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## PRIDE OF THE NATION: UNPACKING THE DOMINANT ROLE OF NATIONAL IDENTITY IN BUILDING LOCAL BRAND TRUST

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### **Abstract**

*This study aims to analyze the influence of product quality, price, brand ambassadors, and national identity on the brand trust of consumers of Ortuseight, a local sportswear brand in Indonesia. The research employs a quantitative approach, utilizing a survey method involving 162 respondents who have purchased and used Ortuseight products. Data were collected through questionnaires adapted from previous studies and analyzed using multiple linear regression with IBM SPSS Statistics 26. The results indicate that, simultaneously, all variables have a significant effect on brand trust. Partially, product quality and price show a positive and significant influence, whereas brand ambassadors do not have a significant impact. Furthermore, national identity proved to be the most dominant variable in increasing brand trust. These findings emphasize the importance of combining rational and emotional factors for local brands to build consumer trust amidst competition with international brands.*

**Keywords:** Brand Trust; Product Quality; Price; Brand Ambassador; National Identity

### **INTRODUCTION**

The sport footwear industry in Indonesia has experienced significant growth, highlighted by 2024 data showing that domestic footwear sales have exceeded US\$ 8.1 billion (DataIndonesia.id, 2024). Alongside this growth, consumers are now presented with an increasingly diverse range of sport shoe brands, prompting them to become more selective in deciding which brands to trust and purchase. Consumer purchasing decisions are no longer based solely on the quality and functional aspects of a product; today, these decisions are also influenced by symbolic value, personal identity, cultural attachment, and emotional bonds with the brand (Jiang et al., 2023)

With the expansion of the sport footwear industry in Indonesia, local brands such as Ortuseight have emerged as contenders to be reckoned with. Despite being relatively new, Ortuseight has demonstrated that local brands are capable of competing, even though the Indonesian sport footwear industry is currently still dominated by international brands like Nike and Adidas. This is reflected in Google

Trends data regarding public interest in sport shoe brands in Indonesia, as shown in the following table:

**Table 1.** Comparison of Indonesian Public Interest in sport Shoe Brands (01/01/2026 - 02/08/2026)

Time	Ortuseight	Adidas	Nike	Reebok
01/01/26	7	96	77	6
02/01/26	6	97	78	4
03/01/26	6	100	81	4
04/01/26	7	94	80	4
05/01/26	6	82	70	3
06/01/26	4	79	67	4
07/01/26	5	71	72	3
08/01/26	6	72	69	4
09/01/26	5	77	71	4
10/01/26	5	84	81	3
11/01/26	5	90	75	3
12/01/26	4	75	62	3
13/01/26	4	66	64	3
14/01/26	5	71	66	3
15/01/26	4	69	69	4
16/01/26	3	86	84	5
17/01/26	4	85	73	4
18/01/26	4	89	77	4
19/01/26	4	81	68	4
20/01/26	5	77	65	3
21/01/26	4	69	65	5
22/01/26	4	70	66	4
23/01/26	6	83	69	4
24/01/26	4	88	71	3
25/01/26	3	93	77	3
26/01/26	4	73	63	3
27/01/26	4	81	68	3
28/01/26	4	76	66	3
29/01/26	4	75	65	3
30/01/26	5	80	70	3
31/01/26	5	87	74	3
01/02/26	5	95	79	4
02/02/26	4	83	65	3
03/02/26	4	80	66	3

04/02/26	4	78	69	3
05/02/26	4	77	64	3
06/02/26	4	77	69	3
07/02/26	4	83	75	3
08/02/26	5	95	85	5

**Source:** Google Trends, accessed February 8, 2026

As a rising local brand, Ortuseight not only emphasizes the use of advanced technology in every product but also leverages national identity and the slogan "Karya Anak Bangsa" (Work of the Nation's Children) as a core marketing strategy. This serves as a competitive advantage for Ortuseight, particularly in the Indonesian market, given the current "Proud of Indonesian Products" (Bangga Buatan Indonesia) trend aimed at supporting local brands to bolster national economic growth (Ministry of Health, 2024). In line with this, previous research indicates that utilizing national identity for local brands can foster brand trust, as consumers perceive the brand as an extension of themselves (Han et al., 2023).

Beyond national identity, price remains a critical factor in consumer decision-making. Consumers tend to evaluate price in relation to perceived quality (Todorova, 2026). For consumers, if the price aligns with the product's benefits, brand trust can increase (Zhang et al., 2013). Local brands like Ortuseight can capitalize on this by implementing competitive pricing strategies and building a high-quality brand image as key drivers for attracting consumers.

