* is a honest attached to company personnel in giving information; *competence* is competitive excellence of similar companies in the form of benefits obtained by consumers; *likable* is enjoyable company personnel and *salesperson* characteristics for consumers. Meanwhile, trust dimension according to Lau and Lee (1999:154) is brand characteristics in which the brand is feasible and predictable brand, namely there is nothing not expectable when using the brand, company characteristics include company reputation, and consumer-brand relation characteristics is a relation in which each group provides mutual effects to relation with other groups.

Customer trust in a brand or company is defined as customer trust in company or brand because customer is sure that the company / brand has ability to deliver excessive value than their expectations. Reader trust is formed through benefits of value for news accuracy, news actualization, responsibility and sensationalism while still paying attention to straightforward and understandable delivery of all groups. Where the news accuracy is news delivery accuracy about events in the community to the public, news actualization is the speed of submitting reports about events in the community to the public, responsible is accountable delivery of news, and sensational is about delivery of news with high appeal.

But building readers' trust has been done by PT. Media Kita Sejahtera since its establishment. As a company engaging in printed media (newspapers) it seeks to provide information to the public and certainly to earn profits, then PT. Kita Sejahtera Media strives to create customer satisfaction so that they remain loyal to the company amid intense competition. Kendari Pos newspaper is printed media certainly written or printed according to consumer tastes so that customers will feel loss of information if they do not read Kendari Post newspaper every day.

Based on the description above, then the author conducts a research further on any factors forming reader trust entitle "Effects of Dependability, Honest, Competence, Brand Char-

acteristics, Company Characteristics, and Consumer-Brand Relation Characteristics on Kendari Pos Newspaper Reader Trust..

2 RESEARCH METHOD

Objects of this research are Kendari Post newspaper readers in Kendari City who have repeatedly read Kendari Pos newspaper which meet these study sample criteria. Sampling technique is by using accidental sampling technique, which is anyone, anytime, and anywhere that is accidentally encountered by the researcher can be used as a sample if it is seen that the person can be considered as suitable source of data, Sugiono (1996). Regarding number of samples, it is based on the opinion by Roscoe (1975) in Permana (2008) that sample size > 30 and <500 has been sufficient to be used in a study. In multivariate studies (including multivariate regression analysis) the sample size must be several times greater (10 times) than the number of analyzed variables. Therefore, by referring to Roscoe's opinion, the number of samples in this study is 70 people.

According to Lau and Lee, readers' trust is formed through 3 (three) dimensions, namely: brand characteristics, company characteristics, and brand-consumer relation characteristics. To answer the problems in this study, it is necessary to analyze using multiple linear regression analysis to determine the effect of dependability, honesty, brand competence characteristics, company characteristics, and brand-consumer relation characteristics on Kendari Pos newspaper readers' trust in Kendari City, which will be one of the recommendations for the company. Schematically, this conceptual framework can be described as follows:

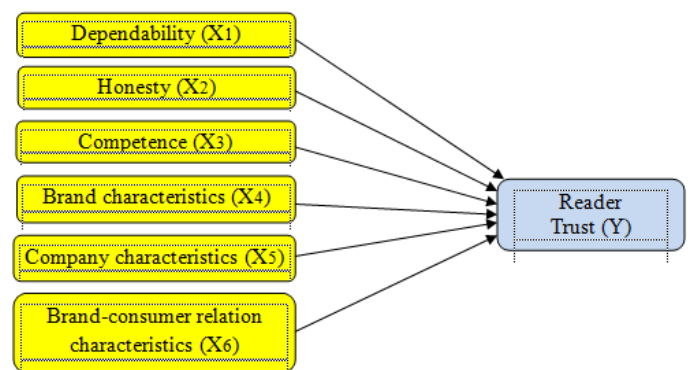


Figure 1. Inter-variable study relation

3 RESEARCH HYPOTHESES

Based on the conceptual framework above, then it can propose the following hypotheses:

- H1: Dependability influence positively and significantly on Kendari Pos newspaper readers' trust in Kendari city.
- H2: Honest influence positively and significantly on Kendari Pos newspaper readers' trust in Kendari city.

- H3: Competence influence positively and significantly on Kendari Pos newspaper readers' trust in Kendari city.
- H4: Brand characteristics influence positively and significantly on Kendari Pos newspaper readers' trust in Kendari city.
- H5: Company characteristics influence positively and significantly on Kendari Pos newspaper readers' trust in Kendari city.
- H6: Brand-consumer relation characteristics influence positively and significantly on Kendari Pos newspaper readers' trust in Kendari city.

