



THE INFLUENCE OF *PRODUCT QUALITY*, *BRAND IMAGE* AND *INTEGRATED MARKETING COMMUNICATION* ON *CUSTOMER VALUE* AND ITS IMPLICATIONS ON *CUSTOMER TRUST* IN THE MODERN ORGANIC MARKET IN BOGOR CITY

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Abstract

Customer trust is a key factor in building long-term relationships between consumers and brands. This trust is developed through repeated positive experiences, consistent product quality, transparent communication, and a strong brand image. When customers feel confident that a brand or company can fulfill its promises and meet their expectations, they are more likely to remain loyal and recommend the product or service to others.

This study aims to analyze the influence of product quality, brand image, and integrated marketing communication on customer value and its implications for customer trust in the modern organic market in Bogor City. The research method used is quantitative with a causality research approach. Data was collected through a survey using a questionnaire from 230 respondents, who are consumers aged over 17 years who shop at modern organic markets in Bogor City. Data analysis was conducted using structural equation modeling (SEM). The findings are expected to provide insights into effective marketing strategies for enhancing customer value and trust in organic products.

Keywords: *Product Quality, Brand Image, Integrated Marketing Communication, Customer Value, Customer Trust.*

INTRODUCTION

Management is the art and science of planning, organizing, directing, and controlling resources to achieve organizational goals effectively and efficiently (Robbins & Coulter, 2017). In the marketing context, management plays a crucial role in creating customer value, building lasting relationships, and responding to market dynamics. According to Kotler and Keller (2016), marketing management is a process involving the planning and execution of ideas, pricing, promotion, and distribution to create satisfying exchanges.

The modern organic market in Bogor City reflects changing consumer behavior, which is now more health and environmental conscious. *Integrated Marketing Communication* (IMC) is important in conveying a consistent message to customers (Belch & Belch, 2021). Furthermore, product quality and brand image are determinants of consumer perception of a product (Garvin, 1984), which directly influences *Customer Value* (Woodruff, 1997). This value is the customer's perception of the benefits compared to the sacrifices they make, including functional, emotional, and social dimensions (Zeithaml, 2020).

In this context, customer trust (*Customer Trust*) is the ultimate goal of creation *Customer Value*. Morgan and Hunt (1994) stated that customer trust is built through a company's promises. This can be achieved through quality products, a positive brand image, and a comprehensive IMC approach. In Bogor City, organic markets such as Pasar Organik Bogor and Organik Corner

reflect consumer preferences for healthy and sustainable organic products. Consumers, consisting of young families, professionals, and organic-loving communities, demonstrate diverse motivations, but focus on a healthy lifestyle.

Persada Farm Bogor, as a local MSME, has significant potential in this market, focusing on the production and sale of organic products, including kale juice. Given that kale is a high-value crop with numerous benefits, a financial feasibility analysis of this product is crucial. With significant annual costs and high demand, evaluating the product's added value and potential profitability is crucial. Therefore, this study aims to explore the influence of product quality, brand image, and integrated marketing communications on kale's profitability. *Customer Value* and its impact on customer trust in the modern organic market in Bogor City.

Customer value in the modern organic market is determined by several key factors, such as product quality, brand image, integrated marketing communications, and customer trust. According to Kotler and Keller (2016), product quality is a key indicator in shaping customer value perceptions. Organic consumers demand products that are not only chemical-free but also high-quality, fresh, and nutritious. Cherian and Jacob (2013) reinforce these findings by demonstrating that organic certification and clear information about product origins are essential foundations for building brand trust.

Brand image plays a crucial role in shaping consumer perceptions. Ianaturodiah and Wahjudi (2020) state that a strong brand image reflects a company's commitment to sustainability and credibility. In the context of the organic market, this image reflects more than just the logo or packaging, but also the values communicated by the brand, such as support for local farmers, the use of environmentally friendly materials, and transparency in the production process.

Integrated marketing communications (IMC) is a crucial strategy for consistently conveying brand values. IMC involves the use of multiple communication channels, such as social media, educational campaigns, and digital marketing, to strengthen the relationship between consumers and brands (Kotler & Keller, 2016). This strategy is particularly relevant in the organic market, which is dominated by critical and environmentally conscious consumers. Inconsistencies in communication, such as unsubstantiated sustainability claims, can erode consumer trust (Lunenbourg, 2011).

