Brand Image and Brand Trust as Antecedents of Consumer Loyalty Mediated by Satisfaction

Annisa Nur Rahmawati[1] Poppy Laksita Rini[2]

annisanr294@gmail.com[1], poppy.rini@mgm.uad.ac.id[2]

Universitas Ahmad Dahlan [1,2]

ABSTRACT. Introduction: This study aims to determine the influence of brand image and brand trust on Flip consumer loyalty in DIY mediated by satisfaction. The population in this study was all Flip users who live in DIY. The sample of this study was 100 respondents. Data collection using questionnaires and sampling techniques using purposive sampling methods. The data analysis technique used is SEM-PLS analysis including measurement of outher model, inner model, and hypothesis test through bootstrapping method with the help of SmartPLS 4.0 software. The results showed that: (1) Brand image directly has a positive and significant effect on Flip consumer loyalty in DIY (2) Brand image has no effect on Flip consumer loyalty in DIY with satisfaction as a mediating variable (3) Brand Trust directly has no effect on Flip consumer loyalty in DIY (4) Brand Trust has a positive and significant effect on Flip consumer loyalty in DIY with satisfaction as a mediating variable.

1. INTRODUCTION

The increasingly rapid development of technology and information is currently bringing progress to almost all aspects of human life. One of these technological developments is the internet. As the world of technology develops increasingly rapidly, the internet has become a trend in customer decisions (Solikhah et al, 2023). Now the internet is able to disrupt technology and financial services. Advanced technological advances have also had an impact on the modernization and efficiency of the financial industry. The financial technology revolution that has had an impact on payment systems has now had an impact on the creation of electronic and digital payment systems that can be done anywhere using a smartphone. So financial technology emerged, or often called financial technology, which among media and technology users has recently become increasingly popular and used. Santoso et al (2019) stated that after evolution, the industry identified new needs that had never existed before, such as fintech products. Financial technology emerged along with changes in people's lives, which are now dominated by individuals with fast-paced life demands. Financial technology is a modern payment mechanism currently available in Indonesia that offers convenience, especially for those who have an internet connection. In this case, fintech is used by banks to provide digital services that can be accessed via smartphones such as online banking and mobile banking which allows more consumers to make transactions in a simple, safe and comfortable way. However, the high administration fees charged for making inter-bank transfers have made people start using third-party applications to carry out financial transactions. Of the many financial technologies, Flip emerged as one of the financial technology platforms in the field of fund transfers in the form of an application for waiving customer administration fees that applies to every bank, for the first time in Indonesia, which was founded in 2015.

2. LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Brand Image

Brand image is consumers' perceptions and beliefs, which are expressed through associations that are imprinted in customers' memories, which they always remember first when they hear a slogan and are embedded in their minds (Kotler and Keller, 2016). The indicators for forming a brand image according to Aaker and Biel in Firmansyah (2019) are corporate image, user image and product image.

Brand Trust

Brand trust is the confidence that consumers have in a particular product that they feel is able to fulfill the promised value and the goodwill of the brand that is able to prioritize consumer (Rusmanida, 2020). The brand trust indicators according to Chaudhuri and Holbrook in Anjani (2017) include trust, reliable, honesty, and security. Brand trust is crucial for winning customers, and an integrated marketing strategy is necessary to build it (Jamal, 2023).

Consumer Loyalty

According to Kotler and Keller (2016) consumer loyalty is a very strong commitment to reuse a preferred product or service in the future despite situational influences and marketing efforts

that have the potential to cause switching behavior. Indicators of consumer loyalty are repeat, retention, and referalls.

Satisfaction

Satisfaction reflects a person's assessment of perceived product or service performance in relation to expectations (Kotler and Keller, 2016). According to Fullerton in Kusuma (2014) satisfaction has three dimensions, namely satisfaction with the product, satisfaction with the brand, and pleasure with the product.

The Effect of Brand Image on Consumer Loyalty

Brand image is trust and confidence that is buried in the minds of consumers as a reflection of associations stored in consumer memory. Brands can give a good or positive impression to consumers, but can also give a bad or negative impression (Sakinah and Suhardi, 2018). A good brand image will be able to create a good impression on consumers and increase their loyalty to products or services (Sudaryanto et al., 2019). A positive brand perception increases the likelihood of repurchase and fosters consumer loyalty. This is in accordance with the results of research by Nurhidayah et al. (2021), the brand image variable has a positive and significant influence on the loyalty of Gopay e-wallet users.

