Research Paper

The Effect of Brand Identity and Brand Equity Is Mediated by Brand Trust on Interest in Studying at the LP3I Polytechnic, Medan

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ABSTRACT

This study aims to determine the effect of brand identity and brand equity, mediated by brand trust, on interest in choosing to study at the Medan LP3I Polytechnic. The type of research is quantitative associative research, and the data analysis techniques used are descriptive statistics and structural equation modeling analysis. The population and sample in this study were 180 high school alumni, with the sampling technique using accidental sampling. The results of this study state that brand identity has a positive and significant effect on interest in studying in college; brand equity has a positive and significant effect on interest in studying; brand trust has a positive and significant effect on interest in studying; brand trust is able to mediate positively and significantly between the effect of brand identity on interest in studying; and brand trust is able to mediate positively and significantly between the effect of brand equity on interest in studying.

Keywords: Brand Identity, Brand Equity, Brand Trust, Interest in Studying.

INTRODUCTION

Higher education as an industry in the sphere of private education must now prioritize student and alumni satisfaction in order to remain competitive in the midst of increasing competition. As an increasing number of institutions provide facilities, benefits, and prices that are relevant to customers, consumers will have more options. In order for brands and products to be accepted and trusted by customers, it is possible to undertake effective brand management. Private universities or institutions are becoming more aware that brands are an essential competitive aspect and a valuable business asset. The brand is considered to have identity and equity and to be trustworthy, taking into account that the customer will first learn about it through the media or from other customers before utilizing the product.

According to Ayuningtyas (2015: 5), "brand identity" relates to the identity and message that a brand wishes to express to customers; therefore, a firm delivers a message to its consumers in the form of "brand identity" or "brand personality." According to Schiffman and Kanuk in the Dharmayana (2017: 2021), brand equity is the value a well-known brand has. From a customer standpoint, brand equity is the extra value offered to products by brands. Then, according to Delgado in Hendrajati (2016: 17), "brand trust" is a sense of security that customers experience as a consequence of their engagement with a brand and is based on the idea that the company is dependable and accountable for the consumers' interests and safety.

Stevina et al. (2015) found there was an insignificant relationship between brand identity variables and purchase intention variables, indicating that the fulfillment of brand values carried out by businesses does not affect the level of purchase interest held by customers. Meanwhile, Novi Yuliyanti et al. (2021) report that brand identity has a significant effect on consumer purchase intention. This was formed indirectly as a result of consumers' positive trust in the Carvil brand. The positive behavior that is created also ultimately forms a positive purchase intention.

Purnomo (2016) revealed that brand awareness, one of the characteristics of brand equity, did not have a positive and statistically significant influence on purchase intention. Bayu et al. (2019) found that brand equity has a strong and beneficial impact on customer purchase intentions. This suggests that people are aware of the brand's superiority and quality, hence encouraging them to purchase it. The study of Pangestoe (2022) indicates that trust has a detrimental impact on purchasing intent. Some doubts exist about trendy sportswear brands, suggesting that customers are less inclined to purchase them. In contrast to Yuliyanti et al. (2021), they discovered that brand trust had a significant impact on Carvil brand purchase intent. This may be understood to suggest that brand trust influences customer purchase interest.

In light of this reasoning, this study employs the concepts of brand identification, brand equity, and brand trust to predict interest in studying at Polytechnic. The aim of this study is to investigate the elements that have the potential to impact consumer interest at Polytechnic LP3I Medan in North Sumatera, Indonesia.

It is envisaged that the research's practical implications would help organizations evaluate the interests of persons who choose to study at the Medan LP3I Polytechnic. It is also supported by the presence of the LP3I organization's brand identity, i.e., how awareness and impressions are linked to people's minds. Similarly, it is anticipated that the study results would give further information and insight for future studies. The researchers anticipate brand-theory-grounded empirical contributions with theoretical implications.

LITERATURE REVIEW
Purchase Intention
Taylor in Alatas (2018: 93) defines purchase intention as the stage of the consumer's tendency to act before the purchase decision is actually implemented. According to Aditya (2017: 834), "purchase intention" is something that reflects plans to purchase a number of products from a certain brand. Then, according to Durianto in Dewi (2018: 1779), "purchase intention" refers to consumer plans to purchase a specific product to meet needs in a specific time frame. Meanwhile, Belch in Kresnardi (2016: 3) defines purchase intention as a tendency to buy a brand based on the suitability between the purchase motive and the attributes or characteristics of the brand that can be considered. Busler in Sartika (2021: 576) states that purchase intention can be measured through the likelihood dimension, namely the consumer's purchase plan for a product; "definitely" refers to consumer certainty in a product, and "probable" refers to the possibility of consumers buying a product.

