



The Effect Of Brand Trust And Brand Image On Consumer Loyalty In Buying Online Products At Lazada Indonesia

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ABSTRACT

The purpose of this study was to determine the effect of brand trust and brand image partially or simultaneously on consumer loyalty in buying online products at Lazada Indonesia. This study uses a quantitative approach by taking 230 female consumers who were selected as research samples through incidental sampling techniques in the city of Medan. The data was collected through a brand trust scale based on Keller's theory (1993), a brand image scale based on Kotler & Keller's theory (2009) and a consumer loyalty scale based on Griffin's theory (2001). The results showed that brand trust partially had a significant positive effect on consumer loyalty in buying online products at Lazada Indonesia ($t=5.751$; $P=0.000$; $b=0.412$); and brand image partially has a significant positive effect on consumer loyalty in buying online products at Lazada Indonesia ($t=7,518$; $P=0,000$; $b=0,398$); and brand trust and brand image simultaneously have a significant positive effect on consumer loyalty in buying online products at Lazada Indonesia ($F=166.798$; $P=0.000$; $R=0.771$; $R^2=0.592$).

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1. INTRODUCTION

In Indonesia, there are several online shopping stores, such as Lazada Indonesia, Bukalapak, Tokopedia, OLX Indonesia, and others, the top one is still held by Bukalapak and the second is Lazada Indonesia (Reza, 2015 based on data released by the Alexa.com site). But if you look at the results of a survey conducted by researchers to 50 USU students, the most famous among them is the online shopping store Lazada Indonesia and what they spend the most time on is items related to fashion, such as clothes, bags, shoes and sandals, accessories and cosmetics. In fact, not only once or twice do they shop at Lazada Indonesia's online store, they also buy these items because they look beautiful, fashionable, branded, affordable and of good quality,

There are several characteristics of consumers who are loyal to goods/products or services, namely: buying goods/products continuously, buying several types of products at the same company, telling and inviting others, showing the uniqueness and advantages of the product. Loyalty itself describes an expected behavior and this is related to products / goods or services.

Consumer loyalty will be high when a product is judged to be able to provide a high sense of satisfaction so that customers will never switch to another brand (Nurullaili & Wijayanto, 2013).

Consumer loyalty is generally defined as a person's loyalty to a product, be it certain goods or services. Consumer loyalty itself is a manifestation and continuation of consumer satisfaction in using the goods or services provided by the company, as well as being a regular customer in the company (Theresia & Filicia, 2001). Consumer loyalty according to Mowen and Minor (1998), is the level of intensity where consumers still choose to use a brand that comes from a particular product. So that consumers are loyal, then the thing that must be done is that the company must improve their ability to identify the needs and desires of consumers and provide the expected satisfaction more effectively and efficiently so that consumers will buy more of the products offered by the company. But when consumers are satisfied with the products purchased, there may be changes caused by situational factors, as stated by Oliver (1997) regarding consumer loyalty, namely the depth of commitment held by consumers to repurchase products/goods or services and become customers in the future. even though there are situational influences and strong marketing efforts that have the potential to cause consumer behavior to switch brands (Luhur, 2010).

There are also several factors that make consumers stay loyal to the products/goods or services offered by the company, as stated by Robinette (2001), there are four factors that affect consumer loyalty, namely: attention, trust, protection and satisfaction. accumulative. First, attention, that the greater the company shows its attention to consumers, the greater the customer loyalty will appear. Second, trust, if the level of consumer confidence in the products/goods or services offered by the company is high, the company's relationship with consumers will be stronger. Third, protection, that the company must be able to provide protection to its consumers, such as product quality, service, complaints so that consumers do not worry about making transactions again. Fourth, accumulative satisfaction, namely the overall assessment of the total purchase and consumption of products/goods or services in a certain period. Based on research conducted by Nurullaili and Wijayanto (2013), there are several factors that have a positive and significant influence on consumer loyalty, namely: product quality, price, promotion and design. Likewise research conducted by Afandi & Nur (2016) which suggests that there are several factors that can affect consumer loyalty, namely consumer satisfaction, price, product quality and service quality. namely the overall assessment of the total purchase and consumption of products/goods or services in a certain period. Based on research conducted by Nurullaili and Wijayanto (2013), there are several factors that have a positive and significant influence on consumer loyalty, namely: product quality, price, promotion and design. Likewise research conducted by Afandi & Nur (2016) which suggests that there are several factors that can affect consumer loyalty, namely consumer satisfaction, price, product quality and service quality. namely the overall assessment of the total purchase and consumption of products/goods or services in a certain period. Based on research conducted by Nurullaili and Wijayanto (2013), there are several factors that have a positive and significant influence on consumer loyalty, namely: product quality, price, promotion and design. Likewise research conducted by Afandi & Nur (2016) which suggests that there are several factors that can affect consumer loyalty, namely consumer satisfaction, price, product quality and service quality.