Customer trust (*Customer Trust*) is the result of the synergy between product quality, brand image, and consistent IMC. Cherian and Jacob (2013) emphasize that trust is formed from the belief that a company will consistently meet expectations. Transparency, consumer education, and brand integrity are essential foundations for building trust. Ianaturodiah and Wahjudi (2020) state that high trust has a direct impact on customer loyalty and repeat purchase decisions.

Thus, product quality, brand image, IMC, and customer trust form a mutually supportive system in creating and maintaining customer value. Amidst increasing competition and high consumer expectations, companies in the modern organic market need to adopt an integrated, value-oriented marketing strategy to build sustainable, long-term relationships with customers.

The research gap table shows that despite extensive research on product quality, brand image, and marketing communications, which impact customer value and trust, gaps remain in the context of the modern organic market in Bogor City. Several previous studies did not specifically address the organic sector or integrated these variables within a single research framework. Furthermore, issues with digital communication, methodological limitations, narrow sample sizes, and a lack of focus on consumer education and social media highlight the need for further research that is more relevant to local conditions.

The novelty of this study specifically examines the influence of product quality, brand image, and integrated marketing communications on customer value and trust in modern organic markets in Bogor City, an area rarely focused on in organic marketing research in Indonesia. By integrating these three variables into a comprehensive model, this study offers a new approach that differs from previous studies that only addressed a subset of the variables. Furthermore, this study also highlights specific issues in the organic market, such as quality inconsistency, weak brand differentiation, and minimal consumer education. The findings of this study are expected to provide theoretical contributions as well as practical guidance for business actors in building customer trust and loyalty in the increasingly competitive organic market.

This study aims to address this gap by examining the influence of product quality, brand image, and integrated marketing communications on customer value and its implications for customer trust. The primary focus of this study is to understand how these three variables shape customer perceptions of value and trust in the modern organic market, which form the basis of consumer loyalty to brands amidst the development of digital trends and healthy lifestyle awareness.

LITERATURE REVIEW

Product Quality

According to Kotler & Keller (2023), product quality is the totality of features and characteristics that determine a product's ability to meet consumer needs. Quality is described as "fitness for use" and freedom from variation. Kreft et al. (2020) add that quality also encompasses consumer perceptions of a product's value and benefits, as well as brand image. Turban et al. (2016) state that quality is influenced by features, availability, and after-sales service. Kandampully & Solnet (2024) define quality as a subjective form of product differentiation. Meanwhile, Marimuthu (2022) and Armstrong et al. (2022) highlight functional aspects such as reliability, durability, and customer satisfaction. Warne (2023) and Albaum et al. (2016) emphasize the importance of conformance to specifications and regulatory compliance as indicators of product quality.

Brand Image

Brand image is a consumer's perception of a brand, formed from positive and negative associations based on their experiences (Kotler & Keller, 2023). This image includes visual

elements such as logos, slogans, as well as emotional impressions and the company's reputation. According to Kreft et al. (2020), brand image consists of core and additional personalities, reflecting qualities and symbolic relationships with consumers. Schlegelmilch (2022) states that brand image is the overall picture of a brand in the minds of consumers, distinct from the company's desired brand identity. Turban et al. (2016) add that brand image is formed through beliefs and impressions from direct or indirect exposure to the brand. Key indicators include brand associations, loyalty, reputation for quality, brand personality, and relevance and resonance to consumer needs (Warne, 2023; Armstrong et al., 2022; Marimuthu, 2022).

Integrated Marketing Communication

According to Kotler & Keller (2023), Integrated Marketing Communication (IMC) is an integrated approach that ensures all company communication messages are consistent and mutually reinforcing. IMC aims to convey clear, consistent, and compelling messages across all marketing touchpoints. Kreft et al. (2020) emphasize the coordination of cross-media communication strategies for message effectiveness. Schlegelmilch (2022) states that IMC can create efficiency and synergy in communication. According to Turban et al. (2016), IMC is a cross-functional process that strengthens brand image through every customer touchpoint. Kandampully & Solnet (2024) add the importance of digitalization in creating a holistic brand experience. IMC indicators include: message consistency, cross-channel coordination, audience reach, message effectiveness, and brand reinforcement (Armstrong et al., 2022; Marimuthu, 2022; Warne, 2023).

