

Analysis of Brand Loyalty Level at T.O Benhil Rice Store in Tasikmalaya

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ABSTRACT

This study aims to measure the level of brand loyalty at T.O Benhil rice shop in Tasikmalaya. The level of brand loyalty is measured based on five indicators, namely (1) Switcher Buyer, (2) Habitual Buyer, (3) Satisfied Buyer, (4) Liking of The Brand Buyer, and (5) Committed Buyer. This study used a descriptive research design. The subjects of this study were the consumers of T.O Benhil Rice. While the object of this research is the level of brand loyalty to T.O Benhil Rice. Sampling was done using the purposive sampling technique. The data were collected using a questionnaire instrument, then analyzed with a descriptive approach. The results of this study indicated that the level of brand loyalty at the T.O Benhil Rice shop based on the five indicators was (1) Switcher Buyer was 66.25% with high criteria; (2) Habitual Buyer was 70% with high criteria; (3) Satisfied Buyer was 84.5% with very high criteria; (4) Liking of The Brand Buyer was 83.25% with high criteria; and (5) Committed Buyer was 84.5% with high criteria. Based on these data, the level of T.O Benhil Rice brand loyalty in Tasikmalaya City was 77.7% with high criteria.

Keywords: Brand Loyalty, Switcher Buyer, Habitual Buyer, Satisfied Buyer, Liking of The Brand Buyer, and Committed Buyer.

1. INTRODUCTION

The culinary industry is increasingly growing in various regions in Indonesia. Data from the Creative Economy Agency (Bekraf) of the Republic of Indonesia noted that the culinary sub-sector contributed 41.4 percent of the total creative economy contribution of IDR 922 trillion from 2016 to 2018. This number is the highest compared to 16 other subsectors in Bekraf RI [1].

Tasikmalaya is a city with a variety of characteristics, ranging from batik, embroidery, weaving, geulis umbrellas, various culinary delights, and others. One of the typical culinary delights in Tasikmalaya is the tutug oncom (T.O) rice. According to Wikipedia, Tutug Oncom Rice or Sangu Tutug Oncom in Sundanese is often abbreviated as T.O Rice, which is food made from stirred rice with fried or grilled oncom. The serving of this food is generally warm. In Sundanese, the word tutug means to pound. The process of stirring rice with oncom

is the name of a type of food known as tutug oncom. Tutug oncom rice is a legendary Tasikmalaya specialty. Even though it is a typical food, tutug oncom can be brought as gifts because now instant tutug oncom products are available that have been packaged and can last for months without using preservatives.

Some people choose a business by opening a T.O rice shop, ranging from simple to modern concepts. Some of the T.O rice stalls that are easily found around the center of Tasikmalaya are T.O Benhil rice, T.O Rahmat rice, T.O Sudimampir rice, T.O Mughni rice, and T.O Jaga Raga rice. In addition, there are also many rice shops or restaurants that provide T.O. All T.O rice stalls compete by serving a variety of flavors in the hope of satisfying customers. T.O rice consumers consist of local people and immigrants. Kedai Nasri T.O always hopes to have consumers who tend not to easily switch shops. This is because there is a match between the flavors offered and the tastes that customers or consumers like.

Until now, there has been no research on the most consumers every day at T.O. and no one has researched the best and superior T.O rice shop. However, there is an interesting thing about one of the rice stalls with a simple appearance, but the parking lot is quite large enough to fill the parking area. Thus, it is assumed that the shop is in demand and has loyal customers every day and week. There is no special thing when we see this shop, whether the atmosphere or the design. The atmosphere has an important role in the restaurant and its achievements through the processing of architecture and design. Therefore, this research was conducted to see the impact of brand loyalty level, so the shop can compete against bigger and modern restaurants with the same product. T.O Benhil rice shop, which is located at Dadaha Street is precisely adjacent to one of the universities, namely UPI Tasikmalaya Campus. T.O Benhil rice shop has at least 6 employees who are ready to serve customers or consumers. The interesting thing about this shop is also the time. Nasi T.O Benhil is only open from 06.00 am to a maximum of 11.30 am. A fairly simple dish of T.O rice, fresh vegetables, chili sauce, and mendoan can tempt customers to always increase their portions. It was found that some customers always asked for additional portions of rice and mendoan, even asking to be wrapped up to be brought to their home or workplace.

