

The Influence of Brand Images on Customer Loyalty (Study of University Students Using Tiket.com Applications)

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ABSTRACT

The internet is not only used for work and education but is also getting closer to daily needs. This caused a change in the use of smartphones that only used phone calls and sending messages but was now used for practicality through Online-based applications. Tiket.com is an Online ticket purchase application. This study aims to determine the effect of Tiket.com's brand image on customer loyalty by using marketing communication theory with the concept of brand image variables and customer loyalty. This research uses quantitative methods by testing the research hypothesis through data analysis using validity, reliability, regression analysis, hypothesis testing and coefficient of determination R², respondents of this study were 80 students in West Jakarta. The results showed that H_a was accepted, which means there was a positive and significant influence of brand image on customer loyalty as well as and the occurrence of a strong relationship between Brand Image (X) on customer loyalty of 0.700 or 70% on customer loyalty (Y) among West Jakarta students and other factors influence 30%.

Keywords: Brand Image, Customer Loyalty

1. INTRODUCTION

In the industrial era 4.0 the internet has become a cheap item because there are many internet service providers that provide internet access services at fairly cheap rates and are connected to internet networks throughout the world. This is what makes internet access everyday people communicating and knowing new information wherever they are. The reality is the use of smartphones connected to the internet, many operators offer internet daily, weekly or monthly at affordable prices.

Even if traveling to shopping canter or places to eat we will also find free internet network (WIFI). This has caused a change in the use of smartphones that used to be just for phone calls and sending messages, but at this time, the public wants practicality that can be accessed only through the grip that can help their daily activities, so that online-based applications emerge. Tiket.com is a business that sells internet-based services, so customer loyalty is essential. and of course, as the second online travel application that emerged in Indonesia, in this intense competition Tiket.com must pay attention to the positive image in the minds of consumers so that

consumers become loyal, especially among students because most internet users in Indonesia are millennials, then researcher will analyse The Influence of Brand Image on Customer Loyalty among West Jakarta Students (Study on University Students Using Airplane Ticket Features on Tiket.com Applications).

From the background that has been explained, the research formula is as follows: Is there an influence from the tiket.com brand image on customer loyalty, and how much influence.

Mahmud [1] argues that: marketing communication is an important aspect of the overall marketing mission and determinants of marketing success. Marketing communication can also be understood with two main elements, namely communication, and marketing. Marketing communication is a marketing activity that seeks to spread information, influence/persuade and remind the target market of the company and its products offered by the company concerned [2], one of the things that need to be considered to convince buyers is a good image of the product offered.

1.1 Brand Image

Dobni and Zinkhan, in Tunjungsari et.al [3] stated that images are perceptual phenomena formed through the emotional interpretation of consumers with cognitive and affective components. Brand image is one of the things that is always remembered in the minds of consumers when going to buy a particular product or brand. Brand image is usually associated with business names, architecture, variations of products, traditions, ideologies and impressions on the quality of communication carried out by each employee who interacts with the company's clients.

Kotler and Keller [4] state that brand image is the consumer's response to the overall offerings given by the company. Company image can also be understood as a number of customers' trust and impressions to the company. According to Tjiptono [5] brand image is the observation and trust held by consumers, as reflected in the association or in consumers' memories. Furthermore, Kotler and Keller [4] stated that brand image can be measured using the following dimensions: 1. Personality 2. Reputation 3. Values 4. Corporate identity (corporate identity)

1.2 Customer loyalty

Loyalty is what every company expects (Nelviluvita and Oktavianti [6]). In this study customer loyalty is described as the attitude of the tiket.com buyers who are satisfied with the services obtained and provide the company so that they become loyal customers of the Online ticket seller company.

Fandy Tjiptono and Greogorius Candra [5] state that customer loyalty is a customer's commitment to a brand, store, or supplier that is reflected in a very positive attitude and form of repurchase behavior carried out by these customers consistently. In this study the customer loyalty in question is an active user of the Tiket.com application who purchases airplane tickets on the application and uses it more than twice (repeated use).