Customer Value

According to Kotler & Keller (2023), *Customer Value* is the value of an offering based on the extent to which it meets customer needs. This value is formed from the benefits, costs, and value proposition perceived by customers. Indicators include total benefits, total costs, and customer loyalty. According to Kreft et al. (2020), customer value reflects consumers' experiences and perceptions of benefits compared to costs. Meanwhile, Schlegelmilch (2022) emphasizes the importance of psychological and symbolic benefits. Turban et al. (2016) state that value is the difference between benefits and costs. Value is also measured through customer satisfaction, brand experience, and emotional bonding. Overall, *Customer Value* is a subjective perception formed from functional and emotional benefits, costs, and the customer's overall experience.

Customer Trust

According to Kotler & Keller (2023), *Customer Trust* is customer confidence in a company's competence, honesty, and goodwill in consistently meeting their needs. Trust is built through positive experiences, reputation, and transparent communication. According to Kreft et al. (2020), trust also grows from emotional connections, the sender's social status, and information transparency. Schlegelmilch (2022) emphasizes the role of behavioral loyalty and

emotional attachment. Meanwhile, Turban et al. (2016) highlight the importance of brand reputation and message repeatability. In general, key indicators *Customer Trust* encompassing competence, honesty, benevolence, reputation, transparency, data protection and ethical commitment, which together form the basis of long-term customer trust.

Thinking Framework

1. The direct influence of Product Quality on Customer Value

Product quality significantly impacts customer value because high-quality products provide greater satisfaction and meet customer needs. Quality encompasses durability, reliability, and appropriate design. Research by Gunawan et al. (2024) confirms product quality as the strongest factor in satisfaction and loyalty. Alex & Thomas (2011) also demonstrated the significant influence of product quality on customer value and purchase intentions.

2. The direct influence of brand image on customer value

Brand image shapes customer perceptions of value by creating trust and additional benefits such as social status. Research by Amalianti & Tiorida (2018) and Katoni & Sijabat (2023) confirms the positive influence of brand image on satisfaction, while Apritama & Susila (2023) emphasizes the role of satisfaction as a mediator in the influence of brand image on purchase intention.

3. The direct influence of Integrated Marketing Communication on Customer Value

IMC increases customer value by delivering consistent messages across multiple marketing channels. Finne & Grönroos (2017) introduced the CIMC model, which emphasizes customer experience. Dias & Dissanayake (2023) and Andriana & Prathisara (2023) demonstrated a positive relationship between IMC and perceived value and customer satisfaction.

4. The direct influence of Product Quality on Customer Trust

Superior product quality builds customer trust because it meets or exceeds expectations. Indawati Lestari et al. (2023) and Nofrizal et al. (2023) show that product quality increases loyalty through trust. Religia et al. (2024) add that positive quality perceptions increase purchase intentions and trust in retailers.

5. The direct influence of brand image on customer trust

A strong brand image increases customer trust by creating positive associations and credibility. Studies by Dinata & Firdausy (2023), Nasrullah et al. (2022), and Rahmanda & Farida (2021) found that brand image positively influences brand trust, which supports loyalty and repurchase intentions.

6. The direct influence of Integrated Marketing Communication on Customer Trust

IMC builds trust through consistent and relevant messaging across multiple marketing channels. Aryahyah & Zulfebriges (2023) found that IMC strategies significantly impacted

purchase intention, while Fahrani et al. (2022) confirmed that social media marketing and customer reviews increased trust.

7. The direct influence of Customer Value on Customer Trust

Perceived customer value influences customer trust levels. Stefaniem & Firdausy (2021) highlight the positive relationship between value and trust in increasing loyalty and word of mouth. Koesworodjati & Syahidah Budiarti (2023) add that trust plays a crucial role in e-commerce loyalty.

8. The indirect effect of Product Quality on Customer Trust through the mediation of Customer Value

Product quality increases customer value, which in turn strengthens trust. Widodo & Krisma Maylina (2022) found a mediating effect of satisfaction and trust in the relationship between product quality and loyalty. Nainggolan et al. (2022) emphasized the crucial role of value as a bridge between product quality and trust.

