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Loyalty Model of Rupiah Usage on the Indonesia-Malaysia Border, Nunukan Regency, North Kalimantan Province

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Abstract. *This study aims to analyze the role of Brand Trust in moderating the influence of Brand Image and Brand Awareness on Brand Loyalty Usage of Rupiah. The population in this study were the people on the Indonesia-Malaysia border in Sebatik sub-district, Nunukan district, North Kalimantan province. The sampling technique used accidental sampling, namely the people of Nunukan district who work as farmers, entrepreneurs, traders and other economic drivers with an age limit ranging from 20-60 years based on coincidence. The statistical analysis used descriptive analysis with Smart PLS software. The results of the analysis showed that Brand Awareness had an effect on Brand Loyalty Usage of Rupiah. While Brand Image had no effect on Brand Loyalty Usage of Rupiah. After entering Brand Trust as a moderating variable, the results showed that Brand Trust strengthened the influence of Brand Awareness on Brand Loyalty Usage of Rupiah. However, Brand Trust was unable to strengthen Brand Image on Brand Loyalty Usage of Rupiah.*

Keywords: *Awareness; Brand; Image; Trust; Loyalty.*

1. Introduction

Bank Indonesia's survey on the behavior of the Nunukan Regency community towards Rupiah money shows that many people have not treated Rupiah money well, such as scribbling, squeezing, wetting, making holes, and folding it. As a result, the rate of destruction of money is quite high every year. Money circulating in the community also becomes worn out more quickly so that its circulation age becomes shorter. For this reason, Bank Indonesia is conducting socialization of Love Proudly Understanding (CBP) Rupiah and a survey so that the community can treat Rupiah money well. However, currently the survey results tend to be quite good.

Table 1. 1

Table of Results of the CBP Rupiah Survey in Nunukan Regency

Dimensions	**Year 2022**		**Year 2023**	
	Mark	Information	Mark	Information
Love	71.69	Pretty good	72.12	Pretty good

Proud	76.01	Good	73.64	Pretty good
Understand	68.11	Pretty good	70.43	Pretty good

Source: Bank Indonesia North Kalimantan

The survey also showed that many people still do not understand the characteristics of authentic Rupiah currency properly, especially understanding the security elements of Rupiah currency, including images of heroes, culture and natural resources of Indonesia, and security elements of printing techniques on Rupiah currency.

The use of Rupiah for every transaction throughout the territory of the Republic of Indonesia is also a mandate of the Law as well as an implementation of obligations that support the sovereignty of the Republic of Indonesia. This means that everyone, both Indonesian citizens and foreign citizens, are required to use Rupiah for every transaction throughout the territory of the Republic of Indonesia, cash or non-cash, even to the outermost, most remote, and most isolated areas. Nunukan Regency is an area that covers this. There are several areas in Nunukan Regency that directly border Malaysia, one of which is Sebatik District.

Based on a case study conducted by Ardi, Muhammad Kamil Jafar N, and Sofyan Tubagus (2022), the results of the value concept were obtained in comparing the ringgit and rupiah currencies on the Indonesia-Malaysia border in Sebatik District. There are five values of views found, namely:

1. History Aspect
2. Ease of Access Aspect
3. Commodity Aspect
4. Practicality/simplicity
5. Security Aspects.

Historical factors are also a strengthening reason why the ringgit is more in demand, the historical reason is that basically from the beginning of the formation of Sebatik Island, the currency used in transactions to fulfill life's needs, and trade, was the Malaysian ringgit currency. Environmental factors that also play a role in strengthening the value of the ringgit are more in demand by the people of Sebatik Island than the rupiah because the environment supports the community to easily get ringgit currency. For example, from all the work activities of the community in the form of their plantation and agricultural products, the commodities are sent to Tawau to be sold. From this practice, the community gets ringgit as payment for the commodities they bring. In addition, for people who work as commodity porters, they are also paid using ringgit.

The easy access to obtain Malaysian-made products makes the people of Sebatik Island prefer to consume Malaysian products, these Malaysian-made products can be easily obtained, because many sellers provide products originating from the neighboring country. The goods available range from basic necessities, kitchen spices, to electronic goods. The large number of Malaysian goods circulating on Sebatik Island makes the local people much more familiar

with Malaysian products than Indonesian products themselves. This is also done by the community by considering the price, quality, and easy access for the community to reach, of course by using the ringgit currency in transactions.

The easy mention of the value of the ringgit is also one of the factors of choice for local islanders to use the ringgit in transactions. This is an example of the mention of the value of one ringgit being lighter than the mention of one thousand rupiah which in terms of the exchange rate is one thousand ringgit equal to three million four hundred thousand rupiah, this is what makes people surprised by the amount of mention of the value of the rupiah. In terms of security, it also turns out to have an influential role for people in choosing a currency, especially the ringgit which is used as a means of payment for goods and services when the owner of the money wants to

somewhere in Sebatik and Tawau Malaysia. This is done by the community as an effort to avoid all forms of criminal acts that threaten the safety of the money owner. From the informant's explanation, we can conclude that the rupiah physically with a lower exchange rate than the ringgit, makes people who want to use the rupiah have to carry money in large numbers.

