

Brand Loyalty Strengthening Model Through Brand Awareness, Perceived Value and Brand Image

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Abstract. *This study attempts to explore a new conceptual model that can fill the limitations of previous studies and research gaps. The objectives of this study are: (1) To analyze the influence of Brand Awareness on Brand Image. (2) To analyze the influence of Perceived Value on Brand Image. (3) To analyze the influence of Brand Awareness on Brand Loyalty. (4) To analyze the influence of Perceived Value on Brand Loyalty. (5) To analyze the influence of Brand Image on Brand loyalty. This study uses a quantitative approach or method. The population in this study are IndiHome customers in 7 Big Cities in Indonesia and the number of samples in this study is 500 respondents. The type of data used in this study is primary data. This study uses a data collection method by distributing questionnaires. This analysis technique uses validity, reliability, regression and classical assumption tests. The conclusion of this study is that brand Awareness has a positive effect on Brand Image. Perceived Value has a positive effect on Brand Image. Brand Awareness has a positive effect on Brand Loyalty. Perceived Value has a positive effect on Brand Loyalty and Brand Image has a positive effect on Brand Loyalty*

Keywords: Awareness; Image; Loyalty; Perceived.

1. Introduction

The increasing variety of products offered in the market by business actors today, makes the level of competition in the industry increasingly tight. However, this makes customers selective in choosing products that suit their desires. Therefore, every company must be able to understand consumer behavior in its target market, because the survival of the company as an organization that seeks to meet the needs and desires of consumers is highly dependent on consumer behavior (Tjiptono, 2019).

Improving the quality of a product is a strategy that companies can use to attract consumers. The definition of a brand emphasizes that brands are closely related to the human mind. The human mind includes everything that exists in the consumer's mind about the brand such as feelings, experiences, images, perceptions, beliefs, attitudes so that it can be said that a brand is something that is material. Thus, to become an effective competitive tool, every company tries to build a positive brand image (Prabarini, 2022).

In Indonesia, there are various companies providing Home Internet services such as IndiHome, Biznet, First Media, and My Republic. IndiHome itself is a part of PT Telkom Indonesia Tbk which offers various services to its consumers by providing Home Internet, Home Telephone, and Interactive TV that have been spread throughout Indonesia. Inaugurated in 2015, IndiHome became Telkom's main project called Indonesia Digital Network 2015, and at the beginning of its launch, IndiHome had reached 350,000 customers throughout Indonesia (My IndiHome, 2020)

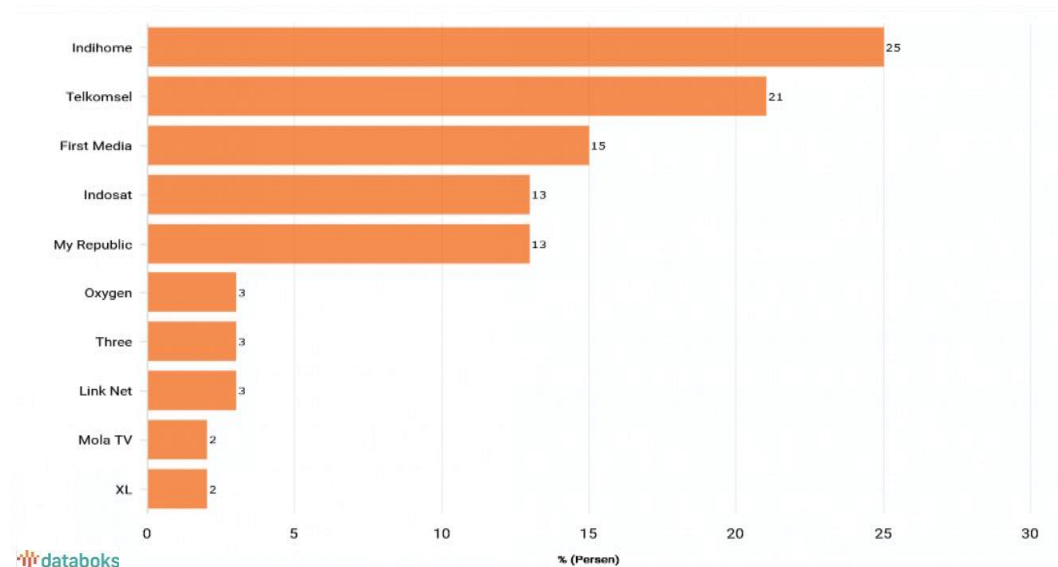


Image of Telecommunication Companies With the Most Consumer Complaints in 2021

Source: Katadata.co.id (2022)

