

THE INFLUENCE OF SECURITY, WORD OF MOUTH, EXPERIENCE AND INFORMATION TO BRAND TRUST ON INTERNET BANKING WEBSITE

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Abstract: The purpose of this study is to investigate the influence of security, experience, and information to brand trust on internet banking website. Data for this study was obtained from 100 respondents who become user customer of Internet Banking and who has experience of doing transaction through Internet Banking for at least more than 1 year. The data was collected by spreading the questionnaire as the instrument. The data used in this research are convenience sampling. This research examines how brand trust is affected by the security, good online experience, and quality of information. The research finding can be summarized as follows. Security, Experience, and Information all significantly influence brand trust on Internet Banking.

Keywords: Security, experience, information, and brand trust.

Abstrak: Tujuan dari studi ini adalah untuk meneliti pengaruh keamanan, pengalaman dan informasi terhadap kepercayaan merek pada penggunaan website internet banking. Data pada studi ini dengan menyebarkan kuesioner, mengambil 100 responden, dengan metode convenience sampling. Responden yang diambil adalah pengguna internet banking yang telah menggunakan internet banking selama paling sedikit diatas 1 tahun. Pada penelitian ini membahas bahwa kepercayaan merek dipengaruhi oleh keamanan, pengalaman yang baik pada penggunaan internet banking dan kualitas informasi. Hasil pada penelitian ini adalah keamanan, pengalaman dan informasi secara signifikan memberikan pengaruh terhadap kepercayaan merek pada internet banking.

Kata kunci: Keamanan, Pengalaman, Informasi, dan Kepercayaan Merek

INTRODUCTION

Recently technological advance has created a digital age and experienced significant growth from time to time. The explosive growth

in communication, information and other digital technologies has had a major impact on the ways companies bring value to their customer. The digital age has provided marketers with exciting new ways to learn about and track

customer and create products and service tailored to individual customer needs. Much of the world's business today is carried out over digital networks that connect people and companies. The Internet, a vast public web of computer networks, connect users of all types all around the world to each other and to an amazingly large information repository. (Kotler2012,50).

The impact from web existences in the banking industry is to courage bank or financial institutions to build e-banking (electronic banking) or internet banking. Internet banking has revolutionized the way that people manage banking. Internet banking allows customers to conduct financial transactions on a secure website operated by their retail or virtualbank, credit union or building society.

According to Daniel (1999) defines electronic banking as the delivery of banks' information and services by banks to customers via different delivery platforms that can be used with different terminal devices such as a personal computer and a mobile phone with browser or desktop software, telephone or digital television. Electronic banking also commonly known as internet banking or e-banking. Electronic banking is offering its customers with a wide range of services: Customers are able to interact with their banking accounts as well as make financial transactions from virtually anywhere without time restrictions.

Mandiri Bank is one of the many banks in Indonesia that uses internet banking or online banking for its customers. Mandiri internet banking is a facility delivered to Bank Mandiri customer for conducting banking transactions through internet network, anytime, anywhere, 24 hours a day, 7 days a week. User customer can visit Mandiri Internet website on www.bankmandiri.co.id .

This research is to analyze about how internet banking web related factors such as security, good online experience, and quality of information can influence brand trust of Mandiri Internet Banking website. The problem is how through security that Mandiri Internet banking

service provides, the experience of using Mandiri Internet banking, and the available of information on Mandiri Internet banking can influence the brand trust of Mandiri Internet banking website.

Brand Trust

According to Kotler and Pfoerisch (2010, 312) Brand trust builds the core of brand value. Trust evolves from the past experience and prior interaction, because its development is portrayed often an individual's experience process of learning over time. According to Hong and Perks (2005, 443) Brand trust as the willingness of the average consumer to rely on the ability of the brand to perform its stated function. Specifically, brand trust reduces the uncertainty in an environment in which consumers feel vulnerable because they know that they can rely on the trusted brand.

According to Hong-Youl (2005, 329) Brand trust is simply the trust a consumer has in a specific brand. According to Aaker (1996, 117) and Lasser (1995) Brand trust as the consumers' readiness in believing on a particular brand of its capability of promised functionality and its attributes. Based on those theories above, it can be concluded that brand trust is an expectancy and willingness of consumers to trust the performance, quality and value of the specific brand that based on customers' past experience and prior interaction.