Brand Identity
According to Jewler & Drewniany (2014: 26), "brand identity" is a planned strategy as well as the appearance of an advertisement and is used to enhance a positive image in the minds of a wide audience. The concept of brand identity itself was introduced by Kapferer in Europe in 1986; this concept is more directed to the uniqueness, meaning, value, purpose, personality, provision of a position, and competitive competition of a brand (Kapferer, 1992). According to Ayuningtyas (2015: 5), "brand identity" is the identity and message that a brand wants to convey to consumers, so that a company conveys a message in the form of "brand identity" or "brand personality" about a

brand to its consumers. According to Kotler & Keller (2012: 162), brand identity is a unique set of brand associations created by brand strategists. This association shows the position of a brand where this is a promise to consumers. This brand identity will help build the stability of the relationship between brands and consumers. This brand's identity is all that makes this brand different and unique. According to Kotler & Pfoertsch in Hutomo (2015:2), to build a strong brand identity, there are four underlying elements, which are visual efforts that act to identify and differentiate a company's product or service. Formal brand elements such as name, type of logo, and slogan come together to form a visual identity for a brand or company.

Brand Equity

According to Aminu (2016: 10), the two main perspectives on brand equity are financial or company-based brand equity and consumer-based brand equity. Aaker in Aminu (2016: 20) explains brand equity as a set of brand assets and liabilities related to a brand, its name, and its symbol, which increase or decrease the value provided by a product or service to the company or the company's customers. Keller in Aminu (2016: 11) defines the concept of consumer-based brand equity as the complementary effect of brand knowledge on consumer response to brand marketing activities. "Brand equity is the value of a brand, based on the extent to which it has high brand loyalty, name awareness, perceived quality, strong brand associations, and other assets such as patents, trademarks, and channel relationships." Huang et al., in Dharmayana (2017: 2021), stated that in terms of consumer purchase intention, brand value has a positive effect and that there will be greater purchase intention for products with better brand equity. The brand is very important for the company because it will add value to the product. A strong brand helps companies, among others, maintain their corporate identity. Establishing brand

equity will bring added value from products that exceed the value of physical assets.

Brand Trust

According to Chaudhuri & Holbrook in Hendrajati (2016:17), brand trust is the desire of consumers who generally believe in a brand because they can fulfill the requirements and have the skills needed to meet their needs. According to Delgado in Hendrajati (2016: 17), brand trust is a feeling of security that consumers have as a result of their interaction with a brand, which is based on the perception that the brand is reliable and responsible for the interests and safety of consumers. Then, according to Keller in Hendrajati (2016: 18), brand trust is defined as a sense of security possessed by product users in their interactions with a brand based on the perception that the brand can be trusted and pays attention to the interests and welfare of consumers. According to Kustini (2011: 23), brand trust can be measured through the dimensions of viability and intentionality.

Hypothesis Development

The hypothesis in this study is:

H1: Brand identity has a positive and significant effect on interest in studying at the Medan LP3I Polytechnic.

H2: Brand equity has a positive and significant effect on interest in studying at the Medan LP3I Polytechnic.

H3: Brand trust has a positive and significant effect on interest in studying at the Medan LP3I Polytechnic.

H4: Brand identity has a positive and significant effect on brand trust.

H5: Brand equity has a positive and significant effect on brand trust.

H6: Brand identity has a positive and significant effect on interest in studying at the Medan LP3I Polytechnic through brand trust.

H7: Brand equity has a positive and significant effect on interest in studying at the Medan LP3I Polytechnic through brand trust.

RESEARCH METHOD

This type of research uses quantitative associative research methods, where the research can build a theory that can function to explain, predict, and control a symptom. The sample is part of the number and characteristics possessed by the population. This research uses a non-probability sampling technique and accidental sampling. According to Hair et al. (2017: 65), the minimum sample size for SEM is (number of indicators + number of latent variables) x (5-10) times. The number of samples in this study was 180.