The phenomenon of high complaints from Indihome customers illustrates customer dissatisfaction with Indihome. Customer satisfaction obtained from customer experience using a particular product or service can affect their brand preferences. Moreover, customer satisfaction and dissatisfaction can have an impact on customer loyalty to the product or service (Ercis et al., 2021). Thus, it is possible that there is the influence of Indihome user dissatisfaction on Indihome user brand loyalty.

Brand awareness is an attitude that arises from within consumers that they consciously recognize the existence of a particular product brand. Brand awareness is formed because of a positive experience felt by consumers when using a brand. Brand awareness or brand awareness shows the ability of a buyer to recognize, recall a brand as part of a particular product. The lowest level of brand awareness is Unaware of Brand (not aware of the brand) where consumers are not aware of the existence of a brand. The next level is brand recognition or also known as the level of assisted recall. The next level is brand recall or the level of unaided brand recall and the highest level is top of mind or the brand that is mentioned first appears in the consumer's mind without assistance. The ability of consumers

to identify brands in different conditions can be reflected through the strength of the brand which is closely related to brand awareness (Quinn, 2021).

Perceived value is a consumer assessment that is done by comparing the benefits that will be received with the sacrifices made for a product. Perceived value as a dynamic construct consisting of four types of value, namely acquisition value, transaction value, use value, and redemption value. (Zulwarni, et.al 2022). According to Sukmamedian (2022) the value perceived by customers is the difference between a potential customer's assessment of all the benefits and costs of an offering versus its alternatives. The perceived benefits are a combination of several aspects, namely: physical attributes, service attributes and technical support obtained in using the product. Meanwhile, the perceived sacrifice consists of all purchase costs incurred at the time of purchase; for example, purchase price, acquisition costs, transportation, installation, handling, repair and maintenance costs, and the risk of failure or poor performance. Marketing activities carried out by a particular company are only aimed at conveying the value of its products to consumers. Customers are value maximizers, so they will buy from companies that they think will offer the highest product value. Companies can offer the value of their products from what is called Customer Delivered Value. Customers in determining their choice of a product or service pay close attention to the value they will receive. Products and services that offer the highest value delivered by customers will be chosen by customers.

Sulihandini (2022) explains that Brand Image is a perception of a brand that is reflected by brand associations in the consumer's memory. The stronger the brand image in the consumer's mind, the stronger the customer's confidence to remain loyal or faithful to the product they buy. A complete understanding of brand loyalty cannot be obtained without an explanation of brand image and how it relates to loyalty. brand. In industrial marketing, researchers have found that brand image is a source of loyalty. Furthermore, Guntara & Saputri (2021) stated that brand image is a consumer's thoughts and feelings when they hear or see a brand name. Each company builds a brand that is different from its competitors, as well as the brand image that is embedded in the minds of customers. Brand image is one of the first things customers consider before making a purchase or choosing a product.

2. Research methods

This research is an explanatory research. According to Sugiyono (2019), explanatory research is a research method that aims to explain the position of the variables studied and the influence between one variable and another. The main reason this researcher uses the explanatory research method is to test the proposed hypothesis, so it is expected that this study can explain the relationship and influence between the independent and dependent variables in the hypothesis. These variables include: Brand Awareness, perceived value, Brand Image and brand loyalty. The type of data used in this study is primary data. According to Sugiyono (2019) primary data is a data source that directly provides data to data collectors. Based on this information, it can be said that this study uses data collected through surveys

by distributing questionnaires. This study uses a personal questionnaire distribution method via Google Form. This is because this method makes it easier to collect data, as well as time and cost efficiency. After that, the results of the questionnaire will be collected and used to prove the next hypothesis. The reason for choosing the questionnaire method is because this method is easy for this study to obtain primary data and the data can be processed directly.

3. Results and Discussion

The characteristics of respondents in this study include gender, age, occupation, city, education and length of use.

