

The Impact of Brand Image, Brand Trust, and Brand Awareness on Consumer Loyalty in Excel Pet Food at Fish Center Lamongan

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Abstract— This research aims to determine the influence of Brand Image, Brand Trust and Brand Awareness on Consumer Loyalty to Excel Pet Food at Fish Center Lamongan. The population in this study were all consumers who purchased Excel Pet Food at Fish Center Lamongan from August to October, totaling 1,862, and the sample used was 95 respondents. The sampling technique uses purposive sampling using the Slovin formula. The analysis technique used in this research is linear regression analysis and for hypothesis testing, namely the t test and 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 an influence which is significant to Consumer Loyalty to Excel Pet Food at Fish Center Lamongan, while through the results of the F test it is known that the Brand Image, Brand Trust and Brand Awareness variables simultaneously have a significant influence to Consumer Loyalty to Excel Pet Food at Fish Center Lamongan.

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

1. INTRODUCTION

In this modern era, advances in the world of marketing provide new business opportunities and challenges for entrepreneurs, Safitri (2020). Thus, entrepreneurs need to carry out updates and also think about new ideas to retain consumers in the hope that consumers will come back to buy. In this instant era, many entrepreneurs 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 a brand logo and distinctive design, so that consumers can differentiate between 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 brand (dry food type) is a new entrant that competes with other brands. There are so many cat food brands and products that are currently competing to get and retain consumers so they don't run to other brands. According to Kotler and Keller (2016) brand image arises from consumers' perceptions and beliefs, which can be seen in the associations that exist in consumers' minds. Meanwhile, according to Sanjiwani (2019), brand image is a picture of the overall perception created from information and usage of people who have purchased a particular brand. For this reason, companies are increasing brand improvements 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 particular brand, with a high desire to repurchase that brand in the future. Brand trust is built because of entrepreneurs who have provided the needs and desires that consumers expect. According to Suciningtyas (2012) Brand awareness is the ability of consumers to recognize and remember a product by just looking at the logo, image and category of a particular brand. And brand awareness is the first step to creating a product brand, Lukito et al (2019). Brand awareness is created from consumer expertise, where this expertise is based on purchasing a product more than once so that it is very easy for consumers to recognize products that are frequently purchased.

According to Desiyanti et al (2018) consumer loyalty is a consumer's activity in deciding to buy a product or service from the same brand. Consumer loyalty is very profitable for companies, because there are customers who buy again, brand preferences and the distribution of information mount to mount, Molinillo et al (2021). Consumer loyalty doesn't just happen, there needs to be a reason why consumers come back to buy a brand. With the use and experience of brands, it will be easier for consumers to decide on their purchasing intentions simply by comparing one product with another until consumers finally find which brand they need and want. Based on the phenomenon explained above, this encourages researchers to find out how important brand image, brand trust and brand awareness are to consumer loyalty which is targeted at consumers who buy Excel Pet Food in Fish Center Lamongan.

2. METHOD

This type of research uses quantitative methods, namely research that uses numbers to test existing hypotheses. According to Sugiyono in the book quantitative, qualitative and R&D research methods (2017) defines quantitative research methods as methods that adhere to the philosophy of positivism, which are used to research populations or samples, collect data with research instruments, statistical data analysis with the aim of to test the hypothesis that has been decided.

2.1 Research Design

The population in this study were consumers who purchased the Excel Pet Food brand in the last three months at Fish Center Lamongan. The data for the last three months starts from August to October. The sampling used in this research is a non-probability sampling technique, namely a technique that uses subjective research where not all of the population has a chance of being selected and is determined by the researcher's expertise based on a specified and non-random object. By using a purposive sampling technique and using the Slovin formula, the total was 95 respondents.

