

The Influence of Brand Image, Brand Trust and Brand Awareness on Consumer Loyalty at Excel Pet Food at Fish Centre Lamongan

Hisham Sathri

Accepted: 25 July 2024

***Corresponding author:**

Hisyam Sathori

Fakultas Ekonomi Prodi Manajemen Universitas Islam Lamongan

Submit your article to this Journal

<https://rtt-journal.com/index.php/rttm/index>

View related article

<https://rtt-journal.com/index.php/rttm/issue/archive>

Research Trend in Management and Technology

Full term and condition can be found in our website

<http://rtt-journal.com/rttm>

The Influence of Brand Image, Brand Trust and Brand Awareness on Consumer Loyalty at Excel Pet Food at Fish Centre Lamongan

Hisyam Sathori

¹Fakultas Ekonomi Prodi Manajemen Universitas Islam Lamongan

Abstract

This study aims to determine the influence of Brand Image, Brand Trust and Brand Awareness on Consumer Loyalty on Excel Pet Food at Fish Center Lamongan. The population in this study is all consumers who buy Excel Pet Food at Fish Centre Lamongan from August to October which is 1,862, and the sample used is 95 respondents. The sample technique uses purposive sampling using the slovin formula. The analysis technique used in this study is linear regression analysis and for hypothesis testing, namely the t test and the F test. Based on the results obtained from SPSS Version 25, it can be concluded from the t test that the variables Brand Image, Brand Trust and Brand Awareness partially have a significant influence on Consumer Loyalty in Excel Pet Food at Fish Center Lamongan, while through the results of the F test, it is known that the variables Brand Image, Brand Trust and Brand Awareness simultaneously have a significant influence on Consumer Loyalty on Excel Pet Food at Fish Center Lamongan.

Keywords: Brand Image, Brand Trust, Brand Awareness, Consumer Loyalty

1. Introduction

In the development of the times in this modern era, advances in the world of marketing provide new business opportunities and challenges for entrepreneurs, Safitri (2020). Thus, entrepreneurs need to make updates and also think with new ideas to retain consumers in the hope that consumers will come again to buy.

In this instant era, there are many entrepreneurs who are not aware of an important aspect that can support their business, namely branding. Branding is a characteristic of products and services that includes the identity of the product or service such as brand logos and distinctive designs, so that consumers can distinguish other brands, S Wahyuni (2021).

This competitive brand phenomenon occurs in several brands, especially in the cat food product category, and the Excel Pet Food (type dry food) brand as a newcomer that competes with other brands. So many cat food brands and products are currently competing to get and retain consumers so that they do not run to other brands.

According to Kotler and Keller (2016) brand image arises from perception and belief in consumers, which can be seen in the associations in the minds of consumers. Meanwhile, according to Sanjiwani (2019), brand image is a description of the overall perception created from information and usage that has been purchased at a certain brand. Therefore, the company improves the brand with the aim of creating a brand image that gives a positive impression of the product.

According to Ramadhan (2020), brand trust is defined as consumer behavior towards a certain brand, by having a high desire to buy back the brand in the future. Brand trust is built because of entrepreneurs who have provided the needs and desires that are expected by consumers.

According to Suciningtyas (2012) Brand awareness is the ability of consumers to recognize and remember a product by only looking at the logo, image, and category on a certain brand. And brand awareness is the first step to creating a product brand, Lukito et al (2019). Brand awareness is indeed created from consumer expertise, which is based on purchasing products more than once so that consumers are very easy to recognize, from products that are often purchased.

According to Desiyanti et al (2018), consumer loyalty is a consumer activity in deciding to buy products or services at the same brand or brand. Consumer loyalty is very beneficial for companies, because with customers buying back, preference for brands and the distribution of mount to mount information, Molinillo et al (2021).

Consumer loyalty does not just come out of nowhere, there needs to be a reason why consumers come again to buy a brand. With the use and experience of brands, consumers will find it easier to decide their purchase intention just by comparing products with each other until finally consumers find which brands they need and want.

Based on the phenomenon described above, this encourages researchers to find out how important brand image, brand trust, and brand awareness are to consumer loyalty targeted at consumers who buy Excel Pet Food at Fish Center Lamongan.