A questionnaire was utilized to gather data from high school alumni who were identified as study participants. Following are the boundaries and operational definitions of the variables in this study:

Independent variable (X): brand identity (X1), an identity that differentiates LP3I Medan from its rivals and that you want to communicate to higher school alumni students in order to build a favorable impression. As measured by brand equity (X2), the way that former LP3I Medan students see how unique the campus is is different from other campuses.

The dependent variable (Y); intention to study, is the likelihood that a student will choose to study at LP3I Medan, which is based on how well their reasons for choosing it match the features or qualities of LP3I Medan that may be taken into account. The mediating variable (Z), brand trust, is the alumni students' willingness to trust and feel comfortable with LP3I Medan despite all the risks because they believe the brand will give them good and reliable results.

RESULT

Characteristics of Respondents

Table 1. Characteristics of Respondents

Characteristics	Frequency	Percentage
Gender		
Female		31,67
Male		68,33
Amount	180	100
Respondent's area of origin		
Binjai		8,33
Medan		50,00
Langkat		6,11
Serdang Bedagai		0,00
Deli Serdang		22,78
Others		12,78
Amount	180	100
End of school year		
2020		13,33
2021		20,00
2022		62,22
Others		4,44
Amount	180	100
Source of information about LP3i Medan		
Family		19,44
Colleagues		5,56
Friends		13,89
Social media		15,00
Pamphlets		1,67
Socialization to school		44,44
Amount	180	100

Descriptive Statistical Analysis

Table2: Summary of the results

Constructs	Mean	Category
Brand Identity (X1)	3.75	High
Brand Equity (X2)	3.53	High
Brand Trust (Z)	3.43	High
Purchase Intention (Y)	3.44	High

Inferential Statistical Analysis
Evaluation of Goodness of Fit

Inferential analysis in this study was carried out in two stages: evaluating the measurement model (outer model) and

evaluating the structural model (the inner model).

Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model (outer model) is carried out by measuring the level of accuracy of the indicators through their validity and reliability. Validity measurement is divided into two categories: convergent validity and discriminant validity.

Convergent Validity

Convergent validity testing is carried out in two ways: the first is by using a loading factor, and the second is by using the average variance extracted. A good loading factor value is greater than 0.7 (Ken Kwong-Kay Wong, 2019). Meanwhile, a good average variance extracted value is greater than 0.5. The results of this convergent validity test are explained as follows:

Table 3. Convergent Validity Test Results

Variables	Variable Instruments		Convergent Validity Test Results	
	Questionnaire Statement	Code	Loading Factor	Average Variane Extracted
Brand Identity	You already know the name of the LP3I Medan Campus.	BI1	0,843	
	The campus name, "LP3I" Medan, is easy to remember.	BI2	0,884	
	You can quickly recognize the LP3I logo.	BI3	0,871	
	The LP3I Medan logo is easy to remember	BI4	0,866	
	You know that "Right and Fast Work" and/or "Passed Direct Sales" is the slogan/tagline of the Medan LP3I Campus.	BI5	0,857	0,739
	The LP3I Medan campus has a good reputation, namely as the best private polytechnic in Sumatra.	BI6	0,840	
	You know the Medan LP3I Campus because of the "track record" of the story about Muri's record of "most job placements."	BI7	0,855	
Brand Equity	You know the LP3I campus in Medan without asking other people.	BE1	0,853	
	You will choose the LP3I Campus in Medan as an alternative choice for studying	BE2	0,947	
	The study program offered by the LP3I campus in Medan is in accordance with the needs of the current world of work.	BE3	0,830	
	The information presented by LP3I Medan is clearer and easier to access from all sources	BE4	0,833	
	You often search for information and mention LP3I Medan as one of your future college options	BE5	0,838	0,714
	You feel prestigious when you choose to study at LP3I Medan	BE6	0,833	
	You tell others positive things about LP3I Medan	BE7	0,877	
	I would recommend LP3I Medan to others	BE8	0,860	
	The increase in study fees will not reduce my interest in choosing LP3I Medan	BE9	0,833	
Brand Trust	You feel that the LP3I Medan campus is able to meet your needs	BT1	0,856	
	You are confident that studying at LP3I Medan adds self-confidence that is useful in the workplace	BT2	0,877	0,771
	LP3I Medan offers facilities that make you feel comfortable	BT3	0,883	
	You are sure to find a job easily by studying at LP3I Medan	BT4	0,896	
Purchase Intention	After getting the information, I am interested in studying at LP3I Medan	PI1	0,827	
	After getting the information, I will immediately register to study at LP3I Medan	PI2	0,848	
	LP3I Medan is my main purpose to study at the vocational campus	PI3	0,843	
	There are many vocational campuses and other polytechnics, but I will still choose LP3I Medan	PI4	0,855	0,720
	I will plan to study at LP3I Medan	PI5	0,842	
	I would probably choose LP3I Medan as my place to study	PI6	0,876	