2.2 Data Analysis

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

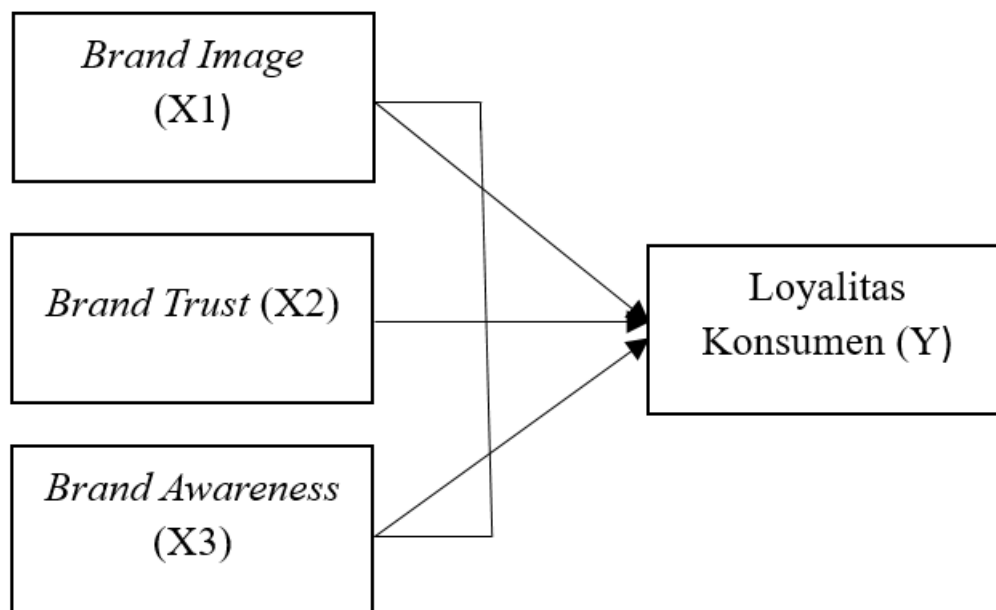


Figure 1. Research Model

3. RESULTS

Validity test

Table 1. X1 Validity Test Results

No. Statement	Calculated r value	Table r value	Information
1	0.791	0.2017	Valid
2	0.733		Valid
3	0.725		Valid
4	0.732		Valid
5	0.709		Valid
6	0.676		Valid

Source: Processed from SPSS Version 25.00

Table 2. X2 validity test results

No. Statement	Calculated r value	Table r value	Information
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. X3 validity test results

No. Statement	Calculated r value	Table r value	Information
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

No. Statement	Calculated r value	Table r value	Information
1	0.749	0.2017	Valid
2	0.714		Valid
3	0.693		Valid
4	0.734		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 statement above can be said to be valid if the calculated r value is greater than the r table.

Reliability Test

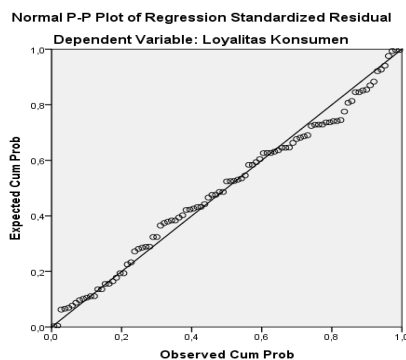
Table 5. Reliability Test Results

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 alpha value > 0.600 , so the variables can be said to be reliable. So the instrument is suitable for use for research.

Normality test



Source: Processed from SPSS Version 25.00

From the histogram graph above, it can be seen that there is a diagonal line followed by dots even though it is not straight and regular following the line, therefore this research uses a normality test using the *Kolmogorov - Smirnov method* to strengthen the histogram graphic image above, the following is the *Kolmogorov normality test table - Smirnov* :

Table 6. Kolmogorov Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		95
Normal Parameters ^{a, b}	Mean	,0000000
	Std. Deviation	1.47213202
Most Extreme Differences	Absolute	,083
	Positive	,083
	Negative	-,058
Statistical Tests		,083
Asymp. Sig. (2-tailed)		,100 ^c

Source: Processed from SPSS Version 25.00

After being tested using *Kolmogorov – Smirnov test* , it is known that *Asymp. Sig (2-tailed)* gets a value of 0.100, which is a value greater than the standard of 0.05, so it can be concluded that the data used in this research is normally distributed.

Multicollinearity Test

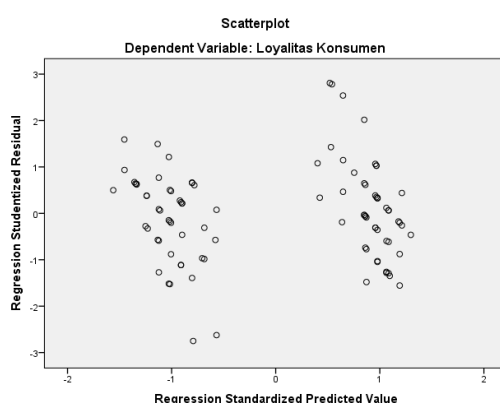
Table 7. Multicollinearity test results

No	Variable	Tolerance	VIF
1	Brand Image (X1)	0.191	5,236
2	Brand Trust (X2)	0.126	7,922
3	Brand Awareness (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 the *tolerance value* of each variable has a value above 0.10, so it can be concluded that there are no symptoms of multicollinearity in the regression model.

Heteroscedasticity Test



Source: Processed from SPSS Version 25.00

It can be seen in the scatterplot image above that the points have spread randomly either below or above the number 0 and the points do not gather at one point on the Y axis. So it can be concluded that there is no heteroscedasticity in the regression model.

Autocorrelation Test

Table 8. Autocorrelation Test Results

DW	etc	du	4-dl	4-du
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 that the DW (Durbin-Watson) value of 2.083 is between the du (1.6) and 4-du (2.27) values on the basis of $du < d < 4-du$ ($1.6 < 2.083 < 2.27$), so it can be concluded that there is no autocorrelation in this research data.