9. The indirect influence of Brand Image on Customer Trust through the mediation of Customer Value

A positive brand image enhances customers' perceived value, which further strengthens trust. Nyadzayo & Khajehzadeh (2016) and Pratiwi et al. (2021) highlight value as a key mediator between brand image and loyalty through trust. Andespa et al. (2023) demonstrate the role of value in strengthening the relationship between brand image and customer trust.

10. The indirect effect of Integrated Marketing Communication on Customer Trust through the mediation of Customer Value

Effective IMC emphasizes product value, strengthening customers' emotional and functional relationships with the brand, increasing trust. Sawaftah (2020) demonstrated that IMC influences purchase intention through trust. Nainggolan et al. (2022) also emphasized the mediating role of customer value in increasing customer trust and loyalty.

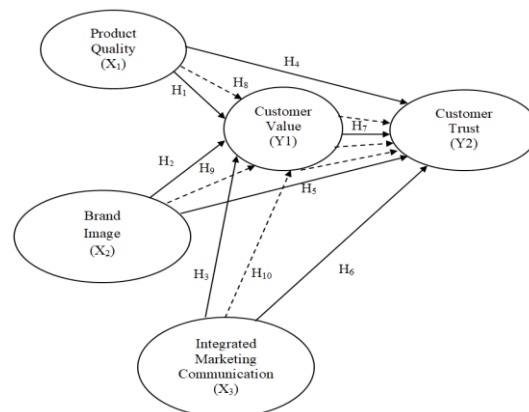


Figure 1 Thinking Framework

Hypothesis

H₁ : *Product Quality* has a direct positive impact on *Customer Value* at the Modern Organic Market in Bogor City

H₂ : *Brand Image* has a direct positive impact on *Customer Value* at the Modern Organic Market

in Bogor City

- H₃ : *Integrated Marketing Communication* has a direct positive impact on *Customer Value* at the Modern Organic Market in Bogor City
- H₄ : *Product Quality* has a direct positive impact on *Customer Trust* at the Modern Organic Market in Bogor City
- H₅ : *Brand Image* has a direct positive impact on *Customer Trust* at the Modern Organic Market in Bogor City
- H₆ : *Integrated Marketing Communication* has a direct positive impact on *Customer Trust* at the Modern Organic Market in Bogor City
- H₇ : *Customer Value* has a direct positive impact on *Customer Trust* at the Modern Organic Market in Bogor City
- H₈ : *Customer Value* able to mediate indirect influences *Product Quality* to *Customer Trust* through *Customer Value* at the Modern Organic Market in Bogor City
- H₉ : *Customer Value* able to mediate indirect influences *Brand Image* to *Customer Trust* through *Customer Value* at the Modern Organic Market in Bogor City
- H₁₀ : *Customer Value* able to mediate indirect influences *Integrated Marketing Communication* to *Customer Trust* through *Customer Value* at the Modern Organic Market in Bogor City

METHOD

Types of research

This research uses a quantitative method with a causality research approach based on positivism (Sugiyono, 2019). Data were collected through a field survey using a questionnaire to examine the relationship between Product Quality, Brand Image, and Integrated Marketing Communication variables on Customer Value and their impact on Customer Trust in a modern organic market in Bogor City. Data analysis was conducted statistically to test the hypotheses, followed by interpretation of the results to comprehensively answer the research questions.

Location and Time of Research

This research took place at the Modern Organic Market in Bogor City, a symbol of healthy lifestyle change and environmental awareness. The market offers organic products free of harmful chemicals, offering a convenient and environmentally friendly shopping experience. The majority of products are sourced from local farmers empowered through partnerships, supporting the local economy. The market also serves as a center for healthy lifestyle education through workshops and seminars, strengthening interactions between consumers, producers, and the community.

Research methods

This study employed a quantitative method with a causality research approach based on positivism (Sugiyono, 2019). Data were collected through a questionnaire survey at the Modern Organic Market in Bogor City and analyzed using path analysis to examine the direct and indirect relationships between the variables Product Quality, Brand Image, Integrated Marketing Communication, Customer Value, and Customer Trust. Quantitative data measured the influence of the variables, while qualitative data deepened understanding of how to increase Customer Trust through these variables.