Many researchers in the past had done researches in the area of brand trust. Kim and Benbasat (2003) stated that in influencing online transaction on the internet, trust is one of the single most important factors. In addition, Doney and Cannon (1997) mentioned that companies' competitiveness can be improved by engaging trust to customers, moreover, trust can reduce the effort in searching and transaction costs, and mitigates opportunism in uncertain contexts. Survey Forester (2000) stated in Alam and Yasin (2010) found that 51% of companies would not trade online with parties they do not trust. In addition, lack of trust stated by Lee and Turban (2001) the one of main reasons customers do not buy the product online or buy using internet.

Security

Based on Whitman (2012, 7) Security is “the quality or state of being secure-to be free from danger. According to Dixit (2010, 3), Security is defined as the subjective probability with which consumers believe that their private information will not be viewed, store and manipulate during transit and storage by inappropriate parties in a manner consistent with their confident expectations. Based on Tiwari (2006) Security is a condition to get protection from the dangers and disadvantages that come from outside. Based on those theories above, it is concluded that security is as a form of protection to protect customer’s private information, which is the company provides for secure payment and maintain the privacy of customers’ personal data so user or customer feel safe while doing transaction on the Web.

When costumers are about to make online transaction, it is needed for them to feel safe and secure, when the personal information is given, i.e. credit card number, address, phone number, etc. On the other hand, there are still many cases in stealing intrusion of customer privacy. Therefore it can be said that security is one of the important factors in building brand trust. This also in line with some researches done by many researchers stated that security influences consumers’ brand trust (Salisbury et al. 2001, Parasuraman et al. 1998). Ha (2004) also agreed, and stated that that consumers tend to associate higher security feelings with a higher level of brand trust. H1 Security influences brand trust on Mandiri Internet Banking website.

Experience

According to Kotler (2011, 548) a large part of local, gross roots marketing is experimental marketing, which not only communication features and benefits but also connects a product or service with unique and interesting experiences. The idea is not to sell something, but to demonstrate how a brand can enrich a customer’s life.

According to Hong-Youl and Perks (2005, 445) Experience is displaying a relatively high degree of familiarity with a certain subject area, which is obtained through some type of exposure (e.g, a consumer who went through the process of information search, decision making and product usage would be considered to be experienced).

According to Goerge (1986, 42) Experience with past information is a useful guide for those trying to understand and respond to new requirements. People trust a brand based on their own past experience as well as by third party recommendation.

Based on those theories above, it is concluded that experience is how person feels good or bad while using the product or the result from participating an activates where the company provides some methods which can help the customer to enjoy the product directly that can improve the brand trust.

Creating experience is important to be developed by marketers. Ha and Perks (2005) discovered that consumers’ satisfaction and loyalty develops as a result of the consumers’ positive experience with the brand. Moreover, Papadopoulou et al. (2001) mentioned that there is some evidence that brand trust may be positively related to customer experience. Research by Alam and Yasin (2010) also supported that in terms of online transaction using internet, experience has a positive and significant influence on the level of online brand trust.

H2 Experience influences brand trust on Mandiri Internet Banking website

Information

According to Kotler (2012, 189) Information is essentially what books, schools and universities produce, market, and distribute at a price to parents, students and communities. Based on The Dictionary of Banking Charles J. Woelfel (1994, 130) Information as data that is useful to the person receiving it and provides a basis for action, especially for predicting and evaluating. According to Paul (2003, 693)

Information is logically derived from theories or principles.

Based on the theories above, it can be concluded that information is data has been became various another form that more useful for knowledge or explanation about product or service to the decision maker or user on the present and for the future purchase. The better the quality information given to the web site, the tighter bonding will create between company and its customer. Ha (2004) stated that by providing quality information will increase consumers' knowledge and awareness as well as their perception of the brand. In addition Keller (1998) also mentioned that the better information provided to customers, it will influence customers' level of trust. Alam and Yasin (2010) also supported in their research that quality information has a positive effect on the level of online brand trust.

H3 There is a positive relationship between perceived quality of information and the level of brand trust the consumer has.

