



The Influence of Brand Loyalty and Brand Image on Customer Satisfaction

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Submission Info :

Received 30 January 2022

Accepted 26 February 2022

Available online 28 February 2022

Keyword :

Brand Loyalty

Brand Image

Customer Satisfaction

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Abstract

This study aims to determine whether brand loyalty and brand image affect customer satisfaction at PT. Telekomunikasi Plaza Indonesia. This research uses quantitative research with 99 respondents as respondents. Analysis of the data used is multiple linear regression analysis with F test and t-test as hypotheses. The results showed that simultaneously, brand loyalty and brand image influence customer satisfaction at PT. Telekomunikasi Plaza the significance value indicates on the F test, which is less than 0.05. The brand image variable has a positive and significant impact on customer satisfaction at PT. Telekomunikasi Plaza the significance value indicates on the t-test, which is less than 0.05. The brand loyalty variable has a positive and insignificant effect on customer satisfaction at PT. Telekomunikasi Plaza the significance value indicates on the t-test, more than 0.05. There is a causal relationship between brand loyalty and brand image with customer satisfaction at PT. Telekomunikasi Plaza Indonesia.



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Introduction

In the era of globalization, business competition between companies is getting more challenging in both domestic and international markets. Companies that want to develop and increase competitive advantage must be able to provide products in the form of quality goods and services (Simanjuntak, 2021). However, to become a company that truly excels in the competitive world of business and business is not an easy matter to survive in this competition. In addition to requiring good management, strategic accuracy in decision making and maximum company performance is needed. Currently, the company's competition for consumers is no longer limited to the product's functional

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attributes, such as product usability. Still, it has been associated with brands that can provide users with a particular image and loyalty. The product is described as an exchanged commodity, while the brand represents the customer's specifications (Kurniawati, 2014).

A brand is not just the identity of a product but only a differentiator from competing products. The brand has a unique emotional bond created between consumers and producers. This bond causes consumers to continue to use a product if they are satisfied after using it (Satyadharma, 2014). Products that have a strong brand image will be complicated to imitate. Unlike products that competitors can easily replicate, a strong brand image will be difficult to imitate because consumers' perceptions of the value of a particular brand will not be easy to create. In the business world, loyalty to a product's brand is driven by customer confidence in the product. There have been many studies on brand trust in the literature. Most show an interest in brand trust, just at the conceptual or theoretical stage. According to (Chaudhuri and Holbrook, 2001; Wicaksono, 2015), the role of brand trust in the brand image process has not been explicitly considered.

In plain view, the brand on the product from PT Telkom is very superior in the market compared to other brands. Many people are interested in feeling satisfaction with these products. Besides, because the prices are very affordable compared to other brands, they also have faster innovations than other brands. However, the actual product brand of PT Telkom is much more innovative. It has a variety of services, such as cable TV services, which prioritize the board of directors' decisions in terms of competition for internet service products. Internet service providers are not enough to pamper consumers with various offers that suit consumers' wishes but also offer very high-quality products such as Plaza Telkom, which prioritizes continuous innovation, and quality is more important. Many other internet service companies provide similar products in large and small cities. Various conveniences in accessing them can lead to an awkward sense of satisfaction in consumers when they choose a product.

According to (Kotler & Keller, 2006; Wahyudi et al., 2018), one measure of success in marketing is the ability of a product to maintain and increase market share. One measure to maintain and improve market share is customer satisfaction with the same product or brand and loyalty to the brand. Consumer satisfaction is the level of one's feelings due to comparing reality and the expectations received from a product or service (Herliza & Saputri, 2016; Kotler, 2009). In measuring brand loyalty, it is necessary to explore the company's brand image to respondents regarding the product's brand image can create purchasing decisions.

According to Fanany & Oetomo, (2015), the customer is the central concept of satisfaction and service quality. The customer plays a vital role in measuring satisfaction with the product or service received in this case. Satisfaction is the most critical factor in various business activities. Satisfying the wants and needs of customers positively impacts the company. If the customer is satisfied with a particular product, the customer will always use or consume the product continuously. In this way, the company's products are declared to be sold in the market so that the company will make a profit and eventually survive and even develop. From the various definitions above, it can be explained that basically, the notion of customer satisfaction is a person's feeling after comparing (evaluating) between expectations and the results (performance) he feels after the customer buys and uses a service, where if the service he receives exceeds what is expected, the customer will feel

satisfied, on the other hand, if the service received is below customer expectations, then the customer is dissatisfied (Manullang, 2017).