Based on the results of respondents' responses to the variables studied using a range of 3.0. To find out the frequency of intensity of each variable can be known by multiplying the highest score in each variable by the number of items in the questions in each variable which are then divided by 3 categories, namely low, medium and high. Therefore, the interpretation of the value is as follows:

Satisfaction Interval:

$$\frac{R}{JK} = \frac{\text{Skor maksimal} - \text{skor minimal}}{\text{Jumlah kelas}} = \text{Interval kelas}$$

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon. A questionnaire is said to be reliable if the value of $\alpha > 0.6$. The following are the results of the reliability test conducted on the variables of this study:

Reliability Test Results Table

Variables	AlphaCronbach	Information
Brand Awareness	0.864	Reliable
Perceived Value	0.938	Reliable
Brand Image	0.923	Reliable
Brand Loyalty		0.961
ReliableSource: Processed Primary Data (2023)		

Based on the table, it can be seen that each variable in this study has a value greater than 0.6 so it is said to be reliable.

The classical assumption test in this study was carried out using normality, multicollinearity, autocorrelation and heteroscedasticity tests: The classical assumption test was carried out with the aim that the regression results could not or were free from errors.

Multicollinearity Test is a test to determine whether there is a correlation between

independent variables or not. To determine whether or not there is multicollinearity, it can be seen from the VIF (Variance Inflation Factor) and Tolerance values. If the VIF value is <10 and $\text{Tolerance} > 0.1$, then it is certain that there is no multicollinearity.

After the multicollinearity test, then enter the autocorrelation test. To find out the presence of autocorrelation in a regression model.

Table of Autocorrelation Test Results for Model.

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
0.917 1,935		0.840	0.840	2,17900

Source: Processed Secondary Data (2023)

Based on the table, it can be seen that the test results for autocorrelation of 1.935 are between 1.5 and 2.5, meaning that there is no autocorrelation in this study.

This section discusses the heteroscedasticity test. In this study, the Glejser test is used to test heteroscedasticity. In the Glejser test, the absolute value of the residual ($|u|$) is regressed with the independent variable.

Hypothesis Testing. After all assumptions are met, the next step is to conduct a hypothesis test to determine the effect of the independent variable on the dependent variable.

Hypothesis 1

Based on the results of the analysis, it is known that the significance value of t for the Brand Awareness variable is $0.000 < 0.05$ with a positive value, meaning that Brand Awareness has a positive effect on Brand Image. So the first hypothesis in this study is accepted.

Hypothesis 2

Based on the results of the analysis, it is known that the significance value of t for the Perceived Value variable is $0.000 < 0.05$ with a positive coefficient value, which means that Perceived Value has a positive effect on Brand Image.

$Y_2 = 0.204 X_3 + 0.314 X_4 + 0.452 Y_1$. The regression coefficient X_3 is 0.204, meaning that the higher the Brand Awareness, the higher the brand loyalty. Likewise, the regression coefficient $X_4 = 0.314$ means that the higher the Perceived Value, the higher the brand loyalty. The coefficient $Y_1 = 0.452$ means that the higher the brand image, the higher the brand loyalty.

Hypothesis 3

Based on the results of the analysis, it is known that the significance value of t for the Brand Awareness variable is $0.000 < 0.05$ with a positive coefficient value, meaning that Brand Awareness has a positive effect on Brand Loyalty. So the third hypothesis in this study is accepted.

Hypothesis 4

Based on the results of the analysis, it is known that the significance value of t for the Perceived Value variable is $0.000 < 0.05$ with a positive coefficient value, meaning that Perceived Value has a positive effect on Brand Loyalty. So the fourth hypothesis in this study is accepted.

Hypothesis 5

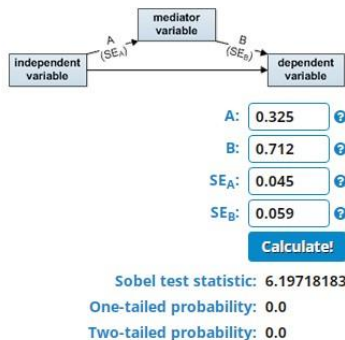
Based on the results of the analysis, it is known that the significance value of t for the variable *Brand Image* of $0.000 < 0.05$ with a positive coefficient value, which means Brand Image has a positive effect on Brand Loyalty. So the fifth hypothesis in this study is accepted.

