

# Brand Loyalty As a Consequence of Brand Image, Brand Satisfaction, and Brand Trust

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**Abstract.** This study aims to determine the effect of Brand Image, Brand Satisfaction, and Brand Trust on Brand Loyalty (Case Study on Kopi Kenangan in DIY). This research is aimed at consumers of Kopi Kenangan in DIY with 130 respondents. The sample collection method uses non-probability sampling technique. The data analysis technique uses multiple linear regression tests with the help of SPSS. Based on the results of data analysis, this study obtained data based on partial significant tests that brand image has a positive and significant effect on brand loyalty because the significant value is 0.002 or smaller than 0.05. Brand satisfaction has a positive and significant effect on brand loyalty because the significant value is 0.000 or smaller than 0.05.

**Keywords:** Brand Image; Brand Satisfaction; Brand Trust; Brand Loyalty.

## 1. Introduction

In business, it is necessary to refer to Allah's command which is found in the meaning of Surah Al Mujadalah verse 11 which reads: "you who believe, when it is said to you, "Be spacious in your assemblies", then be spacious, and Allah will make room for you. And when it is said: "Stand up", then stand up, surely Allah will elevate those who believe among you and those who are given knowledge a few degrees. And Allah knows best what you do".

In this day and age businesses are growing very rapidly and constantly changing. Coffee shop (coffeshop) is one of them that is in great demand by young people today. A coffee shop is just a simple shop that offers various variants of coffee, non coffee. Coffee shops are increasingly developing not only serving black coffee, offering a variety of flavours and providing a unique and delicious coffee taste. Today's coffee shops also offer a more comfortable place to enjoy coffee with indoor and outdoor designs that are in great demand by young people.

The increase in coffee consumption in Indonesian society continues to occur, even Indonesia is known as the country with the highest coffee consumption in the world. There is no coffee only for some groups, but coffee is available to all across generations and genders. Kopi Kenangan is one of Indonesia's local coffee shops or brands. Kopi Kenangan has been open since 2017

and has attracted the attention of the public. Currently, Kopi Kenangan continues to develop its brand and coffee products to be even better. One of the great ideas in the Kopi Kenangan brand is the concept of fresh coffee using coffee from local farmers in Indonesia. The purpose of this study was to determine public perceptions of Kopi Kenangan's Brand Image and Strategies to Improve Brand Image to consumers. Kopi Kenangan has a Top Brand Index within 2022.

## **2. Literature Review**

Customer loyalty to a brand can be measured by the top brand index chosen by consumers using survey results that look at three parameters, Top of Mind Share, Top of Market Share, and Top of Commitment Share. Another factor that affects customer loyalty to a brand is consumer satisfaction with the brand or what is commonly referred to as brand satisfaction. According to [1], satisfaction is a person's feelings, describing a sense of satisfaction and disappointment by comparing product performance or results relative to their expectations. Consumers feel satisfied with a brand if the product meets consumer expectations. Consumers who are satisfied with the branded products they buy will tend to trust the brand, and consumers will then make repeat purchases or be loyal to the brand. In addition to brand satisfaction, there is another factor that affects customer loyalty to a brand, brand trust.

The results of previous research by [2] show that the brand image variable has a significant positive effect on the brand loyalty variable. Research by [3] This shows that the brand image variable has a positive and insignificant effect on the brand loyalty variable. The second variable that can affect the brand loyalty variable is the brand satisfaction variable. A study by [4] research results show that brand satisfaction has a significant positive effect on brand loyalty variables. A study by [5] did not find a positive effect of the brand awareness variable (brand satisfaction).

Significant implications for consumer loyalty variables (brand loyalty). The third variable that affects consumer brand loyalty is the brand trust variable. Research by [6] shows that the brand trust variable has a significant positive effect on the brand loyalty variable. A study by [7] obtained different results, namely the brand trust variable has no significant positive effect on the brand loyalty variable. The purpose of this study is to determine the effect of brand image variables on brand loyalty, to determine the effect of brand satisfaction variables on brand loyalty, and to determine the effect of brand trust variables on brand loyalty.

Another factor that affects customer loyalty to a brand is consumer satisfaction with the brand or what is commonly referred to as brand satisfaction. According to [8], satisfaction is a person's feelings, describing a sense of satisfaction and disappointment by comparing product performance or results relative to their expectations. Consumers feel satisfied with a brand if the product meets consumer expectations. Consumers who are satisfied with the branded products they buy will tend to trust the brand, and consumers will then make repeat purchases or be loyal to the brand.

Apart from brand satisfaction, there is another factor that affects customer loyalty to a brand, brand trust. The results of previous show that the brand image variable has a significant positive effect on the brand loyalty variable. This shows that the brand image variable has a positive and insignificant effect on the brand loyalty variable. The second variable that can affect the brand loyalty variable is the brand satisfaction variable. Results show that brand satisfaction has a significant positive effect on brand loyalty variables. A study did not find a positive effect of the brand awareness variable (brand satisfaction). Significant implications for the consumer loyalty variable (brand loyalty).