A good brand is one of the assets for the company because the brand has an impact on every consumer perception where the public has a positive impression of the company's products, and to maintain and increase the consumer market, loyalty and a good image are needed for the company's products (Harfani, 2007). 2016). A consumer's commitment and vision are required if the product can meet consumer wants and needs, namely by making and developing products according to consumer expectations and tastes, guaranteed quality and quality, and product delivery systems to quickly obtain products. The.

Loyalty can be based on the actual buying behavior of the product associated with the proportion of purchases (Sukran, 2019). Companies that have a customer base that has high brand loyalty can reduce the company's marketing costs because the cost of retaining customers is much cheaper than getting new customers. Increased brand loyalty can increase trade. Furthermore, it can attract new customers because they have confidence that buying branded products can at least reduce risk. Another advantage gained from brand loyalty is that companies can respond faster to competitors' movements (Khotimah, 2016).

Consumers will tend to buy or use brands that are considered by the public as good quality brands, used by famous people, reliable, and so on in other words, a good brand image will lead to customer satisfaction (Putri et al., 2016). Brand image is a brand's perception that reflects consumer memory of their association with the brand (Ambo, 2021). Brand image is a part of a brand that can be recognized but cannot be spoken, such as a symbol, a particular letter or color design, or a customer's perception of a product or service that the brand represents. From some of the limitations above, researchers can conclude that brand image is the impression that appears and is felt by consumers of a brand that is stored in consumers' memories and can influence consumer behavior.

Theoretical Framework and Hypotheses

A customer-centered company seeks to create high customer satisfaction by lowering its price or increasing its service, even though it is likely to be lower profits. The firm may be able to increase its profitability by means other than increasing satisfaction. Consumers who are satisfied or dissatisfied with a brand cannot be separated from the perception or image felt by a consumer of a brand (Satyadharma, 2014). Consumers have various kinds of pictures attached to themselves. Self-image (perception of self) is very closely related to the personality of consumers so that individuals tend to give the impression of being satisfied with products that have an image or character that is close to or like the consumer's self-image, which in essence, consumers try to explain themselves to consumers from the choice of brands they choose. He chose. Customer satisfaction is also defined as the customer's response to the perceived evaluation of the difference between initial expectations before purchase (or other performance standards) and the product's actual performance as perceived after using or consuming the product in question (Apriani et al., 2019). The company has many interested parties, including employees, dealers, suppliers, and shareholders. Companies spend more to increase customer satisfaction (Amiruddin & Farida, 2014; Kotler, 2009).

Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products of value with others (Novianto, 2015). Marketing is also an organizational function and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships to benefit the organization and its shareholders (Rahmawati, 2016). According to (Desi, 2015), marketing management is the art and science of choosing target markets and getting, keeping, and growing customers by creating, delivering, and communicating superior customer value. Marketing management is one of the main activities carried out by companies to maintain the company's continuity, development, and earn a profit. The marketing process begins long before goods are produced and do not end with sales. The company's marketing activities must also satisfy consumers if they want their business to continue or consumers have a better view of the company (Dwiastuti, 2019).

The brand is the completeness of a product. So, the product must have a brand. If you do not have it, it is hard for consumers to find the product again. According to the American Marketing Association, the definition of a brand is as follows: "A brand is a name, term, sign, symbol or design or a combination of these. Branding aims to identify the product or service produced so that it is different from the product or service produced by competitors" (Rahab, 2008; Novie & Chikmawati, 2019). The brand itself is an identity to distinguish one product from another (Yenata, 2015: 2). Brand loyalty is an essential concept in marketing strategy (Fany & Oetomo, 2015). The existence of consumers who are loyal to the brand is necessary for the company to survive. Loyalty can be defined as a deep commitment to repurchase a product or service that becomes his preference consistently in the future by repurchasing the same brand despite situational influences and marketing efforts that can lead to switching behavior.

The relationship between brand image, brand loyalty, and satisfaction is widely documented in the marketing literature; the association is theoretically and empirically positive, as has been researched by Restu (2016). Theoretically, when image and brand loyalty are described as being able to meet or exceed expectations or expectations of the customer, the customer is satisfied. Empirically, many studies with different sample backgrounds have proven that brand image and brand loyalty positively influence customer satisfaction, as expressed by (Putri et al., 2016; Restu Wuri Handayani, 2016; Simanjuntak, 2021), revealing the same thing. Namely, brand image and brand loyalty positively impact customer satisfaction. Under the objectives and the number of constructs identified, a concept model of the relationship between brand image and brand loyalty can be built on customer satisfaction at Plaza Telkom Makassar City.

