



Original Article

Positive Analysis of Consumer Engagement Towards Brand Trust and Buying Interest on BULOG Rice in Surabaya City

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Abstract:

Rice is a staple food in Indonesia. BULOG Indonesia is a logistics company that produces rice. This study aims to analyze the effect of positive consumer engagement on brand trust, buying interest, and the impact of brand trust on buying interest in BULOG rice in Surabaya. This study uses a quantitative method, processing the data using SmartPLS software. The results of this study are as follows: The explanation is proven by the R-Square value of 0.550 or 55%, meaning that changes in the positive consumer engagement variable can affect the brand trust variable by up to 55%. Therefore, it can be concluded that positive consumer engagement has a positive and significant effect on brand trust in BULOG rice in Surabaya City, with a correlation of 55%. The R-Square value of 0.733 or 73.3% means that changes in the positive consumer engagement variable can affect the buying interest variable by up to 73.3%. Therefore, it can be concluded that positive consumer engagement has a positive and significant effect on buying interest in BULOG rice in Surabaya City, with a correlation of 73.3%. R-Square value of 0.733 or 73.3% means that changes in the brand trust variable can affect the buying interest variable by up to 73.3%. Therefore, it can be concluded that brand trust has a positive and significant effect on buying interest in BULOG rice in Surabaya City, with a correlation of 73.3%.

Keywords: Rice;BULOG; Positive Consumer Engagement; Brand Trust; Buying Interest



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Introduction

Food availability is a global issue that protects citizens from the threat of increasing hunger. The agricultural sector is essential as a producer of food needs in supporting the Sustainable Development Goals program. As an agricultural country, Indonesia still needs to overcome obstacles in increasing the availability of rice as a primary commodity. The problem occurs when rice production fluctuates following planting patterns, while rice consumption is stable and can increase yearly, which is not followed

by an increase in rice availability ([Sintiya, 2023](#)). Rice is the most basic food requirement for the Indonesian people. Policy management should consider the importance of the need for and availability of rice. The government is a party that has a role in improving food security, management and fulfilment of the population's needs. Management in the policies owned by the government is the key where the need for rice is significant for the population in everyday life, considering the population continues to increase every year, which causes the need for staple food consumption of rice to improve and has an impact on the availability of rice which is increasingly depleted and the rice crisis in the future ([Donoriyanto et al., 2023](#)).

The increase in rice production aligns with the rise in the cumulative national rice harvested area. The Ministry of Agriculture recorded that the national rice harvested area fluctuated yearly from 2006 to 2017 until the end of 2017, when the rice harvested area was recorded at 15.78 million ha, becoming the most significant national rice harvested area in the last decade. This phenomenon aligns with the government program, especially by the Ministry of Agriculture, which has the vision to make Indonesia the world's food barn after Indonesia became the third largest rice-producing country after China and India, which occupy two levels above it. Seeing this phenomenon with the high level of productivity and harvested area of Indonesian rice, Indonesia can become the largest rice exporter. Still, this dream has not yet been realized with the level of rice consumption by the Indonesian people, which is also very high and increasing every year. Indonesian people still depend on rice commodities in terms of fulfilling food needs, even though there are still many alternative foods other than rice that Indonesian people can choose in terms of fulfilling carbohydrate intake, such as corn, potatoes, sweet potatoes, cassava, sago or alternative foods other than rice ([Wijoyo et al., 2020](#)).

BULOG (Badan Urusan Logistik) is a state-owned enterprise (BUMN) in Indonesia that plays an essential role in managing food logistics, especially rice. BULOG's existence is crucial in ensuring price stability and availability of rice throughout Indonesia. BULOG manages the government's rice reserves, which maintain rice availability in times of scarcity, natural disasters, or other emergencies. These reserves serve as a buffer to ensure that rice remains available to the public even if there is a disruption in production or distribution. Through BULOG and related ministries, the Indonesian government has issued various policies to support rice production, such as fertilizer subsidies, agricultural technology assistance, and agricultural intensification programs. These policies aim to increase rice production and ensure its availability in the domestic market.