For the types of commodities traded by the community are divided into Primary necessities, Secondary necessities, and Tertiary necessities. Secondary necessities or basic necessities that are often traded by local people such as grocery retailers: Oil, sugar, flour, rice, salt, masako, eggs, instant noodles, gas, soy sauce, sauce, vinegar, butter, wings, beef, meatballs, nuggets, shallots, garlic. All of these commodities are imported directly from neighboring countries, namely Tawau, Malaysia. Usually to obtain these goods for small-scale traders or those who serve household needs will order goods in Tawau a day before agricultural commodities are brought to Tawau, so that when the agricultural goods have arrived in Tawau and are unloaded at the port, the goods that have been previously ordered will be loaded into the jongkong carrying agricultural commodities to then be taken to Sebatik Island to be resold in retail form.

As for large-scale traders, or those who serve large numbers of customers, usually to obtain their goods they usually work together in a group, consisting of three to four people in one drop or one order of goods with a range of 15-20 tons with various types of commodities such as: tools and building materials, basic necessities, electronic equipment and fuel oil. It's just that in obtaining goods in large quantities they pay together or are called greasers to make it easier for them to obtain goods needed by the community.

Of the five aspects explained above, in 2023 Bank Indonesia will collaborate with the Nunukan Regency government to provide solutions to these problems by strengthening the Commodity Aspect and the Ease of Access Aspect of Rupiah. The government has made efforts to distribute Commodities through the Nunukan Regency route and utilize the potential of the Sebatik District community, namely as rice farmers (Diskominfo-Kaltara, 2023) so that it can make it easier for people to obtain commodities and not depend on Malaysia. Bank Indonesia has also distributed rupiah to the four outermost islands of North Kalimantan through the Sovereign Rupiah Expedition activity, namely Sebatik Island, Derawan Island, Maratua Island

and Bunyu Island so that it can make it easier for people to obtain Rupiah. Quoted from Radio Republik Indonesia, currently the use of the rupiah currency has reached around 90 percent. However, Bank Indonesia continues to socialize the public about the importance of using the country's own currency. Apart from being a means of exchange, the circulation of the rupiah currency is also a symbol of state sovereignty, especially in border areas. In addition, to strengthen state sovereignty, Bank Indonesia has built a Sovereign Rupiah monument on the border of Sebatik Island (Antara, 2023).

For that reason, Bank Indonesia needs to make Rupiah money easily recognized and remembered by the public by creating a product/innovation that has a good brand image in the eyes of the public. Brand image has a strategic function for a company to attract public attention. According to Yunaida (2017), brand image tends to create a good attitude towards a product by explaining positive characteristics so that it can influence consumer feelings and emotions as well as individual perceptions in choosing a product.

Yunaida (2017) also revealed that when consumers make a purchase of a product, consideration of the brand becomes the main thing. Consumer perception views that using a product that has a good brand image makes consumers feel comfortable and confident in a product so that consumers will make repeat purchases of the same brand. Consumers who use a product from a particular brand consistently are one proof of loyalty to the brand, loyal consumers are very unlikely to look for other alternative products because they already have an emotional feeling for the product from that brand.

According to Yunaida (2017), loyalty is created based on consumer experience in buying and using a product, one of which is a product that has a good brand image. Research shows that brand image has a vital role when consumers make purchasing decisions. Bernarto et al. (2020) said that brand image is one of the things that must be considered. Without a positive image and a strong brand, it will be difficult to attract people and retain rupiah. People's views and thoughts about rupiah can create trust in the brand and at the same time create public loyalty to the use of rupiah.

The trust (brand trust) given by the public to Bank Indonesia needs to be maintained because according to Lau and Lee (1999) trust in salespeople or suppliers can create supplier loyalty. When a consumer places his trust in a brand, and shows a willingness to rely on that brand, the consumer is also likely to form a positive purchase intention towards the brand.

2. Research Methods

This type of research uses quantitative research methods. This research is designed using a questionnaire for data collection. Based on its form, the research method used is causal research. Causal research can be conducted to assess the impact of specific changes in existing norms, various processes, and others, where according to Sugiyono (2016:37) causal research is research that explains the causal relationship of independent variables with dependent variables. The independent variables in this study are brand awareness, brand image, and brand trust while the dependent variable in this study is brand loyalty.

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3. Results and Discussion

Respondent Description

Description of respondent characteristics is provided as information related to the conditions of the research respondents. The research was carried out by distributing research questionnaires on May 5-17, 2024 to 150 people in Nunukan Regency. The distribution of questionnaires used an online questionnaire (googleform). The research questionnaires that had been distributed were then obtained as many as 150 questionnaires that were completely filled out and could be processed. The following is a presentation of the description of respondents according to the characteristics of gender, age, and occupation.