In the business world, loyalty to the brand of a product is driven by customer confidence in the product. There have been many studies on brand trust in the literature. Most show an interest in brand trust, just at the conceptual or theoretical stage. Satyadharma (2014) asserts that the role of brand trust in the brand image process has not been explicitly considered. Brand loyalty is inseparable from competition between companies. In today's era of technological sophistication and information systems, a competitor in the telecommunications industry is getting tougher. Every telecommunications-based company tries to provide optimal service to win customers' hearts. As a result of competition, it increases the bargaining power in choosing telecommunication services that are considered excellent and profitable. The study results (Putri et al., 2016; Restu Wuri Handayani,

2016) found that loyalty positively affects customer satisfaction.

H1: Brand loyalty has a significant effect on customer satisfaction at PT. Telekomunikasi (Telkom) Plaza Indonesia Tbk.

Brand image is the perception of a brand that reflects consumer memory of its association with the brand (Herliza & Saputri, 2016). Brand image is a part of a brand that can be recognized but cannot be spoken, such as a symbol, a particular letter or color design, or a customer's perception of a product or service that the brand represents. From some of the limitations above, researchers can conclude that brand image is the impression that appears and is felt by consumers of a brand that is stored in consumers' memories and can influence consumer behavior. One measure of success in marketing is the ability of a product to maintain and increase market share (Kurniawati, 2014). One measure to maintain and improve market share is customer satisfaction with the same product or brand and loyalty to the brand. (Herliza & Saputri, 2016; Kotler, 2009) Defines consumer satisfaction as the level of one's feelings resulting from comparing reality and expectations received from a product or service. The study results (Restu Wuri Handayani, 2016; Simanjuntak, 2021) found that brand image positively affected customer satisfaction.

H2: Brand image has a significant effect on customer satisfaction at PT. Telekomunikasi (Telkom) Plaza Indonesia Tbk.

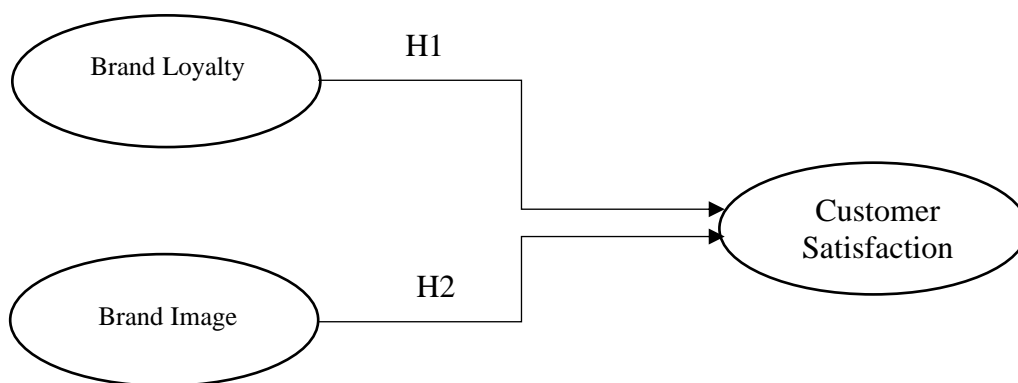


Figure 1. Research Model

Research Method

This type of research is quantitative research. The population in this study are all consumers who have decided to use the services of PT. Telkom in Makassar with several customers many as 5,018 people. The number of samples in this study was determined using Slovin's theory (Ghozali, 2009). Based on the formulation of the formula from Slovin's theory, the number of samples to be studied is 99 samples. The data in this study uses primary data collected by distributing questionnaires to all respondents filled with several statements with four answer options that will be given a weighted

score such as answers (Strongly Agree = 5, Agree = 4, Agree = 3, Disagree = 2, Strongly Disagree = 1). The data collected will be analyzed through four stages of testing. The first stage is to do a descriptive analysis. The second stage is to perform multiple regression analysis. The third stage is to test the quality of the data, which consists of (test validity and test reliability). The fourth stage is to try all the hypotheses proposed in this study and will be proven through a partial test and a coefficient of determination test.