H1: Brand Image directly has a positive and significant effect on consumer loyalty

The Effect of Brand Image on Consumer Loyalty with Satisfaction as a Mediator

Consumers will tend to choose to use products or services based on their brand image. Especially when those consumers have no experience using a particular product or service, they will tend to trust products or services with well-known names. Consumers often believe that a very popular product or service will provide better service and more value when used, because the product or service has an implied guarantee of quality and reliability. This kind of relationship is an important step in building consumer loyalty and building positive relationships with consumers. If the brand image is poor or the quality of service is disappointing, consumer loyalty will decrease. This is in line with Santana's research (2020) stating that customer satisfaction can mediate the influence of brand image on customer loyalty.

H2: Brand Image has a positive and significant effect on consumer loyalty with satisfaction as a mediating variable

The Effect of Brand Trust on Consumer Loyalty

Brand trust is the ability of a brand to be trusted based on consumer or customer confidence that the product or service can fulfill the promised value and meaning with good brand intentions (Suhardi and Irmayanti, 2019). If the expectations are met, consumers will trust the brand more and more satisfied. This is in accordance with research conducted by Noviar and Farida (2022) that brand trust has a significant effect on Surabaya Voice Loyalty.

H3: Brand Trust directly has a positive and significant effect on consumer loyalty

The Effect of Brand Trust on Consumer Loyalty with Satisfaction as a Mediator

Brand trust is a picture of feeling safe where consumers feel that the brand in question will meet their personal expectations (Cakmak, 2016). Basically, when consumers can trust a

brand, they are more likely to always use that brand. Conversely, if consumers do not have trust, they will not use it. Furthermore, trust in the brand that is formed will create a feeling of comfort in consumers. In this case, trust in the brand will increase customer satisfaction. When consumers get satisfaction from a brand because it meets or even exceeds their expectations, it will form consumer loyalty to the brand. Based on Febriana's research (2022), customer satisfaction mediates the influence of brand trust on customer loyalty.

H4: Brand Trust has a positive and significant effect on consumer loyalty with satisfaction as a mediating variable

3. RESEARCH METHODOLOGY

All Flip users in the DIY area are the population in this study whose numbers are unknown. Sampling was taken using a purposive sampling technique, where "the sampling technique does not provide an equal opportunity for each member of the population to be selected as a sample" (Sugiyono, 2016). The sample in this study had the following criteria:

1. Aged 17 years and over

2. Have used Flip transactions at least 2x

3. Domiciled in DIY

This research requires guidelines in obtaining samples. Sample size guidelines are determined using the Lemeshow formula in Suryani and Hendryadi (2016)

$$n = \frac{z^2 x\ p\ x\ (1-p)}{d^2}$$

Information:

n : Number of samples

Z: Standard value of the distribution according to the value $\alpha = 5\% = 1,96$

P: Prevalence of outcome, because data has not yet been obtained, 50% is used

d: 10% level of accuracy = 0,10

So the calculation of the number of samples to be taken is as follows:

$$n = \frac{(1,96)^2 x\ 0,5\ x\ (1-0,5)}{(0,10)^2} = 96,04$$

From the results of the calculation above, we obtained n = 96.04 or rounded up to 100 respondents and divided by predetermined areas, namely Sleman, Bantul, Kulon Progo, Gunung Kidul, and Yogyakarta City.

