

BRAND LOYALTY: THE EFFECT OF BRAND TRUST, BRAND PERSONALITY, AND BRAND ATTACHMENT

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Abstract : *The purpose of this study was to examine and analyze the effect of brand trust, brand personality and brand attachment on brand loyalty. This research method uses a quantitative approach. The population of this study were consumers of Le Mineral brand mineral water in Labuhan Ratu Satu Village. In this study, the sampling technique used the Non Probability Sampling technique, namely Purposive Sampling. Data collection techniques using a questionnaire. The data analysis technique used in this study is multiple linear regression analysis and processed using the SPSS program. Brand trust has a positive and significant effect on brand loyalty. The results showed that brand personality has a negative effect on brand loyalty, brand attachment has a positive and significant effect on brand loyalty. Simultaneous test results obtained brand trust, brand personality and brand attachment have a positive effect on brand loyalty.*

Keywords: *Brand loyalty, Brand trust, Brand attachment, Brand personality, Marketing*

1. Introduction

The very fast business growth in the industrial sector, especially in Indonesia, makes business people aware of the intense competition in acquiring new customers and retaining existing customers. Facing stiff competition and limited resources, marketers have shifted their focus from acquiring new customers to retaining existing customers. According to Arief *et al* ., (2017) today's marketers are very interested in trust because it is mostly observed that a higher trust rating is positively related to loyalty.

A brand is able to meet consumer expectations or even exceed consumer expectations and provide quality assurance at every opportunity for its use, and the brand is produced by a reputable company, so consumers will be more confident about their choice and consumers will have trust in the brand, commitment to the brand, and consider the brand as part of himself.

The development of the bottled drinking water business is increasing, along with increasing consumer demand. The existence of companies engaged in the drinking water business is increasing and expanding their marketing network to even the village level. This makes the level of competition even tougher. This condition requires every company to work hard by continuing to innovate, and be creative in creating and developing different products, sizes and packaging according to consumer needs, so that their products can be liked, trusted by consumers and loyal to the brand. Thus it is expected to be able to compete with competitors and be able to win the market.

Le Minerale is a relatively new brand of mineral water when compared to other brands such as Aqua, Cleo, Vit, Ades, and other brands. The marketing of Le Mineral drinking water has developed quite rapidly, throughout Indonesia, including in the Way Jepara area, especially at

Alfamart Way Jepara. Le Mineral faces very stiff competition from other brands. This condition can be seen from the sale of bottled water products, as shown in Figure 1. below.

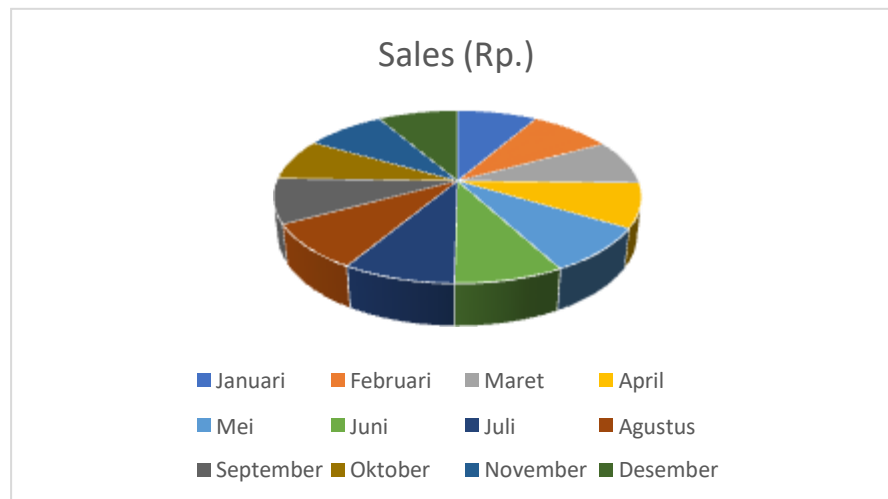


Figure 1. Le Mineral Sales, 2022

Based on Figure 1, sales of Le Minerale bottled water at Alfamart in Way Jepara have fluctuating sales figures, but tend to decline. The highest sales in February 2021, which is Rp. 6,200,000, and the lowest is in October 2021, amounting to Rp. 5,600,000. The fluctuation in sales that tends to decrease indicates that there is a problem. The existence of these problems is probably due to an inappropriate marketing strategy, so that they are unable to compete with other brands. For this reason, Alfamart Way Jepara must find a solution to solve this problem by implementing the right marketing strategy. One strategy that can be done is to increase brand loyalty.

