



THE EFFECT OF BRAND TRUST AND CONSUMER SATISFACTION ON BRAND LOYALTY

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Abstract

Loyal consumers are assets that are meaningful to the company, because in addition to consuming continuously they will also help to market the product to others, and as we know that marketing word of mouth (the word of mouth) is: the most effective and efficient marketing method. High consumer loyalty will certainly require a long time and a good strategy. The factors that will shape loyalty are brand trust and customer satisfaction. This study is to determine the effect of Brand Trust and Consumer Satisfaction on Brand Loyalty at both partially and simultaneously. This type of research is a quantitative descriptive method. The object of research in this study is the customer of a total of 150 people. The sampling technique uses the Slovin formula which produces a sample of 109 people, the data analysis technique used is multiple regression analysis, t-test, F-test, and coefficient of determination test. The results showed that partially and simultaneously brand trust and customer satisfaction affected their loyalty. Companies are advised to increase brand loyalty by increasing brand trust by approaching consumers and creating motorcycles with more interesting features and variations. In terms of customer satisfaction, companies are advised to open a suggestion box about customer satisfaction with Yamaha motorcycles. Companies are also advised to increase consumer confidence and safety in riding Yamaha motorbikes, overcome complaints related to Yamaha motorbikes such as durability and product reliability, improve service and establish good relationships with consumers in order to increase customer satisfaction so that Brand Loyalty increases.

Keywords: Brand Trust, Consumer Satisfaction and Brand Loyalty

I-INTRODUCTION

1.1 Background of the problem

The existence of consumer loyalty causes the company to obtain a fixed level of sales because they no longer look at other brands. Loyal consumers are a significant asset for the company, because in addition to consuming continuously they will also help to market the product to others, and as we know that word of mouth marketing is: the most effective and efficient marketing method. High consumer loyalty will certainly require a long time and a good strategy. The factors that will form loyalty are: brand trust and consumer satisfaction.

The phenomenon that is the background of this research is: low consumer brand loyalty to Yamaha motorbikes which is known from the failure to achieve sales targets due to brand trust and consumer satisfaction.

Brand trust is a feeling of security that consumers obtain in their interactions with a brand based on the perception that the brand is reliable and meets the interests and safety of consumers. The results of interviews with several consumers found that brand trust has decreased, which is known from several consumers who prefer competing brands, on the grounds that they have known competitors' products for longer, in addition to the quality of the engine and the durability of the competitor's motorcycle engine being better than Yamaha motorcycles.

In addition to brand trust, consumer satisfaction also affects consumer loyalty to the Yamaha automatic motorcycle brand which is caused by: Yamaha motorcycles cannot meet consumer expectations and also sometimes disappoint consumers because the motorcycle engine heats up quickly, many spare parts for some motorcycle parts are easily damaged and Yamaha motorcycles are wasteful of fuel.

1.2 Identification of problems

With regard to the background stated previously, identify the problem as follows:

1. Decreased trust in the Yamaha motorcycle brand due to having known competitors' products for longer, in addition to the engine quality and durability of competitors' motorcycle engines being better than Yamaha motorcycles.
2. The decreasing level of consumer satisfaction is because Yamaha motorcycles cannot meet consumer expectations and also sometimes disappoint consumers because the motorcycle engine heats up quickly, many spare parts of some motorcycle parts are easily damaged and Yamaha motorcycles are wasteful of fuel.
3. Consumer loyalty is decreasing as seen from unrealized sales targets.

1.3 Problem Definition

The research is limited to the variables of brand trust, consumer satisfaction and brand loyalty.

1.4 Formulation of the problem

Based on the existing background description, the following research questions are formulated in this study:

1. Does brand trust affect loyalty?
2. Does consumer satisfaction affect brand loyalty?
3. Do brand trust and consumer satisfaction affect brand loyalty?

1.5 Research purposes

This research aims to:

1. To find out and analyze the influence of brand trust on brand loyalty.
2. To determine and analyze the influence of consumer satisfaction on brand loyalty.
3. To determine and analyze the influence of brand trust and consumer satisfaction on brand loyalty.

II. LITERATURE REVIEW

2.1 Brand Trust (X1)

According to Hasan (2014:712), trust is the ability to predict the actions of other parties in a relationship and the belief that the other partner will not act opportunistically if given the opportunity to do so. Trust is an important foundation in building relationships.

According to Lay (2015:5), brand trust is the consumer's perception of product reliability from the consumer's perspective based on experience and satisfaction. The brand trust variable is measured by the following indicators:

- a) Fulfillment of consumer promises (Achieving results), namely consumer expectations regarding the product that must be fulfilled.
- b) Acting based on integrity (Acting with integrity), namely consistency between the words and actions of potential customers.
- c) Concern (Demonstrate concern), namely the company's ability to demonstrate its concern for consumers.

