

The influence of brand communication, brand image, brand satisfaction, and brand trust on brand loyalty

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ABSTRACT: The purpose of the study is to analyze and determine the influence of brand communication, brand image, brand satisfaction, and brand trust on brand loyalty of Teh Pucuk Harum in Surabaya. This study used 170 respondents who are residing in Surabaya, minimum education level of high/vocational school, having consumed Teh Pucuk Harum products, having seen and observed promotional activities of Teh Pucuk Harum, and knowing the differences between Teh Pucuk Harum products and other packaged tea products. This research used Structural Equation Modeling (SEM) approach with Lisrel 8.7 for Windows. Sampling technique used in this research was non-probability sampling with purposive sampling type. The data were collected directly from respondents who meet the characteristics of the population by spreading questionnaires. The results of this study show that brand communication, brand image, brand satisfaction, and brand trust have a positive and significant influence on brand loyalty of Teh Pucuk Harum in Surabaya.

Keywords: Brand, Brand Communication, Brand Image, Brand Satisfaction, Brand Trust, Brand Loyalty

1 INTRODUCTION

Seeing the rapid development of the food and beverage industry, especially in soft drink industry of the packaged tea sector, the researchers chose Teh Pucuk Harum brand as an object to measure brand loyalty of consumers in Surabaya. The research on "The Influence of Brand Communication, Brand Image, Brand Satisfaction, and Brand Trust on Brand Loyalty of Teh Pucuk Harum in Surabaya" was conducted to find out whether Brand Communication, Brand Image, Brand Satisfaction, and Brand Trust built by Teh Pucuk Harum can create a brand loyalty for its customers in Surabaya.

1.1 Research Purposes

This study discusses the results of Chinomona (2016) research that states brand communication has no influence on consumer's brand trust development. Chinomona (2016) points out "The insignificant relationship between brand communication and brand trust is likely to develop a brand over time, for instance, after some positive experiences and satis-

faction with that brand" meaning that the insignificant relationship between brand communication and brand trust occur because consumers tend to develop trust in a brand over a certain period of time, for example, perhaps after consumers experience some positive experiences and satisfaction with the brand. This is the reason why this research was conducted. According to Sahin et al. (2012) research, brand communication is the main integrative element in managing brand relationships with consumers and creating brand attitudes such as brand satisfaction and brand trust (Kempf & Smith 1998 in Sahin et al. 2012). Whereas, according to Bolton (1998) in Sahin et al. (2012), satisfaction is the antecedent of brand trust, where an increase in satisfaction will lead to an increase in brand trust. It is due to the positive brand communication from customers will lead to brand trust, which is reinforced by customer satisfaction toward the brand. Furthermore, consumer confidence in the brand will help the company in building consumer loyalty to the brand

1.2. Hypothesis Development

According to Narayanan & Manchanda (2010) in Chinomona (2016), communication plays an important role in building a brand image. According to Chinomona (2016), it can be posited that the higher the level of brand communication, the higher the expected level of brand image the customers will conceptualize, meaning that the higher the level of communication of a brand, the higher the level of brand image expected by consumers. Based on empirical evidence, the authors have found a positive relationship between brand communication and brand image (Chinomona 2016). H1: Brand communication has a positive influence on brand image.

Brand communication is a major integrative element in managing brand relationships with consumers and creating brand attitudes (Kempf & Smith 1998 in Sahin et al. 2012) such as brand satisfaction and brand trust. This can occur one-way (indirect communication) or in two-way (direct communication). Su & Rao (2010) in Chinomona (2016) state that one of the brand communication goals is to expose consumers to a brand. The effect of such exposure is to increase awareness and higher memory, so that consumers will buy a brand that gives them satisfaction at an optimal level. Brand satisfaction tends to lead to a positive brand attitude (Shankar et al. 2008). With this, previous research shows that brand communication can affect consumer satisfaction towards a brand (Sahin et al. 2012). H2: Brand communication has a positive influence on brand satisfaction.

According to Sääksjärvi & Samiee (2011) in Chinomona (2016), brand image is defined as a series of brand associations stored in consumer memories which will later form perceptions of a brand. The definition can be concluded that brand image is an overall consumer understanding of a brand and also an impression that exists in the minds of consumers compiled from consumer memories of the brand. Thereby, the better the consumer's perception of the brand image and consumer experience of a brand, the more positive the consumer's brand trust will be. Del Rio et al. (2001) in Chinomona (2016) state that a good brand image will increase consumer trust in a brand, which will eventually create brand trust. H3: Brand image has a positive influence on brand trust

According to Bolton (1998) in Sahin et al. (2012), satisfaction is an antecedent of brand trust, where an increase in satisfaction will lead to an increase in brand trust. H4: Brand satisfaction has a positive influence on brand trust

Delgado et al. (2003) propose that the results of brand loyalty may trigger customers' repeat buying behavior and eventually lead to brand attitudinal and

behavior or purchase loyalty in the future. H5: Brand trust has a positive influence on brand loyalty

2 RESEARCH METHODS

The sampling technique used was a non-probability sampling where the sample units were selected on the basis of personal judgment and each member chosen from the unrecognized or unknown population (Zikmund et al. 2009). This research used the purposive sampling because the sample was taken based on the assessment of the researcher that is in accordance with the characteristics of the study (Zikmund et al. 2009). This study took a sample of 170, according to the minimum sample size of 100-200 samples (Ferdinand 2002).

