

The Effect of Brand Awareness and Brand Image on Customer Loyalty through Brand Trust Harian Kompas Readers in East Java

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ABSTRACT

Harian Kompas, which is currently known as the largest national-scale newspaper in Indonesia, circulates more than 500 thousand per day and is consumed by more than 100 thousand users who subscribe every year. The results of the Indonesian Best Brand Award survey, Harian Kompas dominates the newspaper market in Indonesia with a share of 21.1% and a brand value of 34.2%.

A strong brand in the newspaper business will be formed if there is public trust, because selling newspapers is selling information. Consumers can only receive this information if they believe the information sold is reliable, does not carry the interests of certain parties. Brands that have a positive image and awareness bring more trust value to their relationship with customer loyalty, based on this, the researchers are interested in conducting research on "The Effect of Brand Awareness and Brand Image on Brand Trust through Customer Loyalty of Harian Kompas readers in East Java."

This study uses quantitative methods. The data used in this study is primary data, obtained from respondents' responses to questionnaires distributed to 100 Harian Kompas consumers in East Java. The technique used is SEM analysis with the help of the lisrel program.

The results of this analysis show that Brand Awareness has a significant effect on brand trust, brand image has a significant effect on brand trust, brand trust has a significant effect on customer loyalty, and through brand trust, brand awareness has a significant effect on customer loyalty, brand image has a significant effect on customer loyalty.

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KEYWORDS: Brand Awareness, Brand Image, Brand Trust, Customer Loyalty

INTRODUCTION

Technological developments have led to changes in conventional information traffic to digital, various kinds of news can easily be accessed through a device so that the existence of newspapers is threatened. The changes brought about by technology will kill the giant newspaper industry even though it has loyal consumers with big names.

In Indonesia, a national-scale daily newspaper that still exists today and has a high level of trust from consumers is Kompas Daily, a newspaper that has been distributed throughout Indonesia. This newspaper has an average circulation of 500,000 copies per day and legibility 1,850,000 which indicates a very high level of loyalty and public trust in KOMPAS.

Harian KOMPAS readers and enthusiasts are people who believe that the Kompas daily newspaper is

media that has actuality and its news can be trusted. As reported by the Wall Street of Journal media, it stated that Kompas has sources whose truth can be accounted for, so it is not surprising that Kompas Daily is very well known and has become one of the forces in Indone

Big names do not always guarantee business success, nor does Kompas Daily, which has accompanied Indonesian society for 48 years to grow, the impact of IT development is so significant that it is necessary to change the strategy so that KOMPAS's great name is maintained. Kompas Daily has regenerated readers by targeting the youth market in Indonesia so that newspaper readers are awake (Junaedhie, 2016: 262). This strategy is not easy considering the convenience of the younger generation in finding and obtaining information digitally, so will the big name KOMPAS

continue to be a guarantee in gaining consumer loyalty and trust?

LITERATURE REVIEW

1. Brand Awareness

Brand Awareness is a description of the memory of consumers or potential customers about the products manufactured and sold by the company. What is in the minds of consumers or potential customers? There are several factors that influence Brand Awareness including logos, images, slogans and the ease of brand name of a product. The more people remember our products, of course, the sales volume will increase (Kotler, 2011: 153). Brand Awareness is also an important driver in sales growth for every company. Brand awareness is a combination of company awareness and product awareness.

2. Brand Image

According to Tjiptono (2015: 22) the notion of brand image is a series of descriptions of associations and consumer beliefs about certain brands. The brand image of a good product will encourage potential buyers to buy the product rather than buying the same product from another brand. Consumers who have a positive image of a brand will be more likely to make purchases (Setiadi, 2013:67)

3. Brand Trust

Menurut Delgado (2013:44), Kepercayaan merek adalah perasaan aman yang dimiliki konsumen akibat dari interaksinya dengan sebuah merek, yang berdasarkan persepsi bahwa merek tersebut dapat diandalkan dan bertanggung jawab atas kepentingan dan keselamatan dari konsumen. Sedangkan Menurut Keller (1993) dalam Samuel dan Lianto (2014) Brand Trust didefinisikan sebagai rasa aman yang dimiliki oleh pemakai produk, dalam interaksinya dengan sebuah merek yang didasarkan pada persepsi bahwa merek tersebut dapat dipercaya dan memperhatikan kepentingan serta kesejahteraan konsumen.

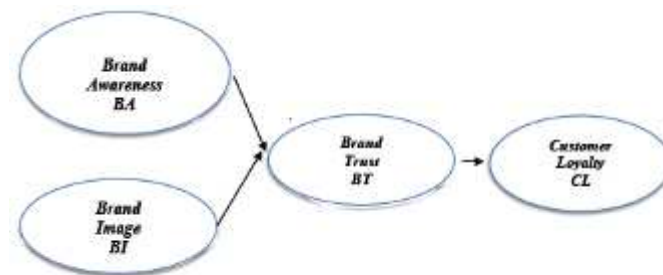
4. Customer Loyalty

Customers are called loyal according to Griffin (2011: 113) if a customer shows regular buying behavior and through decision making. Loyalty to a product or service according to Palilati (2004) is defined as an attitude of liking a brand and a consistent purchase of that brand over time. Meanwhile, according to Kotler & Keller (2014: 212) states that a form of customer loyalty is an expression of feelings that are felt good or happy when comparing the performance of a product.

