Analysis of Variables Affecting Brand Loyalty in Junior Crocodile Products at Paragon Mall Semarang

Achmad Junaidi ✉, Selvia Hendrayati, Yoga Nindhita, Oki Hardiyanti Rukmana Sari

STIE Semarang, Semarang, Indonesia

Article Information	Abstract
	In a world full of competition like what is needed today, the ability to read business opportunities is growing. The rapid development of business can be seen in various fields of the company, one of which is the manufacturing industry company. The increasing number of competitors requires each company to always pay attention to the needs and desires of consumers, and strive to be able to meet consumer expectations. The main key for a company to win the competition is to try to build consumer trust through quality products or services and consideration product brand selection that every company needs to do. From the background this study aims to determine the impact of brand communication and brand image on brand loyalty both directly and through brand trust. This research was conducted in the city of Semarang with study case are consumers of Crocodile Junior products in Paragon Mall Semarang. Data collection techniques using accidental sampling. Data analysis techniques used multiple linear regression analysis with the application of SPSS 24. The results showed that: 1) the brand communication variable significantly influenced the brand. 2) Brand pronunciation has a significant effect on brand. 3) Brand image has a significant effect on brand trust. 4) Brand trust has a significant effect on brand loyalty.

INTRODUCTION

The crocodile brand is a brand that is already very well known in the community. Because this brand provides good quality to its consumers, so consumers are satisfied with what is provided by this Crocodile brand. The crocodile was founded in 1947, Crocodile is an international fashion and lifestyle brand that provides clothing of good quality. Crocodile is the only Singapore garment brand built on a long and well-known history, it continues to carve the history of crocodile to this day. The Crocodile brand has a vision and mission that is 'to become a leading Asian fashion lifestyle brand'. Formerly only provided clothes for men but now the Crocodile brand innovates by creating products such as shoes, watches, leather jackets, underwear, glasses, belts, and children's clothing. One of the flagship products of the Crocodile brand is children's clothing which is often called Crocodile Junior. Crocodile Junior provides many children's products ranging from t-shirts, shirts, shirts, pants, jackets, hats, belts, children's underwear, and glasses. Crocodile Junior has an important role in providing benefits for the company because at this time parents prioritize the needs of their children compared to the needs of their parents. This has become one of the goals of its own Crocodile Junior brand.

Many retail companies in the fashion sector continue to appear in big cities in Indonesia such as Ramayana, Centro Department Store, Metro Department Store, and Matahari Department Store. With the increasing number of retail companies that produce various categories of products or brands, a condition of competition is created to seize market share. where this competition is closely related to company performance

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which cannot be separated from the performance of each individual within the company itself (Junaidi et al, 2020)

Lately, children's fashion products are becoming a trend among the people, parents want their children to look fashionable and present to be attractive. Therefore the increase in demand for fashion products is increasing for now. It can be seen in the following table that the children's fashion market share in 2015-2019.
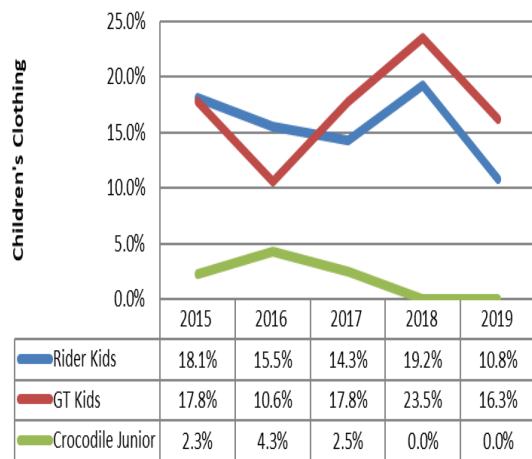

Children's Clothing	2015	2016	2017	2018	2019
Rider Kids	18.1%	15.5%	14.3%	19.2%	10.8%
GT Kids	17.8%	10.6%	17.8%	23.5%	16.3%
Crocodile Junior	2.3%	4.3%	2.5%	0.0%	0.0%

Figure 1. Data on Top Brand Award for Children's Fashion in 2015-2019

In figure 1 based on the percentage of Crocodile Junior Brand Top Brand Index (TBI) in 2016-2019, it continues to experience a decrease in market share, while its competitors have increased every year, this shows that in terms of brand, Crocodile Junior is still less superior than its competitors. This shows that the level of brand loyalty of the Crocodile Junior brand has decreased, due to the domination of market share that has not yet been mastered. If in the interaction between customers and brands there is a strong element of trust, then there will be a tendency to increase customer loyalty to the brand (Wibowo & Yuniawati, 2007). In fact, if it is reviewed from the Crocodile Junior product review quoted by bp-guide.id and forum.femaledaily.com states that Crocodile Junior is 8 clothing brands for children and Crocodile Junior is comfortable sleepwear for children.