2. Material and Method

2.1 Design Study

This type of research uses a quantitative method, namely research that uses numbers to test existing hypotheses. According to Sugiyono in the book Quantitative, Qualitative, and R&D Research Methods (2017:8), quantitative research methods are defined as methods that adhere to the philosophy of positivism, which are used to research on populations or samples, data collection with research instruments, statistical data analysis that aims to test hypotheses that have been decided.

The population in this study is consumers who bought the Excel Pet Food brand in the last three months at the Lamongan Fish Centre. The data for the last three months started from August to October, the sampling used in this study is a nonprobability sampling technique, which is a technique that uses subjective research where not all populations have the opportunity to be selected and determined by the researcher's expertise based on determined and non-random objects. By using the purposive sampling technique and using the slovin formula, so that there were 95 respondents.

2.2 Data Analysis

The data analysis technique in this study is multiple linear regression analysis with hypothesis testing, namely the t test (partial) and the F test (simultaneous), which is assisted by the SPSS Version 25 program to measure the regression model.

Model Analisis

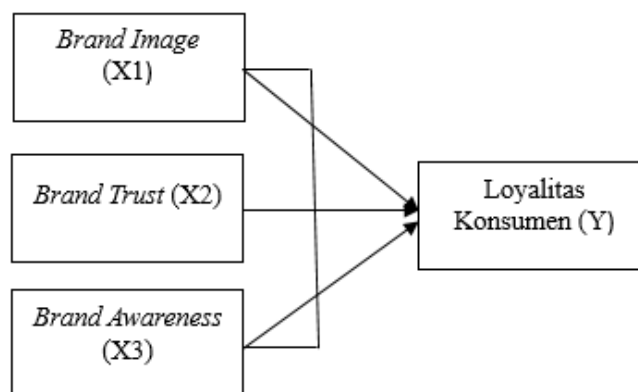


Figure 1. Research Model

3. Result

Validity Test

Table 1. Validity Test Result X1

Statement No.	Calculate r value	Table r values	Information
1	0,791		Valid
2	0,733		Valid

3	0,725	0,2017	Valid
4	0,732		Valid
5	0,709		Valid
6	0,676		Valid

Source: Processed from SPSS Version 25.00

Table 2. Validity Test Results X2

Stateme nt No.	Calculat e r value	Table r values	Informatio n
1	0,690	0,2017	Valid
2	0,768		Valid
3	0,737		Valid
4	0,723		Valid
5	0,758		Valid
6	0,750		Valid

Source: Processed from SPSS Version 25.00

Table 3. Validity Test Results X3

Stateme nt No.	Calculat e r value	Table r values	Informat ion
1	0,829	0,2017	Valid
2	0,700		Valid
3	0,717		Valid
4	0,742		Valid
5	0,810		Valid

Source: Processed from SPSS Version 25.00

Table 4. Y Validity Test Results

Stateme nt No.	Calculat e r value	Table r values	Informat ion
1	0,749		Valid
2	0,714		Valid
3	0,693		Valid

4	0,734	0,2017	Valid
5	0,721		Valid
6	0,667		Valid
7	0,665		Valid
8	0,731		Valid

Source: Processed from SPSS Version 25.00

Based on the table above, it can be seen that the above statement can be said to be valid if the value of r calculation is greater than the r of the table.

Reliability Test

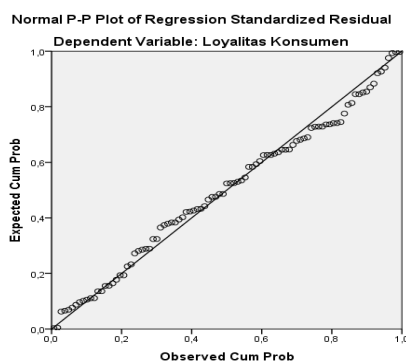
Table 5. Reliability Test Results

No	Variable	Alpha Coefficient	Reliability Standards	Information
1	<i>Brand Image (X1)</i>	0,823	> 0,600	Reliable
	<i>Brand Trust (X2)</i>	0,833		Reliable
	<i>Brand Awareness (X3)</i>	0,844		Reliable
	Consumer Loyalty	0,859		Reliable

Source: Processed from SPSS Version 25.00

From the data above, it can be seen that all variables in the research instrument have a cronbach value of > 0.600, so the variables can be said to be reliable. So the instrument is suitable for research.