Currently, BULOG is still trying to attract consumer buying interest to ensure that all areas in Surabaya City get quality rice from BULOG. Buying interest is a consumer behaviour that shows the level of consumer commitment to buy a product by considering its reliability and quality. Buying interest reflects the extent to which consumers consider making a purchase and is often the first step before making a purchase decision. Factors influencing buying interest include perceptions of the product, previous experiences, recommendations from others, promotions, and brand image ([Febrianti & Hasan, 2022](#)). Consumer buying interest can increase if influenced by one of the variables: positive consumer engagement and brand trust in BULOG products. Positive Consumer Engagement is the direct involvement of consumers in a product so that a positive relationship is created with it. When consumers are actively involved in a product, they will form a strong emotional relationship with it because it can be trusted ([Tuti & Sulistia, 2022](#)).

Positive consumer engagement can increase buying interest because when consumers engage positively with a brand, they often develop an emotional attachment. This attachment can affect the interest in purchasing a product because consumers tend to choose products that they feel have an emotional connection with consumers. Brands that actively interact with consumers often receive positive feedback that can be used to increase consumer buying interest ([Agra & Prakoso, 2022](#); [Febrianti & Hasan, 2022](#)). In addition, consumer buying interest can also increase if influenced by the brand trust variable. Brand trust is the level of consumer confidence in a brand, where consumers feel the brand is capable of consumer needs. Brand trust is critical to the long-term relationship between consumers and brands, so it is essential in attracting consumer interest ([Mariana et al., 2022](#)).

Buying interest is a person's interest in taking action to purchase a particular product or service based on the suitability between the desired product and the sales system implemented by the company. Consumers can be interested in the products or services offered by marketers, resulting in a purchase or switch to a new product. How likely is it that consumers will buy a brand, or how likely is it that consumers will switch from one brand to another ([Keller, 2012 in Safitri et al., 2019](#)). According to [Satria & Firmansyah, \(2024\)](#) Brand trust is consumer trust and openness toward a brand. This trust results from positive consumer experiences with the brand's products or services and the brand image built through brand communication. Positive Consumer Engagement is the direct involvement of consumers in a product to create a positive relationship with the product. When consumers are actively involved in a product, they will make a strong emotional connection with it because it is trustworthy. The indicators used to measure positive consumer engagement are as follows: 1). Enthusiasm is the level of consumer enthusiasm for a product or brand, 2). Interaction is the intensity of consumer interaction with a product or brand through social media, reviews, or other activities, 3). Attention is the extent to which consumers pay attention to a product or brand, including in terms of time and frequency of attention, 4). Absorption is the extent to which consumers are fully involved in the experience offered by the product or brand, thus showing a high concentration level, and 5). Identification measures the extent to which consumers feel that the product or brand reflects their identity and how strong their emotional connection is ([Tuti & Sulistia, 2022](#)).

From the explanation above, this study aims to analyze the influence of positive consumer engagement on brand trust in BULOG rice in Surabaya City, the influence of positive consumer engagement on buying interest in BULOG rice in Surabaya City, and the influence of brand trust on buying interest in BULOG rice in Surabaya City. In this study, the researcher hopes to provide Bulog with information about the extent of positive consumer engagement, brand trust, and buying interest owned by consumers in Surabaya City towards BULOG rice. The results of this study will provide information on the magnitude of the influence between positive consumer engagement, brand trust, and buying interest so that it can be used as an implication for further research. The theories used in this study related to positive consumer engagement, brand trust, and buying interest can be used as a theoretical basis for further research with similar topics.

Methods

This study uses a quantitative research type using data in the form of numbers processed using SmartPLS software to prove the influence of positive consumer engagement variables on brand trust and brand interest. According to [Abdullah et al.,](#)

(2021) quantitative research is a systematic scientific study of parts and phenomena and their causal relationships. It is defined as a systematic investigation of phenomena by collecting data that can be measured using statistical, mathematical, or computational techniques. Quantitative research mainly uses statistical methods to collect quantitative data from research studies. Researchers and statisticians use mathematical frameworks and theories related to the quantities in question in this research method.

The researcher estimated the population of all residents of Surabaya City at 2,887,223. Then, using the purposive sampling technique, some samples will be taken from the population.

The criteria for respondents selected by the researcher are:

1. Domiciled in Surabaya City
2. Have shopped for Bulog rice at least twice

The research data was collected by distributing questionnaires to 100 respondents who had been selected according to the sample criteria.

This study has one independent variable and two dependent variables, so the most appropriate data analysis technique used is Structural Equation Modeling-Partial Least Square (SEM-PLS), a statistical method used to analyze complex relationships between latent variables (constructs) and observation variables. SEM-PLS combines aspects of two approaches, namely Structural Equation Modeling (SEM) and Partial Least Square (PLS), to provide a more flexible and robust analysis (Sholihin & Ratmono, 2021).