In a world that is full of competition as needed now the ability to read business opportunities that are growing. The rapid development of business ventures can be seen in various fields of companies, one of which is a manufacturing industry company. The increasing number of competitors requires each company to always pay attention to the needs and desires of consumers, and try to be able to meet consumer expectations. The main key for the company to win the competition is by trying to build consumer trust through quality products or services. Not only that, but the brand selection of products is also an aspect that needs to be considered by every company.

According to Kotler and Keller (2016), a brand is defined as a combination or combination of names, terms, signs, or design symbols that give identity to a product so that it becomes different from competitors' products or services. According to Tjiptono (2014), every company must be able to understand the viability of the company as an organization that seeks to meet the needs and desires of consumers depending on the behavior of its consumers. From a consumer's perspective, a trusted brand is a guarantee of the consistency of the performance of a product so that consumers can feel the benefits provided. To achieve this, it can be done by providing the best products and services, so as to create customer loyalty to the brand.

Brand loyalty can also be said as a promotional event because usually, loyal customers will recommend the brand to others. In other words, loyalty has proven that consumers have a positive attitude towards the company. One thing that measures the positive attitude of consumers is trust in the brand of the product issued by a company (Zehir, et al., 2011).

The level of consumer confidence arises because of the expectation of consumers to the provider that is believed to be in accordance with what is needed by consumers so that consumers will not feel disappointed. If these expectations are not met properly, consumer confidence will fade or even disappear. Vice versa, if these expectations are fulfilled, consumers will show their trust.

One of the considerations for achieving brand loyalty to consumers is brand communication. According to Zehir et al. (2011) increased awareness and memory of a brand is a result of brand communication, therefore in order to obtain optimal satisfaction a consumer will naturally choose a brand that occupies the highest position in their memories. Brand communication arises through the goods or services produced by the brand and the symbols attached to defining a brand. A brand communication strategy that can be used by marketing managers is by holding brand promotion activities especially advertisements (Chinomona, 2016). According to Schultz et al (2015), Brand communication itself is an activity of exchanging information between companies to consumers ac-

cording to values that reflect brand characteristics. After brand communication, brand image is also said to contribute to the achievement of brand loyalty. In conditions where the level of competition between companies is getting higher, there is a way to win the competition by strengthening the company's good name through a positive brand image (Durani et al., 2015). Brand image has the utility to disseminate unique and different characteristics of products to consumers (Natarajan & Sudha, 2016). Understanding of brand image is a set of understandings formed in the minds of consumers about certain characteristics and characteristics of a brand.

In addition to brand communication and brand image, there are other factors namely brand trust. In trusting a brand, the brand symbol is a more trustworthy target than trusting an individual (Lau & Lee, 1999). According to Chaudhuri and Holbrook (2001), the definition of brand trust is the attitude of consumers in the availability of a certain brand that is capable of carrying out its functions properly as promised. Meanwhile, according to Lau and Lee (1999), the understanding of brand trust is the behavior of consumers who tend to hold fast that a brand can have a good impact because it has the ability to reduce risks that might occur. Brands that are said to be trusted are brands that always provide evidence of the promise that has been built in various ways such as innovating, producing and distributing products, providing good service, and promoting honestly (Delgado & Munuera, 2005). Brand trust develops because there are positive beliefs about consumer expectations of organizational behavior and the performance of a product brand.

Companies are competing to build their brand loyalty from their consumers (Sayekti et al., 2019). Brand loyalty can be a powerful weapon used by marketers to offer a sustainable competitive advantage (Jones & Kim, 2011). The company's continued success can be seen from its ability to retain current customers and make them loyal to the company brand (Sayekti et al., 2019). From this, the authors conducted research on the influence of brand communication, brand image, brand trust on brand loyalty at junior crocodile products at paragon mall semarang.