4 RESULTS AND DISCUSSION

In accordance with the research objectives, namely to test the effect of dependability, Honest, Competence, Brand Characteristics, Company Characteristics, and Brand-Consumer Relation Characteristics on Kendari Post newspaper readers' trust, the authors will conduct quantitative analysis relevant to the study objectives. The hypotheses are tested using multiple linear regression analysis and all data processing using IBM SPSS Statistics 21 software. Results of multiple linear regression analysis examining the effect of independent variables consisting of Dependability (X1), Honest (X2), Competence (X3), Brand Characteristics (X4), Company Characteristics (X5), and Brand-Consumer Relation Characteristics (X6) on Kendari Post newspaper readers' trust (Y) are presented in Table 1 as follow:

Table 1. Recapitulation of Multiple Regression Analysis Results

Dependent Variables	Regression Coefficient t (b)	t Significant	Information
Dependability (X ₁)	0,469	0,000	Significant
Honest (X ₂)	0,233	0,082	Insignificant
Competence (X ₃)	0,413	0,046	Significant
Brand characteristics (X ₄)	0,643	0,002	Significant
Company characteristics (X ₅)	0,235	0,038	Significant
Brand-consumer relation characteristics (X ₆)	0,451	0,007	Significant
Constant (a)	= 0,987 (Sign = 0,014)		
R	= 0,878		
R Square (R ²)	= 0,871		
F _{sign}	= 0,000		

4.1 Simultaneous Effects

Based on results of data processing, statistically, F_{sign} value is 0,000. This result shows that Dependability (X1), Honest (X2), Competence (X3), Brand characteristics (X4), company characteristics (X5), and brand-consumer relation characteristics (X6) influence positively and significantly on Kendari Pos newspaper readers' trust.

4.2 Effects of Dependability on Readers' Trust

Dependability is one of several factors that can influence on readers' trust. The most important element in dependability is trust. Swan and Nolan in Kennedy et al (2001) stated that customer trust can be measured through four dimensions and one of them is dependability, namely customers rely on their

hopes and beliefs on the promises delivered by the company through advertising messages and personal selling to customers. Higher customer dependability of expectations for the company for obtaining expected value means customer trusts in the company.

Likewise, higher customer dependability of expectations on salesperson's expectations for realization of company's promise means customer trusts in salesperson. Furthermore Yousafzai et al. (2003: 117) stated that building trust in long-term relationships with customers is an important factor to create customer loyalty. There will be a business transaction between two or more parties if each trusts one another. Based on the study results, it is found that Kendari Pos newspaper readers who are examined, in general respondents' perception of dependability is in a positive area with an average score of 4.18 and this is stated to be high, meaning that expectations of the Kendari Post customers on the promises delivered by Kendari Post can satisfy the readers. This also shows that delivery of Kendari Pos newspaper information to the public until now can still be trusted. Respondent response also provides an overview of employees and trust in Kendari Pos promises in accordance with Kendari Pos' vision and mission in presenting news and information to its readers. So that it is expected to have positive effects and increase readers' trust.

The research results are in line with a research by Afzal (2010) entitled "Consumer's Trust in the Brand: Can it Be Built through Brand Reputation, Brand Competence and Brand Predictability", and a research by Tiara Khoerunisa, (2014), entitled Relation of Brand Characteristics, Company Characteristics, Brand-Consumer Relation Characteristics, Brand Trust and Brand Loyalty on LG Handpone. Kendari Pos newspaper party provides trust in the form of delivery of correct and actualized information and news.

4.3 Effects of Honest on Readers' Trust

Honest will be the most important issue particularly in increasingly tense competition and limited demand development. In other words, honesty influences on company competition and company ability to influence consumers. Swan and Nolan in Kennedy et al (2001) stated that customer trust can be measured through four dimensions and one of them is honesty in the context of company is honesty inherent in company personnel in providing information and services needed by customers.

Honesty by company personnel in managing and providing information needed by customers is one of the important indicators to create customers trust in the company. Based on Table 5.6, it can be seen that out of 70 respondents surveyed in general the respondents' perceptions of the honest dimension are in a positive area with an average score of 4.21 and this is stated to be high. This means that Kendari Pos newspaper information presentation is done honestly and correctly. Better honest variable or by increasing honesty inherent in company's personnel in providing information and services needed by customers will lead to more effective company's objectives in creating Kendari Pos newspapers readers' trust

This result research is not in line with a research by SB.