Based on this description, customer loyalty is a loyalty that is owned by Tiket.com customers over a long period of time and is shown by purchasing tickets Online through the Tiket.com application repeatedly. Furthermore, to measure customer loyalty according to Siwantara [7], the use of repeated products, trying all the product services offered, and the possibility of using similar services and recommending to others.

2. RESEARCH METHOD

This research was conducted with a quantitative

approach because it can be tested and measured using survey and verification methods, namely by testing the hypothesis made by the researcher whether or not there is an influence between the brand image of the tiket.com company to the customer loyalty of West Jakarta students in using the application.

2.1. Population and Sample

The population used by researchers in this thesis is students in West Jakarta who have bought airplane tickets online through the company tiket.com application. In this study the authors used a sample of research to reach a population of West Jakarta students who had purchased tickets online through the Purposive Sampling technique by setting sampling criteria while the research respondents based on the number of indicators in the study multiplied by 5 Hair et al (in Aryani and Rosinta, 2010) $16 \times 5 = 80$ respondents as the minimum basis for respondents' research.

2.2. Data collection technique

In this study the authors collected research data through the distribution of online questionnaires with the help of social media and app using Google form to West Jakarta students, by snowballing, starting with a group of respondents, scrolling to respondents recommended by them. Besides, observations were also made, in this case of the application to purchase plane tickets online Tiket.com.

2.3. Data Analysis Techniques

The initial step of this research is to test the validity of the list of questions in the research questionnaire sheet, the second step to conduct a reliability test that is to see whether the data from the research questionnaire are constant. After that, a hypothesis test is carried out, which is to prove whether the hypothesis of the research hypothesis can be accepted or rejected and see how much influence the independent variable has on the dependent.

3. DISCUSSION

3.1. Profile of Respondents

3.1.1. Gender

From the results of data processing, it appears that the majority of respondents in this study were men, amounting to 66.2%, while women were 33.8%.

3.1.2. Domicile

Based on the residence, it can be seen that the respondents who filled out this questionnaire were domiciled in 8 (eight) districts in the Jakarta Bara region, namely: Cengkareng, Grogol Petamburan, Kalideres, Kebon Jeruk, Kembangan, Palmaerah, Taman Sari, and Tambora. The percentage distribution of respondents' domicile is seen in the following table:

Table 1 Domicile of Respondents

	Frequency	Percent
Cengkareng	10	12,5
Grogol Petamburan	26	32,5
Kalideres	8	10
Kebon Jeruk	3	3,7
Kembangan	12	15
Palmerah	9	11,3
Taman Sari	4	5
Tambora	8	10
Total	80	100

Source: Results of Data Processing, 2020

Table 4.2 shows that the domicile of respondents from a total of 80 student respondents in West Jakarta who filled out questionnaires were spread in 8 sub-districts in West Jakarta. The highest percentage is domiciled in Grogol Petamburan (32.5%), while the lowest percentage is in Kebon Jeruk (3.7%).

3.1.3. Age

The results of the questionnaire data processing, showed that the age of the study respondents aged 20 to 25 years, with the distribution involved in the following table:

Table 2. Age of Respondents

Age (Year)	Frequency	Percent
< 20	1	1,3
21	46	57,5
22	10	12,5
23	10	12,5
24	6	7,5
>25	7	8,8

Source: Results of Data Processing, 2020

Table 2 shows that most of the respondents in this study were 21 years old (57.5%), while the smallest percentage (1.3%) was at age <20 years.

3.1.4. Frequency of Purchases per Year

Table 3 shows data about the frequency of purchases made by respondents in the annual ticket.com application.

Table 3. Frequency of Purchases per Year

Frequency of Purchases per Year	Frequency	Percent (%)
1-2	43	53,8
3-4	20	25,0
5-6	4	5,0
7-8	7	8,8
>9	6	7,5
Total	80	100

Source: Results of data processing via SPSS version 25.00

Based on the data in table 3, it appears that the majority of respondents in this study made purchases in the Tiket.com application 1-2 times per year (53.8%). The frequency of purchasing 1-2 times can be understood, given that all respondents of this study are students. While the lowest percentage is those who make purchases 5-6 times per year.