Hypothesis Development

The brand is "a sign in the form of a picture, name, word, letters, figures, color arrangement, or a combination of these elements which has the power of differentiation and is used in the trading of goods or services". There are various definitions from experts about the brand: Brand or brand is the seller's promise to deliver a collection of specific properties, benefits, and services consistently to the buyer (Kotler & Armstrong, 2016). The Brand is an idea, word, graphic design, and sound that symbolizes the products, services, and companies that produce these products and services (Janita, 2005). But technically, if a marketer creates a new name, logo, or symbol, then he has created a brand. Brand loyalty is an important dimension that reflects how customers can switch to other brands when brands make changes in both price and product features (Aaker, 2010). The development of brand loyalty is one of the goals of each brand manager that is most important to achieve (Feldwick, 1996), which is why brand loyalty appears in most customer-based brand equity models. Retailers will not trust a brand if they cannot recognize the Brand image. Besides, retailer loyalty to brands cannot be achieved without first knowing about the brand. According to Sadat (2009) brand communication is an effort made by a company to communicate the uniqueness of a brand to the market using various strategies. The goal is simple so that the customer decides to consume, be satisfied, then be loyal to the brand. Schultz and Barnes add aspects of brand communication in brand expression as a way or form of brand communication through a visualization process so that it is easily understood and remembered by customers quickly. This step aims to create a strong memory in the minds of customers of brand character. The Marketing Association (AMA) in 1955 in Wijaya (2013) stated that Brand image is the image that people bring to mind for a brand, it is the number of tangible attributes of a product: name, packaging, and price, history, reputation, and how the product is advertised. According to Franzen and Moriarty (2009) brand image is the perception of a brand in someone's mind. Image is a reflection of brand personality which is what people believe about a brand. In Geçti1 and Zengin (2013) brand trust is an important mediating factor in customer behavior before and after product purchase; and that leads to long-term loyalty and strengthens the relationship between the two parties. Brand trust can be defined as the willingness of the average consumer to rely on the ability of the brand to perform the stated function (Chaudhuri & Holbrook, 2001).

Brand communication and brand image

Communication has an important role in building brand image. Marketers can communi-

cate and disseminate information about brand attributes and their benefits to customers. In addition, brand communication serves to spread brand advantages. Marketers also need to communicate other customers' experiences with a brand, such as customer satisfaction with the brand, how they want to reuse the brand. Where the above things grow the brand image in the minds of customers. Therefore, it can be said that the higher the level of brand communication, the higher the level of brand image expected by consumers. (Sayekti et al., 2019). Therefore, it can be postulated that:

H1: Brand communication has a significant effect on brand image.

Brand Communication and Brand Trust

One of the goals of brand communication is to provide an explanation of a brand to the audience (Su, & Rao, 2010; Sayekti et al., 2019). The direction of satisfaction with a brand performance tends to a positive brand attitude. Brand attitude can mean that consumers are attached to the brand and ultimately lead to brand trust and loyalty (Sayekti et al., 2019). from this explanation it is stated:

H2: Brand communication has a significant effect on brand trust.

Brand Image and Brand Trust

Brand image can be reflected in the perceptions and brand associations that exist in consumer memories (Yee et al., 2013). The more beneficial the brand image, the better the trust in the product and branded attributes owned by customers (Russell-Bennett et al., 2007). research conducted by Cretu and Brodie (2007) found that there is a positive relationship between brand image and brand trust. based on the above explanation, this study argues that:

H3: Brand image has a significant effect on brand trust.

Brand Trust and Brand Loyalty

In order to reduce uncertainty in an environment where consumers feel very vulnerable, brand trust is crucial, as consumers rely more on trusted brands. When a brand is able to answer the interests and expectations of customers, customers tend to trust the brand. (Bart, et al., 2005). With the emergence of trust in a brand, it will strengthen repeat buying behavior by consumers and ultimately lead to purchase loyalty in the future (Delgado-Ballester et al., 2003). from this explanation, it can be stated a hypothesis:

H4: Brand trust has a significant effect on brand loyalty.