Based on the interview with one of the consumers, he said that T.O Benhil rice was his favorite T.O rice along with his family, and his co-workers. The consumer added that other customers also said the same thing about T.O Benhil rice and even became loyal customers, as in one week at least they visited T.O Benhil rice three times. One of the factors in creating the Benhil brand is through social networking. The results of previous studies said that the practice of social networking had a positive influence on brand trust and loyalty [2].

Brand loyalty is a precondition for a firm's competitiveness and profitability [3]. Brand loyalty also is a measure of the customer relationship to a brand [4]. This measure can provide an idea of whether a customer might switch to another brand, especially if the brand is known to have had changes in price, taste, or other changes [5]. Brand loyalty is formed based on consumer behavior. The results of previous studies stated that "cognitive processes have a negative impact on brand loyalty, while engagement (dislike of participation and self-expressive brands) has a positive direct effect on brand loyalty" [6].

Brand loyalty that is owned by a brand or shop can be measured by grouping the consumers of the brand or shop into five levels of brand loyalty. The levels of brand loyalty include 1) Switcher Buyer (buyers who switch brands), 2) Habitual Buyer (buyers who are habitual), 3) Satisfied Buyer (buyers who are satisfied with the cost of purchasing a customer), 4) Liking of The Brand Buyer

(the customer who loves the brand), 5) Committed Buyer [7].

Brand loyalty plays a role in determining the level of consumer action towards a brand or shop (Agustin & Atmosphere, 2020). Thus, to be able to survive and be superior in a business, various brands or shops certainly hope to have high brand loyalty. Therefore, this study was conducted to analyze the level of brand loyalty at a T.O Benhil rice stall in Tasikmalaya City.

1.1. Theory

1.1.1 Brand Loyalty

Susanto and Wijanarko explain that brand loyalty is the basis of brand equity created by many factors, one of which is an experience [8]. However, loyalty is influenced partly by the other major dimensions of brand equity, awareness, association, and perceived quality [9]. In some cases, loyalty can largely stem from the brand's perceived qualities or attribute associations. However, these three factors cannot always be explained.

Brand loyalty is a relationship between customers and a brand. Brand loyalty also is a measure of the customer relationship to a brand [4]. This measure describes whether or not a customer may switch to another brand offered by a competitor, especially if the brand is found to be a difference in price or other attributes [10].

Brand loyalty is defined as the tendency for positive emotional, evaluative, and/or behavioral responses to branded alternatives or choices, labeled or graded by individuals in their capacity as users, choice makers, and/or buying agents [11].

1.1.2 Brand Loyalty Function

Brand loyalty has four functions [12]. The four functions are as follows.

1) Reduced marketing

If a brand already has brand loyalty from customers, then marketing costs can be reduced. This is because customers are already loyal to the brand so they don't need to do much to make customers trust.

2) Trade leverage

If a customer already has brand loyalty to a brand, then they will buy any products from that brand. This is because these customers already have a positive perception of the brand, making it the number one choice.

3) Attracting new customers

Brand loyalty from loyal customers can attract the attention of potential new customers. Someone who already trusts and has brand loyalty will usually tell their experience of using products from that brand.

4) Provide time to respond to competitive threats

If a competitor launches a new product, brand loyalty will work and there are still many loyal customers. Meanwhile, the company or manufacturer has time to make a response in the form of a change or other to still win customers' trust.

1.1.3 Levels of Brand Loyalty

Five levels of brand loyalty can be used as an indicator in measurement [4]. Here are the levels of brand loyalty.

1) Switcher Buyer (buyers who switch brands)

Customers who are at the Switcher Buyer level are customers at the most basic level of the brand loyalty pyramid in general. Customers with switcher loyalty have the behavior of frequently switching brands, completely disloyal, or not being interested in the brands that are consumed. The most visible characteristic of this type of customer is buying a product because of the low price or other incentive factors.

2) Habitual Buyer (customary buyers)

Habitual Buyer is a routine activity of consumers in buying a product brand, including the process of making purchasing decisions and liking the product brand. Customers who are in the habitual buyer level can be categorized as customers who are satisfied with the product brand that is consumed or at least the customer does not experience dissatisfaction in consuming the brand.