The results of convergent validity testing are shown in the table above, where the loading factor for each instrument is greater than 0.07, indicating that the assumption of convergent validity is met based on the loading factor value. None of the instruments were removed from the construct variable of the study. Similarly, based on the average variance extracted value, all construct variables in this research had a value larger than 0.5; thus, it can be inferred that all construct variable instruments employed in this study met the convergent validity testing criterion..

Discriminant Validity

In this work, discriminant validity was evaluated using the Fornell-Larcker criteria and cross-loading. The construct variable test contains the Fornell-Larcker criteria test, whereas the construct variable instrument contains the cross loading. In the Fornell-Larcker Criterion postulate, it is stated that discriminant validity is excellent if the root value of the average variance extracted is greater than the correlation values of other construct variables (Ken Kwong and Kay Wong, 2019). The results of discriminant validity testing in this investigation are shown in the table below.

Table 4. Discriminant Validity Testing Fornell-Larcker Approach

	Brand Equity	Brand Identity	Brand Trust	Purchase Intention
Brand Equity	0,845			
Brand Identity	0,836	0,860		
Brand Trust	0,824	0,819	0,878	
Purchase Intention	0,830	0,823	0,846	0,849

The table above shows the correlation value of the construct variable matrix itself is greater than the value of the construct variable matrix with other constructs. The test results show that the correlation value of the construct variable matrix itself is higher than the correlation value of the construct variable matrix with other constructs. This means that the Fornell-Larcker approach to testing discriminant validity has met its assumptions.

Constructs-reliability test

This reliability test aims to see the overall level of consistency of the construct variable instrument in measuring the construct variable. This study uses two approaches, namely Cronbach's alpha and composite reliability. Although the Cronbach alpha and composite reliability tests have a rule of thumb greater than 0.7, many experts say 0.6 is an acceptable value for a variable with a consistent instrument that measures its construct variables (Ken Kwong-Kay Wong, 2019). The results of the Cronbach alpha and composite reliability tests can be seen in the following table:

Table 5. Cronbach Alpha and Composite Reliability Tests

Construct Variables	Cronbach Alpha	Composite Reliability	Conclusion
Brand Equity	0,950	0,957	Reliabel
Brand Identity	0,941	0,952	Reliabel
Brand Trust	0,901	0,939	Reliabel
Purchase Intention	0,922	0,931	Reliabel

The Cronbach's alpha and composite reliability values in the table exceed the rule-of-thumb values, hence it can be inferred that each construct variable in this research has a high reliability value. In other words, the values of all construct variables are highly reliable.

Evaluation of the Structural Model (Inner Model)

Predictive Relevance Testing

The purpose of this test was to see how well the observed values and parameter estimates produced by this research model corroborated each other. If Q2 is greater than 0, it means that the observation and parameter estimation are good.

Table 6. Predictive Relevance Test Results

Endogenous Variables	Predictive Relevance (Q^2)
Brand Trust	0,561
Purchase Intention	0,560

The table displays the Q2 value derived from the study's findings. It is understood that each observation has a value higher than 0. When the Q2 value is greater than 0, the predictive significance of the data is consistent with the underlying assumptions. Thus, it is possible to infer that the data and parameter estimates in each model

developed are of the highest quality. Consequently, this test may be conducted further.

Model Fit Testing

When measuring whether a model is fit or not, you can use the standardized root mean square (SRMR) value and the NFI value. The model is declared fit if the SRMR value is less than 0.08 and the NFI value is greater than 0.90 (Henseler et al., 2016). The results of testing this fit model can be seen in the following table:

Table 7. Results of Fit Model Testing Based on Standardized Root Mean Square (SRMR) and NFI

Measurement Instruments	Measurement Criteria		Conclusion
	Calculate	Standard	
SRMR	0,037	< 0,08	Fit
NFI	0,905	> 0,900	Fit

The table displays the results of testing the model's fit when the SRMR value is less than 0.08. This signifies that the research model has satisfied the model fit testing assumptions.