Data Types and Sources

Research data sources are the origin of information obtained by researchers and greatly influence the validity of the research. There are two main types of data sources: (1) primary data, which is obtained directly from individuals through interviews or questionnaires; and (2) secondary data, which is primary data that has been processed and presented in the form of tables, diagrams, or other documents such as journals, books, and the internet. Secondary data complements and enriches primary data to support the analysis and discussion of research results.

Population and Sample

The research population is a collection of objects with certain criteria that are the focus of the study, namely modern organic market consumers in Bogor City aged 17 years and over (Sugiyono, 2019). The sample is a subset of the population that represents its characteristics. This study used 230 samples, adjusted to the needs of Structural Equation Modeling (SEM) analysis, which ideally requires 100-200 samples (Hair et al., 2020), with a minimum of 5 observations per indicator.

Data Analysis Techniques

The research method used Structural Equation Modeling (SEM) to test causal relationships between variables (Hair et al., 2020). The SEM process includes the formation of a theoretical model, path diagram, measurement model, selection of input data matrix (covariance), model identification, evaluation of goodness of fit, and interpretation of results. The sample consisted of 202 Immigration Officer respondents. Data were collected using a Likert scale questionnaire. Analysis using path analysis examined the influence of exogenous variables on endogenous variables according to theory. Hypothesis testing used a t-value >1.96 and $p < 0.05$ for significance (Hair et al., 2020). The main variables include Product Quality, Brand Image, Integrated Marketing Communication, Customer Value, and Customer Trust, with operational definitions according to Kotler & Keller (2023) and others.

RESEARCH RESULTS AND DISCUSSION

Research result

1. Instrument Validity Test

Validity testing was conducted using SPSS version 26. Validity criteria were based on *uncorrected item-total correlation* with a calculated r value $>$ r table (0.361) for a sample of 30 respondents at a 5% significance level. The results indicate that all statement items in the five variables are declared valid, because the calculated r is greater than the table r . This means that all instruments are suitable for use in subsequent analyses.

Table 1 Summary of Validity Test Results

Variables	Number of Items	Range r Count	r Table	Information
Product Quality (X1)	41	0.375 – 0.871	0.361	All Valid
Brand Image (X2)	45	0.555 – 0.880	0.361	All Valid
Integrated Marketing Communication (X3)	48	0.657 – 0.944	0.361	All Valid
Customer Value (Y1)	48	0.678 – 0.908	0.361	All Valid
Customer Trust (Y2)	48	0.488 – 0.950	0.361	All Valid

Source: Processed data (2025)

2. Instrument Reliability Test

After all items were declared valid, a reliability test was conducted using Cronbach's Alpha. An instrument is considered reliable if the Cronbach's Alpha value is $>$ 0.7 (Ghozali, 2018). The analysis results showed that all variables had alpha values well above 0.7, meaning that all research instruments were declared reliable. and consistent in measuring the intended construct. Thus, all indicators are suitable for use in further research.

Table 2 Reliability Test Results

Variables	Valid Item Count	Cronbach's Alpha	Cut Value	Information
Product Quality (X1)	40	0,953	0,7	Reliable
Brand Image (X2)	40	0,972	0,7	Reliable
Integrated Marketing Communication (X3)	40	0,984	0,7	Reliable
Customer Value (Y1)	40	0,982	0,7	Reliable
Customer Trust (Y2)	40	0,970	0,7	Reliable

Source: Processed data (2025)

3. LISREL analysis

Analysis 2ndCFA Construct *Product Quality*

The Product Quality variable (X1) has six dimensions: Performance Quality, Specification Conformity, Durability, Reliability, Aesthetics, and Customer Satisfaction. Based on the results of the 2nd-order CFA analysis, all indicators have a loading factor $>$ 0.5, AVE $>$ 0.5, and CR $>$ 0.7, so it can be concluded that all indicators are valid and reliable. This

indicates that the Product Quality construct has excellent convergent validity and internal consistency in measuring consumer perceptions of product quality.