3) Satisfied Buyer (buyers who are satisfied with the cost of switching))

At this level, a customer of a brand is categorized as satisfied when the customer consumes the brand, although the customer can transfer purchases to another brand by bearing the switching cost associated with time, money, or the performance risk inherent in the action customers switch brands.

4) Liking of The Brand Buyer (buyers who like the brand)

Customers who fall into the liking of the brand buyer category are customers who like the brand. At this level, there are emotional feelings associated with the brand. Customer liking could be based on associations related to symbols, a series of experiences in previous use, either personally experienced or by relatives, or due to high perceived quality. However, often this liking is a feeling that is difficult to identify and trace carefully to categorize into something specific.

5) Committed Buyer

In the loyalty stage, the committed buyer, the customer is a loyal customer. The customer has pride as

a user of a brand and even the brand becomes very important to the customer in terms of function and as an expression of who the customer is. At this level, one of the actualizations of buyer loyalty is shown by the act of recommending and promoting the brand to other parties.

2. METHODS

The research was conducted using descriptive research. The object of this research is the level of brand loyalty to T.O Benhil rice in Tasikmalaya, with the research subject being the consumers of T.O rice itself. In this study, the research instrument used was a questionnaire. The questionnaire used in this study contains questions in the form of multiple choices and the answer consists of five alternative answers to the Likert scale. The questionnaire was distributed to consumers of T.O Benhil rice by taking the sample using a purposive sampling technique with gender and customer criteria. The following is a brand loyalty questionnaire instrument.

Table 1. Questionnaire Instruments

Indicator	Question
<i>Switcher Buyer</i>	1. How often do you buy TO rice in other places besides Benhil?
	2. How often do you buy TO rice in other places besides TO Benhil because the price is cheaper?
<i>Habitual Buyer</i>	3. Do you agree to buy TO Benhil rice because of habitual factors?
	4. Do you agree to buy TO Benhil rice because many people also eat it?
<i>Satisfied Buyer</i>	5. Are you satisfied with the taste offered by TO Benhil rice?
	6. Are you satisfied with TO Benhil rice in overcoming hunger?
<i>Liking of the brand buyer</i>	7. Do you really like TO Benhil rice?
	8. Is TO Benhil rice the best quality TO rice than the others?
<i>Committed Buyer</i>	9. Do you suggest other people to consume TO Benhil rice products?
	10. Do you feel happy and comfortable when consuming TO Benhil rice?

Analysis of Brand Loyalty Level

The analysis technique used to measure brand loyalty is as follows.

a. Mean

The average is used to determine the single value of each brand level. Therefore, it can be used to describe the research variables. There are five class intervals to categorize the average calculation results with the following formula.

$$\text{Interval} = \frac{\text{skala tertinggi} - \text{skala terendah}}{\text{jumlah kelas}} = \frac{5-1}{5} = 0,8$$

The rating scale ranges from 1) 1.00 - 1.80 = very low; 2) 1.81 - 2.60 = low; 3) 2.61 - 3.40 = sufficient; 4) 3.41 - 4.20 = height; and 5) 4.21 - 5.00 = very high.

b. Standard Deviation

Standard deviation is used to show the spread of each level of brand loyalty by categorizing it into five ranges of the same rating scale as the range of the rating scale in the mean calculation.

c. Percentage

A percentage is used to state how big the level of brand loyalty is. To find out the level of brand loyalty, each indicator was first analyzed using the following formula.

$$\begin{aligned} &\text{Percentage of Switcher Buyer} \\ &= \frac{\text{total Switcher Buyer}}{400} \times 100\% \end{aligned}$$

$$\begin{aligned} &\text{Percentage of Habitual Buyer} \\ &= \frac{\text{total Habitual}}{400} \times 100\% \end{aligned}$$

$$\begin{aligned} &\text{Percentage of Satisfied} \\ &= \frac{\text{total Satisfied}}{400} \times 100\% \end{aligned}$$

$$\begin{aligned} &\text{Percentage of Liking of The Brand Buyer} \\ &= \frac{\text{total Liking of The Brand Buyer}}{400} \times 100\% \end{aligned}$$

$$\begin{aligned} &\text{Percentage of Committed Buyer} \\ &= \frac{\text{total Committed Buyer}}{400} \times 100\% \end{aligned}$$

The total for each indicator was divided by 400 which is the maximum score. The criteria or categories of percentages can be seen in Table 2.