Customer loyalty is an effect that is generated by a customer as a positive response from the brand to the brand or company that feels good and is willing to make repeated purchases without coercion. form of

customer loyalty is an expression of feelings that are felt good or happy when comparing the performance of a product.

RESEARCH MODEL



Gambar 2.1 Model Penelitian

METHODOLOGY

This research is a causal research. According to Hair et al., in (Yamin and Kurniawan, 2009:9) a causal relationship is a dependent relationship between two or more variables in order to make it clear that one or more variables are related. Source of data used is primary data. According to Firdaus (2012: 28) primary data is data obtained directly from the source.

The data collection method in this study was by conducting a survey technique, namely distributing questionnaires to all respondents and the target population in this study were the people of Surabaya who read Kompas Daily. The population is all units that have been selected as samples, which can be organisms, people or groups of people, communities, organizations, objects, events, or reports, all of which have characteristics and must be defined specifically and not ambiguously. Silalahi (2012: 253).

The sampling technique in this study used non-probability sampling by means of purposive sampling. According to Soewadji (2012: 140) non-probability sampling is taking samples from the population not randomly or randomly.

RESULT

Univariate Normality

In univariate normality, if the p-value of chi square Skewness and Kurtosis is more than 0.05, this means that the variable follows a normal distribution function. Conversely, if the p-value of chi square Skewness and Kurtosis is less than 0.05, it can be said that the variable does not follow the normal distribution function (Yamin and Kurniawan, 2009:26-29).

The results of the univariate normality test show that there are many indicators with a P-value of less than 0.05, so the data is not normal.

Multivariate Normality

In univariate normality, if the p-value of chi square Skewness and Kurtosis is more than 0.05, this means that the variable follows a normal distribution

function. Conversely, if the p-value of chi square Skewness and Kurtosis is less than 0.05, it can be said that the variable does not follow the normal distribution function (Yamin and Kurniawan, 2009:26-29).

The results of the Multivariate normality test show that the P-value is less than 0.05, so the data is not normal and because based on the normality test, the multivariate data is not normal, so to overcome this, a correction is made to the bias for violations of normality by using the Asymptotic Covariance Matrix (Ghozali and Fuad). , 2008: 250), (Ghozali, 2012 in Mulyadi and Mulianti, 2018).

Validity

Validity is the extent to which differences in scores on an instrument (items and response categories assigned to a particular variable) reflect the true differences between individuals, groups, or situations in the characteristics (variables) found for the measure. (Silalahi, 2015:472).

The test results show that the loading factor value is > 0.5, which means that the indicator can explain the existing construct (a valid indicator).

Reability

Reliability test shows the extent to which a measuring instrument can give relatively the same results when repeated measurements are made on the same object. Reliability is calculated using the Variance Extract and Construct Reliability formulas with the following formula: (Haryono, 2017: 168).

The test results prove that construct reliability for all variables is 0.70 and Variance Extract is more than 0.5, thus it can be concluded that the reliability of each construct has been fulfilled.

Goodness of Fit

Goodness of fit (GOF) is intended to test whether the model of the research has had the suitability (fit) toward the sample data. A model is considered fit if the covariance matrix is almost similar to the covariance estimation matrix (Riadi, 2018:105).

The test results show that as many as 6 of the 7 criteria in the goodness of fit test for the structural model have met the recommended critical limits, so that it can be stated that the research model proposed in this study has fulfilled the model suitability test.

Structural Equations

The test of the suitability of the structural model is used to test the relationship among the variables which have been hypothesized and is intended to know its level of significance. Ghozali, (2017:59-68)

BT = 0.43 * BA + 0.85 * BI, <i>Errorvar</i> = 0.054, R ² = 0.89		
(2.57)	(4.11)	(1.73)
CL = 0.71 * BT, <i>Errorvar</i> = 0.12, R ² = 0.69		
(6.40)		(2.72)

Gambar 4:1 Uji Kecocokan Model Struktural

The structural equation shows that:

1. Brand Awareness has a positive effect on Brand Trust in Kompas Daily. The positive coefficient value means that if Brand Awareness increases, Brand Trust also increases.
2. Brand Image has a positive effect on Brand Trust in Kompas Daily. This means that changes in Brand Image increase, so Brand Trust also increases.
3. Brand Trust has a positive effect on Customer Loyalty on Kompas Daily. The positive coefficient value means that if Brand Trust increases, Customer Loyalty also increases.

Hypothesis

Testing the formulated hypothesis is carried out using path analysis. According to Ghozali and Fuad (2005:40) the criteria for testing the hypothesis if each parameter estimate has a t-value greater than 1.96 (t-value > 1.96) then the relationship between variables is declared significant.