Gender

The characteristics of the respondents in this study can be explained based on gender as follows:

Table 4.1

Respondent Description Based on Gender

Gender	Frequency	Percentage
Man	60	40.0
Woman	90	60.0
Total	150	100.0

Source: Data processing results, 2024.

Table 4.1 above shows that there are 60 male respondents (40.0%) and 90 female respondents (60.0%). The data shows that the number of female people surveyed is greater than the number of men. This is because there are many women who are more willing to provide responses related to the survey given in Nunukan Regency.

Age

CharacteristicsThe respondents of this study can be described based on age level as follows:

Table 4.2

Respondent Description Based on Age

Age	Frequency	Percentage
21 - 30 years	105	70.0
31 - 40 years	38	25.3
41 - 50 years	6	4.0
51 - 60 years	1	0.7

Total	**150**	**100.0**

Source: Data processing results, 2024.

The data presentation in Table 4.2 shows that the number of respondents aged 21-30 years was 105 respondents (70.0%), aged 31-40 years was 38 respondents (25.3%), aged 41-50 years was 6 respondents (4.0%), and there was 1 respondent (0.7%) aged 51-60 years. From the data above, it can be seen that the largest number of respondents are in the age range of 21-30 years. This is because the community around Nunukan Regency has a high awareness of technology in that age range.

Work

The characteristics of employees who were respondents in this study can be explained based on their work as follows:

Table 4.3

Respondent Description Based on Occupation

Work	**Frequency**	**Percentage**
Housewife	9	6.0
Private sector employee	1	0.7
Student	20	13.3
Trader	11	7.3
State-owned Enterprises Employees	16	10.7
Teacher	15	10.0
civil servant	25	16.7
Indonesian National Armed Forces/Indonesian National Police	2	1.3
Self-employed	51	34.0
Total	150	100.0

Source: Data processing results, 2024.

Based on Table 4.3 above, it can be seen that most respondents have jobs as self-employed, namely 51 respondents (34.0%). This is because jobs as self-employed are easier to find in Nunukan Regency when distributing questionnaires.

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Descriptive Analysis of Variables

Descriptive analysis was conducted to obtain a picture of respondents' responses to the research variables. This analysis was conducted to obtain perceptions about respondents' tendencies to respond to the indicator items used to measure the variables and to determine the status of the variables studied at the research location.

The variable description is grouped into 3 categories, namely: low category, score = 1.00 - 2.33, medium category, score = 2.34 - 3.66 and high/good category, with a score of 3.67 - 5.00. The complete variable description is shown in table 4.5.

Yesbell 4.5.

DecResearch Variables Thesis

No	Variables and Indicators	Mean	Average	Category
1	***Brand Awareness***		**4,265**	Tall
	Easy to remember	4,267		
	Recognizing brands	4,333		
	Alternative uses	4,227		
	Brand recognition	4,233		
2	***Brand Image***		**3,944**	Tall
	Product Physical	3,967		
	Function	3,593		
	Access	4,267		
	Uniqueness	3,807		
	Relevant	4,087		
3	***Brand Trust***		**4,233**	Tall
	Trust	4,587		
	Security	3,847		
	Honesty	4,007		
	Belief	4,493		
4	***Brand Loyalty (Usage of Rupiah)***		**4,430**	Tall
	Brand consumption habits	4,473		
	Always loved the brand	4,353		

Still choose that brand	4,507
Be confident that the brand is the best	4,387

The table above shows that the average value of the variable Indicators *Brand A wareness* Overall, 4.265 is in the high/good category range (3.67 – 5.00). This means that respondents have a high awareness of the Rupiah. The results of the data description on the variable *Brand Awareness* obtained with the highest mean value is the indicatorRecognizing brands (4,333). This is because the people of Nunukan Regency are able to recognize Rupiah currency well. While the indicatorsAlternative uses (4.227) has the lowest value but is still in the high category, this is due to the comparative currency in the area, namely the Ringgit.

On the variables*Brand Image* Overall, 3,944 are in the high/good category range (3.67 – 5.00). This means that respondents have *Brand Image*high. The results of the data description on the variables *Brand Image* obtained with the highest mean value is the indikator Access (4,267). This is because it is easier to get Rupiah than Ringgit in Nunukan Regency. While the indicator Function (3.593) has the lowest value but is still in the high category range, causing the public to be more confident in the superiority of Ringgit currency in terms of its security function against counterfeiting, but still provides confidence in the superiority of Rupiah currency in terms of its security function.

On the variables*Brand Trust* Overall, 4,233 are in the high/good category range (3.67 – 5.00). This means that respondents have *Brand Trust* high. The results of the data description on the variables *Brand Trust* obtained with the highest mean value is the indikator Trust (4,587). This is because the public has good confidence in the use of Rupiah. Meanwhile, the indicator Security (3,847) has the lowest value but is still in the high category, causing the public not to believe that Rupiah is capable of providing security against counterfeiting.