Table 2. Achievement Percentage Criteria

No	Percentage Interval	Criteria
1	85% - 100%	Very high
2	66% - 84%	High
3	51% - 65%	Enough
4	36% - 50%	Low
5	0% - 35%	Very Low

After the calculation of each indicator was obtained, the level of brand loyalty was obtained from the average percentage of the criteria for all indicators by presenting the data as shown in Table 3 as follows.

Table 3. How to Present Criteria for Percentage Data

No	Indicator	Percentage	Interval	Criteria
1	Switcher Buyer		66% - 84%	
2	Habitual Buyer		66% - 84%	
3	Satisfied Buyer		85% - 100%	
4	Liking of the brand buyer		66% - 84%	
5	Committed Buyer		85% - 100%	
Total				
Mean			66% - 84%	

The average result is the level of brand loyalty at a T.O Benhil Rice Store in Tasikmalaya City.

3. RESULTS AND DISCUSSION

The research results from selected respondents using purposive sampling on each indicator or research variable are as follows.

A. Switcher Buyer

Switcher Buyer is measured by questions number 1 and number 2 on the brand loyalty questionnaire. The frequency and percentage for answers of number 1 and 2 on the brand loyalty questionnaire can be seen in Table 4.

Table 4. Frequency Answer Numbers 1 and Numbers 2

Answer	Frequency	Percentage
Never	3	3,8%
Sometimes	52	65%
Often	22	27,5%
Very Often	3	3,8%
Total	80	100%

$$\text{Mean} = 3,31$$

$$\text{Standard Deviation} = 0,6$$

B. Habitual Buyer

Habitual Buyer is measured by questions numbers 3 and 4 on the brand loyalty questionnaire. The frequency and percentage for answers of number 3 and 4 on the brand loyalty questionnaire can be seen in table 5.

Table 5. Frequency Answer Numbers 3 and Numbers 4

Answer	Frequency	Percentage
Totally Disagree	2	2,5%
Disagree	16	20%
Doubt	14	17,5%
Agree	36	45%
Strongly Agree	12	15%
Total	80	100%

Mean = 3,5

Standard Deviation = 1,05

C. Satisfied Buyer

Satisfied Buyer is measured by question numbers 5 and 6 on the brand loyalty questionnaire. The frequency and percentage for answers of number 5 and 6 on the brand loyalty questionnaire can be seen in Table 6.

Table 6. Frequency Answer Numbers 5 and Numbers 6

Answer	Frequency	Percentage
Not Satisfied	1	1,3%
Enough	13	16,3%
Satisfied	33	41,3%
Very satisfied	33	41,3%
Total	80	100%

Mean = 4,2

Standard Deviation = 0,76

D. Liking of The Brand Buyer

Liking of the brand buyer is measured by questions number 7 and number 8 on the brand loyalty questionnaire. The frequency and percentage for answers of number 7 and 8 on the brand loyalty questionnaire can be seen in Table 7.

Table 7. Frequency Answer Numbers 7 and Numbers 8

Answer	Frequency	Percentage
Not True	2	2,5%
Doubt	11	13,8%
True	39	48,8%
Very true	28	35%
Total	80	100%

Mean = 4,16

Standard Deviation = 0,75

E. Committed Buyer

Committed Buyer is measured by questions number 9 and number 10 on the brand loyalty questionnaire. The

frequency and percentage for answers of number 9 and 10 on the brand loyalty questionnaire can be seen in Table 8.

Table 8. Frequency Answer Numbers 9 and Numbers 10

Answer	Frequency	Percentage
Not True	1	1,3%
Doubt	6	7,5%
True	47	58,8%
Very True	26	32,5%
Total	80	100%

Mean = 4,22

Standard Deviation = 0,63

Based on the weighted results of the answers to each of the questions in the questionnaire regarding the variable brand loyalty of a T.O Benhil rice shop, a percentage can be made for each indicator and criteria as presented in Table 9 below.

