THE INFLUENCE OF BRAND AWARENESS, BRAND ASSOCIATION, AND TRUST ON CUSTOMER LOYALTY
(Study On Shopee Application Users in Semarang District)

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Abstract:

This study aims to determine the effect of Brand Awareness, Brand Association and Trust on shopee user loyalty in Semarang Regency. This study uses quantitative research using primary data distributed through a questionnaire of 100 respondents in semarang district and analyzed by multiple linear regression using SPSS 25. This study shows the results that Brand Association and Trust have a positive and significant effect on customer loyalty. While Brand Awareness has a positive but insignificant effect on customer loyalty.

Keywords: Brand Awareness, Brand Association, Trust dan Loyality

Abstrak:

Penelitian ini bertujuan untuk mengetahui pengaruh Brand Awareness, Brand Association dan Trust terhadap loyalitas pengguna shopee di kabupaten semarang. Penelitian ini menggunakan jenis penelitian kuantitatif dengan menggunakan data primer yang disebar melalui kuesioner sebanyak 100 responden dan dianalisis dengan regresi linier berganda menggunakan alat SPSS 25. Penelitian ini menunjukan hasil bahwa Brand Association dan Trust berpengaruh positif dan signifikan terhadap loyalitas. Sedangkan Brand Awareness berpengaruh positif tetapi tidak signifikan terhadap loyalitas.

Kata Kunci: Brand Awareness, Brand Association, Trust dan Loyality

INTRODUCTION

E-commerce applications in Indonesia continue to be the main focus of companies in the industry. Although the growth of the e-commerce industry in Indonesia continues to increase, intense competition between major e-commerce platforms such as Tokopedia, Shopee, and Bukalapak makes these companies compete hard to retain and attract customers. Some e-commerce platforms in Indonesia have faced a decline in customer loyalty, partly due to the changing preferences of consumers who are more likely to look for the best deals and a better shopping experience (Mustajibah & Trilaksana, 2021). An important aspect of loyalty in the use of e-commerce applications in Indonesia is concerns related to data security. Various incidents of data leaks and violations of user privacy have affected consumers' perceptions of the security of e-commerce applications (Malia, 2023). This creates challenges for companies to build customer trust, implement strict security policies, and transparently manage customer data (Sari & Lestariningsih, 2021). So a large number of users in Indonesia are increasingly considering security and privacy factors before deciding to stay loyal to one e-commerce platform (Gunawan et al., 2021).

Innovation efforts and loyalty programs are becoming increasingly popular strategies to tackle the loyalty issues of e-commerce apps in Indonesia. Several e-commerce platforms have launched more aggressive reward and cashback programs to attract customers and motivate them to stay loyal (Alfarizi, 2023). However, the main challenge for companies remains focusing on service quality, good user experience, and competitive offerings to ensure continuous customer satisfaction (Sari & Lestariningsih, 2021). While some e-commerce platforms have managed to build strong brand awareness, many others are still struggling to gain consumer attention in this increasingly crowded market. The challenges faced by a number of e-commerce platforms in raising their brand awareness levels amidst the growing competition (Pratama et al., 2023). Some of the factors highlighted include ineffective marketing strategies, lack of differentiation between platforms, and inability to capture consumer trends quickly (Hotana & Melisa, 2018).

LITERATUR REVIEW

1. Loyality

   Loyalty is the bond between consumers and brands and is a major dimension of brand equity. However, Kotler and Keller (in Fauziyah & Karneli, 2016) argues that loyalty is the result of brand equity. Loyal consumers will provide many benefits including: 1). Creating barriers for new players to enter the same industry, 2) Consumers become more flexible to price changes, 3) Give consumers time to react to competitor innovations.