Handayani dan Ida Martini, (2015) entitled Analysis on Factors Forming Brand on Indomart Consumer Loyalty (A Case Study in Semarang City). This research purpose is to analyze Brand Trust factors consisting of Brand Characteristic Honesty, Company Characteristics and Brand-Consumer Characteristic Conformity on Indomart Consumer Loyalty in Semarang City. For this study, honesty is not an important issue for Kendari Pos newspaper in delivery of correct and appropriate information.

4.4 Effects of Competence on Readers' Trust

Competence is company superiority compared to rival companies. This can be seen from benefits achieved by the customer. Competence is measured by indicators: emotional benefits and functional benefits. As stated by Swan and Nolan in Kennedy et al (2001) that competence is company competence and salesperson competence. Company competency is the company's competitive advantage compared to rival companies, while salesperson's competence is the competency inherent in the salesperson as an intermediary and company representative in making contact with customers. Customers trust in the company because it has competencies in the form of benefits achieved by customers. Customer trust in its product or brand after the customer assesses that the product / service or brand is capable of providing emotional benefits or values and functional values that are well-adjusted to or exceed expectations. Based on the study results, it can be seen that out of 70 respondents surveyed, in general the respondents' perception of competence is in a positive area with an average score of 4.24 and this is stated as high. Namely, competence is a variable that can indicate or characterize latent variables forming the readers' trust in the Kendari Pos newspaper.

Then, it can be concluded that better competence will improve competitive excellence of Kendari Pos newspaper, then company objectives can be more effective to create Kendari Pos newspaper readers' trust namely by giving emotional benefits and functional benefits through combination of attractive colors and information obtained by Kendari Pos Newspaper readers.

4.5 Effects of Brand Characteristics on Readers' Trust

Brand characteristics are indicators playing a vital role in determining whether a customer decides to trust a brand. Brand characteristics are measured by indicators: brand reputation and brand competence. This is in line with the theory putting forward by Lau and Lee stating that reader trust is formed by brand characteristics playing a vital role in determining whether the customer decides to trust a brand. Based on interpersonal trust research, trusted individuals are based on reputation, predictability, and competence of the individuals. In the context of customer-brand relations, customer trust is built based on brand reputation, brand predictability, and brand competency.

Based on the study results, it can be seen that out of 70 studied respondents in general, the respondents' perceptions of news characteristic dimensions are in a positive area with

an average score of 4.19 and this is stated to be good. It means that news characteristics presented by Kendari Pos newspaper have a good reputation and benefits for the Kendari Pos newspaper readers. Better brand characteristics variable will increase Kendari Post newspaper readers' trust in Kendari Newspaper brand, so that the company's objectives will be more effective in creating Kendari Post newspaper readers' trust, namely by showing a good reputation for Kendari Pos newspaper readers by presenting news actual and acceptable to the reader.

Lau and Lee (1999) stated that brand characteristics play a vital role in determining whether a customer decides to trust a brand since brand is an important factor in market; it serves as communicator between consumers and company as well as an indicator of forming consumer loyalty development. In addition, brand built by company in consumer memory will help the consumers to organize their knowledge which then help them in brand decision making (Keller; 1993).

4.6 Effects of Company Characteristics on Readers' Trust

Company characteristics are variables that can influence on customer trust level in a brand. Consumer knowledge of a company is likely to influence its assessment on the company's brand. Company characteristics are measured by indicators: company reputation and customer trust in the company.

Company characteristics giving effects on customer trust in a brand are customer trust in the company, company reputation, desired customer motivation, and perceived corporate integrity.

Company characteristics include: a) Customer trust in the company. In the case of company and its brand, company is the largest entity and its brand is the smallest entity of the largest entity. So that customers who believe in the company may trust in the brand. b) Company reputation; when customers perceive other people's opinions that the company is perceived to be fair and honest, customers will feel safer in acquiring and using the company's brand. c) Company perceived motives; In the context of brands, when customers perceive a company as worthy of trust and act in accordance with their interests, the customer will trust in the company's brand. d) company integrity; Company integrity is the customer's perception that is attached to a set of acceptable principles. Companies with high integrity depend on consistency of past actions, accurate communication regarding the company from other groups, the belief that the company has strong sense of justice, and its actions in accordance with its promises. If the company is perceived to have integrity, then it is likely that the company's brand will be trusted by the customer. Based on the study results, it can be seen that out of 70 studied respondents in general, respondents' perceptions of company characteristics are in a positive area with an average score of 4.35 and this is stated to be good. This means that the Kendari Pos company has a high reputation and integrity in the view of society.