2.2 Consumer Satisfaction (X2)

According to Abdullah and Tantri (2016:38), "Satisfaction is the level of a person's feelings after comparing the product performance (or results) that he feels with his expectations."

According to Arista (2018:7), several ways to measure consumer satisfaction are:

1. Complaint and suggestion system (complaint and suggestion system).
2. Ghost shopping (phantom buyers).
3. Lost customer analysis (analysis of lost customers)

2.3 Brand Loyalty (Y)

According to Firmansyah (2019:104), loyalty can be interpreted as a deep commitment to consistently repurchase products or services that are preferred in the future by repurchasing the same brand even though there are situational influences and marketing efforts that can cause switching behavior.

2.3.4 Brand Loyalty Indicator (Y)

According to Durianto (2014: 132), brand loyalty measurement:

1. Behavior measures (behavioral measurements)

A direct way to determine loyalty, especially for habitual behavior, is to take into account actual purchasing patterns. Here are some measures that can be used:

- a. Repurchase rates (repurchase rate)
- b. Percent of purchases (percentage of purchases)
- c. Number of brands purchased (number of brands purchased)

2. Switching cost measurement
3. Measuring satisfaction (measuring satisfaction)
4. Measuring liking the brand (measuring liking for the brand).

III. RESEARCH METHOD

3.1 Location and Research Time

This research was conducted at Jalan Marelan Raya No.22 Medan. The research time used to study the company PT. Alfa Scorpii Marelan, Medan started from September 2019 to April 2020.

3.2. Population and Research Sample

The population in this study were: totaling 150 people. Alfa Scorpii Marelan. The sampling technique used the Slovin formula which resulted in a sample of 109 people.

3.3. Data collection technique

In this study, data collection related to the problems studied by the researcher was carried out in the following manner:

1. Questionnaire
2. Interview
3. Literature review
4. Documentation Study

3.4. Data Types and Sources

The type of research data is quantitative research. The data sources used in this study are: primary data in the form of data obtained from respondents in the form of questionnaires submitted to respondents and interviews, while secondary data are notes or documents regarding the general description of the company, literature that supports the research. (Literature Study and Documentation Study)

3.5 Validity and Reliability Test

Validity test is used to measure the validity of a questionnaire. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire. The measurement method is that all valid question items are entered and their Cronbach's Alpha coefficient is measured.

Criteria:

1. If Cronbach's Alpha > 0.6 , then the question item is reliable.
2. If Cronbach's Alpha < 0.6 , then the question item is not reliable.

Reliability testing is useful to determine whether an instrument, in this case a questionnaire, can be used more than once, at least by the same respondent. The reliability testing method that is often used is Cronbach's Alpha.

3.6. Classical Assumptions

Before the regression model is used in hypothesis testing, the model will first be tested whether the model meets the classical assumptions or not. The use of regression analysis models in statistics must be free from classical assumptions. The classical assumption tests used in this study are: normality test, multicollinearity test, linearity test, heteroscedasticity test and autocorrelation test.

3.7 Data Analysis Techniques

This hypothesis testing aims to determine the effect of consumer trust and satisfaction on brand loyalty, which is a multiple linear regression analysis model. To test whether the proposed hypothesis is accepted or rejected, the t-test, F-test and determination coefficient (R^2) are used, which essentially measure how far the model's ability to explain variations in the dependent variable.

4.1 Research result

1.1.1 Validity and Reliability Test

Validity test is used to measure whether a questionnaire is valid or not. A model is said to be valid if its significance level is below 0.05. The results of the validity test show that all statements of the Brand Trust, Consumer Satisfaction and Brand Loyalty variables are valid, as evidenced by the correlation value of all statements $r_{count} > 0.3610$ and a significance level < 0.05 .

Reliability testing is conducted to assess the consistency of the research instrument. A research instrument can be said to be reliable if the Cronbach's Alpha value is above 0.6. The results of the reliability test obtained the results that all variables obtained reliability values above 0.6, so it can be stated that all respondents' answers in this research variable are: reliable.