METHOD

In this study, the population used is the number of product sales at the Crocodile Junior Brand of 10,850 people. The technique in taking the sample in this study was purposive proportional random sampling. In this researcher, a sample of 100 respondents from Crocodile Junior products at Matahari department store Paragon Mall Semarang was determined. The method used to obtain information from respondents is in the form of a questionnaire. The type of questionnaire that I use is a closed questionnaire and a Linkert scale. Data analysis techniques used multiple linear regression analysis with the application of SPSS 24.

In the model of the relationship between these variables, there are independent variables which in this case are called exogenous variables and the dependent variable is called endogenous variables. This research is the development of research conducted by Richard Chinomona in 2016 concerning Brand Communication, Brand Image and Brand Trust as Antecedents of Brand Loyalty in Gauteng Province South Africa. In his research, Richard used 4 variables, namely Brand Communication, Brand Image, Brand Trust, and Brand Loyalty. The empirical model proposed in this study using a path analysis model with direct and indirect effects is:
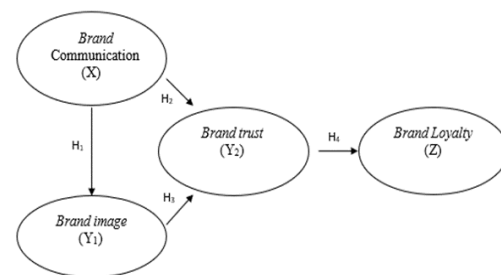

Figure 2. Framework

In the path analysis, three types of regression are used. The three types of regression are described below:

Brand image = α + b1 Brand communication
Brand Trust = α + b1 Brand communication + b2 Brand image
Brand loyality = α + b1 Brand communication + b2 Brand image + b3 Brand trust

Hypothesis testing in this study was conducted to determine whether there is an influence of independent variables on the dependent va-

riable. The method of testing the proposed hypothesis is done using a t-test. The basis for decision making is used to test the H1-H3 hypothesis.

Significant probability value <0.05 then H1-H3 is accepted, meaning there is a significant influence between the independent variables on the dependent variable. Significant probability value> 0.05 then H1-H3 is rejected, meaning there is no significant effect between the independent variables on the dependent variable.

The coefficient of determination (R2) is a tool to see the magnitude of the effect of variable X on Y (Gozali, 2016). The coefficient of determination is 0 <(R2) <1. A small R2 value means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict dependent variations (Kuncoro, 2001).

RESULT AND DISCUSSION

Path analysis aims to identify the pathway that causes a particular variable to other variables that it influences.

Table 1. Path Analysisis Model 1

Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
(Constant)	6.160	1.001		6.155
Brand Communications	0.557	0.079	0.582	7.079

Based on the results, the regression model in this study is as follows:
Brand image : 6,160 + 0,557 X1

From the multiple linear regression equation above, it can be analyzed as follows:

A constant of 6.160 can be interpreted that if the independent variable (brand communications) shows zero value, then the brand image will be worth 6.160. The brand communication regression coefficient is 0.557. The coefficient is positive, meaning that any increase in brand communications will be followed by an increase in brand image.

The regression coefficient of brand communication is 0.557. The coefficient is positive, meaning that any increase in brand commutation will be followed by an increase in brand image. The brand communication variable has a t-statistics

of 7.079> t-table 1.98447 and the probability of significance is 0.000 <0.05, so the brand communication variable has a significant effect on brand image. The coefficient is positive, it shows that any increase in brand commutation variables and other variables is zero (0) will increase the brand image of the Crocodile Junior Matahari Paragon Mall Semarang product by 0.557 or 55.7%. The research results are supported by Nurdianasari and Indriani (2017) research which states that brand communication has a significant influence on brand image.

The positive influence of integrated marketing communication on brand communication in the results of this study also strengthens the theoretical definition of integrated brand communication. The definition of brand communication according to Kotler and Keller (2014) is a concept that underlies efforts to integrate and coordinate carefully various communication channels in delivering clear, consistent, persuasive messages about the organization and its products such as advertising, personal selling, sales promotion, public relations, and direct marketing. Brand communication emphasizes harmony, integration, in terms of objectives, focus, and strategic direction between the elements of the promotional mix and the brand image (Tjiptono & Chandra, 2012).