The data collection technique in this research is by distributing questionnaires and distributing them in the form of a google form via social media and calculated using a likert scale. The likert scale is used to measure someone's opinion (Sugiyono, 2016).
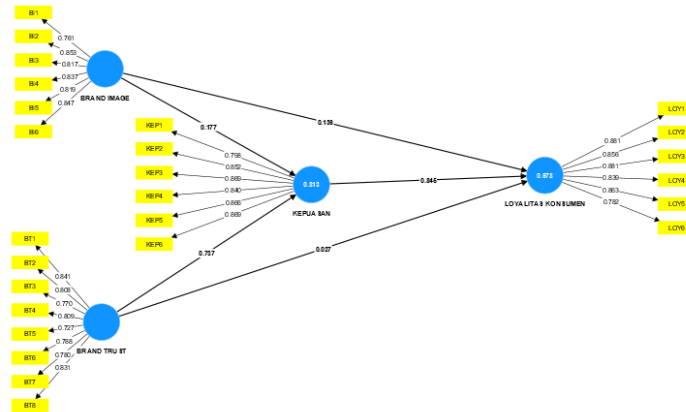
Figure 1. Structural Model

Source: SmartPLS 4.0 Output (2023)

4. RESULT AND DISCUSSION

Tabel 1. Validity Test Result

Variabel	Indikator	Loading Factor	Keterangan
Brand Image	BI1	0,761	Valid
	BI2	0,853	Valid
	BI3	0,817	Valid
	BI4	0,837	Valid
	BI5	0,819	Valid
	BI6	0,847	Valid
Brand Trust	BT1	0,841	Valid
	BT2	0,808	Valid
	BT3	0,770	Valid
	BT4	0,809	Valid
	BT5	0,727	Valid
	BT6	0,788	Valid
	BT7	0,780	Valid
	BT8	0,831	Valid
Kepuasan	KEP1	0,798	Valid
	KEP2	0,852	Valid
	KEP3	0,869	Valid
	KEP4	0,840	Valid
	KEP5	0,866	Valid
	KEP6	0,869	Valid
Loyalitas	LOY1	0,881	Valid

Konsumen	LOY2	0,856	Valid
	LOY3	0,881	Valid
	LOY4	0,839	Valid
	LOY5	0,863	Valid
	LOY6	0.782	Valid

Source: Processed Primary Data (2023)

Based on the table above, it can be seen that all indicators have an outer loading value of > 07, so that all indicators are declared valid. This indicates that each research variable can be explained by its indicators and meets the requirements for convergent validity.

Tabel 2. Composite Reliability and Cronbach's Alpha Values

Variabel	*Composite reliability*	*Cronbach's alpha*
Brand Image	0.909	0,905
Brand Trust	0,920	0,917
Kepuasan	0,923	0,923
Loyalitas Konsumen	0,923	0,923

Source: Processed Primary Data (2023)

Based on the table above, all constructs have composite reliability and Cronbach's alpha values of more than 0.7, so it is concluded that they are reliable for measuring the latent variables.

Tabel 3. R-Square

Variabel	R-Square	R-Square Adjusted
Kepuasan	0,813	0,809
Loyalitas Konsumen	0,978	0,977

Source: Processed Primary Data (2023)

Based on the table above, it can be seen that the R-square value in the satisfaction variable is 0.813. This value explains that the strength of the satisfaction variable is 81.3% and the remaining 18.7% is influenced by other variables outside this research model. Meanwhile, the R-square value in the

consumer loyalty variable is 0.978. This value explains that the strength of the consumer loyalty variable is 97.8% and the remaining 2.2% is influenced by other variables outside this research model.

Tabel 4. Results of Hypothesis Test (Bootstrapping)

Konstruk	Original Sample	Sample Mean	Standard Deviation	T statistics	P values	Keterangan

	(O)	(M)	(STDEV)			
BI → LOY	0,136	0,137	0,040	3,423	0,001	Significant Positive (H1 Accepted)
BI → KEP → LOY	0,149	0,143	0,091	1,638	0,102	Insignificant Positive (H2 Rejected)
BT → LOY	0,027	0,027	0,048	0,565	0,572	Insignificant Positive (H3 Rejected)
BT → KEP → LOY	0,623	0,629	0,090	6,946	0,000	Significant Positive (H4 Accepted)

Source: Processed Primary Data (2023)

The Effect of Brand Image on Consumer Loyalty

A brand can be said to be good if the company is able to give a positive impression and can meet consumer expectations. Consumers believe that brand image depends on each individual's perception. The better and stronger the brand image, this will of course make it easier for businesses to attract new consumers and retain existing consumers who will remain loyal to their brand. It is not easy for companies to increase brand popularity and reputation. However, the popularity and reputation of the brand is one of the keys to forming consumer loyalty. This research is supported by Arief and Subaida (2021) that brand image has a positive and significant effect on consumer loyalty. Furthermore, research conducted by Melisa (2023) and Putra (2018) stated that brand image has a positive and significant effect on consumer loyalty.