Tabel 3 CFA 2nd Order Product Quality (X1)

Dimensions	AVE	CR	Information
Performance Quality (X1.1)	0.7463	0.9532	Reliable
Specification Conformance (X1.2)	0.6905	0.9392	Reliable
Durability (X1.3)	0.7572	0.9559	Reliable
Reliability (X1.4)	0.7758	0.9599	Reliable
Aesthetics (X1.5)	0.7559	0.9487	Reliable
Customer Satisfaction (X1.6)	0.8137	0.9631	Reliable

Source: Processed data (2025)

Analysis 2ndCFA Construct *Brand Image*

The Brand Image variable (X2) consists of five dimensions, namely *Visual Elements and Slogans, Personality and Emotions, Reputation for Quality and Trust, Relevance and Resonance*, as well as *Loyalty and Advocacy*. The results of the 2nd order CFA show that all indicators have loading factor > 0,50, CR > 0.70, and AVE > 0.50, indicating that all indicators are valid and reliable. This indicates that the Brand Image construct meets the criteria for convergent validity and good internal consistency and is suitable for use in research models.

Tabel 4 CFA 2nd Order Brand Image (X2)

Dimensions	AVE	CR	Information
Visual Elements & Slogans (X2.1)	0.7977	0.9723	Reliable
Personality & Emotions (X2.2)	0.6961	0.9392	Reliable
Quality & Trust Reputation(X2.3)	0.7922	0.9682	Reliable
Relevance & Resonance (X2.4)	0.8348	0.9755	Reliable
Loyalty & Advocacy (X2.5)	0.8120	0.9713	Reliable

Source: Processed data (2025)

Analysis 2ndCFA Construct *Integrated Marketing Communication*

The Integrated Marketing Communication (X3) construct consists of five dimensions: *Message Consistency, Inter-Channel Coordination, Reach and Coverage, Brand Strengthening*, as well as *Monitoring and Measuring Effectiveness*. The results of the 2nd order CFA show that all indicators have a loading factor > 0.50, the value Composite Reliability (CR) > 0.70, and Average Variance Extracted (AVE) > 0.50, indicating that all dimensions are valid and reliable. This finding indicates that construct X3 consistently reflects the quality of integrated marketing communications in the study.

Tabel 5 CFA 2nd Order Integrated Marketing Communication (X3)

Dimensions	AVE	CR	Information
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Message Consistency (X3.1)	0.8180	0.9727	Reliable
Inter-Channel Coordination (X3.2)	0.8307	0.9750	Reliable
Reach and Coverage (X3.3)	0.8576	0.9795	Reliable
Brand Strengthening (X3.4)	0.8429	0.9769	Reliable
Monitoring & Measuring Effectiveness (X3.5)	0.8132	0.9716	Reliable

Source: Processed data (2025)

Analysis 2ndCFA ConstructCustomer value

The Customer Value construct (Y1) consists of five dimensions: *Total Benefits, Total Cost, Value Proposition, Customer Loyalty and Satisfaction*, as well as *Economic and Strategic Value*. The CFA results show that all indicators have a loading factor > 0.50 and are declared valid, with an AVE value > 0.50 And CR > 0,70 which proves reliability and convergent validity. This finding confirms that construct Y1 is able to reflect consumer perceptions of value accurately and consistently.

Tabel 6 CFA 2nd Order Customer Value (Y1)

Dimensions	AVE	CR	Information
Total Benefits (Y1.1)	0.8721	0.9820	Reliable
Total Cost (Y1.2)	0.8428	0.9740	Reliable
Value Proposition (Y1.3)	0.8554	0.9792	Reliable
Customer Loyalty & Satisfaction (Y1.4)	0.8902	0.9848	Reliable
Economic & Strategic Value (Y1.5)	0.8743	0.9840	Reliable

Source: Processed data (2025)

Analysis 2ndCFA ConstructCustomer Trust

The Customer Trust (Y2) construct includes six main dimensions: *Competence and Reliability, Honesty and Transparency, Caring and Emotional Attachment, Company Reputation, Data Protection and Security*, as well as *Ethical Commitment and Social Responsibility*. All indicators have a loading factor > 0.50 and are declared valid, while the CR value is > 0.70 and AVE > 0.50 This indicates that this construct is reliable and has good convergent validity. Therefore, this construct is able to measure customer trust consistently and accurately.

