

The Effect of Brand Image, Brand Trust, and Promotion on Consumer Loyalty

Kuwat Riyanto^{1*}, Yulia Andiyani¹

¹Universitas Pelita Bangsa

Jl. Inspeksi Kalimalang No.9, Cibatu, Cikarang Selatan, Bekasi, Jawa Barat, Indonesia

*Email: kuwat.riyanto@pelitabangsa.ac.id

ABSTRACT

This study aims to determine the effect of brand image, brand trust, and promotion on consumer loyalty Pocari Sweat in Cikarang. This study uses the brand image variable which is measured using 3 dimensions, namely: strength, uniqueness, and preference. The brand trust variable is measured using 2 measurement dimensions, namely: reliability and purpose. Promotional variables were measured using 5 measurement dimensions, namely: advertising, sales promotion, personal selling, public relations, and direct marketing. Consumer loyalty variable is measured using 5 measurement dimensions, namely: trust, emotional commitment, switching costs, word of mouth, and cooperation. This research is a quantitative study with a sampling technique using the non probability sampling method and multiple linear regression analysis. The results of the study partially there is no significant effect between brand image on consumer loyalty, partially there is a significant influence between brand trust and promotion on consumer loyalty.

Keyword : Brand Image, Brand Trust, Promotion, Consumer Loyalty

DOI: <https://doi.org/10.55983/ijeset.v1i3.194>



INTRODUCTION

Increasing economic development causes intense competition, especially for similar companies, this situation has occurred in every company and must keep up with changes, both in the political, economic, social and cultural fields. Companies are required to have a uniqueness that can attract consumers in order to maintain or seize existing market share. Consumer loyalty is very important in this era of business competition, the importance of consumer loyalty for companies is no longer in doubt, many companies hope to retain their customers in the long term and even forever. The business world is experiencing rapid development and change, thus requiring companies to be able to respond to changes that occur quickly and precisely. The company's inability to respond appropriately to competition or market conditions can reduce loyalty and even cause customers to switch brands. Without consumer loyalty, the company will not develop properly and can even experience a decline in business that can threaten the company's existence. An important issue faced today is how each company attracts consumers and maintains their loyalty, so that they can continue to survive and thrive.

Building consumer loyalty is not an easy matter to do with an instant process, this is because systems and activities in marketing a product are able to familiarize consumers with the products and brand names of the companies offered. One of the important marketing decisions in product strategy is the decision about the brand, this is because at this time the marketing aspect does not only focus on product functions, but will focus more on brand battles. At the heart of a successful brand is a great product or service, backed by careful planning, a large number of long-term commitments and creatively designed and executed marketing. If a brand is able to meet consumer expectations or even exceed consumer expectations and provide quality assurance on every occasion of its use, and the brand is produced by a reputable company, then consumers will be more confident in their choice and consumers will have confidence in the brand, like the brand, and consider the brand a part of themselves and brand loyalty will be easier to form, so the company will have a brand name that has strong consumer loyalty.

Brand trust will determine consumer loyalty to the brand and trust will have the potential to create high-value relationships (Nofriyanti, 2017). Without a strong and positive brand image, it is very difficult for a company to attract new customers and retain existing customers. The emergence of various kinds of products in one category with product quality that has become a standard and can be easily imitated and owned by anyone is one of the difficulties for a company to maintain itself as a market leader.

Management and utilization of the right marketing strategy will make consumer loyalty to the brand a strategic asset for the company. Several potentials that can be given by consumer loyalty to the company are reducing marketing costs, trade leverage, attracting new customers, and providing time to respond to competitive threats (Durianto et al., 2001:127). Another way that can be taken to increase consumer loyalty is to determine a strategy so that the company remains able to survive in the midst of competition, a superior company is one that is able to face business changes and can take advantage of existing opportunities effectively and efficiently. Doing good marketing communication with consumers will be closer and harmonious. One of the good marketing communication strategies is to do sales promotions.

Sales promotion is part of the marketing mix, sales promotion is defined as a direct influence that offers added value or intensively a product to consumers. However, Kotler and Keller (2010) state that sales promotion should build relationships with customers not only to

make short-term sales or as a temporary brand switch, but help strengthen product positioning and build long-term relationships with customers, consumer loyalty itself. Based on the brief explanation that has been stated previously, this study aims to explain the variables of Brand Image, Brand Trust, and Promotion which are thought to affect Consumer Loyalty. These variables should be understood by the company that will lead consumers to consumer loyalty.