The Effect of Brand Image on Consumer Loyalty with Satisfaction as a Mediator

Brand image appears as a determining factor in consumer loyalty. When consumers use a brand that is widely known, it can be said that they are participating in building a positive brand image. However, high or low levels of satisfaction cannot be a link to strengthening the role of brand image in increasing consumer loyalty. Satisfaction can be formed by first building a brand image because brand image describes the extrinsic properties of the brand which become its own characteristics to fulfill consumer expectations in order to create a positive image. This research is supported by Nuriyanto (2022) who states that brand image has no effect on customer loyalty which is mediated by customer satisfaction. Another study by Hidayat et al. (2022) stated that satisfaction does not mediate brand image on user loyalty.

The Effect of Brand Trust on Consumer Loyalty

Every consumer has a different level of confidence in assessing a brand. Consumers may use a brand just because they want to try it without thinking about brand trust. However, building brand trust certainly cannot be done in a short time. On the other hand, of course a brand also tries to strengthen good relationships so that it can be accepted and trusted by consumers. A brand is said to be reliable if it can provide a guarantee of quality without burdening consumers to always use the service. The sign is that high or low consumer

trust in a brand does not necessarily cause an increase or decrease in consumer loyalty. The results of this research support research conducted by Prawira and Setiawan (2021) that brand trust has no effect on brand loyalty. Another study by Hikam et al. (2022) and Faizun and Susilowati (2020) stated that brand trust has no effect on consumer loyalty. Apart from that, research by Dirbawanto and Sutrasmawati (2016) also states that brand trust has no effect on customer loyalty.

The Effect of Brand Trust on Consumer Loyalty with Satisfaction as a Mediator

High consumer trust in a brand also creates high expectations for that brand. If a brand is able to meet expectations, consumers will feel that the brand is reliable and ultimately feel satisfied. When consumers are satisfied, they will recommend the brand to others who have never used it. Consumers who already believe in a brand will of course reuse that brand, which indicates that these consumers are loyal consumers. It can be said that when consumers receive satisfaction from a brand because it meets or even exceeds their expectations, consumer loyalty will be formed towards that brand. The results of this research are supported by Hastari et al. (2022) that there is an influence of brand trust on consumer loyalty through consumer satisfaction. In line with research by Fadhila and Diansyah (2018) showing the positive and significant influence of brand trust on consumer loyalty through satisfaction. Apart from that, research by Rahmawati and Hasan (2023) states that consumer satisfaction significantly mediates the relationship between brand trust and customer loyalty.

5. CONCLUSION AND RECOMMENDATION

Based on the discussion in the previous chapters, the following conclusions are obtained:

1. Brand image directly has a positive and significant effect on Flip consumer loyalty in DIY

2. Brand image has no effect on Flip consumer loyalty in DIY with satisfaction as a mediating variable

3. Brand trust has no direct effect on Flip consumer loyalty in DIY

4. Brand trust has a positive and significant effect on Flip consumer loyalty in DIY with satisfaction as a mediating variable

LIMITATION AND SUGGESTIONS

LIMITATION

1. There is a lack of ability of respondents to understand the statements in the questionnaire and sometimes the respondents' answers do not show the actual situation so there is a possibility that the results will be less accurate.
2. This research only examines several factors that influence consumer loyalty, so further research needs to be developed to find out other factors such as service quality, brand awareness, and so on that have not been studied.

SUGGESTIONS

1. For Companies
   Even though satisfaction does not mediate brand image on Flip consumer loyalty, researchers suggest that Flip continues to strengthen its brand image so that Flip is widely known as a fund transfer platform free of admin fees. Apart from that, even though brand trust has no effect on Flip consumer loyalty, Flip must also continue to improve service quality so that consumers have more confidence in the services offered. When consumers feel that the service offered is reliable, it will certainly make consumers satisfied and they will be happy to recommend it to others.

2. For further research
   It is hoped that future research will expand the research by adding other variables such as service quality, brand awareness, and so on which have not been discussed in this research, as well as increasing the number of samples by expanding the geography of the sample in order to produce better conclusions.