Lazada Indonesia is an online shopping center that offers various types of products / goods ranging from clothing and shoes, electronics, books, children's toys and baby equipment, medical devices and beauty products, household appliances, traveling and sports equipment. Lazada Indonesia online store was founded in 2012 and is one of the branches of Lazada's online retail network in Southeast Asia (<http://wikipedia.com> accessed on 10 May 2014). Although the average sales of goods at Lazada Indonesia's online shopping store is increasing, there are still some weaknesses. In fact, this is also due to the presence of other online shopping shop competitors in the same business with better facilities and services. Some of the weaknesses found in the Lazada Indonesia online shopping store can be seen from the reviews of visitors who have experience when buying goods at Lazada Indonesia, namely: when ordering goods, sometimes it takes too long to arrive at the buyer's place, sometimes there are also items that do not match. with consumer expectations as seen in the pictures provided on the Lazada Indonesia website, and so on (Review-lazada.co.id in trustedcompany.com). As a result of these things.

2. RESEARCH METHOD

The method used in this study is a quantitative research method, in which the quantitative approach emphasizes analysis on numerical data that is processed using statistical methods. This quantitative research method leads to inferential research and the type of research is Causal-Comparative, in which this study aims to examine the influence between variables. This study wants to see the effect of brand trust and brand image on consumer loyalty in buying online products at Lazada Indonesia.

The data collection method used in this study was through the scale method. The scale method is used considering that the data to be measured is in the form of psychological concepts that can be expressed indirectly through behavioral indicators which are translated in the form of statement items (Azwar, 2000).

This study uses content validity, which is related to the ability of an instrument to measure the content (concept) that must be measured. This means that a measuring instrument is able to reveal the content of a concept or variable to be measured. The technique used to see the validity of the content in this study is professional judgment, professional opinion is obtained by consulting with supervisors and lecturers or other parties. Content validity aims to reveal the extent to which the test items represent the components in the overall content area of the object to be measured (representational aspect) and the extent to which the test items reflect the behavioral characteristics to be measured (relevance aspect) (Azwar, 2000). And also in the validity test in this study it can be used with the help of SPSS version 20 for windows. If the correlation coefficient value of each tested statement item is > 0.3 , it can be stated that the statement item.

This research uses data analysis, which is an advanced process of data processing. The data analysis method used to see the effect of brand trust and brand image on consumer loyalty in buying online products at Lazada Indonesia is to use statistical analysis, namely the Multiple Regression analysis method.

3. RESULTS AND DISCUSSIONS

3.1 Assumption Test Results

Before carrying out the analysis, the research assumptions were first tested with the aim of seeing how the distribution of research data was. The assumption test includes normality test, linearity test, heteroscedasticity test, multicollinearity test and autocorrelation test.

a. Normality Test Results

Normality test aims to test whether the data is normally distributed. In this study to test the normality of the data is to use the Normal P-Plot Graph by looking at the spread of the data. If on the graph the data distribution follows a straight line pattern, then the data is normal. The results of the normality test of this study can be seen in the following graph.

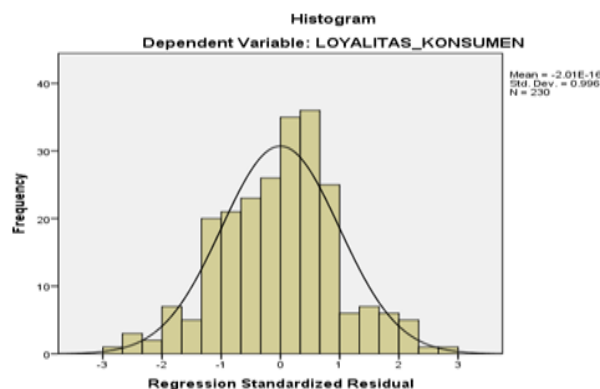


Figure 1. Normality Test Histogram Diagram

Based on the histogram diagram above, it shows that, the curve line forms a normal curve curve, then the residuals are declared normal and the assumption of normality in this study is fulfilled.

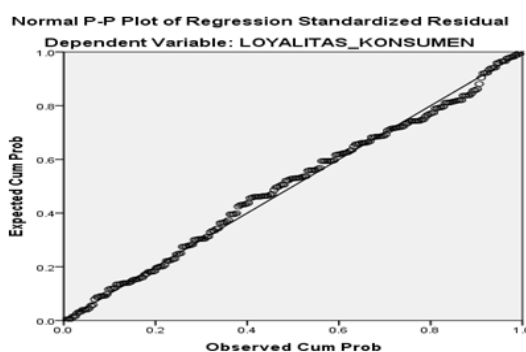


Figure 2. PP Plot Normal Diagram

Based on the PP Plot diagram above, it shows that the data distribution follows a straight line pattern. So it can be concluded that the data is normally distributed. To further prove the normality of the research data, a normality test was carried out with use Kolmogorov Smirnov as follows.