Along with the development of the Indonesian state, the demands to meet the lifestyle in big cities force people to work harder, the heavy workload makes many people tired, both mentally and physically, therefore people must be able to maintain their health so that they are in a good condition. always excellent, health is one of the topics that is being discussed a lot in modern society today, even urban people are becoming more concerned about their health as health issues are growing.

This research takes the object of one of the famous isotonic drinks in Indonesia, namely Pocari Sweat which is produced by PT. Amerta Indah Otsuka. From this explanation, the authors are interested in testing research variables on the Pocari Sweat brand which is one of the pioneers of isotonic drinks in Indonesia. Pocari Sweat was able to maintain its position as the market leader in the isotonic beverage market by successfully capturing 68.3% of the Indonesian market, followed by Mizone and Fatigon-Hydro Coco. The position of the Pocari Sweat brand as top of mind and getting the number one Top Brand title for the umpteenth time in the isotonic drink category in the Brand Award held by Marketing Magazine, proves that Pocari Sweat is a generic brand. The percentage of Top Brand Index (TBI) for the isotonic drink brand Pocari Sweat was very volatile from 2015 to 2019, although it always received the title of the number one Top Brand in Indonesia in the isotonic drink category, but the increase in the percentage obtained by Pocari Sweat was very significant so it could earn such a large market, reaching 68.3% in 2019 above Mizone and Fatigon-Hydro. This indicates that there are factors that affect Pocari Sweat Consumer Loyalty from year to year so that it can continue to increase and maintain its position as the market leader in its class.

The increase in the percentage of Top Brand Index (TBI) for Pocari Sweat also shows an indication of increasing brand trust owned by consumers, thus affecting consumer loyalty and causing consumers not to switch to other brands as well as the role of brand image and promotions that make Pocari Sweat always at the top. and continues to increase. With the explanation of the theory and the data described above, this research is entitled: The Effect Of Brand Image, Brand Trust, And Promotion On Isotonic Drink Consumer Loyalty.

METHOD

The type of research used is quantitative method, based on research in the form of numbers and analysis using statistics (Sugiyono, 2016:16). While the types of data used in this study are primary data and secondary data. Primary data is data obtained directly from data sources collected specifically and directly related to the research problem under study. Secondary data is data obtained through books, records and documents or literature, as well as other readings that are used as theories in analyzing the specified data.

If the population is large, the researcher may not study all of the population, for example, due to limited funds, manpower, and time, the researcher can take a sample from that population. To determine the number of samples in the correct population, the proportion technique in a large or infinite population is used (Mulyanto and Wulandari, 2017). The target population in this study was the Cikarang community who had consumed the isotonic drink Pocari Sweat starting from the age of less than 15 years to adults.

Determination of the sample in this study using the Lemeshow formula, to determine the sample size in an unknown population. Lemeshow formula is as follows.

$$n = \frac{Z\alpha^2(p \cdot q)}{e^2}$$
$$n = \frac{1,96^2(0,5 \times 0,5)}{0,01^2}$$
$$n = 96,04$$

Information :

n = Number of Samples

Z α = Level of Confidence or Z value (Z score)

p = population variability

q = 1 – p

e = Margin/sampling Error

The sample of this study was 97 respondents consisting of 46 men and 51 women, with the consideration that this number was representative enough to represent the population of Pocari Sweat consumers in Cikarang. The sampling technique (respondents) used in this study is non-probability sampling, with the type of accidental sampling, which is a sampling technique based on chance by selecting respondents by going to the respondent and then selecting prospective respondents who happen to be coincidental, but the prospective respondents must have certain characteristics of age, gender, occupation, and how long have been consuming Pocari Sweat isotonic drinks.

The software used to make it easier to analyze the data is SPSS (Statistical Package for Social Science) version 22.0 and Microsoft Excel which functions to analyze data, perform statistical calculations for both parametric and non-parametric statistics on a windows basis.

In this study, the author has a conceptual framework that discusses the influence between independent variable 1 (X1), independent variable 2 (X2), and independent variable 3 (X3) on the dependent variable (Y). What is variable independent effect on the dependent variable. Where in this study the independent variable 1 (X1) is brand image, independent variable 2 (X2) is brand trust, independent variable 3 (X3) is promotion, while the dependent variable (Y) is consumer loyalty.