On the variables*Brand Loyalty (Usage of Rupiah)* Overall, 4,430 is in the high/good category range (3.67 – 5.00). This means that respondents have*Brand Loyalty (Usage of Rupiah)* high. The results of the data description on the variables*Brand Loyalty (Usage of Rupiah)* obtained with the highest mean value is the indikator Still choose that brand (4,507). This is because people prefer to use Rupiah rather than Ringgit. Meanwhile, the indicator Always loved the brand (4,353) has the lowest value but is still in the high category, causing people not to always use Rupiah in every transaction.

3.Evaluation of Measurement Model (Outer Model)Evaluation of the measurement model is carried out to assess the validity and reliability in the PLS model. Evaluation of the measurement model (outer model) is carried out to determine the validity and reliability of the indicators that measure latent variables. Validity testing is seen from convergent and discriminant validity. In the construct reliability test, it is observed from the Composite Reliability, Average Variance Extracted (AVE), and Cronbach Alpha values.

1) Convergent Validity

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MAGISTER MANAJEMEN-UNISSULA
Vol. 20 No. 1 January (2023)

Evaluation of the latent variable measurement model with reflective indicators is analyzed by looking at the convergent validity of each indicator. Convergent validity testing in PLS can be seen from the magnitude of the outer loading of each indicator on its latent variable. According to Ghozali (2011) an Outer loading value above 0.70 is highly recommended.

a. Evaluation of Convergent Validity of Variables*Brand Awareness*

Table 4.6

Outer Loading Brand Awareness Calculation Results

Indicator	Outer Loadings
Easy to remember	0.872
Recognizing brands	0.828
Alternative uses	0.821
Brand recognition	0.871

The table above shows where the loading value of the Easy to Remember (BA1) indicator is 0.872, Recognizing the brand (BA2) is 0.828, Alternative use (BA3) is 0.821 and Brand recognition (BA4) is 0.871. These results indicate that all loading values of the Brand Awareness (BA) indicator factors have values greater than the critical limit of 0.70. Thus, the Brand Awareness variable can be formed or explained well or can be said to be convergently valid by the Easy to Remember, Recognizing the brand, Alternative use and Brand recognition indicators.

b. Evaluation of Convergent Validity of Variables*Brand Image*

Table 4.7

Outer Loading Brand Image Calculation Results

Indicator	Outer Loadings
Product Physical	0.685
Function	0.692
Access	0.710
Uniqueness	0.750
Relevant	0.822

The table above shows where the loading value of the Physical Product indicator (BI1) is 0.685, Function (BI2) is 0.692, Access (BI3) is 0.710, Uniqueness (BI4) is 0.750 and Relevant (BI5) is

0.822. These results indicate that all loading values of the Brand Image (BI) indicator factors have values greater than the critical limit of 0.70, except for the Physical Product and Function indicators. So the Physical Product and Function indicators must be dropped or deleted.

Table 4.8

Outer Loading Calculation Results of Physical Product and Function indicators are deleted

Indicator	Outer Loadings
Access	0.813
Uniqueness	0.709
Relevant	0.884

The table above shows where the loading value of the Access indicator (BI3) is 0.813, Uniqueness (BI4) is 0.709 and Relevance (BI5) is 0.884. These results indicate that all loading values of the Brand Image (BI) indicator factors have values greater than the critical limit of 0.70. Thus, the Brand Image variable can be formed or explained well or can be said to be convergently valid by the indicatorAccess, Uniqueness and Relevance.

c. Evaluation of Convergent Validity of Variables*Brand Trust*

Table 4.9

Outer Loading Brand Trust Calculation Results

Indicator	Outer Loadings
Trust	0.877
Security	0.798
Honesty	0.805
Belief	0.884

The table above shows where the loading value of the Trust indicator (BT1) is 0.877, Security (BT2) is 0.798, Honesty (BT3) is 0.805 and Confidence (BT4) is 0.884. These results indicate that all loading values of the Brand Trust (BT) indicator factors have values greater than the critical limit of 0.70. Thus, the Brand Trust variable can be formed or explained well or can be said to be valid convergently by the Trust, Security, Honesty and Confidence indicators.

d. Evaluation of Convergent Validity of Variables*Brand Loyalty (Usage of Rupiah)*

Table 4.10

Outer Loading Brand Loyalty Calculation Results (Usage of Rupiah)

Indicator	Outer Loadings

Brand consumption habits	0.889
Always loved the brand	0.864
Still choose that brand	0.925
Be confident that the brand is the best	0.865

The table above shows where the loading value of the Brand Consumption Habits indicator (LR1) is 0.889, Always like the brand (LR2) is 0.864, Still choose the brand (LR3) is 0.925 and Believe that the brand is the best (LR4) is 0.865. These results indicate that all loading values of the Brand Loyalty (Usage of Rupiah) (LR) indicator factors have values greater than the critical limit of 0.70. Thus, the Brand Loyalty (Usage of Rupiah) variable can be formed or explained well or can be said to be convergently valid by the Brand Consumption Habits indicator, Always like the brand, Still choose the brand and Believe that the brand is the best.