Coefficient of Determination

The goal of the coefficient of determination (R^2) analysis is to find out how well exogenous construct variables can explain or build a model. The higher the value shown by R^2, the better the prediction results in the model.

Table 8. Analysis of Coefficient of Determination (R^2)

Endogenous Variables	Coefficient of Determination (R^2)
Brand Trust	0,735
Purchase Intention	0,787

The table depicts four models created through a series of structural equation modeling (SEM). An R^2 value of 0.00 to 0.19 is considered weak; 0.20 to 0.66 is considered moderate; and greater than 0.67 is considered strong (Chin, 1998). The test results show that each model formed is in a strong category.

Hypothesis Testing
Direct effect

On the basis of the results of evaluating the structural model (inner model), which comprise r-square values, parameter coefficients, and t-statistics, hypotheses are tested. By examining the significant value between constructs, t-statistics, and p-values using bootstrapping findings, a hypothesis may be accepted or rejected. This study's research model is described in the following table.

Table 9. Direct effect

Construct Variables	(O)	T-statistics	P-value	Conclusion
Brand Equity → Brand Trust	0,465	6,657	0,000	Accepted.
Brand Equity → Purchase Intention	0,284	4,375	0,000	Accepted
Brand Identity → Brand Trust	0,430	6,432	0,000	Accepted
Brand Identity → Purchase Intention	0,257	4,099	0,000	Accepted
Brand Trust → Purchase Intention	0,401	6,390	0,000	Accepted

The table shows the results of the variable path coefficients in this study and can be explained as follows:

The direct effect of brand equity on brand trust is significant. This conclusion was obtained by looking at the test statistical T value of 6.657, which is greater than 1.96, and the p value of 0.000, which is less than 0.05. The amount of brand equity affecting brand trust is 0.465, or 46.5%. In other words, the higher the brand equity, the higher the brand trust.

The direct effect of brand equity on purchase intention is significant. This conclusion was obtained by looking at the test statistical T value of 4.375, which is greater than 1.96, and the p value of 0.000, which is less than 0.05. The amount of brand equity affecting purchase intention is 0.284, or 28.4%. In other words, the higher

the brand equity, the higher the purchase intention.

The direct effect of brand identity on brand trust is significant. This conclusion was obtained by looking at the test statistical T value of 6.432, which is greater than 1.96, and the p value of 0.000, which is less than 0.05. The amount of brand identity affecting brand trust is 0.430, or 43%. In other words, the higher the brand identity, the higher the brand trust.

The direct effect of brand identity on purchase intention is significant. This conclusion was obtained by looking at the test statistical T value of 4.099, which is greater than 1.96, and the p value of 0.000, which is less than 0.05. The amount of brand identity affecting purchase intention is 0.257, or 25.7%. In other words, the higher the brand identity, the higher the purchase intention.

The direct effect of brand trust on purchase intention is significant. This conclusion was obtained by looking at the test statistical T value of 6.390, which is greater than 1.96, and the p value of 0.000, which is less than 0.05. The amount of brand trust affecting purchase intention is 0.401, or 40.1%. In other words, the higher the brand trust, the higher the purchase intention.

Indirect effect

Table 10. Indirect effect

Construct Variables	(O)	T-statistics	P-value	Conclusion
Brand Equity → Brand Trust→ Purchase Intention	0,186	5,158	0,000	Accepted
Brand Identity → Brand Trust→ Purchase Intention	0,173	4,085	0,000	Accepted

There is a significant influence of brand equity on purchase intention through brand trust. This conclusion can be seen from the statistical T value of 5.158, which is greater than 1.96, with a significance value of 0.000, which is less than 0.05. The influence of brand equity on purchase intention through brand trust is 0.186.

There is a significant influence of brand identity on purchase intention through brand trust. This conclusion can be seen from the statistical T value of 4.085, which is greater than 1.96, with a significance value of 0.000, which is less than 0.05. The influence of brand identity on purchase intention through brand trust is 0.173.