Table of Sobel Test Results Brand Image as an Intervening Variable of the Influence of Brand Awareness on Brand Loyalty

Sobel Test Calculator for the Significance of Mediation

This calculator uses the Sobel test to tell you whether a mediator variable significantly carries the influence of an independent variable to a dependent variable; i.e., whether the indirect effect of the independent variable on the dependent variable through the mediator variable is significant. This calculator returns the Sobel test statistic, and both one-tailed and two-tailed probability values.

Please enter the necessary parameter values, and then click 'Calculate'.



The interface includes a path diagram with three boxes: 'independent variable', 'mediator variable', and 'dependent variable'. Arrows connect them: from independent to mediator (labeled 'A' and '(SE_A)'), from mediator to dependent (labeled 'B' and '(SE_B)'), and a direct arrow from independent to dependent. Below the diagram are input fields for A, B, SE_A, and SE_B, each with a question mark icon. A 'Calculate!' button is at the bottom. The results displayed are: Sobel test statistic: 6.19718183, One-tailed probability: 0.0, and Two-tailed probability: 0.0.

A: 0.325 ?
 B: 0.712 ?
 SE_A: 0.045 ?
 SE_B: 0.059 ?
 Calculate!
 Sobel test statistic: 6.19718183
 One-tailed probability: 0.0
 Two-tailed probability: 0.0

Source: Processed Secondary Data (2023)

Based on the results of the Sobel test analysis shown in the table above, it can be seen that the probability value of brand image as an intervening variable the influence of brand awareness on brand loyalty is $0.00 < 0.05$ which means the hypothesis accepted. So brand image can intervene in the relationship between brand awareness and brand loyalty. Brand

image functions as an intermediary that influences the relationship between brand awareness and brand loyalty. This means that a high level of brand awareness increases brand image, which in turn increases brand loyalty.

The following are the results of the brand image test as an intervening variable for the influence of perceived value on brand loyalty:

Based on the results of the Sobel test analysis shown in Table 4.27 above, it can be seen that the probability value of brand image as an intervening variable of the influence of perceived value on brand loyalty is $0.00 < 0.05$, which means that the hypothesis is accepted. So brand image can intervene in the relationship between perceived value and brand loyalty. This means that brand image mediates the influence of perceived value on brand loyalty. Brand image reflects the perception, image, and reputation of a brand in the eyes of consumers. If consumers have a positive perception of a brand's brand image, this can increase the perceived value of consumers. Consumers tend to associate brands with the positive attributes and benefits they are looking for, thereby increasing their preference and loyalty to the brand.

Discussion:

1) The Influence of Brand Awareness on Brand Image

The significance value of t for the Brand Awareness variable is $0.000 < 0.05$ with a positive value, meaning that Brand Awareness has a positive effect on Brand Image. So the first hypothesis in this study is accepted.

Brand awareness refers to the extent to which consumers are familiar with a particular brand. When consumers are aware of a brand, they are more likely to consider it when making a purchase decision. This increased consideration can lead to a better brand image, as the brand associated with positive qualities such as quality, reliability, and trustworthiness. Image Brand refers to the overall perception that consumers have of a particular brand. A positive brand image is associated with positive qualities such as trustworthiness, reliability, and high-quality products or services. When consumers are aware of a brand and have positive associations with it, this can lead to a better brand image. Therefore, brand awareness can help increase the overall positive perception of a brand, leading to a better brand image.

The results of this study support the results of research conducted by Welsa et.al (2022) which states that brand awareness has a positive and significant effect on brand image.

2) The influence of Perceived Value on Brand Image

The significance value of t for the Perceived Value variable is $0.000 < 0.05$ with a positive coefficient value, meaning that Perceived Value has a positive effect on Brand Image. So the second hypothesis in this study is accepted.

Sharma (2020) explains perceived value as the basis for all marketing operations. Perceived value is the total evaluation of a product's utility against the consumer's perceived value (Thanh et al., 2021). Perceived value refers to the perceived benefits of a product or service in relation to its cost. When consumers perceive that a brand offers high value for its price, they tend to have a positive perception of the brand. This positive perception can lead to a better brand image, as the brand associated with positive qualities such as value, quality, and reliability. Brand image refers to the overall perception that consumers have of a particular brand. A positive brand image is associated with positive qualities such as trustworthiness, reliability, and high-quality products or services. When consumers perceive a brand as offering high value for its price, this can lead to a better brand image, as consumers associate the brand with positive qualities. Therefore, perceived value can help increase the overall positive perception of a brand, leading to a better brand image. Perceived value is also the value received by customers for a product/service based on what they have paid for it. When the benefits outweigh the sacrifices, perceived value is high (Abror et al., 2021).