2) *Discriminant Validity*

*Discriminant validity*namely a measure that shows that the latent variable is different from other constructs or variables in theory and is proven empirically through statistical testing. Discriminant validity is measured by the Fornell Lacker Criterion.

Validity testing using the Fornell Larcker Criterion is done by looking at the root value of the Average Variance Extract (AVE) compared to the correlation between constructs with other constructs. This test is met if the root of the AVE is greater than the correlation between variables.

Table 4.11

MarkDiscriminant Validity Test with Fornell-Larcker Criterion Criteria

	Brand Awareness	Brand Image	Brand Trust	Brand Loyalty (Usage of Rupiah)
Brand Awareness	**0.848**			
Brand Image	0.766	**0.805**		
Brand Trust	0.772	0.749	**0.842**	
Brand Loyalty (Usage of Rupiah)	0.740	0.693	0.781	**0.886**

The table above shows that the AVE root value of the Brand Awareness variable is 0.848, Brand Image is 0.805, Brand Trust is 0.842 and Brand Loyalty (Usage of Rupiah) is 0.886. These

results indicate that the AVE root value is higher than the correlation value between other constructs. These results indicate that the constructs in the estimated model have met the criteria for high discriminant validity, meaning that the results of the data analysis can be accepted because the values that describe the relationship between constructs develop. This can mean that all constructs have good discriminant validity. Thus, the research instrument used to measure all constructs or latent variables in this study has met the criteria for discriminant validity.

3) Reliability Test

Table 4.12

Reliability Test Results

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Awareness	0.870	0.911	0.719
Brand Image	0.727	0.846	0.648
Brand Trust	0.864	0.907	0.709
Brand Loyalty (Usage of Rupiah)	0.908	0.936	0.785

The table above shows the results of the reliability test of each construct can be said to be good. This is evidenced by the cronbach alpha and composite reliability values of each construct greater than 0.70, and the AVE value of each construct above 0.50. Based on the results of the evaluation of convergent validity and discriminant validity and variable reliability, it can be concluded that the indicators as measures of each variable are valid and reliable measures.

Goodness of fit evaluation

PLS analysis is a variance-based SEM analysis aimed at testing model theories that focus on predictive studies. Several measures to state the acceptance of the proposed model include R square and Q square (Hair et al., 2019).

R square

R square shows the magnitude of the variation of endogenous variables that can be explained by other exogenous or endogenous variables in the model. The interpretation of R square according to Chin (1998) quoted (Abdillah, W., & Hartono, 2015) is 0.19 (low influence), 0.33 (moderate influence), and 0.67 (high influence). The following are the results of the determination coefficient (R2) of the endogenous variables presented in the following table:

Table 4.13

R-Square Value

	R-Square
Brand Trust	0.656
Brand Loyalty (Usage of Rupiah)	0.662

The coefficient of determination (R-square) obtained from the model is 0.656, meaning that the Brand Trust variable can be explained 65.6% by the Brand Awareness and Brand Image variables. While the remaining 34.4% is influenced by other variables outside the study. The R square value (0.656) is in the range of values0.33 – 0.67, meaning the variable*Brand Awareness*and Brand Imagehave an influence on the variables*Brand Trust*in the medium category.

The R square value of the Brand Loyalty (Usage of Rupiah) variable is 0.662, meaning that the Brand Loyalty (Usage of Rupiah) variable can be explained 66.2% by the Brand Awareness, Brand Image and Brand Trust variables. While the remaining 33.8% is influenced by other variables outside the study. The R square value (0.662) is in the range of values0.33 – 0.67, meaning the variable*Brand Awareness*, Brand ImageAnd*Brand Trust* have an influence on the variables*Brand Loyalty (Usage of Rupiah)*in the medium category.

***Q*square**

Q-Square (Q2) describes the measure of prediction accuracy, namely how well each change in exogenous/endogenous variables is able to predict endogenous variables. Q-Square predictive relevance for structural models is a measure of how well the observation values are generated by the model and also its parameter estimates. A Q2 value greater than 0 (zero) indicates that the model has a predictive relevance value. The results of the calculation of the Q-Square value for the structural model of this study are as follows:

Table 4.14

Q-Square Value

	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Trust	600,000	330,370	0.449
Brand Loyalty (Usage of Rupiah)	600,000	298,835	0.502

MarkQ-square (Q2) for the Brand Trust variable is 0.449 and Brand Loyalty (Usage of Rupiah) is 0.502 which shows the Q square value > 0, so it can be said that the model has high predictive relevance. This means that the estimated parameter value produced by the model

is in accordance with the observation value or the structural model is stated to fit the data or has good suitability.