Table 2. Path Analysis Model 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2.229	0.901		2.475	0.015
Brand Communications	0.281	0.074	0.293	3.796	0.000
Brand image	0.581	0.077	0.580	7.521	0.000

From the results of the analysis of the model 1 path, it can be seen that the brand pronouncement variable has a coefficient of 0.281 or 28.1%, while the brand image has a coefficient of 0.581 or 58.1%. For the value of e1 produced 0.617 ($\sqrt{}$ (1-0.619)). So that the model 1 path analysis model can be drawn below:
Brand trust: 2,229 + 0,281 X1 + 0,581 Y1 + 0,901

From the multiple linear regression equation above, it can be analyzed as follows: A constant of 2,229 can be interpreted that if all the independent variables (brand communica-

tions and brand image) show zero value, then the brand trust will be worth 2,220. The brand communications regression coefficient of 0.281. The coefficient is positive, meaning that any increase in brand communications will be followed by an increase in brand trust. The brand image regression coefficient is 0.581. The coefficient is positive, meaning that any increase in the brand image will be followed by an increase in brand trust.

Brand communication regression coefficient of 0.281. The coefficient is positive, meaning that any increase in brand commutation will be followed by an increase in brand trust. The brand communication variable has t-statistics 3,796> t-table 1,98447 and the probability of significance is 0,000 <0,05, so the brand communication variable has a significant effect on brand trust. The coefficient is positive, it shows that any increase in brand commutation variables and other variables is zero (0) will increase the brand trust of the Crocodile Junior Matahari Paragon Mall Semarang product by 0.528 or 52.8%. The results of the study are supported by Nurdianasari and Indriani's (2017) research which states that brand communication has a significant influence on brand trust.

Su and Rao (2010) revealed the purpose of brand communication is to introduce the brand to the audience. The impact resulting from these activities is the increased awareness and memory of the audience about the brand, the audience will be compelled to buy the brand. Besides, the purpose of brand communication is also to satisfy customers to the optimum level (Saaksjarvi & Samiee, 2011). Satisfaction with a brand's performance can create a positive brand attitude. A positive brand attitude can refer to brand trust and brand loyalty (Low & Lamb, 2000). Therefore, marketers will exert more effort for the success of brand communication activities to create and maintain a positive attitude towards consumers towards their brand. Thus, the better the brand communication carried out by marketers, the higher the level of brand trust from consumers.

The brand image regression coefficient is 0.581. The coefficient is positive, meaning that any increase in brand commutation will be followed by an increase in brand trust. The brand image variable has t-statistics of 7.521> t-table 1.98447 and the significance probability is 0.000> 0.05, so the brand image variable has a significant effect on brand trust. The coefficient is positive, it shows that every increase in the

brand image variable and other variables is zero (0) will increase the brand trust of the Crocodile Junior Matahari Paragon Mall Semarang product by 0.581 or 58.1%. The results of the study are supported by research by Adiwidjaja and Tarigan (2017) which states that brand image has a significant influence on brand trust.

Brand image is reflected by perceptions about brand and brand association in consumers' memories. The better the brand image, the more positive consumer trust in the brand. Brand image functions as a substitute role to inform the attributes contained in the product, which this can foster consumer confidence in the brand, the more likely the customer will trust the brand. The findings from previous studies support a positive relationship between brand image and brand trust (Cretu & Brodie, 2007). Revealed that a good brand image will increase consumer confidence in the brand which will ultimately create brand trust.

Table 3 Path Analysis Model 3

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	-0.518	0.703		-0.737	0.463
Brand Communications	0.170	0.068	0.179	2.491	0.014
Brand image	0.392	0.063	0.401	6.199	0.000
Brand trust	0.451	0.061	0.455	7.371	0.000

From the results above, it can be seen that the brand variable has a coefficient of 0.179 or 17.9%, while the brand image has a coefficient of 0.401 or 40.1%, and brand trust has a coefficient of 0.455 or 45.5%. For the e2 value generated 0.465 ($\sqrt{(1-0.783)}$). So that it can be drawn modeling path analysis model 2 can be seen below:
Brand loyalty : - 0.518 + 0.170 X1 + 0.392 Y1 + 0.451 Y2 + 0.703

From the multiple linear regression equation above, it can be analyzed as follows: A constant of -0,518 can be interpreted that if all

independent variables (brand communications, brand image, and brand trust) show zero value, then brand loyalty will be worth -0,518. Brand communication regression coefficient of 0.170. The coefficient is positive, meaning that any increase in brand communications will be followed by an increase in brand loyalty. The brand image regression coefficient is 0.392. The coefficient is positive, meaning that any increase in the brand image will be followed by an increase in brand loyalty. The brand image regression coefficient is 0.392. The coefficient is positive, meaning that any increase in the brand image will be followed by an increase in brand loyalty.