REFERENCES

Anjani, Arin. 2017. 'Pengaruh Brand Image Dan Brand Trust Terhadap Brand Loyalty Lipstik Revlon (Studi Kasus Konsumen Lipstik Revlon Di Yogyakarta)'. Universitas Negeri Yogyakarta.

Arief, Mohammad Yahya, and Ida Subaida. 2021. 'Pengaruh Kualitas Pelayanan, Brand Image (Citra Merek) Dan Trust (Kepercayaan) Terhadap Loyalitas Pelanggan Pt. Pos Indonesia (Persero) Kecamatan Kapongan Kabupaten Situbondo'. Jurnal Ekonomi Dan Bisnis GROWTH 19:48–64.

Cakmak, Ismail. 2016. 'The Role of Brand Awareness on Brand Image, Perceived Quality and Effect on Risk in Create Brand Trust'. Global Journal on Humanites & Social Sciences Issue (4):183–92.

Dirbawanto, Nana Dyki, and Endang Sutrasmawati. 2016. 'Pengaruh Customer Experience Dan Brand Trust Terhadap Customer Loyalty'. Management Analysis Journal 5(1):70–76.

Fadhila, Nurul Aini, and Diansyah. 2018. 'Pengaruh Kualitas Pelayanan Dan Kepercayaan Terhadap Loyalitas Dengan Kepuasan Pasien Sebagai Variabel Intervening Di Klinik Syifa Medical Center'. Media Studi Ekonomi 21(1).

Faizun, Muhammad, and Ika Susilowati. 2020. 'Pengaruh Brand Trust Dan Perceived Value Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Intervening'. Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA) 2(4):546–62. doi: 10.32639/jimmba.v2i4.612.

Febriana, Nabila Shafa. 2022. 'Pengaruh Brand Image, Brand Trust Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi Pada Produk Kosmetik Madame Gie Serta Tinjauannya Dalam Sudut Pandang Islam (Studi Kasus Pada Pelanggan Kosmetik Madame Gie Di DKI Jakarta)'. Universitas YARSI.

Firmansyah, Anang. 2019. Pemasaran Produk Dan Merek.

Hastari, Esa Sekar, Corry Yohana, and Terrylina Arvinta Monoarfa. 2022. 'Pengaruh Kepercayaan Merek Dan Kualitas Produk Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen Sebagai Variabel Mediasi (Studi Kasus Pada Brand Skincare Lokal)'. Jurnal Bisnis, Manajemen, Dan Keuangan 3(3).

Hidayat, Harun, Jen Zainal Asyikin Hans, and Jhoni Iskandar. 2022. 'Pengaruh Brand Image Dan Kualitas Pelayanan Terhadap Loyalitas Pengguna Aplikasi Jaga Dengan Kepuasan Sebagai Intervening'. MASTER: Jurnal Manajemen Strategik Kewirausahaan 2(1):49–60. doi: 10.37366/master.v2i1.458.

Hikam, Ahmad, Rois Arifin, and M. Khoirul ABS. 2022. 'Pengaruh Social Media Marketing, Brand Awareness, Brand Image Dan Brand Trust Terhadap Loyalitas Pelanggan Ultras Malang'. E-JRM: E-Jurnal Riset Managemen 11(22):30–40.

Jamal, F. N., Othman, N. A., Fitriani, D., Rohmah, W., Leuveano, R. A. C., & Fahmi, A. A. (2023). Integrated Model of Brand Trust for Green Marketing. International Journal of Sustainable Development & Planning, 18(6).

Kotler, Philip, and Kevin Lane Keller. 2016. Marketing Management. 15th ed.

Kusuma, Yohanes Surya. 2014. 'Pengaruh Brand Experience Terhadap Brand Loyalty Melalui Brand Satisfaction Dan Brand Trust Harley Davidson Di Surabaya'. Jurnal Manajemen Pemasaran Petra 2(1):1–11.

Melisa. 2023. 'Analysis Of The Impacts Of Green Marketing And Brand Image On Consumer Loyalty'. Business Management Journal 19(1):33–44. doi: 10.30813/bmj.v19i1.3612.