Results

Sub 1 Research Overview

Perum BULOG is one of the BUMN (State-Owned Enterprises) engaged in food logistics by the institutional status of BULOG, which changed to a Public Company (Perum) after the issuance of Government Regulation No. 2003. On the one hand, Perum BULOG functions as a rice stabilization instrument that must maintain prices at the producer and consumer levels so that inflation does not arise, as stated in Presidential Regulation No. 48 of 2016. In addition to fulfilling the aspects of being a stabilizer, it is also like a company. Perum BULOG also has a commercial function. Because as a BUMN, it must have the income to support and grow Perum BULOG as a whole, this BUMN must have profits to meet all its business operational needs.

Perum BULOG has two types of rice, premium and medium, in sacks of the Beraskita brand and plain sacks. The mushrooming of the rice commodity business has created competition between sellers, so business actors are required to be able to make changes in product quality.

After distributing questionnaires to 100 respondents to find out about positive consumer engagement, brand trust, and buying interest, the following respondent criteria were obtained:

1. Gender

Table 1 Respondents' Gender

Gender	Frequency	Percentage
Man	60	60%
Woman	40	40%
Total	100	100%

Source: Researcher Data Processing, 2024

The table shows that the male gender dominated the respondents of this study at 60% (60 people), while the female gender was only 40% (40 people).

2. Age

Table 2 Respondents' Age

Age	Frequency	Percentage
17 - 25 years old	10	10%
26 - 35 years old	40	40%
36 - 45 years old	32	32%
More than 45 years old	18	18%
Total	100	100%

Source: Researcher Data Processing, 2024

The table shows that the respondents of this study were dominated by those aged 26 – 35 years, as many as 40% (40 people), while the lowest was those aged 17 – 25 years, only 10% (10 people).

3. Last Education

Table 3 Respondents' Last Education

Last Education	Frequency	Percentage
SMA / SMK	50	50%
D3 / S1	35	35%
S2 / S3	15	15%
Total	100	100%

Source: Researcher Data Processing, 2024

The table shows that the respondents of this study were dominated by high school/vocational school education, at 50% (50 people), while the lowest was Master's/Doctoral education, at only 15% (15 people).

4. Work

Table 4 Respondents' Occupations

Work	Frequency	Percentage
Not Yet Working	13	13%
Student/College Student	7	7%
Private Employees	20	20%
Self-Employed	45	45%
ASN / TNI / Polri	5	5%
Profesional (Doctor, Lecturer, etc)	10	10%
Total	100	100%

Source: Researcher Data Processing, 2024

The table shows that self-employed workers dominated the respondents of this study at 45% (45 people), while the lowest was ASN / TNI / Polri workers at only 5% (5 people).

Sub 2 Construct Validity Test

The construct validity test aims to determine whether all indicators are valid by looking at the numbers on the Loading Factor. If the numbers on each indicator show more than 0.6, it is stated that all indicators are valid.

Table 5 Construct Validity Test

Indikator	Positive Consumer Engagement (X)	Brand Trust (Y1)	Buying Interest (Y2)
X.1	0.733		
X.2	0.863		
X.3	0.859		
X.4	0.821		
X.5	0.719		
Y1.1		0.865	
Y1.2		0.862	
Y1.3		0.818	
Y2.1			0.804
Y2.2			0.873
Y2.3			0.844
Y2.4			0.828

Source: SmartPLS Data Processing, 2024

The table shows that all figures in the Loading Factor are more than 0.6, which means that all indicators are valid.

Sub 3 Discriminant Validity Test

The discriminant validity test also aims to determine whether all indicators are valid by looking at the numbers on the cross-loading. If the cross-loading number in each indicator is more than 0.6, then it is stated that all indicators are valid.

Table 6 Discriminant Validity Test

Indikator	Positive Consumer Engagement (X)	Brand Trust (Y1)	Buying Interest (Y2)
X.1	0.733	0.461	0.465
X.2	0.863	0.620	0.590
X.3	0.859	0.623	0.619
Indikator	Positive Consumer Engagement (X)	Brand Trust (Y1)	Buying Interest (Y2)
X.4	0.821	0.637	0.683
X.5	0.719	0.597	0.684
Y1.1	0.660	0.865	0.679
Y1.2	0.684	0.862	0.755
Y1.3	0.532	0.818	0.653
Y2.1	0.569	0.712	0.804
Y2.2	0.722	0.787	0.873
Y2.3	0.632	0.602	0.844

Y2.4	0.645	0.633	0.828
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Source: SmartPLS Data Processing, 2024

The table shows that all the cross-loading figures are more than 0.6. Thus, all indicators are valid.