2. Consumer Loyalty

   Loyal customers are those who make regular repeat purchases across product and service lines, refer others, and demonstrate immunity to competitive pull (Griffin, 2005). This means that loyal customers are customers who have characteristics including:

   a. Makes regular repeat purchases. This means that consumers who are loyal to a product, they will always be loyal to buy products produced by the company as long as the products they buy can satisfy their needs.

   b. Purchases across product and service lines. This means that loyal consumers are not only satisfied with buying one product from the company but they will try to buy and get products produced by the same company because for them if they can use products from the same company then in their minds they will get their own satisfaction.

   c. Referring to others. This shows that loyal consumers will recommend positive things about the products or services of a company to their friends and family, and convince them that the product or service is a good product, so that other people eventually buy and use products or services from the company.

   d. Demonstrates an immunity to the pull of the competition. This shows that loyal customers will refuse to consider offers of products or services from competitors because the products or services currently consumed have

provided approval which ultimately leads to consumer loyalty to the product or service.

Loyalty is a consumer behavior due to feelings of attachment and satisfaction with the ability with high consumption intensity (Ayuningrum & Mochlasin, 2021).

3. Brand Awareness

Brand awareness indicates the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category. Brand awareness requires a continuum range of uncertain feelings that a particular brand has been previously recognized, so that consumers believe that the product is the only brand in a product group (Durianto et al., 2001).

The explanation of brand awareness from the lowest level to the highest level is (Durianto et al., 2001):

a. Unware of brand is the lowest level in the brand awareness pyramid where consumers are not aware of the existence of a brand.

b. Brand recognition is the minimal level of brand awareness. Brand recognition, based on an assisted recall test, is the minimum level of brand awareness, it is especially important when a buyer chooses a brand at the time of purchase.

c. At the next level is brand recall. Brand recall is based on asking someone to name the brand within a product class. This is termed unaided recall, because unlike the recognition task, the respondent does not need to be helped to come up with the brand.

d. Top of Mind is the highest level of brand awareness. If a person is asked directly without being given a memory aid and he can mention one brand name, then the brand that is most mentioned first is the top of mind, in other

words, the brand is the main brand of the various brands in the minds of consumers. A stronger recall position than top-of-mind awareness is the dominant brand, which is the brand that occupies the position as the only brand that is recalled by respondents with a high percentage.

4. Brand Asociation

Brand association is any impression that appears in a person's mind associated with his memory of a brand (Aaker, 1997). An established brand will have a prominent position in the competition when supported by strong associations. Various interconnected brand associations will create a series called brand image. The more interconnected associations, the stronger the brand image. The advantages of brand association proposed by (Rangkuti, 2004) are five, namely:
   a. Can help the process of compiling information, which can help provide a set of facts and specifications that can be easily recognized by consumers.
   b. Distinction. Associations can provide an important basis for differentiating one brand from another.
   c. Reasons to buy. Brand associations are very helpful for consumers to make decisions to buy these products or not.
   d. Creation of positive attitudes or feelings. Brand associations can stimulate positive feelings which in turn will also have a positive impact on the product concerned.
   e. Foundation for expansion. Brand associations can generate a foundation for a brand extension, namely by creating a sense of compatibility between a brand and a new product.
5. Trust
   Trust is defined as the willingness of one person to trust another person. Based on the expectation that the other person will perform certain actions that are important to the person who trusts him. Thus trust is a person's willingness to rely on others where we have confidence in him. The indicators of trust consist of four types, namely (Yandi, 2019):
   a. Performance in accordance with consumer expectations.
   b. Belief in doing according to standards.
   c. Trust that the service is consistent.
   d. Trust in the company to last long.

HYPOTHESIS

Based on the results of the above description, it can be described with a research framework for the influence of Brand Awareness (X1), Brand Association (X2) and Trust on customer loyalty. The following hypothesis is obtained:

H1 = Brand Awareness has a positive and significant effect on shopee customer loyalty in Semarang District.

H2 = Brand Association has a positive and significant effect on shopee customer loyalty in Semarang District