RESULTS AND DISCUSSION

Validity Test

The results of testing the Brand Image variable (X1), Brand Trust (X2), Promotion (X3), Consumer Loyalty (Y) with a significance level of 0.1680, it means that overall for the Brand Image, Brand Trust, Promotion, and Consumer Loyalty is valid. The results are described in the table below:

Table 1. Validity Test

Variable	Statement Items	r _{count}	r _{table}	Description
Brand Image (X1)	1	0,615	0,168	Valid
	2	0,836	0,168	Valid
	3	0,792	0,168	Valid
	4	0,792	0,168	Valid
	5	0,748	0,168	Valid
Brand Trust (X2)	1	0,819	0,168	Valid
	2	0,762	0,168	Valid
	3	0,653	0,168	Valid
	4	0,828	0,168	Valid
	5	0,773	0,168	Valid
	6	0,717	0,168	Valid
	7	0,598	0,168	Valid
Promotion (X3)	1	0,762	0,168	Valid
	2	0,783	0,168	Valid
	3	0,720	0,168	Valid
	4	0,645	0,168	Valid
	5	0,687	0,168	Valid
	6	0,794	0,168	Valid
	7	0,845	0,168	Valid
	8	0,631	0,168	Valid
Consumer Loyalty (Y)	9	0,730	0,168	Valid
	1	0,630	0,168	Valid
	2	0,814	0,168	Valid
	3	0,687	0,168	Valid
	4	0,863	0,168	Valid
	5	0,890	0,168	Valid
	6	0,873	0,168	Valid
	7	0,855	0,168	Valid

Reliability Test

The results of reliability testing on the Brand Image (X1) variable Brand Trust (X2) and Promotion (X3) on Consumer Satisfaction (Y) obtained the result that the value of Cronbach's Alpha > 0.60. So it can be concluded that all variables are reliable. The results are described as in the following table:

Table 2. Reliability Test

Variable	Standard	Cronbach's Alpha	Description
Brand Image (X1)	0,60	0,794	Reliable
Brand Trust (X2)	0,60	0,780	Reliable
Promotion (X3)	0,60	0,776	Reliable
Consumer Loyalty (Y)	0,60	0,794	Reliable

Coefficient of Determination Test (R²)

Testing the coefficient of determination R² aims to measure how far the model used can explain the variation of the independent variables. Variable X plays a role in changes in variable Y, if there is a change in X then Y will change.

Table 3. Coefficient of Determination Test (R^2)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,742 ^a	,550	,535	3,181

a. Predictors: (Constant), Promotion (X3), Brand Trust (X2), Brand Image (X1)

b. Dependent Variable: Consumer Loyalty (Y)

Sumber: Data processed by researchers (2022)

Based on the data above, the R Square value is 0.550, this means that 55% of the variation in the value of Consumer Loyalty is determined by the role of variations in Brand Image, Brand Trust, and Promotion.

Partial Significance Test (T Test)

The T test in multiple regression analysis aims to determine whether the independent variable (X) partially (alone) has a significant effect on the dependent variable (Y). The test criteria are significance level < 0.05 .

Table 4. Partial Significance Test (T Test)

		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	
1	(Constant)	1,49 2	2,086		,715	,476	
	Brand Image (X1)	-,335	,188	-,203	-1,782	,078	
	Brand Trust (X2)	,810	,146	,716	5,552	,000	
	Promotion (X3)	,187	,087	,222	2,162	,033	

a. Dependent Variable: Consumer Loyalty (Y)

Sumber: Data processed by researchers (2022)

Based on the data above, it can be concluded that:

1. Brand Image (X1) = 0.078 > 0.05 it means that there is no partial effect on Consumer Loyalty (Y).
2. Brand Trust (X2) = 0.000 < 0.05 means that there is a partial influence on Consumer Loyalty (Y).
3. Promotion (X3) = 0.033 < 0.05 meaning that there is a partial influence on Consumer Loyalty (Y).

Discussion

Based on all the tests that have been carried out on the effect of brand image on consumer loyalty from the test results on the t test, the t count is -1.782 with a significance level of 0.078, which means t count $< t$ table and sig > 0.05 . This means that the hypothesis proposed by the author is not accepted, that is, there is no significant or negative influence between the brand image variables on consumer loyalty in the isotonic drink Pocari Sweat.

Based on all the tests that have been carried out on the effect of brand trust on consumer loyalty from the test results on the t test, the t count is 5.552 with a significance level of 0.000 which means t count $> t$ table and sig < 0.05 . This means that the hypothesis proposed by the author is accepted, that is, there is a significant and positive influence between the brand trust variables on consumer loyalty to the Pocari Sweat isotonic drink.