Table 1. Normality Test Results With Kolmogorov Smirnov
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		230
Normal Parameters, b	mean	0E-7
	Std. Deviation	2.39492561
	Absolute	.051
Most Extreme Differences	Positive	.048
	negative	-.051
Kolmogorov-Smirnov Z		.774
asyp. Sig. (2-tailed)		.587

Based on the picture above, it can be seen that the results of the normality test using Kolmogorov Smirnov obtained a significance value of 0.587 0.05. Then the research data is said to meet the normality test assumptions so that it is called normally distributed data.

b. Linearity Test Results

Linearity test is used to see whether the predictor variables of brand trust and brand image have a relationship with the dependent variable, namely the variable of consumer loyalty. This linearity test can be seen using the F test statistical method. The rule used to determine the linearity of the relationship between the independent variable and the dependent variable is if $p < 0.05$ then the independent variable with the dependent variable is declared linear on linearity and if $p > 0.05$ then for deviation for linearity, it is said that the two variables have a linear relationship. On the other hand, if $p < 0.05$ for deviation for linearity, then the independent variable and the dependent variable are declared non-linear (Hadi, 2000). The linearity test of this study can be seen in table 2 below.

Table 2. Linearity Test Results of Brand Trust and Brand Image

	Significance	
	linearity	Deviation from Linearity
Brand Trust	0.000	0.928
Brand Image	0.000	0.589

Based on table 2, it can be seen that the brand trust and brand image variables have a linearity value of $p = 0.000$. Then, the value of deviation for linearity on brand trust $p = 0.928$ and brand image $p = 0.589$. These results show the value of $p (0.000) < 0.05$ for linearity and $p (0.928, 0.589) > 0.05$ for deviation for linearity, meaning that there is a linear relationship between brand trust and brand image on consumer loyalty in buying products at online stores. Lazada Indonesia.

c. Heteroscedasticity Test Results

Heteroscedasticity test is used to test whether there is an inequality of variance and residual from one observation to another in the regression model. This research uses heteroscedasticity test with enter method. Heteroscedasticity can be seen in the graph plot between the predicted value of the dependent variable (ZPRED) and the residual (SPRED). The graph can be seen in the image below:

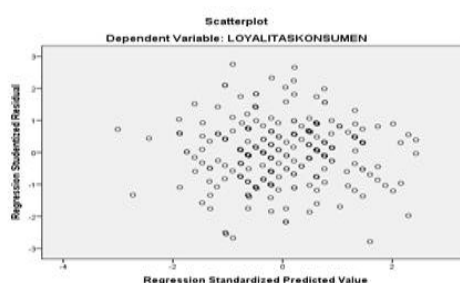


Figure 3. Heteroscedasticity Test Results

From the scatterplot graph in Figure 4, it can be seen that the dots are spread out and do not make a certain pattern. This shows that there is no heteroscedasticity in this regression model.

d. Multicollinearity Test Results

Multicollinearity test is used to see whether there is a relationship between independent variables in the regression model. A good regression model should not have a correlation between the independent variables. Multicollinearity is done by looking at the tolerance value and the VIF (Variance Inflation Factor) value in the SPSS application. Multicollinearity occurs if it has a tolerance value of < 0.1 and $VIF > 10$, and multicollinearity does not occur if it has a tolerance value of > 0.1 and $VIF < 10$. The results of the multicollinearity test can be seen in table 3 below.

Table 3. Multicollinearity Test Results

Model	Coefficients ^a	Collinearity Statistics	
		Tolerance	VIF
1	BRAND_TRUST	.459	2.178
	BRAND_IMAGE	.459	2.178

a. Dependent Variable: LOYALTY_CONSUMER

From table 3, it can be seen that the tolerance and VIF values of the brand trust and brand image variables show a tolerance value > 0.1 ($0.459 > 0.1$) and $VIF < 10$, ($2.178 < 10$), it can be concluded that there is no multicollinearity or there is no correlation between independent variables.

e. Autocorrelation Test Results

The autocorrelation test is used to determine whether there is a deviation from the autocorrelation assumption, namely the correlation that occurs between the residuals in one observation with other observations in the regression model. The autocorrelation test was carried out using the Durbin Watson Test (DW Test), with the conditions used, namely

if $d < dL$ or $>$ of $(4-dL)$ then the null hypothesis was rejected, which means that there is an autocorrelation. And if d lies between dL and dU or between $(4-dU)$ and $(4-dL)$, then it does not produce a definite conclusion. The results of the autocorrelation test can be seen in the following table 4.