Structural Model Evaluation (Inner Model)

The inner model is a structural model used to predict causal relationships (cause and effect relationships) between latent variables. Inner model analysis is carried out to ensure that the structural model built is strong and accurate. Evaluation of the structural model (inner model) is carried out in several stages, namely collinearity testing and significance testing of the relationship in the structural model. Significance testing is obtained from the output results of the loading factor construct structure model which will explain the influence of the Brand Image, Brand Awareness, Brand Trust constructs on Brand Loyalty Usage of Rupiah.

In this case, data processing is carried out using the Smart PLS v4.0.9.6 software tool. The results of the data processing are shown in the following image:

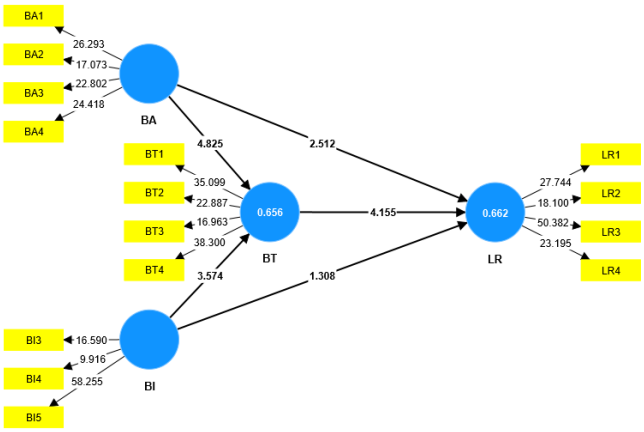

Figure 4.1

Full SEM-PLS Model

Source: Primary data processing with Smart PLS 4.0.9.6 (2024)

Multicollinearity Test

Before testing the significance of the structural model, a collinearity test is first carried out between the variables. Multicollinearity is a condition where there is a strong correlation between independent variables. Multicollinearity testing can be done by looking at the Collinearity. Statistics (VIF) value on the inner VIF Values. The test conditions are that if the inner VIF value is less than 5, then there is no multicollinearity.(Hair et al., 2019).

Table 4.15

Multicollinearity Test Results

	VIF
Brand Awareness -> Brand Trust	2,424
Brand Awareness -> Brand Loyalty (Usage of Rupiah)	3,092

Brand Image -> Brand Trust	2,424
Brand Image -> Brand Loyalty (Usage of Rupiah)	2,849
Brand Trust -> Brand Loyalty (Usage of Rupiah)	2,910

The table above shows that the VIF value in the relationship between variables is below 5. This means that there is no multicollinearity problem in the structural model formed. Thus, the analysis can be continued to the analysis of the influence between variables.

Analysis of Influence between Variables

The influence of an independent variable on a dependent variable can be tested statistically by testing the research hypothesis. Hypothesis testing is a decision-making method based on data analysis. In this case, determining whether a hypothesis is accepted or not is done by comparing t count with t table with the condition that if t count > t table, then the hypothesis is accepted. The t table value for a significance level of 5% = 1.96(Ghozali & Latan, 2015). The results of testing the influence of each research variable can be presented as follows:

Table 4.16

Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Awareness -> Brand Trust	0.479	0.479	0.099	4,825	0,000
Brand Awareness -> Brand Loyalty (Usage of Rupiah)	0.282	0.277	0.112	2,512	0.012
Brand Image -> Brand Trust	0.382	0.380	0.107	3,574	0,000
Brand Image -> Brand Loyalty (Usage of Rupiah)	0.125	0.116	0.096	1,308	0.191
Brand Trust -> Brand Loyalty (Usage of Rupiah)	0.469	0.479	0.113	4,155	0,000

According to the results of data processing using smart PLS presented in the table above, it can be seen in testing each hypothesis that has been proposed, namely:

Hypothesis Testing 1:

H1: Brand Awareness has a significant influence on Brand Trust

In testing hypothesis 1, the original sample estimate value was obtained at 0.479. This value proves that Brand Awareness has a positive effect on Brand Trust, the results of which are also strengthened by the results of the t-test which obtained a calculated t value (4.825) > t table (1.96) and p (0.000) < 0.05, so it can be said that there is a significant positive effect of Brand Awareness on Brand Trust. Thus, the first hypothesis stating that 'Brand Awareness has a significant effect on Brand Trust' can be accepted.

Hypothesis Testing 2:

H2: Brand Awareness has a significant and positive influence on Brand Loyalty usage of Rupiah

In testing hypothesis 2, the original sample estimate value was obtained at 0.282. This value proves that Brand Awareness has a positive effect on Brand Loyalty usage of Rupiah, the results of which are also strengthened by the results of the t-test which obtained a calculated t value (2.512) > t table (1.96) and p (0.012) < 0.05, so it can be said that there is a significant positive effect of Brand Awareness on Brand Loyalty usage of Rupiah. Thus, the second hypothesis which states that 'Brand Awareness has a significant and positive effect on Brand Loyalty usage of Rupiah' can be accepted.

Hypothesis Testing 3:

H3: Brand Image has a significant and positive influence on Brand Trust.