H3 = Trust has a positive and significant effect on shopee customer loyalty in Semarang District.
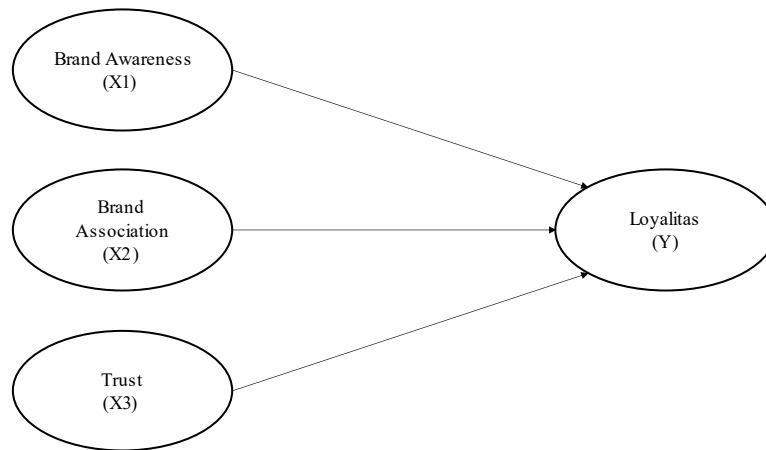

Figure 1. Research Framework

RESEARCH METHODS

This study utilized a quantitative research approach, where the data used is in digital form and then processed using statistical methods (Sugiyono, 2019). The quantitative research approach in this study is causal research, causality quantitative research is research that aims to determine the extent to which the independent variable affects the dependent variable (Sekaran, 2006). This research is included in causal quantitative research because this study aims to determine the effect of brand awareness, brand association and trust (X) on shopee customer loyalty (Y).

a. Population and Sample

The population in this study were shopee customers who live in the Semarang Regency area, then the population was taken based on shopee customers in 2023. The number of samples taken in this study using the Cochran formula, due to the unknown or infinite population. The following sampling technique is calculated using the Cochran formula (Sugiyono, 2019):

$$n = \left(\frac{z^2 \, pq}{e^2}\right)$$

$$n = \left(\frac{(1,96)^2 \, (1,96).\,0,5}{0,10^2}\right)$$

n = 96.04, rounded to 100 respondents.

Notes:

n = sample

z = price in the normal curve for a 5% deviation, with a value of 1.96

p = 50% chance of being correct = 0.5

q = 50% chance of being wrong = 0.5

e = 10% margin of error

Through the above formula, the number of samples to be taken is 100 respondents with the sampling technique, namely purposive sampling. While the research tool that will be used is SPSS 25 in the process of analyzing the data to be studied.

b. Operational Definition and Measurement of Variables

The variables or elements of brand equity analyzed in this study will be explained in the table of operational definitions of each variable and dimensions below:

No	Variabel	Definisi Variabel	Indikator Variabel
1.	*Brand Awareness* (X1)	Brand awareness shows the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category (Durianto et al., 2001).	1) Unware of brand 2) Brand recognition 3) Brand recall 4) Top of Mind (Durianto et al., 2001)
2.	*Brand Associations* (X2)	Brand association is any impression that appears in a person's mind associated with his	1) Can help the process of compiling information 2) Differences 3) Reasons to buy

		memory of a brand (Aaker, 1997).	4) Creation of a positive attitude or feeling. 5) Foundation for expansion(Rangkuti, 2004).
3.	*Trust* (X3)	One party's willingness to trust the other party (Yandi, 2019)	1) Performance in accordance with consumer expectations. 2) Belief in doing according to standards. 3) Trust that the service is consistent. 4) Trust in the company to last long (Yandi, 2019)
4.	Customer Loyality (Y)	The bond between the consumer and the brand and is a key dimension of brand equity (Griffin, 2005)	1) Make repeat purchases 2) Purchasing between product and service lines 3) Referring to others 4) Showing against the offer (Griffin, 2005).

DISCUSSION AND RESULTS

a. classical assumptions

1) Multicolonierity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.178	1.401		-.127	.899		
	BA_X1	.280	.093	.292	3.014	.003	.159	6.287
	BC_X2	.089	.093	.110	.960	.339	.115	8.707
	TR_X3	.597	.086	.565	6.964	.000	.228	4.390

a. Dependent Variable: Ly_Y

Source: Data processed by SPSS 25, 2023

This test is done by looking at the tolerance value and the Varian Inflation Factor (VIF) value. There is no multicollinearity if the tolerance value is> 0.10 and the VIF value is < 10 (Bawono, 2006). Judging from the results of the SPSS

multicollinearity test above with variable X1 brand awareness, the tolerance value is 0.159 and the VIF is 6.287, then variable X2 brand association with a tolerance value of 0.115 and a VIF value of 8.707, then variable X3 trust with a tolerance value of 0.228 and a VIF value of 4.390. The overall tolerance value obtained from variables X1, X2 and X3 > 0.10 as well as the overall VIF value of variables X1, X2 and X3 < 10.00. It can be concluded that all variables consisting of X1, X2 and X3 do not occur multicollinearity.