3.1.5. Validity Test Results

Table 4. Validity of X Variable

Statement	r count		r table	Decision
Personality Q1	0.816	>	0.281	Valid
Personality Q2	0.736	>	0.281	Valid
Personality Q3	0.802	>	0.281	Valid
Personality Q4	0.799	>	0.281	Valid
Reputation Q1	0.715	>	0.281	Valid
Reputation Q2	0.751	>	0.281	Valid
Reputation Q3	0.761	>	0.281	Valid
Reputation Q4	0.558	>	0.281	Valid
Value Q1	0.743	>	0.281	Valid
Value Q2	0.648	>	0.281	Valid
Value Q3	0.744	>	0.281	Valid
Value Q4	0.502	>	0.281	Valid
Corporate Identity Q1	0.557	>	0.281	Valid
Corporate Identity Q2	0.757	>	0.281	Valid
Corporate Identity Q3	0.688	>	0.281	Valid
Corporate Identity Q4	0.786	>	0.281	Valid

Source: Results of Data Processing (2020)

The validity test of the brand image variable (X) is valid with the r count greater than r table, which is the smallest r calculation of 0.502.

Table 5. Validity of Y Variable

Statement	r count		r table	Decision
Sadnes Q1	0.353	>	0.281	Valid
Sadnes Q2	0.387	>	0.281	Valid
Sadnes Q3	0.448	>	0.281	Valid
Sadnes Q4	0.734	>	0.281	Valid
Feature Q1	0.555	>	0.281	Valid
Feature Q2	0.619	>	0.281	Valid
Feature Q3	0.612	>	0.281	Valid
Feature Q4	0.638	>	0.281	Valid
Competitive Products Q1	0.312	>	0.281	Valid
Competitive Products Q2	0.603	>	0.281	Valid
Competitive Products Q3	0.479	>	0.281	Valid
Competitive Products Q4	0.593	>	0.281	Valid
Recommendation Q1	0.546	>	0.281	Valid
Recommendation Q2	0.731	>	0.281	Valid
Recommendation Q3	0.573	>	0.281	Valid
Recommendation Q4	0.603	>	0.281	Valid

Source: Results of Data Processing (2020)

Test the validity of the customer loyalty variable (Y) is declared valid with r count greater than r table that is the smallest r count 0.353.

3.1.6. Reliability Test Results

Table 3 Reliability Test Results

No	Variabel	Cronbach's Alpha	r tabel	Information
1	Brand Image (X)	0.936	0.7	Reliabel
2	Customer Loyalty (Y)	0.843	0.7	Reliabel

Source: Results of data processing via SPSS version 25.00

Reliability test showed variable brand image (X) showed $0.936 > 0.7$ with the interpretation of high criteria, buying interest (Y) showed $0.843 > 0.7$ with a very high interpretation criteria stated reliable then it could proceed to the next test.

3.1.7. R Square Test Results

Table 4 Determination Coefficient Test Results R2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.700	.697	4.064

Source: Results of data processing via SPSS version 25.00

Other factors influence the influence of independent variables on the dependent variable of 0.700 or 70%. Then the influence of brand image (X) affects customer loyalty (Y) among West Jakarta students on airplane ticket purchases in the ticket.com application by 70% and other factors influence 30%.

3.1.8. Hypothesis Test Results

The hypothesis is a temporary answer to the formulation of the research problem, where the research problem formulation has been stated in the form of sentence questions. It is said temporarily, because the answers given are only based on relevant theories, not yet based on empirical facts obtained through data collection. So the hypothesis can also be said as a theoretical answer to the formulation of a research problem, not yet an empirical answer.

Table 5 Statistics Test Results T

Variabel	Ekspektasi	Koefisien	t-statistik	Sig.	Decision
(Constant)		3.092	5.847	.000	
Brand Image	+	.049	13.506	.000	Positive effect

Source: Results of data processing via SPSS version 25.00

The hypotheses in this research are:

H_0 : There is no influence of Brand Image on customer loyalty.