RESEARCH METHODS

This research aims to answer the re-search problem about the influence of security, experience, and information to brand trust on Mandiri Internet Banking website. The research design used in this research is descriptive re-search methods and causal research methods. This research use regression as tool test of the correlation between independent variable and dependent variable. Sampling method used in this research is purposive sampling method and use Hair assumption to determine the amount of samples and the researcher uses 100 samples. The research object is Mandiri Internet Banking website. The respondent is online shopping sellers who are user customer on Mandiri Internet Banking website. Operational definition and variable identification as following:

Table 1 Variables and Indicators Measurement

Variables	Indicators	Scale
Security	<ol style="list-style-type: none"> 1. Mandiri Internet Banking service guarantees the safety of PIN number information 2. Mandiri Internet banking website has a Veri Sign SSL certificates to improve the security to do banking activities. 	Likert scale
Good Experience	<ol style="list-style-type: none"> 1. I feel safe and comfortable in doing transaction on Mandiri Internet Banking website. 2. I feel easy to do transaction on Mandiri Internet banking website. 3. Doing transaction on Mandiri Internet Banking is faster than another Internet Banking. 	Likert scale
Quality of Information	<ol style="list-style-type: none"> 1. Information that is offered on Mandiri Internet Banking website provides many benefits for me. 2. I am interested in spesific item of providing information on Mandiri Internet Banking website. 3. Information that is supplied on Mandiri Internet Banking website often gives me detail and useful information. 	Likert scale

Brand Trust	1.	I feel very comfortable whenever i visit and do transaction on Mandiri Internet Banking Website.	Likert Scale
	2.	The selection of transaction on Mandiri Internet Banking Website is consistently high.	

Adaptation from: Hong-Youl Ha (2005)

RESEARCH RESULT

Demographic of Respondent and hypothesis testing as following:

Table 2 Demographic of Respondent

Characteristic of Respondent	n	(%)
Gender		
Male	47	47%
Female	53	53%
Age		
20-29	46	46%
30-39	31	31%
40-49	20	20%
>50	3	3%
Education		
Diploma (D3)	10	10%
Graduate (S1)	73	73%
Bachelor (S2)	17	17%
Income per month		
2.000.000 – 4.000.000	52	52%
4.100.000 – 6.000.000	26	26%
6.100.000 – 8.000.000	9	9%
≥ 8.100.000	31	31%
Frequency of UsingMandiri Internet Banking Website on aDay		
1-3 times / day	86	86%
4-6 times / day	12	12%
≥ 7 times / day	2	2%
Experience of Using Internet Banking Mandiri Website		
≥ 1 year	84	84%
2 year	13	13%
≥ 3 year	3	3%

The probability $0.000 < 0.05$ and t-result $> t$ -table ($5.645 > 1.984$), it means security (X_1) influences the brand trust (Y) significantly on Mandiri Internet Banking website. The probability $0.000 < 0.05$ and t-result $> t$ -table ($7.644 > 1.984$), it means experience (X_2) influences the brand trust (Y) significantly on Mandiri Internet Banking website. The probability $0.000 < 0.05$ and t-result $> t$ -table ($7.648 > 1.984$), it means information (X_3) influences the brand trust (Y) significantly on Mandiri Internet Banking website.

CONCLUSION

Based on the result of the research, security (X_1), experience (X_2) and information (X_3) individually influence the brand trust on Mandiri Internet Banking website. As a result, it is important for the online organization to always improve the safety needs for customer when they are doing online transaction. The same thing with increasing the experience, as it is proved that it can lead to trust the brand. Lastly, information given to the customers has to be more developed, as it is considered to the factor that can influence brand trust.

There are some recommendation and expectation that can be used by another researcher in the future and also for the Mandiri Bank. The recommendations are to make a research more accurate in the next research, the sample size and the segment of sample should be broader. In the next research the author should add more variables in order to make a better result. The recommendation for Mandiri Bank for especially the Mandiri Internet Banking web site are Mandiri Bank should do some promotion about the Mandiri Internet Banking

product through media such as TV, newspaper, magazine and radio. So that, more customer of Mandiri Bank uses the Mandiri Internet Banking as user customer. For the better service, Mandiri Bank should increase the safety and security while the customers do transaction through

Mandiri Internet Banking. Because nowadays there are many fraud happening through transferring some money to unknown account through Internet banking.

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