Table 4. Autocorrelation Test Results Summaryb . Model

Std. Error of the Estimate	Durbin-Watson
2.405	2,026

a. Predictors: (Constant), BRANDIMAGE, BRANDTRUST

b. Dependent Variable: CONSUMER LOYALTY

From table 4, it shows that the value of $DW = 2.026$, this value will be compared with the table value of 5% significance, the number of samples (N) = 230 and the number of independent variables (K) = 2, then the value of $dU = 1.79270$ and the value of $dL = 1.77525$. The value of $DW (2.026) > dU (1.79270)$ and $< (4-dL) (4 - 1.77525) (2.22475)$, it can be concluded that there is no autocorrelation in this study. Based on the results of the five assumption tests carried out, it is said that this study meets the assumption test. This shows that this research can be processed data using parametric test.

3.2 Hypothesis Test Results

The following will describe the results of data processing regarding the role of brand trust and brand image on consumer loyalty in buying products/goods at the Lazada Indonesia online store obtained by using multiple linear regression analysis techniques using SPSS version 20 for windows and Microsoft Office Excel 2007. Results data processing can be seen in the table below:

Table 5. F ANOVAa Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1930.254	2	965.127	166,798	.000b
	Residual	1313,468	227	5.786		
	Total	3243,722	229			

Based on table 5 above, it can be concluded that the value of $F = 166.798$ where the calculated F value $>$ F table value ($166.798 > 3.04$) and the p value = 0.000 where p value < 0.05 , it can be concluded that the brand trust and brand image variables affect the consumer loyalty variable. Thus, the hypothesis in this study can be accepted that there is a positive influence of brand trust and brand image simultaneously on consumer loyalty in buying online products at Lazada Indonesia.

Table 6. Results of t-test Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.808	1.181		.684	.495
	BRANDTRUST	.412	.072	.358	5.751	.000
	BRANDIMAGE	.398	.053	.469	7.518	.000

a. Dependent Variable: CONSUMER LOYALTY

3.3 The Effect of Brand Trust on Consumer Loyalty in Buying Online Products at Lazada Indonesia

Based on the results of research conducted in this study using the t test to partially determine the effect of the brand trust variable on consumer loyalty in buying online products at Lazada Indonesia. Before knowing the results of the t test, it is known that the regression coefficient value of the brand trust variable (X_1) is 0.412 with a positive value, so it can be said that brand trust (X_1) has a positive effect on consumer loyalty (Y). After the researchers tested the significance of the regression coefficient values on each variable with a 95% confidence level ($\alpha = 0.05$) and the formula used to find the t table value, namely t table = $(\alpha/2; nk-1)$ then to t test on the brand trust variable (X_1) obtained a t value of $5.751 >$ t table of 1.984 and a significance value (Sig.) of 0.000

< 0.05 . So it can be concluded that H_0 is rejected and H_1 is accepted, which means that brand trust (X_1) has a significant effect on consumer loyalty.

Judging from the results of categorization, brand trust has a mean value = 6 and from descriptive statistics the mean value = 22.99, both are said to be positive. And the subjects in this study, which amounted to 230 female consumers who bought online products at Lazada Indonesia, mostly belonged to the high category with the number of subjects as many as 157 people with a percentage of 68.26%. So it can be said that, there is a positive influence of brand trust partially on increasing consumer loyalty in buying online products at Lazada Indonesia.

3.4 The Effect of Simultaneous Brand Trust and Brand Image on Consumer Loyalty in Buying Online Products at Lazada Indonesia

Based on the results of research conducted using regression tests, obtained p value of 0.000 where p value < 0.05 . The r value is 0.771 and the Adjusted R-Square is 0.592, which means that brand trust and brand image provide an effective contribution of 59.2% in increasing consumer loyalty in buying online products at Lazada Indonesia. While the remaining 40.8% is influenced by other factors not examined in this study.

4. CONCLUSION

The results showed that H_0 was rejected and H_1 was accepted. So the research hypothesis is accepted and it can be concluded that brand trust has a partial positive effect on consumer loyalty in buying online products at Lazada Indonesia. Thus, the higher the brand trust built by the Lazada Indonesia online store, the more loyal consumers will be in buying online products at Lazada Indonesia.

The results showed that H_0 was rejected and H_2 was accepted. So the research hypothesis is accepted and it can be concluded that brand image has a partial positive effect on consumer loyalty in buying online products at Lazada Indonesia. Thus, the more positive the brand image built by the Lazada Indonesia online store, the more loyal consumers will be in buying online products at Lazada Indonesia.

The results showed that H_0 was rejected and H_3 was accepted. So the research hypothesis is accepted and it can be concluded that, brand trust and brand image simultaneously have a positive effect on consumer loyalty. The higher the brand trust and the more positive the brand image built by the Lazada Indonesia online store, the higher consumer loyalty in buying online products at Lazada Indonesia.

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