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THE EFFECT OF BRAND IMAGE AND BRAND TRUST ON CUSTOMER LOYALTY IN THE CAMEL BRAND ACTIVE SHOES AT SOGO TUNJUNGAN PLAZA IV SURABAYA

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ABSTRACT

This study aims to analyze the effect of brand *image* and brand *trust* on customer *loyalty* in the Camel brand Active Shoes at Sogo Tunjungan Plaza IV Surabaya. This research is quantitative research. Population and sample based on questionnaire distribution to consumers who have made a repeat purchase, have had it before, and visited the Camel brand Active Shoes product site at Sogo Tunjungan Plaza IV Surabaya many as 160 respondents. Furthermore, there are three variables used in this study, namely : brand *image* (X1), brand *trust* (X2), and customer *loyalty* (Y). The results show that the variable brand *image* (X1) has a significant effect partially on customer *loyalty*, while the variable brand *trust* (X2) has a significant effect partially on customer *loyalty*. Research the results variables brand *image* and brand *trust* have a significant effect simultaneously on customer *loyalty* in the Camel brand Active Shoes at Sogo Tunjungan Plaza IV Surabaya. Data collection techniques using interviews, observation and questionnaires. Analysis of the data used is validity test, reliability test, classic assumption test, multiple linear analysis test and hypothesis test.

Keywords: *Image Brand, Brand Trust, Customer Loyalty*

1. INTRODUCTION

Economic developments in this era of globalization are increasingly attractive, especially in the retail sector with intense competition will be higher because of the many retail companies that compete to increase customers who will potentially add customers new customer. This will automatically be accompanied by the emergence of several similar According to (Kotler and Keller 2009), when a consumer enters a counter or showroom they not only provide product ratings and prices offered by retail, but also provide a good response to the environment that has been created by retail through *brand image*, creative arrangement of goods, attractive building design, and setting the distance between goods shelves. This not only provides added value to the products sold, but also gives a pleasant impression to the consumer so that the consumer will like it and ultimately make an increase in customer loyalty to the brand that has been offered.

2. LITERATURE REVIEW AND HIPOTESIS

Brand Image

Brand Image according to Kotler & Keller, (2009) is a number of beliefs, ideas, and impressions held by someone about an object.

Brand Trust

According to (Edris 2009), *Brand Trust* is the consumer's trust in the existence that the brand trust they want can be relied on, providing guarantees not to harm consumers and their performance is very beneficial.

Customer Loyalty

Customer loyalty or customer loyalty according to Tunggal (2018) is customer attachment to a brand, shop, manufacturer, service provider or image based on favorable attitudes and good responses, such as the repurchase of a product sold.

Previous Research

Brand image is influence consumer confidence in the product. This causes the company to benefit from customers loyal or loyal to the company's products. As in the research conducted by (Habibullah and Fitriia 2017) that *brand image* has a significant effect partially on customer loyalty.

In conditions of fierce competition in the retail world, each company must be able to survive and continue to grow. One of the important things that every retail company needs to do and pay attention to is to keep customers who are loyal every time they work on customers to be able to create new potential efforts not to allow existing customers to leave the company as customers of other companies. In addition, measures to maintain customer loyalty to this brand are more effective strategic efforts than efforts to attract new customers. Brand issues become one of the triggers that must be properly monitored continuously by each company. The trust that customers have for the brand of products sold by the company can create customer loyalty. This is reinforced by the research conducted by (Jhony Putra Satria Arianto 2016), which states that *brand trust* has a positive influence and a significant influence on *customer loyalty*.

Time and Place of

Research This research was conducted by Active Camel Shoes outlet or showroom at Sogo Tunjungan Plaza IV Surabaya. For the time being this research was carried out from March to August 2019.

Conceptual Framework

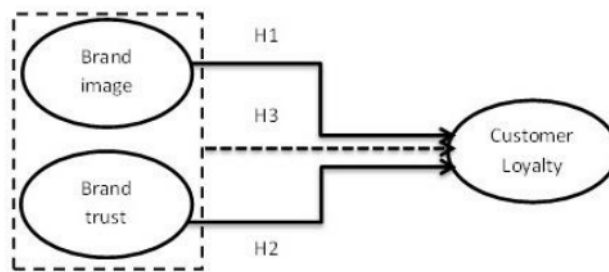


Figure 1 : Research Model

3. METHODS

Population and Sample

Sugiyono (2013), population is a generalization consisting of objects / subjects that have quality and characteristics certain set by the researcher to be studied and become a conclusion. The population in the study were consumers who had made a repeat purchase, already had, and visited the Camel brand Active Shoes product site at Sogo Tunjungan Plaza IV Surabaya. According to Sugiyono (2013), the sample was part of the number and characteristics of the population considered to be able to inherit the population. . The method in this study uses a non-probability

Data Analysis Techniques

In accordance with the objectives in the research hypothesis proposed, then to examine the relationship between independent variables and dependent variables, the authors use multiple linear regression analysis with the help of SPSS for Windows 20.0.