The target population chosen was consumers who have bought and consumed Teh Pucuk Harum in the last 3 months with its characteristics are domiciled in Surabaya, minimum education level of High/ Vocational School or equivalent, consuming Teh Pucuk Harum products at least 5 times in the last 3 months, having seen and observed promotional activities of Teh Pucuk Harum, and knowing the differences between Teh Pucuk Harum products and other packaged tea products.

This study aims to test hypotheses that have been developed and understand the theory through testing or verification of statistics in order to lead to generalizations and explain phenomena in a measurable manner. The collected data were then processed using SEM (Structural Equation Modeling) analysis techniques with SPSS 17.0 and Lisrel 8.7 for Windows software whose results were interpreted and then produce a conclusion.

3 RESULTS AND DISCUSSIONS

Using the questionnaire distribution, data processing was done to obtain the result of hypothesis proof. Measurement model result shows that each indicator has standardized loadings > 0.5 and generated AVE > 0.5 which demonstrate that indicator of all research variables show good measurements. Construct reliability values generated in each variable is > 0.7 , which indicates that these indicators have good reliability. Lisrel software was used to test the measurement and structural model which then followed by hypothesis analysis that explains the acceptance or rejection of a hypothesis. The result can be seen in table 1:

Table 1. The Results of Hypothesis Testing

	Hypothesis	Std. Est.	T-Value	Description
H1	Brand Com. → Brand Image	0.86	0.023	Supported
H2	Brand Com. → Brand satisfaction	0.84	***	Supported
H3	Brand Image → Brand Trust	0.66	***	Supported
H4	Brand Satisfaction → Brand Trust	0.26	***	Supported
H5	Brand Trust → Brand Loyalty	0.85	0.002	Supported

***: Significant as p-value <0.1% or 0.001

Based on the results of hypothesis testing, it can be seen that brand communication is the strongest variable influencing the creation of brand image and brand satisfaction where this can influence the creation of brand trust and ultimately creates brand loyalty of Teh Pucuk Harum in Surabaya. In this research, it can be seen that the relationship between brand communication, brand image, and brand image with brand trust can be an advantage for Teh Pucuk Harum marketers in creating brand loyalty.

The results of this study indicate that brand image has a stronger influence to create brand trust compared to brand satisfaction. This shows that the positive image possessed by Teh Pucuk Harum is more capable of creating consumer confidence than customer satisfaction towards the brand. Consumers feel more confident in Teh Pucuk Harum because the positive brand image that is in the minds of consumers is a consumer assessment of the overall brand quality. Thereby, if consumers consider the brand image to be positive then Teh Pucuk Harum is a good brand in the eyes of consumers, which ultimately raises trust in the minds of consumers.

This brand trust ultimately creates consumer's brand loyalty of Teh Pucuk Harum. Thus, with this high brand loyalty, consumers will repurchase a brand that is expected to create purchase loyalty and increase the profitability of Teh Pucuk Harum brand. The results of this study are quite different from the reference journal by Chinomona (2016) that states these differences are seen from the strongest variables in the study. The results of this study indicate that brand communication is the strongest variable to create brand image, brand satisfaction, and brand trust which will later lead to brand loyalty. Whereas, the research of Chinomona (2016) shows that brand image is the strongest variable to create brand trust which later creates brand loyalty towards the brand. This difference exists because the research was conducted in different countries with different cultures, economic conditions, and market characteristics. But

overall, the results of this research model are all supported, meaning that they show a good match between this research model and the research model proposed by Chinomona (2016).

4 CONCLUSION

Based on the results of research and data processing, it can be concluded that the 5 hypotheses that have been tested using Structural Equation Modeling (SEM) with LISREL 8.7 for Windows program are supported. This research uses the Fast Moving Consumer Goods (FMCG) object of the packaged tea sector with Teh Pucuk Harum brand. Thereby, it is expected that further research can be expanded to other product categories.

This research was only carried out in one particular area, namely the City of Surabaya so that further research can be carried out in different regions in order to find out the characteristics of Teh Pucuk Harum consumers in other regions because the culture, economic conditions, and buying behavior of each region are different. This study had a sample of 170 respondents. It is recommended that further research can use more samples in order to make the results to be more accurate in supporting the existing theory.

This research only discusses brand management, which is only seen from the influence of brand communication, brand image, brand satisfaction, and brand trust on brand loyalty in Surabaya. Further research can discuss the correlation between variables such as the direct influence of brand satisfaction on brand loyalty and other factors that can influence the creation of satisfaction, namely brand experience and many other factors that have not been discussed in this study.

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