Empirical research found that brand personality Molinillo, S., et al. (2017), can increase brand loyalty. Furthermore Rahayu S. & Harsono M. (2018), Madeline, S., & Sihombing, SO (2019) Rahayu S. *et al.* (2020) stated that brand trust has an effect on brand loyalty. Gokarna, P. (2021) argues that brand attachment has an effect on brand loyalty. Meanwhile Rahayu, S., Fauzi, F., & Aliyah, H. (2020) stated that brand trust, brand personality are important factors in increasing brand attachment. Furthermore Levy & Hino (2015); Purbasari & Purnamasari, (2018) found that brand personality and brand attachment affect brand loyalty. From this description it can be concluded that brand trust, brand personality, and brand attachment affect brand loyalty.

Based on the description of the problem regarding Le Mineral's sales fluctuations and previous research, the research aims to examine the effect of brand trust, brand personality, and brand attachment on brand loyalty. This research is expected to be useful theoretically and practically.

Literature Review and Hypotheses

Previous studies discussing the effect of brand trust, brand personality, brand attachment on brand loyalty have been carried out by various researchers. Molinillo, S., et al. (2017; Rahayu S. & Harsono M. (2018), Rahayu S. *et al.* (2020); Budihardja, L., & Sitinjak, T. (2022). proves that brand trust has an effect on brand loyalty.

Gokarna, P. (2021); Bidmon, S. (2017); argues that brand attachment has an effect on brand loyalty. Furthermore Rahayu, S., Fauzi, F., & Aliyah, H. (2020); Madeline, S., & Sihombing, SO (2019); Herdianti, R. D. T., & Nurhadi, N. (2021) stated that brand trust, brand personality are important factors in increasing brand attachment. Furthermore Levy & Hino (2015); Purbasari & Purnamasari, (2018); found that brand personality and brand attachment affect brand loyalty. From this description it can be concluded that brand trust, brand personality, and brand attachment have an influence on brand loyalty.

Based on the description of the previous research, the following models and hypotheses can be built.

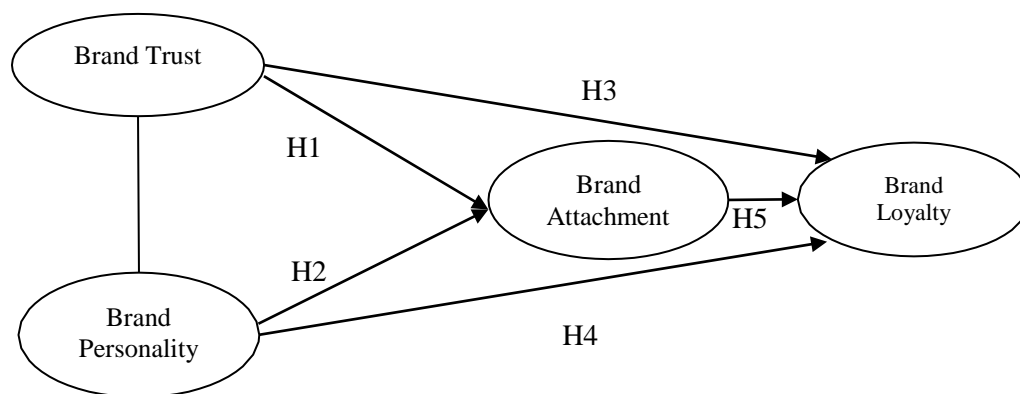


Figure 2. Research Model and Hypotheses

2. Research Method

Based on the purpose of this research is basic research. Basic research is aimed at understanding various problems that occur in organizations, society and management and finding solutions developed from theories and concepts that are useful for the development of science (Sugiyono, 2019). Based on data processing, this research is a study that uses a quantitative approach or method. The quantitative research method is research in which the data is in the form of numbers to be analyzed using statistical tools (Sugiyono, 2019).

The population and sample of this study are consumers of Le Mineral brand mineral water in Labuhan Ratu Satu Village whose number is unlimited or unknown. The sampling technique uses purposive sampling. Purposive Sampling is a sample determination technique with certain considerations (Sugiyono, 2018). Respondent criteria are male or female, at least 17 years old, and have purchased/consumed Le Mineral brand mineral water at least twice. The determination of the research sample used the Lemeshow formula (1997) and obtained a total sample of 96 people. Data collection techniques using survey methods through distributing questionnaires. The data analysis technique uses multiple linear regression with the help of SPSS software.