Hipotesis	Hubungan Variabel	Loading Factor	t-value	Cut off	Kesimpulan
H1	Brand Awareness → Brand Trust	0.43	2.57	1.96	Diterima
H2	Brand Image → Brand Trust	0.85	4.11	1.96	Diterima
H3	Brand Trust → Customer Loyalty	0.71	6.40	1.96	Diterima
H4	Brand Awareness → Brand Trust → Customer Loyalty	0.31	2.53	1.96	Diterima
H5	Brand Image → Brand Trust → Customer Loyalty	0.61	3.93	1.96	Diterima

Discussions

1. Brand Awareness Has a Significant Influence on Brand Trust in Kompas Daily in East Java. Descriptive statistics for the brand awareness variable have a mean value of 3.21. This value indicates that the respondents agree with the brand awareness variable measurement. Meanwhile, the brand trust variable in the descriptive statistics section has an average mean value of 3.19. This value indicates that the respondents also agree with the measurement on the Brand Trust variable. The first hypothesis test is that Brand Awareness has a positive and significant effect on Brand Trust showing a loading factor of 0.43 and a t-value of 2.57 (t-value is greater than t-table 1.96). This means that Kompas Daily is very concerned with quality rather than quantity.

2. Brand Image Has a Significant Influence on Brand Trust in Kompas Daily in East Java.

Descriptive statistics for the brand image variable produce a mean value of 3.40. This value indicates that the respondents agree with the brand image variable measurement.

Meanwhile, the brand trust variable in the descriptive statistics section has an average mean value of 3.21. This value indicates that the respondents agree with the measurement on the Brand Trust variable. The Brand Image hypothesis test has a positive and significant effect on Brand Trust showing a loading factor value of 0.85 and a t-value of 4.11 (t-value is greater than table 1.96). Trust grows from the belief in someone's positive evaluation of a brand, product, company, or others. These existing values will influence consumers in taking the next attitude.

3. Brand Trust Has a Significant Influence on Customer Loyalty on Kompas Daily in East Java.

The results of the descriptive statistical test for the brand trust variable yielded an average mean value of 3.19. This value indicates that the respondents agree with the brand trust variable measurement. Meanwhile, the customer loyalty variable in the descriptive statistics section has an average mean value of 3.21. The value is an index that the respondents agree with the measurement on the customer loyalty variable. The Brand Trust hypothesis test has a positive and significant effect on Customer Loyalty showing value loading factor of 0.71 and t-value of 6.40 (t-value is greater than table 1.96). A trust will lead to brand loyalty itself. Loyalty arises because of trust, that is what happened to Kompas Daily, the trust that is presented to public consumers is not half measures because Kompas Daily believes in what it is currently reporting.

4. Brand Awareness Has a Significant Influence on Customer Loyalty Through Brand Trust on Kompas Daily in East Java.

The results of the descriptive statistical test for the brand awareness variable produced a mean value of 3.21. This value indicates that the respondents agree with the brand awareness variable measurement. Next variable is brand trust. Meanwhile, the brand trust variable in the descriptive statistics section has an average mean value of 3.19. The customer loyalty variable in the descriptive statistics section has an average mean value of 3.21. The hypothesis test for the effect of brand awareness on customer loyalty through brand trust has a loading factor value of 0.31 and a t-value of 2.53 (t-value is greater than table 1.96). This value indicates that brand awareness has a positive and significant effect on customer loyalty through brand trust. In other words, the awareness of

Kompas Daily readers with their trust in Kompas Daily ultimately influences their loyalty to Kompas Daily.

5. Brand Image has a significant effect on Customer Loyalty through Brand Trust on Kompas Daily in East Java.

The results of the descriptive statistical test for the brand image variable produced a mean value of 3.40. This value indicates that the respondents agree with the brand awareness variable measurement. Meanwhile, the brand trust variable in the descriptive statistics section has an average mean value of 3.19. While the customer loyalty variable in the descriptive statistics section has an average mean value of 3.21. The hypothesis test proves that Brand Image has a positive and significant effect on Customer Loyalty through Brand Trust, which has a loading factor value of 0.61 and a t-value of 3.93 (t-value is greater than table 1.96). In other words, with a good image obtained from the public, Kompas Daily is very easy to gain trust which in turn gains loyalty from the public.

CONCLUSIONS

1. The first hypothesis in this study, namely brand awareness has a significant effect on brand trust in Kompas Daily in East Java, is accepted.
2. The second hypothesis in this study, namely brand image has a significant effect on brand trust in Kompas Daily in East Java, is accepted.
3. The third hypothesis in this study, namely brand trust has a significant effect on customer loyalty on Kompas Daily in East Java, is accepted.
4. The fourth hypothesis in this study, namely brand awareness has a significant effect on customer loyalty through brand trust on Kompas Daily in East Java, is accepted.
5. The fifth hypothesis in this study, namely brand image has a significant effect on customer loyalty through brand trust on Kompas Daily in East Java, is accepted.

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