4.1.2 Classical Assumption Testing

4.1.2.1 Normality Test Results

The data normality test aims to determine the distribution of data in the variables to be used following or approaching a normal distribution. There are two ways to detect whether the residual is normally distributed or not, namely:

1) Using Graph Analysis

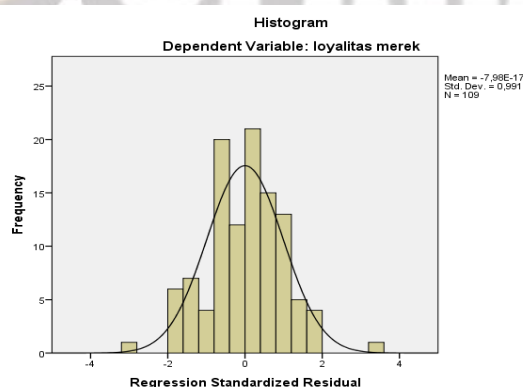


Figure 4.1 Histogram Graph

Based on Figure 4.1 above, it can be seen that the data has been distributed normally. This can be seen from the histogram graph. shows a curve shape with a balanced slope from the left and right sides, or does not lean to the left or right.

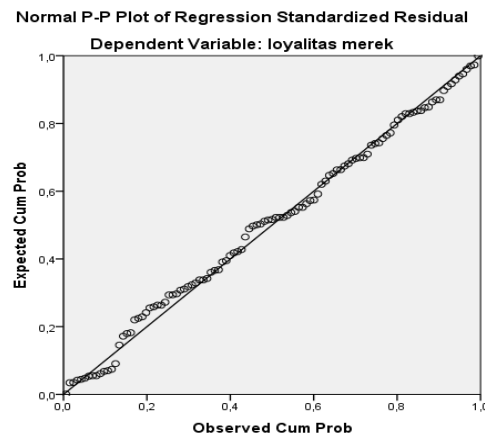


Figure 4.3 PP Plot Graph

Figure 4.2 shows that the data (dots) are spread around the diagonal line and follow the diagonal line. So from the figure it can be concluded that the residuals in the regression model are normally distributed.

2) Using Statistical Analysis

Normality test with statistical analysis was conducted using the One-Sample Kolmogorov Smirnov (1-Sample-KS) method. The results of the normality test with the Kolmogorov-Smirnov method can be seen in the following table:

Table 4.1 Results of Normality Test with One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
Normal Parameters ^{a,b}	Mean	109
	Std. Deviation	,0000000
Most Extreme Differences	Absolute	2,75552213
	Positive	,053
	Negative	,047
Test Statistics		-,053
Asymp. Sig. (2-tailed)		,053
		,200 ^c

Source: Research Results, 2020 (Processed Data)

If we look at the table above, the significant value produced is 0.200 and this value is above the significant value requirement of 0.05, then it can be concluded that the data in the study is normally distributed.

4.1.2.2 Multicollinearity Test Results

Multicollinearity test is needed to determine whether there are independent variables that have similarities with other independent variables in one model. If there is a correlation, it is called multicollinearity. A good regression model should not have a correlation between independent variables. One method to diagnose multicollinearity is to analyze the tolerance value and Variance Inflation Factor (VIF) in the regression model. The results of the multicollinearity test can be seen in the following table.

4.3 Discussion

4.3.1 The Influence of TrustBrands Against Brand Loyalty

Based on the results of the research that has been conducted, it was found that Brand Trust has a positive and significant effect on Brand Loyalty. This can be seen in the results of the partial test which obtained a value of $t_{count} > t_{table}$ or $4.364 > 1.98269$. In addition, it can be seen in the significant value for the Brand Trust variable $0.000 < 0.05$ so that it is partially proven that Brand Trust has a significant positive effect on Brand Loyalty of PT. Alfa Scorpii Marelan, Medan.

The results of the study support the background of the problem related to brand trust, namely the quality of the engine and the durability of the competitor's motorcycle engine are better than Yamaha motorcycles. Based on the background of the problem and the respondents' answers, the company is advised to try to create motorcycles with more attractive features and variations, try to fulfill the promise to always use quality spare parts, increase concern for consumers in the form of more guaranteed product quality and discounts.

The results of this study are in line with Firmansyah's opinion (2018:106), brand trust is: the cognitive component of attitude, brand evaluation is: the affective or feeling component, and the intention to purchase is the conative or action component. The more positive the trust in a brand and the more positive each trust, the more it will support the overall attitude.

4.3.2 The Influence of Consumer Satisfaction on Brand Loyalty

Based on the results of the research that has been conducted, it was found that Consumer Satisfaction has a positive and significant effect on Brand Loyalty. This can be seen in the results of the partial test which obtained a value of $t_{count} > t_{table}$ or $5.407 > 1.98260$. In addition, it can be seen in the significant value of $0.000 < 0.05$ so that it is partially proven that Consumer Satisfaction has a significant positive effect on Brand Loyalty of PT. Alfa Scorpii Marelan, Medan.