H_a : There is an influence of Brand Image on customer loyalty

3.1.9. Customer Loyalty = 3,092 + 0.49 Brand Image

The multiple linear regression equation is if the customer loyalty variable (Y) is influenced by brand image (X) is 0, then the average customer loyalty is 3.092

Hypothesis: H_0 is rejected and H_a is accepted, meaning brand image (X) influences customer loyalty (Y).

3.2. Discussion

Based on the test results, statistically, the brand image variable has a positive and significant effect on customer loyalty among West Jakarta students on purchasing airplane tickets on the ticket.com application.

Explanation of the influence of variables is explained as follows: based on the results of the hypothesis test it appears that the brand image variable has a significant and positive effect on customer loyalty among students in the West Jakarta area on purchasing airplane tickets in the ticket.com application.

This is based on the results of data calculations using the SPSS 25.00 data processing program, the results show that the significance value of $0.000 < 0.10$, according to the basis of decision making, it can be concluded that brand image (X) affects customer loyalty (Y). For the statement dimension that has a strong influence found in the personality dimension in

the first statement, namely the ticket.com company is a trusted online ticket agent pioneer in Indonesia, it illustrates the brand image built by Tiket.com is influenced by service satisfaction so as to create trust in customers towards Tiket.com.

Whereas in the Y variable the highest validity value on the questionnaire is the willingness dimension to the statement about the reasons for buying airplane tickets on Tiket.com because it can use smart trips in choosing return and departure flight tickets, it shows that customer loyalty is strongly influenced by the availability of excellent smart trip services i.e. customers can place a round-trip ticket in one transaction, which makes it easy for customers to purchase tickets on Tiket.com.

The results of this study are in line with the previous research journal researcher Kevin [8] which produced research showing that advertising and image functions significantly influence customer loyalty, Sunjaya research [9] which shows the results of this study the better the brand image that has been built it will have a high effect in buying interest. Likewise with brand awareness.

Departing from the definition of customer loyalty by Fandy Tjiptono and Gregorius Candra [5], customer loyalty is a customer's commitment to a brand, store, or supplier in a very positive attitude and a form of repurchase behavior carried out by these customers consistently. Then the results of this study indicate the high brand image of a company in influencing customer loyalty which reaches 70% of the factors building customer loyalty to the ticket.com company. Therefore the results of this study are in accordance with Machfoedz [1] which states that: marketing communication is a pillar of activities that support the success of the marketing process and stages to be carried out and brand image is one thing that is always remembered in the minds of consumers when buying a product or certain brand.

Brand image is usually associated with business names, architecture, variations of products, traditions, ideologies and impressions on the quality of communication made by each employee who interacts with company clients, the simple and easy-to-remember company logo of the Ticket.com has been proven to have an effect on ticket customer loyalty .com to use Online ticket services provided by Tiket.com services, as evidenced by the results of statistical tests in the study of the Effect of Brand Image on Customer Loyalty among West Jakarta Students (Study on University Students Using Tiket.com Applications) shows variable intervention free of 70% in the R square determination test.

3.3. Research Implications

Based on these results the theoretical and practical implications can be stated as follows: Research Implications (1) Theoretical Implications A good brand image can affect the loyalty of Tiket.com customers. Indicator factors that influence the brand image of customer loyalty in purchasing ticket.com with the highest value in the statement of the first item in the personality dimension with 0.816 that reads the statement of Tiket.com Company is a reliable pioneer Online ticket agent in Indonesia, this proves that respondents are very believe in Tiket.com because this application existed long before its competitors stood up. (2) This research can be included in increasing consumer loyalty to Tiket.com.

4. CONCLUSION

The conclusions of this study are as follows:

- (1) H₀ is rejected and H_a is accepted, meaning that it has been proven that the independent variable (brand image) positively and significantly influences the dependent variable (customer loyalty) among West Jakarta students on airplane ticket purchases in the ticket.com application.
- (2) The effect of the independent variable (brand image) on the dependent variable (customer loyalty) among West Jakarta students on airplane ticket purchases in the ticket.com application is 0.700 or 70% and other factors influence the remaining 30%.

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