Normality Test



Source: Processed from SPSS Version 25.00

From the histogram chart above, it can be seen that there is a diagonal line followed by points even though they are not straight and regularly follow the line, therefore this study uses

a normality test using the *Kolmogorov – Smirnov* method to strengthen the image of the histogram chart above, the following is the *Kolmogorov - Smirnov normality test table*:

Table 6. Kolmogorov Smirnov Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardi zed Residual
N		95
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,47213202
Most Extreme Differences	Absolute	,083
	Positive	,083
	Negative	-,058
Test Statistic		,083
Asymp. Sig. (2-tailed)		,100c

Source: Processed from SPSS Version 25.00

After being tested using the *kolmogorov – smirnov test*, it was found that *Asymp. Sig* (2-tailed) received a value of 0.100, which is greater than the standard of 0.05, so it can be concluded that the data used in this study is normally distributed.

Multicollinearity Test

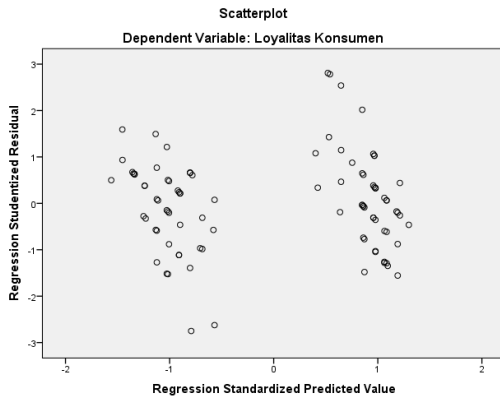
Table 7. Multicollinearity Test Results

No	Variable	Tolerance	BRIGHT
1	<i>Brand Image</i> (X1)	0,191	5,236
2	<i>Brand Trust</i> (X2)	0,126	7,922
3	<i>Brand</i> <i>Awariness</i> (X3)	0,156	6,395

Source: Processed from SPSS Version 25.00

It can be seen in the overall table that each independent variable has a VIF value of less than 10 while for the *tolerance* value that each variable has a value above 0.10, it can be concluded that there is no multicollinearity symptom in the regression model.

Heteroscedasticity Test



Source: Processed from SPSS Version 25.00

It can be seen in the scatterplot image above, that the dots have spread randomly either below or above the number 0 and the dots do not gather at one point on the Y axis.

Uji Autokorelasi

Table 8. Autocorrelation Test Results

DW	dl	of the	4-dl	4-of the
2,083	1,6	1,73	2,4	2,27

Source: Processed from SPSS Version 25.00

As seen in the table above, the DW value is 2.083, so it can be concluded because the DW (Durbin-watson) value of 2.083 is between the values of d_u (1.6) and $4-d_u$ (2.27) on the basis of $d_u < d < 4-d_u$ ($1.6 < 2.083 < 2.27$), so it can be concluded that there is no autocorrelation in the data of this study.

Multiple Linear Regression Analysis Test

Table 9. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2,978	1,246		2,39 1	,019
	Brand Image (X1)	,389	,114	,308	3,42 2	,001
	Brand Trust (X2))	,387	,142	,303	2,73 6	,007
	Brand Awareness (X3)	,427	,120	,353	3,55 5	,001

a. Dependent Variable: Consumer Loyalty (Y)

Source: Primary Data Processing (2024)

Based on the results of the calculation using the SPSS Version 25 computer statistics program, the results of the multiple linear regression equation are obtained as follows:

$$Y = -2,978 + 0,389X_1 + 0,387X_2 + 0,427X_3$$

It can be concluded that the multiple linear regression model equation has a positive value, which is characterized by the independent variables of *brand image*, *brand trust*, and *brand awareness*, which has changes that are in line with the bound variable, namely consumer loyalty. And it can also be known that the independent variable that is more dominant in influencing the bound variable is *the brand awareness* variable with a regression coefficient of 0.427.