2) Normality Test

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	100
Test Statistic	.165
Asymp. Sig. (2-tailed)	.000[c]

Source: Data processed by SPSS 25, 2023

In this study, the normality test used the Central Limit Theorem (CLT) test (Gujarati, 2013). Based on table 3, it can be seen that N = 1 > 30. This shows that data that is more than 30 can be said to be normally distributed and can be referred to as a large sample. The study has a sample of 100 respondents, so the data above is declared normally distributed.

3) Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.997	1.097		4.554	.000
	BA_X1	-.123	.048	-.384	-2.543	.013
	BC_X2	.039	.053	.168	.735	.464
	TR_X3	-.020	.061	-.067	-.331	.742

a. Dependent Variable: Abs_Res

Source: Data processed by SPSS 25, 2023

Based on the Glejser test above, where the significant value between the independent variables and the absolute residual > 0.05, there is no heteroscedasticity problem (Bawono, 2006). Judging from the Sig. value of

variable X1 0.013 then X2 0.464 and X3 0.742, none of the independent variables here are below 0.05, it can be stated that the data tested is free from heteroscedasticity problems.

b. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.618	1.588		-1.019	.311
	BA_X1	.127	.070	.113	1.821	.072
	BC_X2	.222	.077	.273	2.902	.004
	TR_X3	.619	.088	.586	7.061	.000

a. Dependent Variable: Ly_Y

Source: Data processed by SPSS 25, 2023

Multiple regression analysis is functioned to measure how big the the influence of brand awareness (X1), customer value (X2) and trust (X3) on loyalty (Y) and the effect of brand awareness (X1) customer value (X2) and trust (X3) on satisfaction. Based on the SPSS output above, the regression equation is obtained as follows:

$$Y = Bo + \beta1X1 + \beta2X2 + \beta3X3$$

$$Y = -1.618 + 0.127\ X1 + 0.222\ X2 + 0.619\ X3$$

From the Loyalty model, the following explanation can be taken:
1) The constant -1.618 explains that if the variables brand awareness (X1), brand association (X2) and trust (X3) are constant (X1, X2 and X3 = 0). Then the average customer loyalty (Y) at Shopee is at -1.618 if it is percented, the constant beta value is multiplied by 100. That way -1.618 x 100 = 161.8%.

2) The brand awareness (X1) regression coefficient of 0.127 explains the meaning that every additional 1 point of brand awareness (X1) owned by a customer will increase loyalty (Y) by 0.127 times.

3) The brand association (X2) regression coefficient of 0.222 explains the meaning that each addition of 1 point of customer value (X2) owned by a customer will decrease loyalty (Y) by 0.222 times.

4) The trust regression coefficient (X3) of 0.619 explains the meaning that each addition of 1 point of trust (X3) owned by a customer will reduce loyalty (Y) by 0.619 times.

c. Partial T Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.618	1.588		-1.019	.311
	BA_X1	.127	.070	.113	1.821	.072
	BC_X2	.222	.077	.273	2.902	.004
	TR_X3	.619	.088	.586	7.061	.000

a. Dependent Variable: Ly_Y

Source: Data processed by SPSS 25, 2023

If the sig value < 0.05 or the value of Tcount > Ttable, then the independent or independent variable under study is declared to have a positive effect and the independent or independent variables studied are stated to have a positive and significant effect on the dependent variable (Bawono, 2006). significant on the dependent or dependent variable (Bawono, 2006). Based on the Tcount test results of each dependent variable, namely brand awareness, brand association, trust and satisfaction with customer loyalty. Then the effect can be explained that:

1) Brand awareness (X1) has a Tcount value of 1.821 and the Ttable value for dependent loyalty is 1.6607. Which is then seen from the significance value obtained of 0.72. It is explained from the value of Tcount X1 > Ttable and the significance value obtained > 0.05. This states that

variable X1 brand awareness does not have a positive and significant effect on loyalty as variable Y.