The brand trust regression coefficient is 0.763. The coefficient is positive, meaning that any increase in the brand trust will be followed by an increase in brand loyalty. The brand trust variable has a t-statistics of 11.997> t-table 1.98447 and a significant probability of 0.000> 0.05, so the brand trust variable has a significant effect on brand loyalty. The coefficient is positive, it shows that every increase in the brand image variable and other variables is zero (0) will increase the brand trust of the Crocodile Junior Matahari Paragon Mall Semarang product by 0.763 or 76.3%. The results of the research are supported by research by Nofriyanti (2017) which states that brand trust has a significant influence on brand loyalty.

According to Agustin and Singh (2005), a trust will reduce the sense of uncertainty felt by consumers, because consumers know that he can rely on the brand. When a brand can meet the interests and expectations of customers, it is natural that consumers trust the brand. For example, before considering trusting a brand, consumers will judge whether the brand can be trusted, the quality of the brand is reasonable, or the safety of the brand concerned (Bart et al., 2005). Brand trust is the result of long observations and thought processes about brands and can be seen as the influence of reliability and credibility (Chaudhuri and Holbrook, 2001).

This can strengthen consumer repurchase behavior and ultimately can create purchase loyalty in the future (Delgado et al., 2003). Therefore, a brand that has been trusted by consumers must be consistent in keeping its promises to consumers to provide more value through superior performance, as a guarantor so that customers remain loyal to the brand (Chiou and Droge, 2006).
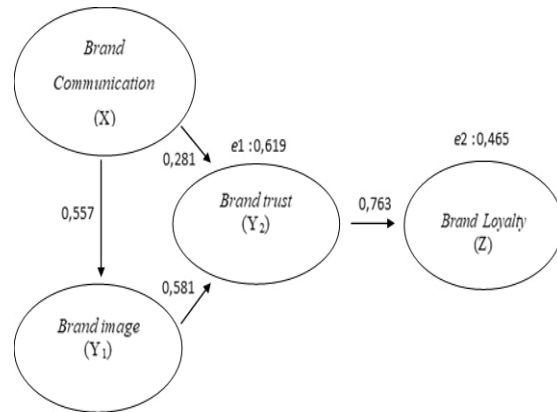

Figure 3. Path Analysis Test Results

The effect of brand pronunciation on brand image is 0.557 with a significance of 0.000 <0.05. So H1 is accepted and H0 is rejected. The influence of brand communication on brand trust of 0.281 with a significance of 0,000 <0.05. So H2 is accepted and H0 is rejected. The influence of brand image on brand trust of 0.581 with a significance of 0,000 <0.05. So H3 is accepted and H0 is rejected. The influence of brand trust on brand loyalty of 0.763 with a significance of 0,000 <0.05. So H4 is accepted and H0 is rejected. The indirect effect of brand communication on brand trust through brand image.
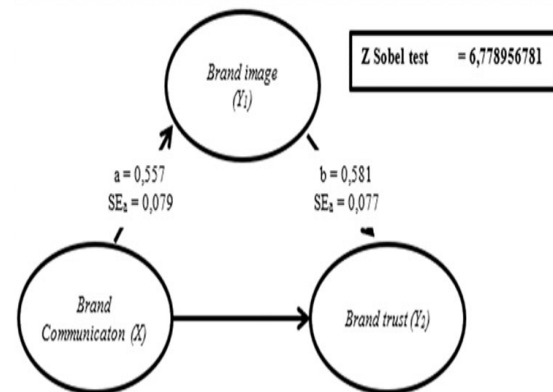