3) The Influence of Brand Awareness on Brand Loyalty

The significance value of t for the Brand Awareness variable is $0.000 < 0.05$ with a positive coefficient value, meaning that Brand Awareness has a positive effect on Brand Loyalty. So the third hypothesis in this study is accepted.

Consumer knowledge plays an important role in product and service selection just as awareness plays an important role in remembering and recognizing. Brand awareness refers to the extent to which consumers are familiar with a particular brand. When consumers are aware of a brand, they are more likely to consider it when making purchase decisions. This increased consideration can lead to higher levels of brand loyalty, as consumers are more likely to develop a preference for the brand and continue to purchase over time. Brand loyalty refers to the extent to which consumers are committed to purchasing and using a particular brand. When consumers are loyal to a brand, they are more likely to repurchase from that brand and recommend it to others. Brand awareness can increase brand loyalty by increasing the likelihood that consumers will consider the brand and develop a preference for it. Therefore, brand awareness can help increase brand loyalty by increasing consideration of the brand, which can lead to higher levels of preference and repeat purchase behavior.

The results of this study support the results of research conducted by Illahi & Andarini (2022) which states that the brand awareness variable has a significant influence on brand loyalty among Telkomsel provider users in Surabaya.

4) The Influence of Perceived Value on Brand Loyalty

The significance value of t for the Perceived Value variable is $0.000 < 0.05$ with a positive coefficient value, which means that Perceived Value for Brand Loyalty. So the fourth hypothesis in this study is accepted.

Perceived value refers to the perceived benefits of a product or service in relation to its cost. When consumers perceive that a brand offers high value for its price, they are more likely to develop a preference for that brand and continue to purchase it over time. This increased preference can lead to higher levels of brand loyalty, as consumers commit to purchasing and using that brand. Brand loyalty refers to the extent to which consumers commit to purchasing and using a particular brand. When consumers are loyal to a brand, they are more likely to repurchase from that brand and recommend it to others. Perceived value can increase brand loyalty by increasing the likelihood that consumers will develop a preference for that brand and continue to purchase it over time.

The results of this study support the results of research conducted by Kim and Lee (2021) which states that perceived value has a positive effect on brand loyalty.

5) The Influence of Brand Image on Brand Loyalty

The significance value of t for the Brand Image variable is $0.000 < 0.05$ with a positive coefficient value, meaning that Brand Image has an effect on Brand Loyalty. So the fifth hypothesis in this study is accepted.

Brand image refers to the overall perception that consumers have of a particular brand. A positive brand image is associated with positive qualities such as trustworthiness, reliability, and high-quality products or services. When consumers have positive perceptions of a brand, they are more likely to develop a preference for that brand and continue to purchase from that brand over time. This increased preference can lead to higher levels of brand loyalty, as consumers commit to purchasing and using that brand. Brand loyalty refers to the extent to which consumers commit to purchasing and using a particular brand. When consumers are loyal to a brand, they are more likely to repurchase from that brand and recommend it to others. Brand image can enhance brand loyalty by increasing the likelihood that consumers will develop a preference for that brand and continue to purchase from it over time.

The results of this study support the results of research conducted by Valimsya et.al (2022) which states that brand image has a positive and significant effect on brand loyalty among blibli.com users.

4. Conclusion

Based on the results of the analysis that has been done, the conclusion of this study is as follows: Brand Awareness has a positive effect on Brand Image. When consumers are aware of a brand and have a positive association with it, this can lead to a better brand image. Therefore, brand awareness can help improve the overall positive perception of a brand, which leads to a better brand image, Perceived Value has a positive effect on Brand Image. When consumers perceive a brand as offering high value for its price, this can lead to a better brand image, because consumers associate the brand with positive quality, Brand Awareness has a positive effect on Brand Loyalty. Brand awareness can help increase brand loyalty by

increasing consideration of the brand, which can lead to higher levels of preference and repeat purchase behavior.

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