Multiple Linear Regression Analysis Test

Table 9. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,978	1,246		2,391	,019
Brand Image (X1)	,389	,114	,308	3,422	,001
Brand Trust (X2))	,387	,142	,303	2,736	,007
Brand Awareness (X3)	,427	,120	,353	3,555	,001

a. Dependent Variable: Consumer Loyalty (Y)

Source: Processed Primary Data (2024)

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

$$Y = -2.978 + 0.389X1 + 0.387X2 + 0.427X3$$

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

T test (partial)

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

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

It is known that the calculated t value for *brand image* (X1) is 3.422 and the t table value is 1.990 and the significance value is $0.001 < 0.05$, from these results the calculated t for the *brand image variable* (X1) is greater than the t table $3.422 > 1.990$, then it can be said that Ho is rejected and Ha is accepted. So it can be concluded that the *brand image variable* (X1) has a partially significant effect on consumer loyalty.

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

It is known that the calculated t value for *brand trust* (X2) is 2.736 and the t table value is 1.990 and the significance value is $0.007 < 0.05$, from these results the calculated t for the *brand trust variable* (X2) is greater than the t table $2.736 > 1.990$, then it can be said that Ho is rejected and Ha is accepted. So it can be concluded that *the brand variable trust* (X2) has a partially significant effect on consumer loyalty.

c. Testing the influence of *brand awareness* (x3) on customer loyalty

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

F test (simultaneous)

Table 10. F Test Results

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1246,117	3	415,372	185,549	,000 ^b
	Residual	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 that the calculated F value is 185.549 and the F table value is 2.703, which means that the calculated F value is greater than the F table $185.549 > 2.703$, so H_0 is rejected and H_a is accepted. So the independent variables used in this research have a significant influence on the dependent variable at the Fish Center Lamongan.

Multiple Correlation Test

Change Statistics				
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 4.20 that the significant F change value is $0.000 < 0.05$, so it can be said that the independent variable has a relationship with the dependent variable because the sig value. F change 0.000 is smaller than <0.05 together (simultaneously).

Coefficient of Determination Test

Table 11. Coefficient of Determination Test Results

Model Summary

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,927 ^a	,859	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 *model summary table* above, it is known that the value R^2 (*R Square*) is 0.859 or if the percentage is 85.9%. From the value R^2 (*R Square*) it can be seen that the percentage produced by the independent variables *brand image*, *brand trust* and *brand awareness* has a very big influence on the dependent variable of consumer loyalty. So it can be concluded that the independent variable used in this research obtained a result of 85.9% and for the remaining percentage of 14.1%, there may be other independent variables that can influence consumer loyalty (Y).

4. DISCUSSION

The results of the research on the Perception Variable on the Perception Selection Indicator show that in the first instrument, 60% of people chose the Strongly Agree (SS) option & 40% of respondents chose Agree (S), out of 55 respondents regarding the statement:

"I feel that this selection process supports my personal growth and development."

The results of the research on Perception Variables on Perception Organizing Indicators show that in the first instrument 82% of people chose the Strongly Agree (SS) option & 18% of people chose Agree (S), out of 55 respondents regarding the statement:

"I feel the organizational structure in this company is clear and provides clear guidance in my duties and responsibilities." We know that the company's organization is well structured in terms of the division of tasks and those in charge.

The results of the research on the Perception Variable on Perception Indicators About Other People's Behavior show that in the first instrument 69% of people chose the Strongly Agree (SS) option & 31% of people chose Agree (S), out of 55 respondents regarding the statement:

"I have confidence that my colleagues make a meaningful contribution in achieving team goals." From this we can know that the company's employees have good cooperation and communication between employees for the common goal.

The results of research on Perception Variables on perception indicators about social norms. Shows that in the first instrument 58% of people chose the Strongly Agree (SS) option & 42% of people chose Agree (S), out of 55 respondents regarding the statement:

"I feel that the social norms in this company encourage mutual respect and cooperation among colleagues." We know that the employees of the company are fair and respect each other

5. CONCLUSION

Based on research data regarding perception variables on four different indicators, several conclusions can be drawn, namely:

Most of the employees said they agreed with the selection process that existed in the company. They believe that the selection process helps them develop and develop. In addition, employees believe that the company has a clear organizational structure that provides clear directions on the duties and responsibilities that must be carried out. This shows that the company has a good organizational structure.

Employees believe that their colleagues play an important role in achieving team goals, which shows good cooperation and communication to achieve common goals. They also believe that social norms in the company encourage cooperation and mutual respect, which shows that the company's employees behave fairly and respect each other.

Overall, the research results show that employees in companies tend to have positive perceptions of various aspects of their work environment. They believe that the selection process, organizational structure, behavior of others, and social norms in the company promote a good work environment, which helps them develop personally and helps them work well together and communicate with one another.

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