Table 9. Results of T.O Benhil Brand Loyalty Rice Analysis

No	Indicator	Percentage	Interval	Criteria
1	Switcher Buyer	66,25%	66% - 84%	High
2	Habitual Buyer	70%	66% - 84%	High
3	Satisfied Buyer	84,5%	85% - 100%	Very High
4	Liking of the brand buyer	83,25%	66% - 84%	High
5	Committed Buyer	84,5%	85% - 100%	Very High
Total		338,5%		
Mean		77,7%	66% - 84%	High

Based on Table 9 above, each indicator of brand loyalty can be explained as follows. First, the switcher buyer (buyers who switch brands) is a customer who is at this level of loyalty is said to be a customer at the most basic level. Switcher Buyer is measured by questions number 1 and number 2 on the brand loyalty questionnaire. Based on the results in Table 9, it shows that respondents who like to switch brands amount to 66.25%. Thus, the information obtained provides an overview for T.O Benhil rice that the percentage of consumers who like to switch brands is high.

Second, the habitual buyer is a consumer who buys a brand only out of habit. Habitual Buyer is measured through questions number 3 and 4 on the brand loyalty questionnaire. Based on the results in Table 9, it shows that respondents who are habitual buyers are 70%. Thus, the information obtained provides an overview for Nasi T.O Benhil that the percentage of habitual consumers is high.

Third, satisfied buyers (buyers who are satisfied with switching costs) are consumers who have satisfaction

with their actions in consuming a brand, even though they may also consume other brands. Satisfied buyer is measured through questions number 5 and 6 on the brand loyalty questionnaire. Based on the results in Table 9, it shows that respondents who are satisfied buyers with the switching costs amount to 84.5%. Thus, the information obtained illustrates for T.O Benhil rice the percentage of consumers satisfied with the switching costs is relatively high.

Fourth, the Liking of The Brand Buyers are consumers who really like the brand. Liking of the brand buyer is measured through questions number 7 and 8 on the brand loyalty questionnaire. Based on the results in Table 9, it shows that respondents who like brands are 83.25%. Thus, the information obtained provides an overview to T.O Benhil rice that the percentage of consumers who like the brand is high.

Fifth, the committed buyer is a consumer who is loyal to a brand and the actualization of his loyalty is shown by recommending the brand to others. The committed buyer indicator is measured through questions number 9 and 10 on the brand loyalty questionnaire. Based on the results in Table 9, it shows that respondents who are committed buyers are 84.5%. Thus, the information obtained provides an overview for Nasi T.O Benhil that the percentage of committed consumers is very high.

Based on the results and discussion of the five indicators above, the mean percentage of the five indicators can be obtained. The mean percentage of the five indicators is 77.7% with high criteria. The results of the mean and criteria are the answers to the formulation of the problem in this study. It can be said that the level of brand loyalty of T.O Benhil rice store in Tasikmalaya is high with a percentage of 77.7%. This indicates that the customers like and are loyal to T.O Benhil rice store because it always presents a satisfying taste. Therefore, customers often promote the T.O Benhil rice store to their family, friends, and other consumers.

4. CONCLUSIONS

Based on the analysis and discussion that has been presented, the conclusions are as follows. The level of brand loyalty of Nasi T.O Benhil on the Switcher Buyer indicator was 66.25% with high criteria indicating that consumers rarely changed brands or were loyal to T.O Benhil rice store. The habitual level of buyer indicator was 70% with high criteria which indicated that consumers bought T.O Benhil Rice because of current habits and trends. The level of satisfied buyer indicator was 84.5% with very high criteria which indicated that consumers were satisfied so that they are loyal to T.O Benhil rice store. The level of liking of the brand indicator was 83.25% with high criteria which indicated that consumers liked T.O Benhil rice because of its taste. The level of committed buyer indicator was 84.5% with

very high criteria which indicated that consumers often suggest and promote T.O Benhil rice store to others. From the five indicators, the mean was 77.7%. Thus, based on the formulation of the problem, the level of brand loyalty or customer loyalty of T.O Benhil rice store was classified as high.

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