In testing hypothesis 3, the original sample estimate value was obtained at 0.382. This value proves that Brand Image has a positive effect on Brand Trust, the results of which are also strengthened by the results of the t-test which obtained a calculated t value (3.574) > t table (1.96) and p (0.000) < 0.05, so it can be said that there is a significant positive effect of Brand Image on Brand Trust. Thus, the third hypothesis which states that 'Brand Image has a significant and positive effect on Brand Trust' can be accepted.

Hypothesis Testing 4:

H4: Brand Image has a significant and positive influence on Brand Loyalty Usage of Rupiah

In testing hypothesis 4, the original sample estimate value was obtained at 0.125 and the t-test results obtained tcount (1.308) < ttable (1.96) and p (0.191) > 0.05, so it can be said that there is no positive and significant influence of Brand Image on Brand Loyalty Usage of Rupiah. Thus, the fourth hypothesis stating that 'Brand Image has a significant and positive influence on Brand Loyalty Usage of Rupiah' cannot be accepted.

Hypothesis Testing 5:

H5: Brand Trust has a significant and positive influence on Brand Loyalty Usage of Rupiah as an intervening variable.

In testing hypothesis 5, the original sample estimate value was obtained at 0.469. This value proves that Brand Trust has a positive effect on Brand Loyalty Usage of Rupiah, the results of which are also strengthened by the results of the t-test which obtained a calculated t value (4.155) > t table (1.96) and p (0.000) < 0.05, so it can be said that there is a significant positive effect of Brand Trust on Brand Loyalty Usage of Rupiah. Thus, the fifth hypothesis which states

that 'Brand Trust has a significant and positive effect on Brand Loyalty Usage of Rupiah as an intervening variable' can be accepted.

The overall results of the research hypothesis test can be summarized as follows:

Table 4.17

Summary of Hypothesis Test Results

No	Hypothesis	T Statistics	Information
1	Brand Awareness has a significant influence on Brand Trust	4,825	Accepted
2	Brand Awareness has a significant and positive influence on Brand Loyalty usage of Rupiah	2,512	Accepted
3	Brand Image has a significant and positive influence on Brand Trust	3,574	Accepted
4	Brand Image has a significant and positive influence on Brand Loyalty Usage of Rupiah	1,308	Rejected
5	Brand Trust has a significant and positive influence on Brand Loyalty Usage of Rupiah as an intervening variable	4,155	Accepted

Indirect Influence Analysis

Indirect effect testing was conducted to see the influence given by the Brand Image and Brand Awareness variables on the variables*Brand Loyalty Usage of Rupiah*through the intervening variable Brand Trust. The results of the indirect influence test (mediation) can be presented as follows:

Table 4.18

Results of Indirect Influence Test through Brand Image

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Awareness -> Brand Trust -> Brand Loyalty (Usage of Rupiah)	0.225	0.230	0.073	3,066	0.002
Brand Image -> Brand Trust -> Brand Loyalty (Usage of Rupiah)	0.179	0.184	0.073	2,466	0.014

According to the test results in the table above, it is known that the magnitude of the indirect influence of Brand Awareness on Brand Loyalty (Usage of Rupiah) through Brand Trust is 0.225. In the Sobel test, the t-count was 3.066 (t>1.96) with p = 0.002 <0.05. This means that Brand Trust mediates the influence of Brand Awareness on Brand Loyalty (Usage of Rupiah).

According to the test results in the table above, it is known that the magnitude of the indirect influence of Brand Image on Brand Loyalty (Usage of Rupiah) through Brand Trust is 0.179. In the Sobel test, the t-count was 2.466 (t>1.96) with p = 0.014 <0.05. This means that Brand Trust mediates the influence of Brand Image on Brand Loyalty (Usage of Rupiah).

The better the Brand Awareness, the better the Brand Trust.

*Brand Awareness*has been proven to have a positive effect on Brand Trust. The Brand Awareness variable is reflected through four indicators, namely: easy to remember, brand recognition, alternative use, and brand recognition. While the measurement of the Brand Trust variable is also reflected through four indicators, namely: trust, security, honesty, and confidence.

Easy to remember is an indicator with the highest loading value, as a crucial factor in providing awareness to the public about the rupiah. Meanwhile, the belief indicator that has the highest value in the Brand Trust variable, shows that with the ease of remembering the shape of the Rupiah, it will significantly provide confidence in its use.

On the other hand, alternative usage has the lowest loading value, indicating that the community has no other alternatives besides Rupiah. In addition, security is an indicator with the lowest value. This shows that the absence of other alternatives to using Rupiah causes a relatively low security aspect, allowing for counterfeiting of Rupiah.

The better the Brand Awareness, the better the Brand Loyalty Usage of Rupiah.

*Brand Awareness*has been proven to have a positive effect on Brand Loyalty Usage of Rupiah. The Brand Awareness variable is reflected through four indicators, namely: easy to remember, brand recognition, alternative use, and brand recognition. While the measurement of the Brand Loyalty Usage of Rupiah variable is also reflected through four indicators, namely: brand consumption habits, always liking the brand, continuing to choose the brand, believing that the brand is the best.