Another increasingly popular factor in marketing strategy is the use of brand ambassadors to build brand image and credibility. <sup>11</sup> A brand ambassador is typically a public figure or athlete with a positive reputation who can influence consumer perceptions regarding a brand's quality, reliability, and reputation (Miller & Allen, 2012). In the sport footwear industry, the chosen brand ambassadors must be able to strengthen the connection between the brand and performance, professionalism, and an active lifestyle to enhance consumer brand trust.

Furthermore, modern consumers show a tendency to build emotional bonds with the brands they use to reinforce their trust (Akgün et al., 2013). The concept of brand trust has evolved into a vital variable for understanding the deep emotional connection between consumers and brands (Aurelia & Tajuddin, 2025). Brand

trust is particularly crucial in the sports shoe industry because consumers rely heavily on product quality, comfort, performance, and durability to support their sport activities (Chaudhuri & Holbrook, 2001).

Despite extensive previous research on brand trust, most existing studies focus on international brands. Research examining Indonesian local brands, specifically local sport footwear brands like Ortuseight, remains very limited especially when considering factors such as national identity. Very few studies have included national identity as a variable influencing the formation of brand trust.

The gaps in the existing literature indicate a need for more in depth research on how product quality, price, brand ambassadors and national identity influence brand trust toward the local sport footwear brand, Ortuseight. By focusing the study on these variables within the context of the Indonesian sport footwear industry, this research aims to provide insights into Indonesian consumer behavior in a rapidly expanding market.

The findings of this study are expected not only to contribute to theoretical developments in the fields of consumer behavior and sports marketing but also to provide practical implications for local brands to strengthen their positions against international competitors. Amidst the strong presence of global brands in Indonesia's sport shoe industry, local brands are required to effectively combine product quality with national identity to build sustainable relationships with consumers (Sichtmann et al., 2019).

## **METHOD**

<sup>1</sup> This study aims to identify the influence of product quality, price, brand ambassadors, and national identity on brand trust, using the local sport footwear brand Ortuseight as a case study. Data collection was conducted by distributing questionnaires via Google Forms to participants. The respondents involved in this study are consumers who have purchased and used Ortuseight sport shoes. Based on the data collection process, a total of 163 respondents were obtained.

The research instrument used is a questionnaire developed based on instruments from previous studies and modified to suit the context of this research. The questionnaire consists of several sections: (a) perceived product quality with

four items by (Yasa et al., 2022); (b) perceived price with four items by (Yasa et al., 2022); (c) perceptions of brand ambassador usage with eight items by (Dewi et al., 2024); (d) perceived national identity, independently developed with five items; and (e) brand trust with six items by (Delgado-Ballester et al., 2001). Additionally, the questionnaire includes respondent demographics such as gender, age, ethnicity, experience using Ortuseight shoes, and income level. Each question item was structured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis was performed using IBM SPSS Statistics version 26. The initial stage involved descriptive statistical analysis to describe respondent characteristics. Subsequently, a Cronbach's alpha reliability test was conducted to check the consistency of each variable's items. Finally, a multiple linear regression analysis was performed to analyze the relationship between the independent variables product quality, price, brand ambassador, and national identity and the dependent variable, brand trust.

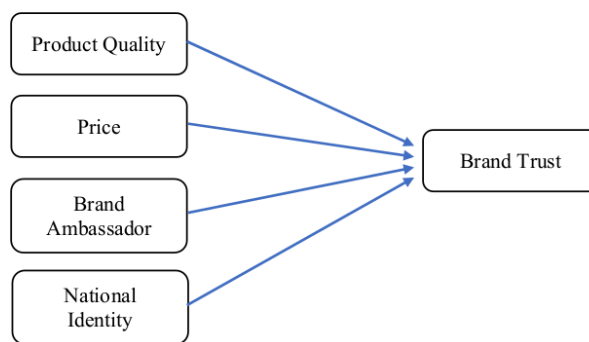


Figure 1. Theoretical Model

## RESULT AND DISCUSSION

This study involved a total of 163 respondents who have experience purchasing and using Ortuseight sport shoes. A descriptive analysis was conducted

to determine the characteristics of the respondents and to provide a general overview of their perceptions regarding the research variables. The results of the respondent characteristic analysis are presented in the following table:

**Table 2.** Respondent Charecteristics

No	Variable	Classification	Total
1	Gender	Male	92
		Female	71
		Total	163
2	Age	< 20 years	117
		21-30 years	41
		31-40 years	5
		41-50 years	0
		> 50 years	0
		Total	163
3	Experience	< 1 year	48
		1-2 years	72
		3-5 years	32
		> 5 years	11
		Total	163
4	Monthly Income	< Rp2.500.000	113
		Rp2.500.000 – Rp4.999.999	30
		Rp5.000.000 – Rp7.499.999	16
		Rp7.500.000 – Rp10.000.000	1
		> Rp10.000.000	3
		Total	163

Based on the results of the descriptive statistical analysis, the brand trust variable yielded a mean score of 23.34 with a standard deviation of 4.63. The product quality variable had a mean of 16.71 with a standard deviation of 2.50, while the price variable showed a mean of 15.74 with a standard deviation of 2.99. The brand ambassador variable had a mean of 31.20 with a standard deviation of 5.96, and national identity yielded a mean of 19.63 with a standard deviation of 3.44. In general, the mean values for all variables fall within the "moderately high" category, indicating that respondents' perceptions of the Ortuseight brand tend to be positive.

**Table 3.** Descriptive Statistics

Variable	Mean	Std. Deviation
Brand Trust	23,3374	4,63111
Product Quality	16,7117	2,50364
Price	15,7362	2,98521
Brand Ambassador	31,2025	5,95576
National Identity	19,6258	3,43922

Furthermore, the results of the research instrument's reliability test indicate that all research variables product quality, price, brand ambassador, national identity, and brand trust have Cronbach's Alpha values exceeding 0.70. This demonstrates high consistency among the questions for each variable, confirming they are reliable. The reliability test results indicate that all research instruments are considered reliable and suitable for further analysis. The results of the reliability test are presented in the following table:

**Table 4.** Reliability Test

Construct	N Item	Cronbach's Alpha	Keputusan
Product Quality	4	0,878	Reliabel
Price	4	0,897	Reliabel
Brand Ambassador	8	0,949	Reliabel
National Identity	5	0,914	Reliabel
Brand Trust	6	0,921	Reliabel

Multiple linear regression analysis was used to examine the influence of product quality, price, brand ambassador, and national identity on the formation of brand trust among Ortuseight sport shoe consumers. The results show that the model has an R value of 0.820, an R2 of 0.672, and an Adjusted R2 of 0.664. This indicates that product quality, price, brand ambassador, and national identity account for 66.4% of the variation in brand trust, while the remaining 33.6% is influenced by other factors outside this research model. The simultaneous test (F-test) yielded an F-value of 81.031 with a significance level of 0.000 ( $p < 0.05$ ), confirming that the regression model is significant.

The t-test results indicate that product quality has a positive and significant effect on the formation of brand trust, with a regression coefficient of  $\beta = 0.170$  and a significance of 0.010 ( $p < 0.05$ ). This suggests that the better the consumer perception of Ortuseight's product quality, the higher the level of consumer trust in the brand. Similarly, the price variable proved to have a positive and significant influence on brand trust, with a regression coefficient of  $\beta = 0.172$  and a significance of 0.018 ( $p < 0.05$ ). This implies that price perceptions deemed reasonable and proportional to product quality can enhance consumer trust; consumers tend to trust a brand when they feel they receive value commensurate with their expenditure.

In contrast to product quality and price, brand ambassadors do not have a significant influence on brand trust, with a regression coefficient of  $\beta = 0.116$  and a

significance of 0.115 ( $p > 0.05$ ). These results suggest that brand ambassadors have not yet been able to directly increase consumer brand trust. This indicates that sport shoe consumers prioritize direct experience using the product over the influence of public figures or athletes.

Meanwhile, the national identity variable has the strongest <sup>4</sup> positive and significant influence on brand trust, with a regression coefficient of  $\beta = 0.464$  and a significance of 0.000 ( $p < 0.05$ ). This finding demonstrates that national identity <sup>4</sup> plays a major role in building consumer trust. Therefore, it can be concluded that among all tested variables, national identity is the most powerful factor in increasing consumer brand trust toward Ortuseight.