### 3. Research Method

This research method uses quantitative research using a population of consumers in Yogyakarta who consume Kopi Kenangan products. The sampling technique in this study used non probability sampling. Population is the totality of each element to be studied that has the same characteristics, it can be an individual from a group, event, or something to be studied. The sample used in this study used 130 respondents. The technique used to support this research in data collection is through questionnaire techniques. Validity test in this study using Confirmatory Factor Analysis (CFA) test, CFA is used to test the unidimensional validity and reliability of construct measurement models that cannot be measured directly. significance 0.05 then the item is declared valid. The results of reliability testing through the reliability coefficient, if the reliability coefficient is greater than 0.6 then the overall statement is declared reliable or reliable. Data analysis using multiple linear regression, hypothesis testing using partial test (t test), and coefficient of determination ( $R^2$ ) test.

### 4. Result and Discussion

The data used in this study are primary data and then processed using the help of the SPSS programme. The analysis carried out uses descriptive analysis which is a form of data analysis obtained from the research questionnaire that the researchers have distributed to the respondents.

#### Validity and Reliability Testing

**Table 1.** Variable Validity Test Results

Question Item	KMO Value	Componen Matrix	Remark
1	0,598	0,783	Valid
2	0,598	0,832	Valid
3	0,598	0,857	Valid

Question Item	KMO Value	Componen Matrix	Remark
4	0,598	0,660	Valid
5	0,598	0,965	Valid

Source: Primary Data (2023)

From Table 4.1 the results of the validity test of the Brand Image variable, the resulting KMO value is  $> 0.5$ , which is 0.598.

**Table 2.** Reliability Test Results

Variable	Cronbach Alpha	Remark
Brand Image (X1)	0,848	<i>Reliabel</i>
Brand Satisfaction (X2)	0,732	<i>Reliabel</i>
Brand Trust (X3)	0,724	<i>Reliabel</i>
Brand Loyalty (Y)	0,734	<i>Reliabel</i>

Source: Primary Data (2023)

Based on Table 4.2 above, the results of the analysis can be explained that the independent and dependent variables used in this study are declared reliable because Cronbach alpha  $> 0.6$ .

### Multiple Linear Regression Tests

**Table 3.** Multiple Linear Regression Test Results

Variabel	<i>B</i>	<i>Sig</i>	Remark
(Constant)	0,435	0,136	
Brand Image (X1)	0,199	0,002	accepted
Brand Satisfaction (X2)	0,354	0,002	accepted
Brand Image (X3)	0,334	0,000	accepted

Source: Primary Data (2023)

From the table above, it can also be seen the results of the regression equation as the results that can be explained from the regression equation are the constant value (0.435), meaning that if there is no brand image, brand satisfaction, and brand trust, the value of brand loyalty is 0.435. As for each regression coefficient, it can be explained as follows:

1. The regression coefficient of the brand image variable is 0.199, the coefficient is positive, meaning that the more brand image variables, the more the level of brand loyalty will increase. This means that if there is an addition to the brand image of 1, then brand loyalty will increase by 0.199 assuming that the other variables are constant.
2. The regression coefficient of the brand satisfaction variable is 0.354, the coefficient is positive, meaning that the more attractive the brand satisfaction variable is, the more the level of brand loyalty will increase. This means that if there is an addition to brand satisfaction of 1, then brand loyalty will increase by 0.354 assuming that the other variables are constant.
3. The regression coefficient of the brand trust variable is 0.334, the coefficient is positive, meaning that a bad brand trust variable will cause a consumer not to want to reuse the product. This means that if there is an addition to brand trust of 1, then brand loyalty will increase by 0.334, assuming that the other variables are constant.

#### Partial Test (T Test)

**Table 4.** Partial Test Results

Variabel	Hasil Uji T	Sig	Hasil
Brand Image	3,181	0,002	H <sub>1</sub> Accepted
Brand Satisfaction	4,323	0,000	H <sub>2</sub> Accepted
Brand Trust	4,127	0,000	H <sub>3</sub> Accepted

Source: Primary Data (2023)

Based on the significance value generated by the partial test, it shows that the Brand Image variable has a significant and positive effect on Brand Loyalty Satisfaction, Brand Satisfaction has a significant and positive effect on Brand Loyalty, Brand Trust has a significant and positive effect on Brand Loyalty.

## 5. Concluison

Based on the results of data analysis, this study obtained data based on a partial significant test that brand image has a positive and significant effect on brand loyalty because the significant value is 0.002 or smaller than 0.05. Brand satisfaction has a positive and significant effect on brand loyalty because the significant value is 0.000 or smaller than 0.05. Brand trust has a positive and significant effect on brand loyalty because the significant value is 0.000 or smaller than 0.05.

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