Tabel 7 CFA 2nd Order Customer Trust (Y2)

Dimensions	AVE	CR	Information
Competence & Reliability (Y2.1)	0.8626	0.9777	Reliable
Honesty & Transparency (Y2.2)	0.8660	0.9783	Reliable
Caring & Emotional Attachment (Y2.3)	0.8850	0.9818	Reliable

Corporate Reputation (Y2.4)	0.8713	0.9793	Reliable
Data Protection & Security (Y2.5)	0.8663	0.9748	Reliable
Ethical Commitment & Social Responsibility (Y2.6)	0.8556	0.9722	Reliable

Source: Processed data (2024)

4. Model Assumption Test

The normality test results showed that all indicators had a P-value > 0.05, indicating that the data were normally distributed and suitable for SEM analysis. The multicollinearity test showed no excessive correlation between the independent variables, indicating the absence of multicollinearity problems. The Goodness of Fit Model test yielded satisfactory results, where all indicators, such as GFI, RMSEA, and CFI, showed values in the Good Fit category, proving that the model was appropriate for the analyzed data.

Tabel 8 Goodness of Fit Model

Goodness of Fit Index	Cut of Value	Results	Model Evaluation
Absolut Fit Measure			
GFI	$\geq 0,90$	0,97	Good Fit
RMSEA	$\leq 0,08$	0,015	Good Fit
RMR	$< 0,05$	0,011	Good Fit
CMIN/DF	$< 2,00$	1,812	Good Fit
Incremental Fit Measure			
AGFI	$\geq 0,90$	0,96	Good Fit
CFI	$> 0,90$	1,00	Good Fit
IFI	$\geq 0,90$	1,00	Good Fit
RFI	$\geq 0,95$	1,00	Good Fit
Parsimonious Fit Measure			
PNFI	The bigger the better	0,86	Good Fit
PGFI	The bigger the better	0,92	Good Fit

Source: Processed data (2024)

Discussion

1. The Influence of Product Quality on Customer Value

Research shows that product quality has a significant positive effect on customer value (path coefficient 0.45, $t=4.58$) in the organic market in Bogor City. The better the product quality, such as durability, reliability, and performance, the higher the perceived value for customers. This is in line with the findings of Wijayaland Property and the MEA Journal, which state that reliability and durability determine consumer perceptions of value. Silalahi (2024) emphasized that high value is created when products are of high quality with minimal cost sacrifice, so improving product quality is crucial to creating greater customer value.

2. The influence of Brand Image on Customer Value

Brand image has been shown to have a significant positive impact on customer value (path coefficient 0.65, $t=5.12$). Consumers associate product value with the brand image they trust. Kotler & Armstrong (2012) state that brand image helps consumers recognize and experience the benefits of a product or service. A strong brand image builds trust and loyalty, which is reinforced by indicators such as brand awareness and consumer loyalty. A positive brand image makes consumers more confident in the product's value even though the price is relatively higher, so companies must focus on building a strong and positive brand image.

3. The Influence of Integrated Marketing Communication (IMC) on Customer Value

IMC has a significant positive effect on customer value (path coefficient 0.66, $t=5.52$). By delivering a consistent and integrated message across multiple channels, companies can build a strong brand image while enhancing the customer experience. Othman (1999) and Shimp (2003) emphasize that IMC integrates all forms of marketing communications to deliver a clear message, overcome communication barriers, and increase sales. IMC also enables two-way communication, strengthening relationships with customers, so that customers perceive greater value from the products they purchase.

4. The Influence of Product Quality on Customer Trust

Product quality also has a significant positive effect on customer trust (path coefficient 0.35, $t=2.77$). When customers are satisfied with product quality, they have greater trust in the brand and company. Yusra & Rizki (2023) and Ernawati (2022) found that product quality contributes to trust and purchasing decisions. This trust drives loyalty, repeat purchases, and positive recommendations. Therefore, focusing on product quality is not just about features, but also about building long-term trust that provides a competitive advantage for companies.