Test t (partial)

This test is used to test hypotheses 1, 2, 3, which are the alleged influence between variables *Brand Image* (X1), *Brand Trust* (x2) and *Brand Awareness* (x3) individually has a significant influence on the dependent variable of Consumer Loyalty (Y). Here's a test for each of the independent variables:

Test F (simultaneous)

Table 10. Test Result F

ANOVA						
		Sum of		Mean		
Model		Squares	df	Square	F	Mr.
1	Regres sion	1246,117	3	415,37 2	185, 549	,000b
	Residu al	203,714	91	2,239		
	Total	1449.832	94			

a. Dependent Variable: Consumer Loyalty (Y)

b. Predictors: (Constant), *Brand Awareness* (X3),
Brand Image (X1), *Brand Trust* (X2))

Source: Processed from SPSS Version 25.00

So it can be concluded, the F value of the calculation is 185.549 and the F value of the table is 2.703, where the result in the result is that the F value is greater than the F table of $185.549 > 2.703$, then H_0 is rejected and H_a is accepted. So that the independent variables used in this study have a significant influence on the dependent variables at the Lamongan Fish Center.

Multiple Correlation Test

Table 11. Multiple Correlation Test

Change Statistic				
R Square Change	F Change	df1	df2	Sig. F Change
,859	185,549	3	91	,000

a. Predictors (Constant), Brand Image, Brand Trust, Brand Awareness

Source: Processed from SPSS Version 25.00

It can be seen in table 11 that the significant value of F change is $0.000 < 0.05$, then it can be said that the independent variable has a relationship with the dependent variable because of the sig value. F change 0.000 is smaller than < 0.05 together (simultaneously).

Coefficient of Determination Test

Table 12. Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,927a	,859	,855	1,49620

a. Predictors: (Constant), *Brand Awareness* (X3),
Brand Image (X1), *Brand Trust* (X2))

Source: Processed from SPSS Version 25.00

From the results of *the summary model* table above, it is known that the value (R^2 R Square) is 0.859 or if it is a percentage of 85.9%. From the value (R^2 R Square), it can be shown that the percentage produced by the independent variables of *brand image*, *brand trust*, and *brand awareness* has a very large influence on the dependent variables of consumer loyalty. So it can be concluded that the independent variable used in this study got a result of 85.9% and for the remaining percentage of 14.1%, there may be other independent variables that can affect consumer loyalty (Y).

4. Discussion

a. Testing The influence of *brand image* (x1) on customer loyalty

It is known that the t-value calculated on the *brand image* (X1) is 3.422 and the t-value of the table is 1.990 and the significance value is $0.001 < 0.05$, from the result the t calculated from the *brand image* variable (X1) is greater than the t table $3.422 > 1.990$, then it can be said that H_0 is rejected and H_a is accepted. So it can be concluded that the *brand image* variable (X1) has a significant partial effect on consumer loyalty.

b. Testing the effect of *brand trust* (x2) on customer loyalty

It is known that the t-value calculated on *brand trust* (X2) is 2.736 and the t-value of the table is 1.990 and the significance value is $0.007 < 0.05$, from the result the t calculated from the *brand trust variable* (X2) is greater than the t of the table $2.736 > 1.990$, then it can be said that H_0 is rejected and H_a is accepted. So it can be concluded that the *brand trust* variable (X2) has a significant partial effect on consumer loyalty.

c. Testing The effect of *brand awareness* (x3) on customer loyalty

It is known that the t-value calculated on *brand awareness* (X3) is 3.555 and the t-value of the table is 1.990 and the significance value is $0.001 < 0.05$, from the result the t calculation of the *brand awareness variable* (X3) is greater than the t table $3.555 > 1.990$, then it can be said that H_0 is rejected and H_a is accepted. So it can be concluded that the *brand awareness* variable (X3) has a significant effect on consumer loyalty partially.

5. Conclusion, Implication, and Recommendation

Based on the results of the research that has been analyzed, the following conclusions can be obtained:

1. There is a partial influence on the independent variables of *brand image*, *brand trust*, and *brand awareness* on consumer loyalty in Excel Pet Food at Fish Center Lamongan.
2. There was a simultaneous effect on the independent variables of *brand image*, *brand trust*, and *brand awareness* on consumer loyalty in Excel Pet Food at Fish Center Lamongan.
3. The most dominant independent variable affecting consumer loyalty is *Brand Awareness*.

The suggestions for further research are as follows:

1. For the direction of the next research, this research should be carried out in order to get decent results and can also support further research.
2. So that the direction of the next research should be to use a larger sample so that the results obtained can fully answer the formulation of the problem.

3. Suggestions for further research, to accompany respondents when distributing questionnaires so that when respondents are confused in answering statements, researchers are ready to help in answering.