Based on the respondents' answers, it can be concluded that respondents are less likely to choose or buy Yamaha brand motorbikes compared to other brands, less likely to agree that consumers will buy Yamaha motorbikes if the company releases its newest product, and disagree that Yamaha motorbikes are my main choice when buying a motorbike.

The results of respondents' answers regarding Consumer Satisfaction are supported by the background of the problems that cause Consumer Satisfaction to decrease, namely motorcycle engines that heat up quickly, many spare parts for several motorcycle parts that are easily damaged and Yamaha motorcycles are wasteful of fuel.

The results of this study are in accordance with the theoretical framework of Suparyanto and Rosad (2015: 118), if consumers are accustomed to consuming a certain brand and feel satisfied, then the consumer will be loyal to the brand they consume. Consumer loyalty will be shown by always consuming the same brand every time they need a product, will not be influenced by propaganda from other brands, consume the same brand with different types of products, and invite other people to voluntarily consume the brand.

4.3.3 The Influence of Brand Trust and Consumer Satisfaction on Brand Loyalty

Based on the results of the research that has been conducted, it was found that simultaneously Brand Trust and Consumer Satisfaction have a positive and significant effect on Brand Loyalty. This can be

seen in the results of the simultaneous test which obtained a value of $F_{count} > F_{table}$ or $50.748 > 3.08$. In addition, it can be seen in the significant value of $0.000 < 0.05$ so that it is proven that simultaneously Brand Trust and Consumer Satisfaction have a significant positive effect on Brand Loyalty of PT. Alfa Scorpii Marelan, Medan. The results of the determination coefficient test obtained a result of 0.364 which means that the ability of the Brand Trust and Consumer Satisfaction variables to explain Brand Loyalty is 0.480 or 48%, the remaining 52% is explained by variables not examined in this study such as price, product quality and others.

The results of this study are in line with the opinion of Lokantara (2019:68), who stated that trust is a fundamental factor that can develop consumer loyalty. Consumer satisfaction will create trust, because of the consistency of the brand in meeting consumer expectations.

According to Soengeng and Saparso (2019:55), "loyalty is built through trust, service quality, and satisfaction."

According to Firmansyah (2019:141), brand trust from a company's perspective is a brand that has succeeded in creating an impressive brand experience in consumers that is sustainable in the long term. From a consumer perspective, brand trust is a psychological variable that reflects a number of initial assumptions involving credibility, integrity, and benevolence attached to a particular brand.

Brand Loyalty can be a strategic asset for a company, because it can reduce marketing costs, where it is cheaper to retain customers than to get new customers. So, marketing costs will decrease if the brand image increases. Brand loyalty can increase trade, because strong loyalty to a brand will result in increased trade and strengthen the confidence of marketing intermediaries. Brand loyalty can attract new customers, because the number of customers of a brand who are satisfied and like the brand will create a feeling of confidence for potential customers to consume the brand, especially if the purchases they make contain high risks. In addition, satisfied customers will generally recommend the brand to people close to them so that they will attract new customers. Brand loyalty can provide time to respond to competitive threats, because brand loyalty will give a company time to respond to competitor movements. If one of the competitors develops a superior product, loyal customers will give the company time to update its product by adjusting or neutralizing it.

V. CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the research results and discussion, it can be concluded that:

1. Brand Trust has a positive and significant effect on Loyalty Medan Brand.
2. Consumer Satisfaction has a positive and significant effect on Medan Brand Loyalty.
3. Brand trust and consumer satisfaction influence Medan Brand Loyalty.

5.2 Suggestion

Based on the research results and discussion, the suggestions that can be submitted are as follows:

1. In relation to Brand Trust, it is recommended that companies try to approach consumers, so that consumers are more familiar with Yamaha motorcycles. The company is also advised to create motorcycles with more attractive features and variations, try to fulfill the promise to always use quality spare parts, increase consumer concern in the form of more guaranteed product quality and

discounts. The company is also advised to fulfill promises and increase consumer concern for product quality and the existence of discounts will increase consumer loyalty

2. In relation to Consumer Satisfaction, the company is advised to: open a suggestion box regarding consumer satisfaction with Yamaha motorcycles. The company is also advised to increase consumer trust and sense of security in riding Yamaha motorcycles, address consumer complaints/complaints related to motorcycles. Yamaha such as product durability and reliability. The company is also advised to improve services and establish good relationships with consumers in order to increase consumer satisfaction so that Brand Loyalty increases.

3. In relation to Brand Loyalty, companies are advised to always maintain close relationships with customers by holding gatherings to increase familiarity and providing free services at certain events. Companies are also advised to improve product performance, for example by creating a Yamaha motorcycle that is stable to ride on all terrains.

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