<sup>3</sup> **Table 5. Multiple Linear Regression**

Model	R	R Square	Adjusted R Square	F	Sig. F Change
1	.820	.672	.664	81.031	0.000

Variable	B (Unstandardized)	Std. Error	B (Standardized)	T	Sig.
(Constant)	2.195	1.480		2.807	.005
Product Quality	.315	.121	.170	2.609	.010
Price	.266	.111	.172	2.392	.018
Brand Ambassador	.090	.057	.116	1.585	.115
National Identity	.625	.105	.464	5.928	.000

#### Discussion

The results of this study provide insights into the factors influencing brand trust among consumers of Ortuseight, a local sport footwear brand in Indonesia. These findings confirm that brand trust is formed not only by functional factors such as product quality and price but also by other elements such as national identity.

The first finding indicates <sup>1</sup> that product quality has a positive and significant influence on brand trust. This is consistent with marketing theory, which posits that perceived quality is the primary foundation for building consumer trust in a brand (Erciş et al., 2012). According to (Lassoued & Hobbs, 2015), consumers develop trust when they are confident that a brand can deliver consistent and reliable quality. In the context of sport shoes, aspects such as comfort, durability, and performance serve as rational considerations for consumers.

The price variable also proved to have a <sup>1</sup> positive and significant effect on brand trust. This supports <sup>4</sup> the value-for-money perspective, where consumers evaluate the alignment <sup>4</sup> between the costs incurred and the benefits received (Barnard, 2018). (Kim et al., 2018) explain that price fairness can enhance consumer trust in a brand. In the Indonesian market, which tends to be price-sensitive, Ortuseight's competitive pricing strategy has successfully built a rational perception among consumers.

In contrast to the previous two variables, <sup>11</sup> brand ambassadors do not have a significant influence on brand trust. <sup>3</sup> This result is particularly interesting because, theoretically, a trusted public figure should be able to enhance positive brand perceptions (Dwivedi et al., 2015). However, <sup>3</sup> this finding aligns with research by (Till, 1998), <sup>3</sup> which suggests <sup>3</sup> that public figures as brand endorsers do not always manifest the expected results. This indicates that in the context of local sport footwear, consumers may rely more on tangible experiences with the product rather than the influence of public figures. This serves as a critical insight for local manufacturers: utilizing public figures as brand ambassadors does not always guarantee an increase in consumer brand trust.

The most prominent finding in this study is the influence of national identity on brand trust. This result is highly consistent with the concepts of self-congruity and consumer-brand identification, which emphasize the importance of alignment between consumer values and brand values (Büyükdag & Kitapci, 2021). <sup>10</sup> When consumers perceive a brand as a representation of <sup>10</sup> their identity, emotional attachment <sup>10</sup> and trust increase. In Indonesia, the "*Karya Anak Bangsa*" campaign used by Ortuseight has successfully fostered an emotional connection with consumers.

Theoretically, these results enrich the literature on brand trust by demonstrating that for local brands in Indonesia, national identity can be a more powerful factor than the use of brand ambassadors. This extends the model by (Chaudhuri & Holbrook, 2001), which has previously been tested primarily on international brands. In terms of practical implications, the study suggests that strategies for strengthening local brands should not focus solely on quality

improvements and competitive pricing; local brands like Ortuseight must also continue to reinforce the narrative of national identity a marketing strategy that is difficult for international brands to replicate. Furthermore, the effectiveness of brand ambassadors needs to be re-evaluated, particularly regarding their alignment with brand image, professionalism, and credibility as the "face" of the brand.

Nevertheless, this study has several limitations. The respondents were dominated by the younger demographic (under 20 years old), so generalizations to other age segments should be made with caution. Additionally, this study utilized a cross-sectional approach, which cannot capture the dynamics of brand trust over time. Therefore, future research is encouraged to use a longitudinal design and consider other variables such as brand experience, perceived value, or brand image to strengthen the model's ability to explain the relationships between variables.

### **CONCLUSION**

This study demonstrates that product quality, price, brand ambassadors, and national identity play distinct roles in shaping consumer brand trust in the local sport footwear brand, Ortuseight. Partially, product quality and price have a positive and significant influence on brand trust, confirming that rational considerations such as product performance and price fairness remain the foundation of consumer confidence. Meanwhile, brand ambassadors do not have a significant effect, indicating that the presence of public figures does not necessarily translate into a direct increase in trust.

The most prominent finding is the dominant influence of national identity on brand trust. This underscores that emotional connection, fostered through narratives of pride in local products, is a key factor. Consequently, local brands are advised to maintain quality, ensure competitive pricing, and strengthen their national identity as primary strategies for building consumer trust.

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