Based on all the tests that have been done about the effect of promotion on consumer loyalty from the test results on the t test, namely t count of 2.162 with a significance level of 0.033, which means $t \text{ count} > t \text{ table}$ and $\text{sig} < 0.05$. This means that the hypothesis proposed by the author is accepted, namely that there is a significant and positive influence between the promotional variables on consumer loyalty in the Pocari Sweat isotonic drink.

CONCLUSION

Partially, the brand image variable has no positive effect on consumer loyalty to the isotonic drink Pocari Sweat in Cikarang. Partially, brand trust and promotion variables have a positive effect on consumer loyalty for the Pocari Sweat isotonic drink in Cikarang. This provides an understanding that if the brand trust and promotion components simultaneously increase, it will have a significant effect on consumer loyalty for Pocari Sweat isotonic drinks in Cikarang.

Suggestions for researchers for future research to be able to add other variables that affect consumer loyalty and take respondents with a wider scope. Suggestions for companies, must always do promotions and also strategies that can increase brand trust in order to create consumer loyalty. Suggestions for academics, in order to increase the amount of research data more so that the next researchers will produce even better research results.

REFERENCES

- Alhaddad, Abdullah. (2015). A Structural Model of the Relationships Between Brand Image, Brand Trust, and Brand Loyalty. *International Journal of Management Research and Review*, Vol.2, Issue No.3.
- Bricci, L. dkk. (2016). The Effect of Trust, Commitment, and Satisfaction on Customer Loyalty in the Distributor Sector. *Journal of Economics Business Management*, Vol.4, No.2.
- Bowen J. dan Chen McCain, S. (2015). Transitioning loyalty Programs. *International Journal of Contemporary Hospitality Management*, Vol.27, No.3.
- Durianto, D., Sugiarto, & Sitinjak, T., 2001. Strategies to conquer the market through equity research and consumer behavior. Jakarta: Gramedia
- Fauziyah, Suci. (2016). The Effect of Brand Trust and Brand Equity on Consumer Loyalty in Wardah Cosmetics Products (Consumer Survey at PT. Paragon Technology and Innovation Pekanbaru Branch. *JOM FISIP*, Vol.3, No.2.
- Ghozali, Imam. (2016). *Multivariate Analysis Application With IBM SPSS (Edition 8)*. VIII printing. Semarang: Diponegoro University Publishing Agency.
- Hatta, Iha Haryani. dkk. (2018). Brand Image Analysis, Promotion, Satisfaction, and Customer Loyalty. *IOSR Journal of Business and Management (IOSR-JBM)*, Vol.20, No.12.
- Hermawan, Haris. (2015). Analysis of the Effect of Marketing Mix on Consumer Decisions, Satisfaction, and Loyalty in Purchasing Bread Ceria in Jember. *Indonesian Journal of Management and Business*, Vol.1, No.2.
- Kotler & Keller. (2010). *Marketing Management Edition 13: Volume 1*. Jakarta: Erlangga.
- Mendez, Manife. dkk. (2015). Sales Promotion and Brand Loyalty. *International Journal of Education and Science*. Vol.2, No.1, January 2015.
- Mulyanto, H. Wulandari, A. (2017). *Research Methods and Analysis*. Third Printing. Semarang: CV Agung.

- Nofriyanti, Ayesha Rizky (2017). The Influence of Brand Trust, Brand Image, Perceived Quality, Brand Loyalty on Brand Equity of Telkomsel Users. EKOBIS – Business Economics Vol. 22, No. 2.
- Nyadzayo, Munyaradzi W. dan Saman Khajehzadeh. (2016). The Antecedents of Customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Customer Services*, Vol.30.
- Priyatno, Duwi. (2016). SPSS HANDBOOK Data Analysis, Data Processing, & Settlement of Statistical Cases. Gejayan- Yogyakarta: MediaKom.
- Sugiyono. (2014). Research Methods Quantitative Qualitative R&D. Bandung: Alfabeta.
- Sugiyono. (2016). Quantitative, Qualitative, and R&D Research Methods. 23rd Printing. Bandung: Alfabeta.
- Sularso, Andi and Imam Suroso. (2015). The Influence of Service Quality, Price, and Brand Image on Customer Satisfaction and Loyalty of Express Posts at Bondowoso and Situbondo Post Offices. *JEAM*. Vol.XIV.
- Tjahjaningsih, Endang. (2013). The Effect of Image and Promotion on Customer Satisfaction and Their Impact on Customer Loyalty (Study on Carrefour supermarket customers in Semarang). Faculty of Economics, Stikubank University in Media Economics and Management, Vol.28, No.2.