Sub 4 Composite Reliability Test

Composite Reliability Test The purpose of the composite reliability test is to determine whether all variables are feasible or reliable by looking at the figures on Composite Reliability and Cronbach's Alpha. If the statistics on Composite Reliability and Cronbach's Alpha in each variable show more than 0.6, it is stated that all variables are reliable.

Table 7 Composite Reliability Test

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Positive Consumer Engagement (X)	0.860	0.866	0.899	0.643
Brand Trust (Y1)	0.806	0.813	0.885	0.720
Buying Interest (Y2)	0.858	0.864	0.904	0.701

Source: SmartPLS Data Processing, 2024

The table shows that all figures for Composite Reliability and Cronbach's Alpha are more than 0.6, which means that all variables are reliable.

Sub 5 Descriptive Statistical Analysis

Descriptive statistics aim to present statistical data from the lowest value, highest value, average value, and standard deviation to identify the distribution of data and indicators that most dominantly influence the variables.

Table 8 Descriptive Statistical Analysis

Indikator	Mean	Median	Min	Max	Standard Deviation
X.1	4.200	4.000	1.000	5.000	0.849
X.2	4.190	4.000	3.000	5.000	0.758
X.3	4.110	4.000	3.000	5.000	0.747
X.4	4.280	4.000	3.000	5.000	0.694
X.5	4.050	4.000	3.000	5.000	0.712
Y1.1	4.080	4.000	2.000	5.000	0.796
Y1.2	4.050	4.000	2.000	5.000	0.792
Y1.3	4.140	4.000	3.000	5.000	0.749
Y2.1	4.100	4.000	3.000	5.000	0.700
Y2.2	4.240	4.000	3.000	5.000	0.618
Y2.3	4.040	4.000	3.000	5.000	0.720
Y2.4	4.020	4.000	3.000	5.000	0.707

Source: SmartPLS Data Processing, 2024

The positive consumer engagement variable has the lowest value of 1 and the highest value of 5. The indicator with the highest mean value on the positive consumer engagement variable is the 4th indicator or X.4 (Absorption), with a mean

value of 4.280 and a standard deviation or deviation of the mean value of 0.694. The brand trust variable has the lowest value of 1 and the highest value of 5. The indicator with the highest mean value on the brand trust variable is the 3rd indicator, or Y1.3 (Utilizing the product), with a mean value of 4.140 and a standard deviation or deviation of the mean value of 0.749. The buying interest variable has the lowest value of 1 and the highest value of 5. The indicator that has the highest average (mean) value on the buying interest variable is the 2nd indicator or Y2.2 (Referential Interest), with an average (mean) value of 4.240 and a standard deviation or deviation of the average value of 0.618.

Sub 6 R-Square

Table 9 R-Square

Variabel	R Square
Brand Trust (Y1)	0.550
Buying Interest (Y2)	0.733

Source: SmartPLS Data Processing, 2024

The brand trust variable has an R-squared value of 0.550 or 55%, meaning that changes in the positive consumer engagement variable can affect the brand trust variable by up to 55%. The buying interest variable has an R-squared value of 0.733 or 73.3%, meaning that changes in the positive consumer engagement variable can affect the buying interest variable by up to 73.3%.

Sub 7 Research Hypothesis Testing

The research hypothesis test is used to prove the truth of the hypothesis whether there is an influence between the variables of positive consumer engagement, brand trust, and buying interest.

- The hypothesis will be accepted if it meets the requirements of p-value < 0.05
- The hypothesis will be rejected if it meets the requirements of p-value > 0.05

Table 10 Research Hypothesis Testing

Path Coefficient	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Positive Consumer Engagement (X) -> Brand Trust (Y1)	0.742	0.746	0.043	17.417	0.000
Positive Consumer Engagement (X) -> Buying Interest (Y2)	0.355	0.364	0.081	4.362	0.000
Brand Trust (Y1) -> Buying Interest (Y2)	0.559	0.552	0.084	6.662	0.000

Source: SmartPLS Data Processing, 2024

The table shows that:

- The first hypothesis meets the requirements of p-value $0.000 < 0.05$, meaning the hypothesis is accepted. Positive consumer engagement

positively and significantly affects brand trust in Bulog rice in Surabaya City.