Table 1. Variable Operationalization

Variable	Code	Indicator	Major Reference
Brand Loyalty (X1)	<ul style="list-style-type: none"> • X1.1 • X1.2 • X1.3 • X1.4 	<ul style="list-style-type: none"> • Repurchase • Purchase across product and service lines • Retention • Referral 	(Herliza & Saputri, 2016; Sukran, 2019)
Brand Image (X2)	<ul style="list-style-type: none"> • X2.1 • X2.2 • X2.3 • X2.4 	<ul style="list-style-type: none"> • Good name • Image compared to competitors • Widely known • Ease of getting products 	(Kurniawati, 2014; Rahmadani, 2019)
Customer satisfaction (Y)	<ul style="list-style-type: none"> • Y1.1 • Y1.2 • Y1.3 • Y1.4 	<ul style="list-style-type: none"> • Complaint and suggestion system • Consumer satisfaction survey • Ghost Shipping • Lost customer analysis 	(Ambo, 2021; Satyadharma, 2014)

Data Analysis and Discussion

Data Analysis

The first stage is to test the quality of the data by using a bivariate person (correlation product-moment person); the method is to correlate each item with the total value of the sum of all things processed using the SPSS version 20 program, which is said to be valid if it has a product correlation value. moment over or above 0.30. (Siswanto & Pratama, 2015). The results of the validity test of brand loyalty and brand image variables and the dependent variable of customer satisfaction are presented in table 3.

Table 3. Validity and Reliability Test

Variable	Question Items	Bivariate Person Correlation	Cronbach's Alpha	Info
Brand Loyalty	X1.1	0,674	0,708	Valid dan reliable
	X1.2	0,727		Valid dan reliable
	X1.3	0,795		Valid dan reliable
	X1.4	0,724		Valid dan reliable
Brand Image	X2.1	0,851	0,805	Valid dan reliable
	X2.2	0,845		Valid dan reliable
	X2.3	0,763		Valid dan reliable
	X2.4	0,712		Valid dan reliable

Customer satisfaction	Y1.1	0,786	0,745	Valid dan reliable
	Y1.2	0,869		Valid dan reliable
	Y1.3	0,750		Valid dan reliable
	Y1.4	0,600		Valid dan reliable

From table 3, the validity test results for the variables of brand loyalty and brand image on customer satisfaction are declared valid because they correlate each of the indicators above 0.30, so it can be concluded that all hands or questions asked are valid. Cronbach's alpha values for all variables of brand loyalty and brand image on customer satisfaction are declared reliable or trustworthy as a measuring tool.

The third stage is to perform multiple linear regression analysis. The recapitulation of the multiple linear regression analysis results can be seen in table 4.

Table 4. Multiple Regression Coefficient Value

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	1.085	1.379
	X1	0,328	0,087
	X2	0,569	0,082

Based on the data in table 4, the following regression equation is obtained:

$$Y = 1,085 + 0,328X1 + 0,569X2$$

From the regression equation results, it can be interpreted that the value of $b_0 = 1.085$, which indicates a constant value, which means that without brand loyalty and brand image, customer satisfaction is 1.085%. The value of $b_1 = 0.328$ means that if brand loyalty is increased, then customer satisfaction at PT. Telkom Plaza in Makassar will increase by 0.328%. The value of $b_2 = 0.569$ means that if the brand image increases, it will affect customer satisfaction at PT Telkom Plaza in Makassar by 0.569%.

From the results of the regression coefficients, the variable of brand image has the most dominant influence on customer satisfaction at PT Telkom Plaza in Makassar because it has the most significant standardized coefficient value compared to the brand loyalty variable.

The fourth stage is to test the hypothesis. To prove that brand loyalty and brand image have a simultaneous influence on customer satisfaction, the F test is used. In the F test, the significance value is < 0.05 ($0.000 < 0.05$). It can be said that brand loyalty and image have a simultaneous or simultaneous influence on customer satisfaction at PT Telkom Plaza in Makassar. The results of the F test analysis can be seen in table 5.

Table 5. Results of F Test Analysis (Simultaneous Test)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	249.108	2	124.554	63.315	.000 ^b
	Residual	188.852	96	1.967		
	Total	437.960	98			

The t-test was used to partially test the independent variable (X) against the dependent variable (Y) using a 5% significance level. In addition, based on the t value, it can be seen which variable has the most dominant influence on the dependent variable, as shown in table 6.