Total effect

The sum of the direct and indirect effects is the total effect. The results of calculating the total effect are shown in the table below.:

Table 11. Total effect

Construct Variables	Direct effect	Indirect effect	Total
Direct effect Brand Equity → Purchase Intention Indirect effect Brand Equity → Brand Trust→ Purchase Intention	0,284	0,186	0,470
Direct effect Brand Identity → Purchase Intention Indirect effect Brand Identity → Brand Trust→ Purchase Intention	0.257	0,173	0,430

DISCUSSION
Brand identity has an effect on interest in studying at LP3I Medan.

Brand identity has a strong impact on interest in studying LP3I Medan, as shown by the T statistic > from the T table, where the T statistic is 4.099 times larger than the T table of 1.96 and the p value is 0.000. The contribution of brand identification to purchase intent is 0.27 percent. In other words, when brand identity increases, so does purchase intent.The findings of this study show that brand identity is a significant factor in determining a person's desire to exercise their right to vote, in this case, the desire to study at LP3I Medan.In

other words, in order to win the competition, a company must be able to establish a strong brand identity that differentiates it from other companies and develops a distinct perception in the minds of customers in order to generate and impact purchasing interest. This study's results are compatible with those of Novi Yuliyanti et al. (2021) and Walstrom in Christina, A., Shendra, and Dibyo (2017), who contend that brand identity is the most crucial aspect of the brand-building procedure since it determines how a firm wants to be viewed. A business with a strong brand identity on the market might impact a consumer's purchasing decisions. If the above-described views can be resolved by all associated lines of LP3I Medan, then it is probable that LP3I Medan will be more readily identified and remembered, as well as have better perceptions in the minds of the general public, particularly high school alumni students, which, of course, will influence an individual's decision to study at LP3I Medan.

Brand equity has an effect on interest in studying at LP3I Medan.
Brand equity has a significant effect on intention to study at LP3I Medan, where the T statistic is 4.375 times greater than the T table of 1.96 and the p value is 0.000. The amount of brand equity affecting purchase intention is 0.284, or 28.4%. In other words, the higher the brand equity, the higher the purchase intention. The findings of this study are consistent with those of Schiffman and Kanuk in the Dharmayana (2017: 2021), who define brand equity as the added value given to products and services. Brand equity refers to the value contained in a well-known brand from the consumer's perspective. Strong brand equity can lead to high consumer or potential consumer buying interest (Andrie and Harold, 2013). The results of this study are in line with Bayu et al. (2019), which show that brand equity has a significant positive effect on consumer purchase intentions.

Brand identity has an effect on brand trust
The T statistic is 6.432, which is greater than the T table of 1.96, and the p value is 0.000, indicating that brand identity has a strong impact on brand trust. The proportion of brand identity that influences brand trust is 0.430, or 43%. In other words, as brand identification increases, so does brand trust. Brand identity influences a person's level of trust in a brand; in other words, to win the competition, a brand must be able to build a strong brand identity that differentiates it from other brands and creates a separate perception in the minds of consumers so that a sense of confidence arises and one can increase one's trust in a brand that can fulfill their needs. This study's findings concur with those of Walstrom (Christanti, A., Shendra, and Dibyo, 2017), who contends that brand identity is the most crucial aspect of the brand-building process since it determines how a firm wants to be seen. A company with a strong brand identity on the market may increase consumer trust.

Brand equity has an effect on brand trust.
Brand equity has a strong impact on brand trust, as shown by the T statistic of 6,657, which exceeds the T table of 1.96, and the p value of 0.000. The proportion of brand equity influencing brand trust is 0.465%, or 46.5%. In other words, as brand equity increases, so does brand trust. In terms of consumer purchase intention, brand value has a positive effect, and there will be greater purchase intention for products with higher brand equity; that is, the higher the value or equity of a brand, the greater the perception that it can be trusted and the greater the trust in the brand. According to Schiffman and Kanuk in the Dharmayana (2017: 2021), brand equity is the extra value supplied to goods and services. These findings are consistent with this definition. Brand equity refers to the consumer-perceived value associated with a well-known brand. Strong brand equity may result in enhanced customer or prospective

consumer confidence, which influences strong purchase intentions (Andrie and Harold, 2013). This study's findings concur with those of Halim et al. (2014), who found that brand identity had a substantial impact on consumer confidence in automotive brands.