5. The Influence of Brand Image on Customer Trust

A positive brand image significantly influences customer trust (path coefficient 0.44, $t=2.73$). A strong brand image builds consumer trust, consistent with findings by Huang et al. (2011) and Qurat & Mahira (2011), who stated that positive brand perceptions strengthen trust. Positive consumer experiences with the brand's products or services strengthen trust. A good brand image also differentiates a company from competitors and increases customer loyalty, making it crucial for companies to manage their brand image consistently and strategically.

6. The Influence of Integrated Marketing Communication on Customer Trust

IMC also has a positive effect on customer trust (path coefficient 0.50, $t=2.21$). Consistent and coordinated messaging across multiple communication channels enhances brand credibility and consumer trust. Shimp (2003) explains that IMC creates ongoing persuasive communication that strengthens customer relationships. The two-way communication facilitated by IMC helps companies listen to consumers and adapt their messages, which strengthens customer trust and loyalty in the organic product market.

7. The Influence of Customer Value on Customer Trust

Customer value has a strong influence on customer trust (path coefficient 0.82, $t=6.75$). The greater the value perceived by customers, the higher their level of trust in the brand. Strategies to increase customer value include improving product quality, personalizing services, effective communication, and positive experiences. A deep understanding of customer needs and managing pleasant interactions are key to building trust. With strong trust, customer loyalty and satisfaction will increase, supporting the long-term success of the business.

8. Customer Value mediates the influence of Product Quality on Customer Trust

Customer value mediates the effect of product quality on customer trust (path coefficient 0.37, $t=3.79$). Good product quality increases customer perceived value, which then strengthens trust. Adhari (2021) and Jumawar & Nurmartian (2022) define customer value as the perception of benefits that outweigh sacrifices. Huang et al. (2011) assert that brand trust influences customer value perceptions. Thus, improving product quality is a crucial step in building customer value, which then strengthens trust.

9. Customer Value mediates the influence of Brand Image on Customer Trust

Customer value also mediates the influence of brand image on customer trust (path coefficient 0.53, $t=4.08$). A strong brand image builds high perceived value, which further strengthens consumer trust. Kotler & Armstrong (2012) state that brand image helps consumers identify and assess product benefits. High customer value strengthens brand image, creating a positive cycle that encourages loyalty and repeat purchases. Therefore, strategies to strengthen brand image and customer value must work together to build trust.

10. Customer Value mediates the influence of Integrated Marketing Communication on Customer Trust

Customer value mediates the effect of IMC on customer trust (path coefficient 0.54, $t=4.14$). Effective IMC enhances product value perceptions through consistent and compelling messages, thereby building customer trust. Shimp (2003) underscores the role of IMC in delivering integrated messages that create positive experiences. The synergistic relationship between IMC, customer value, and trust creates a strong foundation for long-term customer-brand relationships in Bogor City's modern organic market.

CONCLUSION

This study shows that Product Quality has a positive and significant influence on Customer Value in the Modern Organic Market in Bogor City (path coefficient 0.45, $t=4.58$). Good product quality increases customer value perception, which impacts satisfaction and loyalty. Furthermore, Brand Image also has a significant positive influence on Customer Value (path coefficient 0.65, $t=5.12$), where a strong brand image forms a higher value perception in consumers. Similarly, Integrated Marketing Communication (IMC) has a positive impact on Customer Value (path coefficient 0.66, $t=5.52$) through consistent messages and pleasant customer experiences. Product Quality, Brand Image, and IMC also have a direct positive influence on Customer Trust, with path coefficients of 0.35, 0.44, and 0.50, respectively, and a

significant t-value above 1.96. Customer trust is formed from product quality, brand image, and effective marketing communication, which encourage loyalty and repeat purchases.

The results of the study confirm that Customer Value plays an important role as a mediator between Product Quality, Brand Image, and IMC on Customer Trust. Customer Value strengthens the relationship between the three variables with customer trust, which is reflected in the mediation path coefficients of 0.37, 0.53, and 0.54, respectively, with significant t-values. Improving product quality, strengthening brand image, and integrated marketing communications directly and indirectly through customer value can build consumer trust in the modern organic market in Bogor City. This strategy is very important to maintain customer loyalty and the sustainability of organic product businesses in a competitive market.

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