Table 6. T-Test Analysis Results (Partial Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error				
1	(Constant)	1.085	1.379		0,787	0.433
	X1	0,328	0,087	0.298	3.747	0.000
	X2	0,569	0,082	0.551	6.922	0.000

Based on table 6, the partial test results between brand loyalty and customer satisfaction obtained a significance value = $0.000 < 0.05$, which means that there is a positive and significant effect between brand loyalty and customer satisfaction. At the same time, the results of the t-test between brand image and customer satisfaction obtained a significance value = $0.000 < 0.05$, which means that there is a significant influence between brand image and customer satisfaction. The R^2 (Coefficient of Determination) test essentially measures how far the model's ability to explain variations in the dependent variable is. The value of the coefficient of determination is between zero and one.

Table 7. Coefficient of Determination Test Results (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.754 ^a	0.569	0.560	1,403

a. Predictors: (Constant), brand loyalty, brand image

b. Dedendent Variabel : Customer satisfaction

Based on table 7, the magnitude of the correlation (R) is 0.754, which shows a strong relationship between the independent variables X1 (brand loyalty) and X2 (brand image) on customer satisfaction (Y). The coefficient of determination (R^2) is 0.754, meaning that the magnitude of the influence on customer satisfaction (Y) is 75.4%. The remaining 24.6% is influenced by other variables that cannot be explained and are not included in the study.

Discussion

The results of testing the first hypothesis (H1) indicate that brand loyalty has a positive and significant effect on customer satisfaction. PT Telkom Plaza strives to continue to increase the number of users of communication and internet services with quality that has been prioritized so that customers will feel a sense of satisfaction after using products from PT Telkom Plaza. Still, in the current situation, various communication and internet services with other brands provide services that are more in terms of excellent service visible to the naked eye. For example, prices from other service companies are lower than services from PT Telkom Plaza, offering quality products that can be a comparable opponent in creating a sense of satisfaction for consumers. However, by prioritizing product quality over price, consumers will be more loyal to the communication and internet services offered at PT Telkom Plaza in Makassar to increase customer satisfaction. Brand loyalty is inseparable

from competition between companies. In today's era of technological sophistication and information systems, a competitor in the telecommunications industry is getting tougher. Every telecommunications-based company tries to provide optimal service to win customers' hearts. As a result of competition, it increases the bargaining power in choosing telecommunication services that are considered excellent and profitable. In the business world, loyalty to the brand of a product is driven by customer confidence in the product. There have been many studies on brand trust in the literature. Most show an interest in brand trust, just at the conceptual or theoretical stage. The results of this study are in line with research (Restu Wuri Handayani, 2016; Simanjuntak, 2021) which found that brand loyalty has a positive effect on customer satisfaction.

The results of testing the second hypothesis (H2) indicate that brand image has a positive and significant effect on customer satisfaction. Brand image is an image, or something attached to the minds of consumers. The better the perception in the minds of consumers of the company's brand image, the higher consumer satisfaction will be. On the other hand, if the consumer's perception of the brand image is terrible, consumer satisfaction will also be lower. Customer satisfaction can be created because what they feel is as expected or even more than expected. Brand Image also allows consumers to recognize and evaluate the product's quality and can lead to low purchase risk. Consumers generally prefer well-known brands even though the prices offered are more expensive. Image has a role in marketing an organization because it can influence consumer perceptions and expectations about the goods or services offered and ultimately affect consumer satisfaction (Pramudyo, 2012; Herliza & Saputri, 2016). To avoid a considerable risk, consumers prefer to buy from providers of goods or services with a good image. According to Rahmadani (2019), consumers will tend to buy or use brands considered by the public as good, quality brands, used by famous people, reliable, and so; in other words, a good brand image will lead to a reasonable brand image customer satisfaction. The results of this study are in line with research (Putri et al., 2016; Restu Wuri Handayani, 2016; Wahyudi et al., 2018) which found that brand image has a positive effect on customer satisfaction.

Conclusions

From the results of hypothesis testing using multiple regression testing, it can be concluded that the first hypothesis proposed in this study is proven; this means that brand loyalty and brand image have a positive and significant effect on customer satisfaction at PT Telkom Plaza in Makassar. At the same time, the partial test results are brand image variables that have the most dominant influence on customer satisfaction at PT Telkom Plaza in Makassar. The suggestions that can be given in connection with this research are suggested to the stakeholders at PT Telkom Plaza in Makassar further to increase brand loyalty and the company's brand image whether it is used directly in serving, friendly employees, service systems that are frequently updated, continuous innovation. This research can be used as reference material or reference in conducting research on brand loyalty and brand image on customer satisfaction in other research objects.

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