Brand equity has an effect on interest in studying at LP3I Medan through brand trust.

Through brand trust, brand equity impacts interest in studying at LP3I Medan. This conclusion is based on a comparison between the statistical T value, 5.158, which is larger than 1.96, and the significance value, 0.000, which is less than 0.05. Through brand trust, brand equity influences interest in studying LP3I Medan by 0.186, or 18.6%. Strong brand equity may inspire confidence and enhance purchasing intent (Andrie and Harold, 2013). Brand equity has an influence on influencing a person's interest in choosing to study, but the process towards intention and interest in selecting requires various thoughts and observations before a sense of trust forms and a consumer's confidence grows to choose to study at LP3I Medan.

Brand identity has an effect on interest in studying at LP3I Medan through brand trust.

Brand identity influences interest in studying at LP3I Medan through brand trust. This is based on a comparison of the statistical T value of 4.085, which is greater than 1.96, with a significance value of 0.000, which is less than 0.05. The influence of brand identity on interest in LP3I is 0.173, or 17.3%.If brand identity directly attempts to influence someone's purchasing interest or interest in studying at LP3I Medan, the magnitude of the influence is 25.7%, while it increases by 17.3% if done through or through brand trust.In line with Walstrom's opinion in (Christanti, A., Shendra, & Dibyo, 2017), who argues that brand identity is the most important part of the brand building process and defines how

a company wants to be seen, A company that has a strong brand identity in the market can convince someone and increase their confidence by influencing their intention to buy.The identity of a brand certainly aims to be a differentiator from other brands, which is conveyed to the public to create a perception that sticks in the minds of consumers by explaining the brand name, logo, slogan or tagline, and track record or story of a brand in order to attract someone's interest. However, it is necessary to work hard to instill in students the confidence and trust that their needs and expectations will be met, followed by concrete evidence of what the LP3I Medan brand has to offer and excels at, so that high school alumni students believe in choosing to study at LP3I Medan.

CONCLUSION

This conclusion discusses the study's aims and findings. The brand identity of LP3I Medan has a positive and significant influence on student interest. LP3I Medan's brand equity has a favorable and substantial influence on student interest. Study interest at LP3I Medan is positively and significantly influenced by a consumer's perception of the brand's trustworthiness. Study interest at LP3I Medan is positively and significantly influenced by a consumer's perception of the brand's reliability. Brand identity has a strong and positive impact on brand trust. Brand identity has a positive and statistically significant influence on student interest in LP3I Medan, mediated by brand trust. Brand equity has a positive and statistically significant influence on student interest in LP3I Medan, mediated by brand trust. The following ideas are: The brand identity owned by LP3I is good and able to influence interest in choosing to study at LP3I Medan and to maintain a reflection of the good perception that has been built in the minds of the public, which is aligned with empirical evidence of every recognition of achievement and excellence owned by LP3I Medan, one of which is the implementation and realization of the LP3I

slogan/tagline and the reputation as the best private polytechnic in North Sumatra. LP3I Medan should pay close attention to this in order to combat social stigma. The brand equity owned by LP3I Medan is good and is able to influence students' interest in choosing to study at LP3I Medan, particularly the perceived quality indicator, where the good impression that students feel regarding the explanation of information about LP3I Medan that they get from various sources is very good, but attention must be paid to improving the relationship between LP3I Medan and students as well as other communities in building trust and making people feel comfortable. Therefore, the administration of LP3I should strive to increase brand quality, maintain a solid track record, and give actual proof to students so that they are confident that their educational requirements will be met by attending LP3I Medan. From all aspects of each studied variable, it is recommended that the management of LP3I Medan improve the information dissemination strategy about the LP3I Medan campus and where Medan is located, improve good relations between LP3I Medan and the community, and maintain the good track record that has been achieved in order to maintain good perception stability in the minds of consumers while increasing consumer confidence. This study may be utilized as a foundation for further research on ideas or theories that support marketing management expertise, namely brand identification, brand equity, brand trust, and purchase intention. In addition, other researchers should examine variables such as brand positioning, brand voice, brand communication, marketing representatives, and marketing funneling by combining this research with previously conducted research in order to determine the relationship between variables that can be used to measure people's interest in selecting a college.

Declaration by Authors
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