2. The second hypothesis meets the requirements of p-value $0.000 < 0.05$, meaning the second hypothesis. Positive consumer engagement has a positive and significant effect on buying interest in Bulog rice in Surabaya City.
3. The third hypothesis meets the requirements of p-value $0.000 < 0.05$, meaning the hypothesis is accepted. Brand trust positively and significantly affects buying interest in Bulog rice in Surabaya City.

Discussion

Sub 1 The Influence of Positive Consumer Engagement on Brand Trust in BULOG Rice in Surabaya City

After conducting a hypothesis test between the variables of positive consumer engagement and brand trust, the results obtained showed that positive consumer engagement had a positive and significant effect on brand trust in Bulog rice in the city of Surabaya. This study's results align with research by [Agra & Prakoso, \(2022\)](#) that shows that consumer engagement positively and significantly affects brand trust.

Positive consumer engagement can increase brand trust because consumers feel more appreciated and listened to when interacting directly with the brand. A fast and personal response can create a solid emotional connection between consumers and brands. When consumers are actively involved in a brand, they will connect strongly with it because it is trustworthy ([Agra & Prakoso, 2022; Tuti & Sulistia, 2022](#)).

This explanation is proven by the R-Square value of 0.550 or 55%, meaning that changes in the positive consumer engagement variable can affect the brand trust variable by up to 55%. Therefore, it can be concluded that positive consumer engagement has a positive and significant effect on brand trust in Bulog rice in Surabaya City, with a correlation of 55%.

Sub 2 The Influence of Positive Consumer Engagement on Buying Interest in BULOG Rice in Surabaya City

After conducting a hypothesis test between the positive consumer engagement and buying interest variables, the results showed that positive consumer engagement had a positive and significant effect on purchase interest in Bulog rice in Surabaya City. The results of this study are in line with the research of [Agra & Prakoso, \(2022\)](#) that positive consumer engagement has a positive and significant effect on buying interest.

Positive consumer engagement can increase buying interest because when consumers are positively involved with a brand, they often develop an emotional attachment. This attachment can affect the interest in purchasing a product because consumers tend to choose products that are felt to have an emotional connection with consumers. Brands that actively interact with consumers often receive positive feedback that can be used to increase consumer buying interest ([Agra & Prakoso, 2022; Febrianti & Hasan, 2022](#)).

This explanation is proven by the R-Square value of 0.733 or 73.3%, meaning that changes in the positive consumer engagement variable can affect the buying

interest variable by up to 73.3%. Therefore, it can be concluded that positive consumer engagement has a positive and significant effect on buying interest in Bulog rice in Surabaya City, with a correlation of 73.3%.

Sub 3 The Influence of Brand Trust on Buying Interest in BULOG Rice in Surabaya City

After conducting a hypothesis test between the brand trust and buying interest variables, the results showed that brand trust positively and significantly affected purchase interest in Bulog rice in Surabaya City. The results of this study are in line with the research of [Agra & Prakoso, \(2022\)](#), which states that brand trust has a positive and significant effect on buying interest.

Brand trust can increase buying interest because consumers who trust a brand feel safer and more confident that the brand can meet consumer expectations. This trust reduces the perceived risk and reduces doubt and uncertainty in the decision-making process. Consumers who trust a brand tend to feel high buying interest, so they decide to make a purchase ([Febrianti & Hasan, 2022](#); [Tuti & Sulistia, 2022](#)).

This explanation is proven by the R-Square value of 0.733 or 73.3%, meaning that changes in the brand trust variable can affect the buying interest variable by up to 73.3%. Therefore, it can be concluded that brand trust has a positive and significant effect on buying interest in Bulog rice in Surabaya City, with a correlation of 73.3%.

Conclusion

After testing the hypothesis on the variables, the results obtained were:

1. Positive consumer engagement affects brand trust in Bulog rice in Surabaya City.
2. Positive consumer engagement affects buying interest in Bulog rice in Surabaya City.
3. Brand trust affects buying interest in Bulog rice in Surabaya City

Suggestion

The results of this study indicate that all hypotheses are accepted, so consumers in Surabaya City have positive consumer engagement, brand trust, and high buying interest in Bulog rice. However, further research is expected to add other variables, such as marketing 4.0, digital marketing, and content satisfaction.

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