

LOYALTY REVIEWED FROM ADVERTISING MEDIA BRAND TRUST AND BRAND EQUITY

(Study On Customers Of Telkomsel Data Quota In Surakarta)

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Abstract : *The purpose of this study is whether advertising media, brand trust, and brand equity have a significant and simultaneously effect on customer loyalty of Telkomsel data quota customers in Surakarta. The population in this study is infinite because of the large number of Telkomsel customers in Surakarta. The research sample was taken by incidental sampling and obtained 100 respondents using the multiple linear regression method. In this study, a questionnaire was distributed to Telkomsel quota customers. The results showed that the variable advertising media, brand trust, and brand equity had a significant effect on Telkomsel data quota customers in Surakarta and advertising media had a positive effect on customer loyalty while partially brand trust had no positive effect on customer loyalty. And for brand equity it had a positive effect on customer loyalty. positive on customer loyalty. Three independent variables explained that customer loyalty was 41,3% and the others were influenced by other variables.*

Keywords: *advertising media, brand trust, brand equity, loyalty*

1. Introduction

In the new normal era caused by the pandemic by covid-19 at this time online technology becomes so very important because it is prohibited people to meet each other and face to face directly making all things have to be done online using the internet, therefore, data quota is very important to support the needs when doing online media. Customer loyalty to a company is very important to support the development and development of a company, the number of users data quota to support online needs makes loyalty to customers data quota. Customers are the lifeblood of a business, because the customers of a business earn griffin income (2012:16).

The existence of brand trust in a product is very affecting for the occurrence of loyalty because using data quota is not only needed once or twice so in addition to advertising media trust in the brand also plays an important role in the occurrence of loyalty. Each brand on a product will influence customers to make repeated purchases of products and become a strong support for the occurrence of loyalty to customers.

2. Literature Review

A. Loyalty

Loyalty means loyalty, which is one's loyalty to an object. Consumer loyalty is a multidimensional concept that is a long-established type of customer preference for products and services related to the cognitive, affective and conative aspects of consumer behavior (Oliver, 1999 in Zhao Shijie & Wang Lingfang, 2013:1-7).

B. Advertising Media

The role of advertising in marketing a product is to blend the awareness of the existence of the product offered, increase consumer knowledge about the products offered, persuade prospective consumers to buy and use the product and distinguish themselves from each other so that each company has its characteristics and is known by both the public and consumers.

C. Brand Trust

According to Costabile in Rizan, et al (2012:6) Brand trust is a perception of reliability from a consumer point of view based on experience, or more on the sequences of transactions or interactions characterized by the fulfillment of expectations of product performance and satisfaction.

D. Brand Equity

According to Kotler & Keller in Sudomo (2013:36) Brand equity is a plus given to products or services, brand equity can be reflected in the way consumers think, feel, and act concerning the brand, as well as the price, market share, and profitability that the brand provides.

3. Research Methods

This type of research uses quantitative research methods conducted in the city of Surakarta from November 2020 to January 2020. the population of this research is infinitely using nonprobability sampling techniques. Non Probability Sampling technique is a sampling technique that does not provide the same opportunity for each unit or member of the population to be selected into a sample and a sample determined by 100 respondents. Data Analysis Method in this study using multiple linear regression analysis, f-test, t-test and determinant coefficient test.

4. Results And Discussions

A. Multiple Regresion Analysis

Table 1. Multiple Regresion Analysis

Variable	B	Sign.
Constanta	2.710	2.124
Advertising Media	.280	.096
Brand trust	.225	.145
Brand Equity	.333	.128

Based on multiple linear regression tests obtained mathematical models as follows:

$$Y = 2.170 + 0.280X_1 + 0.225X_2 + 0.333X_3 \dots\dots\dots(1)$$

From the regression equation can be interpreted as Following:

1. Constant value (a) of 2,170 positive value means that if independent variables namely advertising media (X1), brand trust (X2) and brand equity (X3) are not increased or equal to 0, then the loyalty dependent variable (Y) is 2,170
2. The Advertising Media variable coefficient (b1) of the linear regression calculation multiple coefficients value (b) = 0.280. This means that advertising media increases by one unit, while the variable brand trust and brand equity (zero), then loyalty will increase by 0.280.
3. Coefficient of brand trust variable (b2) of linear regression calculation result of multiple coefficients value (b) = 0.225. This means that if the advertising media increases by one unit, while the brand trust and brand equity variables (zero), then loyalty will increase by 0.225.
4. Brand Equity variable coefficient (b3) of linear regression calculation multiple coefficients value (b) = 0.333. This means that if brand equity increases by one unit while advertising media variables and brand trust remain (zero), then loyalty decisions will increase by 0.333.

B. F-Test

From the results of F test analysis with SPSS program version 21, F score results were obtained by 24,197 while F table value was 2.70. So, because F score > F table (24,197 > 2.70) and sig value. F test of 0.000 less than 0.05 means Ho is rejected and Ha is accepted Meaning advertising media, brand trust and brand equity simultaneously have a significant effect on loyalty to Telkomsel data quota customers in Surakarta.

C. T-Test

1. Advertising media t score > t table (2915 > 1,988) and 0.004 less than 0.05 means Ho is rejected and receives Ha which means that advertising media has a significant effect on loyalty to Telkomsel data quota customers in Surakarta.
2. Brand trust t table > t score (1,998 > 1,559) and significant 0.122 greater than 0.05 means Ho accepted and rejected Ha means brand trust has no significant effect on loyalty to Telkomsel customers in Surakarta.
3. Brand equity t score > t table (2,606 > 1,988) and significant amount of 0.011 greater than 0.05 means Ho accepted and rejected Ha, meaning brand equity is influential but not significant because of sig. more on brand trust in Telkomsel data quota customers in Surakarta.

D. R-Square Test

Based on the results of the calculation above, it is known that the adjusted value of R Square (R²) means that the variation of independent variables consisting of advertising media (X1), brand trust (X2), brand equity (X3) against dependent variables namely loyalty (Y) in Telomsel

data quota customers in Surakarta. The amount and the rest are influenced by other factors. Such factors such as price, service, customer satisfaction and others.

Discussions

1. Advertising Media Affects The Loyalty Of Telkomsel Data Quota Customers In Surakarta.

The values t-score > t-table ($2,915 > 1,988$) and sig. 0.000 is less than 0.05 meaning H_0 is rejected and receives H_a . This means that advertising media has a positive and significant effect on loyalty to Telkomsel data quota customers in Surakarta.

2. Brand trust has no effect on telkomsel data quota customer loyalty in Surakarta.

The value of t-score < t table ($1,559 < 1,988$) and sig. of 0.122 greater than 0.05 means H_0 accepted and rejected H_a . This means that brand trust does not have a positive and significant effect on loyalty to Telkomsel data quota customers in Surakarta.

3. Brand equity affects the loyalty of Telkomsel data quota customers in Surakarta.

The values t-score > t-table ($2.606 > 1,988$) and sig. 0.011 greater than 0.05 means H_0 received and rejected H_a . This means that brand equity has a positive effect and has no significant effect because of sig. greater than 0.05 loyalty to Telkomsel data quota customers in Surakarta

5. Conclusion

1. The results showed that there is simultaneous and significant influence between advertising media variables, brand trust, brand equity towards loyalty to Telkomsel data quota customers in Surakarta
2. Advertising media partially affects the positive and significant loyalty of Telkomsel data quota customers in Surakarta
3. Partial brand trust has no positive and significant effect on telkomsel data quota customer loyalty in Surakarta
4. Brand equity partially affects positive but insignificant loyalty of Telkomsel data quota customers in Surakarta

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