Noviar, Asyam Raeshard, and Siti Ning Farida. 2022. 'Pengaruh Brand Image, Brand Satisfaction Dan Brand Trust Terhadap Loyalitas Konsumen Pada Suara Surabaya'. J-MAS (Jurnal Manajemen Dan Sains) 7(2):1229. doi: 10.33087/jmas.v7i2.600.

Nurhidayah, Astri, Yuliniar, and Dewi Cahyani Pangestuti. 2021. 'Pengaruh Brand Image Dan Brand Trust Terhadap Loyalitas Pelanggan Menggunakan E-Wallet Gopay'. Business Management, Economic, and Accounting National Seminar 2:942–55.

Nuriyanto, Rahmat. 2022. 'Analisis Pengaruh Product Quality Dan Brand Image Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Mediasi'. Universitas Muhammadiyah Surakarta.

Prawira, Anak Agung Ngurah Dicky Natha, and Putu Yudi Setiawan. 2021. 'Pengaruh Brand Image, Brand Satisfaction, Dan Brand Trust Terhadap Brand Loyalty Pelanggan Sepatu Merek Nike'. E-Jurnal Manajemen Universitas Udayana 10(12):1305. doi: 10.24843/ejmunud.2021.v10.i12.p03.

Putra, Alfian Surya. 2018. 'Pengaruh Citra Merek (Brand Image) Dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Konsumen (Studi Pada Konsumen Smartphone Lenovo Di DIY)'. Jurnal Manajemen Bisnis Indonesia.

Rahmawati, Nur, and Irmayanti Hasan. 2023. 'Pengaruh Brand Trust Dan Kualitas Produk Terhadap Loyalitas Pelanggan Produk Azarine Yang Dimediasi Oleh Kepuasan Konsumen'. Jurnal Rumpun Ekonomi Syariah 6(1).

Rusmanida. 2020. 'Pengaruh Kesadaran Merek Dan Persepsi Kualitas Terhadap Keputusan Membeli Secara Online Melalui Kepercayaan Merek Pada E-Commerce Shopee Di Kota Banjarmasin'. Jurnal Ilmu Manajemen 5(1).

Sakinah, Nurul Laela, and Dadang Suhardi. 2018. 'Citra Merek, Kepercayaan Merek Dalam Mewujudkan Loyalitas Merek Produk Aqua'. Indonesian Journal of Strategic Management 1(1). doi: 10.25134/ijsm.v1i1.839.

Santana, Alex. 2020. 'Pengaruh Brand Image Terhadap Kepuasan Dan Loyalitas Pelanggan Pada Pt. Brand X Di Jakarta'. JURNAL MANAJEMEN BISNIS DAN KEWIRAUSAHAAN 4(4):150–55.

Santoso, A., Bidayati, U., & Hendar, H. (2019). Factors influencing online purchase intention: A consumer behavioral study on Indonesia.International Journal of Innovation, Creativity, and Change 5(1).

Solikhah, E. W., Fatmawati, I., Widowati, R., & Suyanto, M. (2023). Factors Influencing Purchase Decisions on Online Sales in Indonesia. In Artificial Intelligence and Transforming Digital Marketing (pp. 329-339). Cham: Springer Nature Switzerland.

Sudaryanto, N. Ari Subagio, Intan Nurul Awaliyah, Deasy Wulandari, and Anifatul Hanim. 2019. 'Influence Of Brand Image, Price And Promotion On Consumer's Buying Decision Of Fast Moving Consumer's Goods With Culture As A Moderating Variable In Basmallah Retail Store In Indonesia'. INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH 8(3).

Sugiyono. 2016. METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D. Bandung: Alfabeta.

Suhardi, Dadang, and Rika Irmayanti. 2019. 'Pengaruh Celebrity Endorser, Citra Merek, Dan Kepercayaan Merek Terhadap Minat Beli Konsumen'. Jurnal Inspirasi Bisnis Dan Manajemen 3(1):53–62.

Suryani, and Hendryadi. 2016. Metode Riset Kuantitatif Teori Dan Aplikasi Pada Penelitian Bidang Manajemen Dan Ekonomi Islam. 2nd ed. Jakarta: PRENADAMEDIA GROUP.