6. References

- Amirudin, M. (2021). Pengaruh Kualitas Layanan Terhadap Kepuasan Dan Loyalitas Pelanggan Sakinah Supermarket Keputih Surabaya. *Manajemen Pemasaran*, 1-16.
- Cheung, M.-L., Pires, G., & Rosenberger III, P. (2019). Developing a Conceptual Model for Examining Social Media Marketing Effects on Brand Awareness and Brand Image. *International Journal of Economics and Business Research*, 17, 243. <https://doi.org/10.1504/IJEER.2019.10019330>.
- Desiyanti, N. L., Sudja, I. N., & Budi Martini, L. K. (2018). Effect Of Service Quality On Customer Satisfaction, Customer Delight And Customer Loyalty (Study On Lpd Desa Adat Sembung And Lpd Desa Adat Seseh). *International Journal Of Contemporary Research And Review*, 9(03), 20660–20668. <https://doi.org/10.15520/Ijcr/2018/9/03/483>.
- Ferrinadewi, Erna. 2008. Pengaruh Threat Emotion Konsumen dan Brand Trust pada Keputusan Pembelian Produk Susu Anlene di Surabaya. Skripsi. Universitas Kristen Petra.
- Firmansyah, Anang 2018. Perilaku Konsumen (Sikap dan Pemasaran). Yogyakarta: Deepublish (CV Budi Utama).
- Kotler, Philip and Kevin Lane Keller. 2016. *Marketing Management*, 15th Edition. New Jersey: Pearson Prentice Hall.
- Mahisa, R. K., Sulhaini, & Darwini, S. (2019). Analisis Pengaruh Tagline dan Brand Ambassador Terhadap Brand Awareness Telepon Seluler Merek Oppo. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Carvajal-Trujillo, E. (2021). The Customer Retail App Experience: Implications For Customer Loyalty. *Journal Of Retailing And Consumer Services*, XXXX, 102842. <https://doi.org/10.1016/J.Jretconser.2021.102842>.
- Ogi Sulistian. 2011. Pengaruh Brand Image Terhadap Loyalitas Pelanggan Rokok Gudang Garam Filter. Kuningan: Fakultas Ekonomi Universitas Kuningan.
- Ramadhan, T. S. (2020). Analisis Pengaruh Brand Equity dan Brand Trust Terhadap Buying Decision Kamera Canon pada Komunitas Pecinta Fotografi di Kota Malang. *Jurnal Ilmu Manajemen* Vol. 5, No.1.
- Rizan, M. (2012). Pengaruh brand image dan brand trust terhadap brand loyalty Teh Botol Sosro (Jurnal). Jakarta Timur: Universitas Negeri Jakarta.
- Safitri, I. (2020). Peluang, Tantangan dan Strategi Pengembangan UMKM di Indonesia Pada Masa Pandemi COVID19. file:///C:/Users/User/Downloads/Peluang, Tantangan dan Strategi Pengembangan UMKM di Indonesia Pada Masa Pandemi COVID-19_IndriSafitri_19804244029_PEU19.pdf

- Sanjiwani, Suasana.2019. Peran Brand Image Dalam Memediasi Pengaruh Kualitas Produk Terhadap Keputusan Pembelian. Fakultas Ekonomi da Bisnis Universitas Udayana (Unud), Bali, Indonesia.
- Suciningtyas, W. 2012. Pengaruh Brand Awareness, Brand Image, Dan Media Communication Terhadap Keputusan Pembelian.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung : Alfabeta, CV.
- Takaya, T., Ramli, AH., Lukito, N. (2019). The effect of advertisement value and context awareness value on purchase intention through attitude brands and advertising attitude in smartphone advertising. International Journal of Creative Research and Studies, Volume-3 Issue-3, March 2019, pp. 106-118.
- Wahyuni, S. (2021). Strategi Bussiness Model Canvas (BMC) Bagi Pelaku Usaha Samarinda Dalam Upaya Pengembangan Brand Dan Digitalisasi Produk. Jurnal Pustaka Mitra (Pusat Akses Kajian Mengabdi Terhadap Masyarakat), 1(2), 81–86. Diambil dari <https://jurnal.pustakagalerimandiri.co.id/index.php/pustakamitra/article/view/13>.