Figure 4. Path Analysis Test Results

Based on the sobel test results, the sobel test z value was 6.778. This shows that the value of z-sobel> z-score (1.96). Then it can be concluded that brand image is able to mediate the influence of brand communication on brand trust. The indirect effect of brand image on brand loyalty through a brand trust.
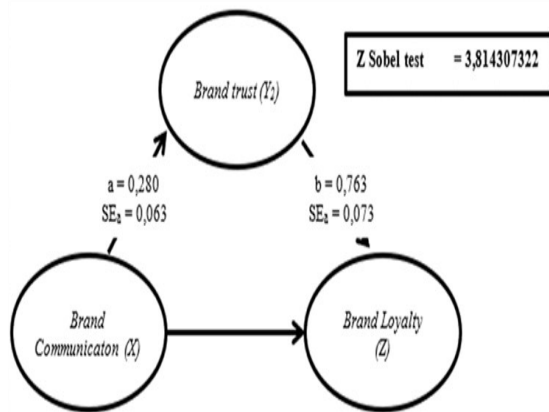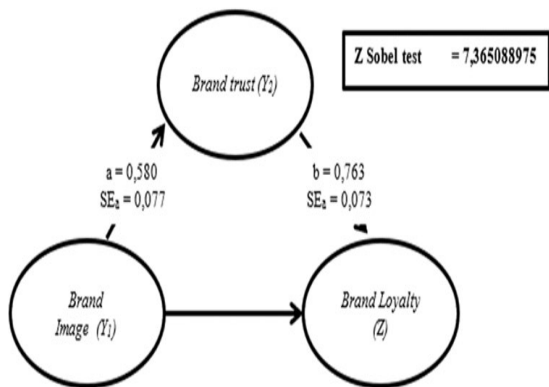
Figure 5. Path Analysis Test Results

Figure 6. Path Analysis Test Results

Based on the sobel test results, the sobel test z value was 3,814. This shows that the value of z-sobel> z-score (1.96). Then it can be concluded that brand trust is able to mediate the influence of brand communication on brand loyalty. The indirect effect of brand image on brand loyalty through a brand trust.

Based on the sobel test results, the sobel test z value was 7.365. This shows that the value of z-sobel> z-score (1.96). Then it can be concluded that brand trust is able to mediate the influence of brand image on brand loyalty.

Coefficient of determination (R2)

The correlation coefficient of determination (R2) in the two equations can be used to measure the degree of accuracy of the hypothesis model from the research data. The result of model accuracy is R2 = 0.917 or 91.7%. Based on the calculation above, it can be explained that the structural relationship constitution of all variables studied was 91.7%. The remaining 8.3% is explained by other factors not found in this model.

CONCLUSION AND RECOMMENDATION

Based on the results of the analysis and discussion explained in the previous chapter, the conclusions that can be drawn from this study are: 1) Brand communication significantly influences the brand image of the Crocodile Junior Matahari Paragon City Semarang product. 2) Brand communication has a significant effect on brand trust in the Parod City Semarang Crocodile Junior Matahari product. 3) Brand image significantly influences the brand trust of Crocodile Junior Matahari Paragon City Semarang. 4) Brand trust significantly influences the brand trust of Crocodile Junior Matahari Paragon City Semarang. 5) Brand image can mediate the influence of brand communication on brand trust. 6) Brand trust can mediate the influence of brand communication and brand image on brand loyalty.

Based on the results of the study as described in the conclusions above, then the researcher will submit the following suggestions: 1) For the Crocodile Junior paragon mall, Semarang is expected to improve brand image, because the brand image variable has the lowest regression coefficient among other variables. Where when the brand image of a product rises, the level of consumer confidence in the product will also rise. 2) Brand image can mediate the brand image of brand trust, this underscores the need for a brand image built by Crocodile Junior that the product is good. This can be done by using good word of mouth through social media, so consumers will be increasingly interested in using products. 3) Brand trust can mediate brand loyalty, when consumers have believed in a product, consumers will be loyal to the product. So Crocodile Junior increases brand trust by increasing product quality because this product is a product used by children, where their skin is more sensitive than adult skin. 4) For further research, it is expected to use variables other than brand pronunciation, brand image, brand trust, and brand loyalty. It is recommended to use e word of mouth because, in the digital era, consumers before making a transaction will look for reviews on the internet.

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