2) Brand Association (X2) has a Tcount value of 2.902 and the Ttable value for dependent loyalty is 1.6607. Which in turn is seen from the significance value obtained of 0.04. It is explained from the value of Tcount X2 > Ttable and the significance value obtained < 0.05, this states that the X2 brand association variable has a positive and significant effect on loyalty as variable Y.

3) Trust (X3) has a Tcount value of 7.061 and the Ttable value for dependent loyalty is 1.6607. Which is then seen from the significance value obtained of 0.00. It is explained from the value of Tcount X3 > Ttable and the significance value obtained < 0.05, this states that the X3 trust variable has a positive and significant effect on loyalty as variable Y.

d. Simultaneous Test (F)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4392.913	3	1464.304	178.373	.000[b]
	Residual	788.087	96	8.209		
	Total	5181.000	99			

a. Dependent Variable: Ly_Y

b. Predictors: (Constant), TR_X3, BA_X1, BC_X2

Source: Data processed by SPSS 25, 2024

It can be seen from the results of the Ftest test table above, that the F table value is 2.70 and the resulting F value is 178.373 and a significance value of 0.000. It can be seen from these results that the calculated F value is ≥ the F table and the significance value is <5% (Bawono, 2006), which can then be concluded that brand awareness, brand association, and trust together can affect customer loyalty.

2. Hypothesis Discussion

a. The Effect of Brand Awareness on Loyalty

It is known from all the tests that have been carried out, an explanation of the Ttest is obtained, the Tcount coefficient value is 1.821. It is said to have an effect if the value of Tcount > Ttable, here 1.821 > 1.6607 where 1.6607 is the value of Ttable. And the significance value for variable X1 brand awareness is 0.072. It is said to be significant if the calculated significant value is < 0.05. That way it is concluded that the results that brand awareness (X1) has a positive but insignificant effect on shopee customer loyalty in Semarang Regency. So with this H1 is rejected. This is also proven by research conducted by Oktaviana (2014) which states that brand awareness does not have a positive influence on customer loyalty at Danamon bank in Surabaya. Other studies that show the same results are also proven by Abdullah and Marsinah (2018) which state that brand awareness has no positive effect on customer loyalty.

b. The Effect of Brand Association on Loyalty

In this second hypothesis, the results of the Tcount of the X2 brand awareness variable obtained a value of 2.902, which is greater than the ttable of 1.66071. Furthermore, the significance value obtained is 0.004, indicating that the value is smaller than 0.05 as the variable standard to be said to be significant or not. So from the two results obtained, the X2 brand association variable has a positive and significant effect on shopee customer loyalty in Semarang Regency. That way H2 is accepted. This is also proven by research conducted by Quantrianto, Hutomo, and Pujiarti (2013) The results of the study concluded that Brand Awareness, Brand Association, Perceived Quality have a positive and significant effect on Loyalty to the use of ABC brand sweet soy sauce.

c. The Effect of Trust on Loyalty

In this third hypothesis, the effect of X3 is suspected, then it is known that the X3 Trust variable (X3) has a Tcount value of 7.061 and the Ttable value is 1.66071. Which is then seen from the significance value obtained of 0.00. It is explained from the value of Tcount X3 > Ttable and the significance value obtained < 0.05. This states that the X3 trust variable has a positive

and significant effect on shopee customer loyalty in Semarang Regency. That way H3 is accepted. This is also proven by research conducted by Istiqomah and Ade (2018) which states that the trust variable has a positive and significant effect on customer loyalty.

CONCLUSION

This study aims to examine the effect of brand awareness, brand association and trust on shopee customer loyalty in Semarang Regency. Based on the tests that have been carried out in this study, it is concluded that the brand association and trust variables partially have a positive and significant effect on shopee customer loyalty in Semarang Regency. while the brand awareness variable partially has no effect on shopee customer loyalty in Semarang Regency. The shortcomings in this study are the lack of breadth of research coverage and in the future research on loyalty can be added with other variables with a broader scope.

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