Thus, it can be interpreted that better company characteristics variable will increase Kendari Pos newspaper readers' trust in Kendari newspaper company, so that the

company's objectives will be more effective in creating Kendari Pos newspaper readers' trust namely by showing good information management for Kendari Pos newspaper readers so there is no customer complaint about the presented information.

This study results are in line with a research conducted by Achmad Fauzi, (2016) entitled Effect of Brand Characteristics, Company Characteristics and Customer-Brand Characteristics on Brand Loyalty (Study on Advan Android Smartphone Users in Purworejo); a research conducted by SB. Handayani and Ida Martini, (2015) entitled Analysis of Brand Trust Factors on Indomart Customer Loyalty (A Case Study in Semarang City), and a research conducted by Tiara Khoerunisa, (2014) entitled Analysis of Relationship between Brand Characteristics, Company Characteristics, Customer-Brand Relation Characteristics, Brand Trust, and Brand Loyalty on LG Mobile Phones. In this study, the company's trust is seen from good reputation of Kendari Pos newspaper, accountable and integrity management of information.

4.7 Effects of Consumer-Brand Relation Characteristics on Readers' Trust

Characteristic of consumer-brand relation is not one-direction relationship, each group influences on each other in relations with other groups. Characteristics of consumer-brand relation are measured by indicators: customer preferences for the brands, similarities between customer self-concepts and brand image, customer experience with brands, and support from other consumers.

Lau and Lee (2009) stated that characteristics of consumer-brand relation are not one-direction relationship; each group influences on each other in relations with other groups. So, consumer-brand relation characteristics can influence on customer trust in the brand. Consumer-brand relation characteristics include similarities between customer self-concepts and brand image, customer preferences for brands, customer experience, customer satisfaction, and support from colleagues.

Consumer-brand relation characteristics include: a) similarity between consumer self-concept and brand personality. b) Customer preferences for the brand (liking the brand). c) Customer experience with brands. d) Customer satisfaction with brands. And e) Support from other consumers (peer support). Based on Table 5.10, it can be seen that out of 70 studied respondents, in general the respondents' perceptions of consumer-brand relation characteristic dimension are in a positive area with an average score of 4.3 and this is stated to be high. This means that newspaper readers expect that Kendari Pos newspapers can be better in the future.

Thus, it can be interpreted that better consumer-brand relationship characteristics variable will increase Kendari Pos newspaper readers' trust in the Kendari newspaper company, so that the company's objective will be more effective in creating Kendari Post newspaper readers' trust, by providing complete information, more developing, so that it will have positive influences on one group that will have

influences on other groups in the community.

In line with that, Fournier (1998) stated that the way consumers perceiving brands is an important key in long-term consumer-brand relations. Product features, benefits, and values will be stored and remembered in consumer memory represented by the brand. Then, the brand will become an object of building trust and consumer loyalty so that marketers can use the brand as a medium to establish emotional bonds in the form of strong consumer trust and loyalty.

By looking at the coefficient of determination and based on the study and research results, it is necessary for future research to add information technology and relationship marketing variables as independent variables. Addition of these variables is because in the world of information, the success of a newspaper (publishing) is largely determined by the progress of information technology used and newspaper company ability in building relationships with consumers.

5 CONCLUSION

Based on analysis and discussion results as presented in previous chapters, then the conclusion is as follow:

1. Dependability partially influences significantly on Kendari Pos newspaper readers' trust. It means that high Dependability of Kendari Pos newspaper readers will lead to increasing newspaper readers' trust.
2. Honest partially influences insignificantly on Kendari Pos newspaper readers' trust. It means that lower honesty of Kendari Pos newspaper readers will lead to decreasing newspaper readers' trust
3. Competence partially influences significantly on Kendari Pos newspaper readers' trust. It means that high competence of Kendari Pos newspaper readers will lead to increasing newspaper readers' trust
4. Brand Characteristics partially influence significantly on Kendari Pos newspaper readers' trust. It means that high Brand Characteristics of Kendari Pos newspaper readers will lead to increasing newspaper readers' trust
5. Company Characteristics partially influence significantly on Kendari Pos newspaper readers' trust. It means that high Company Characteristics of Kendari Pos newspaper readers will lead to increasing newspaper readers' trust
6. Consumer-Brand Relation Characteristics partially influence significantly on Kendari Pos newspaper readers' trust. It means that high Consumer-Brand Relation Characteristics of Kendari Pos newspaper readers will lead to increasing newspaper readers' trust

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