Easy to remember is an indicator with the highest loading value, as a crucial factor in providing awareness to the public about the rupiah. Meanwhile, continuing to choose the brand is an indicator with the highest loading value on the Brand Loyalty Usage of Rupiah variable. Showing that with the ease of remembering the Rupiah, the public still chooses to use the Rupiah in every payment process.

On the other hand, alternative usage has the lowest loading value, indicating that the community has no other alternatives besides Rupiah. In addition,always liking the brand is the indicator with the lowest value on the variable*Brand Loyalty Usage of Rupiah*. This shows that the community, with no other alternatives other than Rupiah, does not always like it.

The better the Brand Image, the better the Brand Trust.

*Brand Image*has been proven to have a positive effect on Brand Trust. The Brand Image variable is reflected through five indicators, namely: physical product, function, access, uniqueness, and relevance. However, the physical product and function indicators must be removed because they have loading values below the critical limit so that only the access, uniqueness, and relevance indicators are used. While the measurement of the Brand Trust variable is also reflected through four indicators, namely: trust, security, honesty, and confidence.

Relavan is an indicator with the highest loading value. This shows that Rupiah is able to fulfill all aspects of society. Meanwhile, the confidence indicator which has the highest value in the Brand Trust variable, shows that by fulfilling all aspects of society, Rupiah is able to provide confidence in its use.

On the other hand, uniqueness has the lowest loading value, indicating that Rupiah does not have its own uniqueness in the eyes of the public. In addition, security is an indicator with the lowest value. This shows that the non-uniqueness of Rupiah in the eyes of the public causes the security of the money itself to decrease.

The better the Brand Image, the better the Brand Loyalty Usage of Rupiah.

Brand Image not proven to have a positive effect on Brand Loyalty Usage of Rupiah. The Brand Image variable is reflected through five indicators, namely: physical product, function, access, uniqueness, and relevance. However, the physical product and function indicators must be removed because they have loading values below the critical limit so that only the access, uniqueness, and relevance indicators are used. Meanwhile, the measurement of the Brand Loyalty Usage of Rupiah variable is also reflected through four indicators, namely: brand consumption habits, always liking the brand, continuing to choose the brand, believing that the brand is the best.

Relavan is an indicator with the highest loading value. This shows that Rupiah is able to fulfill all aspects of society. While still choosing the brand is an indicator with the highest loading value on the Brand Loyalty Usage of Rupiah variable. This causes no influence between the two indicators of the variable. Because there is no relationship between Rupiah that fulfills all aspects of society and still choosing the brand or Rupiah.

The better the Brand Trust, the better the Brand Loyalty Usage of Rupiah.

Brand Trust has been proven to have a positive effect on Brand Loyalty Usage of Rupiah. The Brand Trust variable is reflected through four indicators, namely: trust, security, honesty, and confidence. While the measurement of the Brand Loyalty Usage of Rupiah variable is also reflected through four indicators, namely: brand consumption habits, always liking the brand, continuing to choose the brand, believing that the brand is the best.

Confidence is an indicator with the highest loading value, as a crucial factor in providing confidence to the public about the rupiah. Meanwhile, continuing to choose the brand is an indicator with the highest loading value on the Brand Loyalty Usage of Rupiah variable. This

shows that with the high confidence in using the Rupiah, the public still chooses to use the rupiah in every payment process.

On the other hand, security has the lowest loading value, indicating that Rupiah does not have strong security in the eyes of the public. In addition,always loved the brandis an indicator with the lowest value. This shows that the absence of security of Rupiah in the eyes of the community causes the community to not always like Rupiah.

4. Conclusion

From this study it can be concluded that the influence of several brand equity variables, including brand awareness, brand image and brand trust on brand loyalty Usage of Rupiah shows that there is a significant positive relationship between variables but there are also several variables that do not have a significant relationship with other variables. The Brand Awareness variable has a significant positive influence on Brand Trust of Rupiah, the higher the level of public awareness (level of awareness) of Rupiah will increase trust in Rupiah itself. The Brand Awareness variable has a significant positive influence on Brand Loyalty Usage of Rupiah. With public awareness of the use of Rupiah, it has a loyal impact on its continued use. The Brand Image variable does not have a significant influence on Brand Loyalty Usage of Rupiah. AlthoughRupiah currency is able to fulfill all aspects of society, this does not directly provide loyalty or loyalty of the community in choosing Rupiah as a means of payment. This is because there are still many Rupiah with the 2016 Emission Year (TE) in circulation in Nunukan Regency than the new TE 2022 money. The Brand Image variable has a significant positive effect on Brand Trust. When the community has a positive Brand Image about Rupiah, it will increase the level of public trust in using Rupiah. The Brand Trust variable has a significant positive effect on Brand Loyalty Usage of Rupiah. With public trust in Rupiah, it can provide loyalty and loyalty in using Rupiah in the future.

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