4. RESULT AND DISCUSSION

Calculation Result of the Determination Coefficient

Tabel 1 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.487 ^a	.237	.227	1.42472	1.467

Table 2 : Calculation Result of the Determination Coefficient

¹¹

a. Predictors: (Constant) , X2, X1

b. Dependent Variable: Y

¹⁹

The coefficient value (R^2) shows the significance of the effect independent variable brand image (X_1), brand trust (X_2) on the dependent variable customer loyalty (Y). the coefficient value is 0.487. This means that the

independent variable brand image (X_1), brand trust (X_2) has a strong or close influence on the dependent variable of customer loyalty (Y).

Result and Validity

Based on research reliability indicate that the cronbach alpha value is 0.704, which means that it is above the acceptance limit of 0.6. therefore, the research instrument for the relationship between variables shows good consistency and acceptable data. Based on the research value of the correlation index for the relationship between the independent variables (Brand Image, Brand Trust) and the dependent variable (Customer Loyalty) more than 0.3 and below the significant level of 5% (0.05). therefore, the data is considered valid.

Tabel 2 : Results of Multiple Linear Regression

Keterangan	B	t hitung	t table	Sig
Konstanta	12,068			0,000
Brand image (X_1)	0,394	5,495	1,975	0,000
Brand trust (X_2)	0,193	4,698	1,975	0,000
			R	0,487
			Rsquare	0,237
			R adjusted	0,227
			F hitung	24,389
			F tabel	3,05
			Sig	0,000
			Df	157
			SEE	1,42472

Regression equation models that can be written from these results in the form of standard form regression equations are as follows:

$$Y = 12,068 + 0,394 \cdot X_1 + 0,193 \cdot X_2 \pm e$$

1. R value R

The value of 0.487 indicates that the correlation / relationship between *customer loyalty* with 2 independent variables (*brand image* and *brand trust*) is weak because the value of R 0.487 is smaller 0.5

2. Standard Error of Estimate (SEE)

The value of SEE is 1.42472 which means that the error rate of the regression model is quite large but still below 1. The smaller the value of the standard error of estimate (SEE), the regression model is more precise in predicting customer loyalty (Y).

3. Constant

Obtained Y value of 12.068 means that the performance value of camel active (Y) employees is 12.068 units if it is assumed that brand image and brand trust then customer loyalty (Y) in the Camel brand Active Shoes at Sogo Tunjungan Plaza IV Surabaya.

4. Coefficient Brand Image (X_1)

The coefficient value brand image (X_1) is 0.394, if Camel brand Active Shoes shoes increase the brand image (X_1), it will increase customer loyalty at Camel Active Shoes (Y) by 0.394 units. Assuming the value brand image (X_1) and brand trust (X_2).

5. Coefficient Value Brand Trust (X_2)

The coefficient of brand trust (X_2) is 0.193, if Camel brand Active Shoes shoes increase brand trust (X_2) food will increase customer loyalty at Camel Active Shoes (Y) by 0.193 units.

5. CONCLUSION

Conclusions

Based on the analysis that has been carried out, some conclusions can be drawn as follows:

1. Brand Image

Brand image of Sogo Tunjungan Plaza IV Surabaya agreed with consumer enters a counter or showroom they not only provide product ratings and prices offered by retail, but also provide a good response to the environment that has been created by retail through *brand image*.

2. Brand Trust

Brand Trust of Sogo Tunjungan Plaza IV Surabaya agreed with consumer is loyal to a brand that is entrusted as long as he uses that brand.

3. Customer Loyalty

Customer Loyalty of Sogo Tunjungan plaza agreed with is the power for companies to increase company profits and attract new customers, because customer loyalty reflects what materials are offered by the company to customers enough to meet customer expectations so that customers do not to repurchase.

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