Table 1. Operational Definitions of Variables

Variable	Operational definition	Indicators/Instruments	Measurement
Brand Trust (Octaviany, A. et al. 2019)	consumer belief that a product has certain attributes	Brand Reliability, Brand Intentions	likert scale
Brand Personality (Hossien, 2011)	A set of human characteristics associated with a brand	Competence, sincerity (fun), trustworthy products	likert scale
Brand Attachment (Keller, 2003)	the level of loyalty attached to consumers towards a brand in the future.	<ul style="list-style-type: none"> • Consumers will not switch brands • loss when the brand ceases to exist • Consumers always try new products offered by this brand • Consumers will continue to buy products even if there is bad news about this brand • Consumers feel incomplete if they do not buy this brand 	likert scale
Brand Loyalty (Akbar, 2019)	positive attitude of a consumer towards a brand, consumers have a strong desire to repurchase the same brand now and in the future	<ul style="list-style-type: none"> • don't change brands • buyer's habits • satisfied buyer • love the brand • committed buyer 	likert scale

3. Results and Discussion

3.1.Results

Table 2. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	5,230	1,572		3,327	0.001
	brand trust	0.819	0.138	0.401	5,925	0.000
	Brand personality	0.009	0.142	0.005	0.064	0.949
	Brand attachment	0.507	0.057	0.619	8,864	0.000

Data source: processed SPSS output (2023)

Based on Table 2. it can be explained by testing with a partial test (t test) of each variable, namely:

1. The t value for the brand trust variable is 5.925 and the value at 5% distribution is 1.985, so t count is $5.925 < t \text{ table } 1.985$ and also a significant value of 0.000 is less than 0.05 ($0.000 > 0.05$). This means that brand trust has a significant effect on brand loyalty.
2. The calculated t value for the brand personality variable is 0.064 and the value at the 5% distribution is 1.985, so t count is $0.064 < t \text{ table } 1.985$ and also a significant value of 0.949 is greater than 0.05 ($0.949 < 0.05$). This means that brand personality individually does not have a significant influence on brand loyalty.
3. The calculated t value for the brand attachment variable is 0.301 and the value for the 5% distribution is 1.985, so t count is $0.619 < t \text{ table } 1.985$ and also a significant value of 0.000 is less than 0.05 ($0.000 < 0.05$). This means that brand loyalty has a significant effect on brand loyalty.

To test the effect of the independent variables together on the dependent variable using the F test. The F test is carried out by comparing the calculated F value with the F table value if F count $>$ F table then there is a simultaneous effect (together), otherwise if F count $<$ F table, it can be concluded that there is no simultaneous influence between the independent variables and the dependent variable. The results of simultaneous regression calculations are obtained as follows:

$$\begin{aligned} F \text{ table} &= F(k-1; nk) \\ &= F(4-1; 100-4) \\ &= F(3; 96) = 2.70 \end{aligned}$$

Table 3. Simultaneous Hypothesis Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	259,681	3	86,560	60,532	,000 ^b
	residual	137,279	96	1,430		
	Total	396,960	99			

Data source: processed SPSS output (2023)

Table 3 shows that the calculated F value is smaller than the F table value, namely F count $60.532 > F \text{ table } 2.70$ and also a significant value of 0.000 less than 0.05 ($0.000 > 0.05$). This means that brand trust, brand personality and brand attachment simultaneously have a significant influence on brand loyalty variables.

Table 4. Determinant Coefficient (R²)

Summary Model ^b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,809 ^a	,654	,643	1.196

Data source: processed SPSS output (2023)

Based on Table 4 . it is known that the value of R Square is 0.654. This means that the effect of brand trust, brand personality, and brand attachment simultaneously (simultaneously)

on brand loyalty is 65.4% with the rest being influenced by other variables not present in this study.

3.2.Discussion

The Effect of Brand Trust on Brand Loyalty.

The results of the research that has been carried out by researchers can be concluded that the brand trust variable was tested partially on brand loyalty of bottled mineral water products in Way Jepara Village resulting in a t test of 5.925 and a value at 5% distribution of 1.985, so t count $5.925 > t \text{ table } 1.985$ and also a significant value of 0.000 less than 0.05 ($0.000 < 0.05$). This means that brand trust has a significant influence on brand loyalty (Y). This positive and significant influence implies that if brand trust increases, loyalty will also increase. The results of this study are in line with previous research on brand trust having a positive and significant effect on brand loyalty, (Budihardja, L & Sitinjak, T. 2022; Rahayu S. & Harsono, M. 2018)

The Effect of Brand Personality on Brand Loyalty.

The results of the research that has been carried out by researchers can be concluded that the brand trust variable was tested partially on brand loyalty of bottled mineral water products in Way Jepara Village resulting in a t test of 0.064 and a value at 5% distribution of 1.985, so t count $0.064 < t \text{ table } 1.985$ and also a significant value of 0.949 greater than 0.05 ($0.949 > 0.05$). This means that brand trust individually does not have a significant effect on brand loyalty. This negative and insignificant effect implies that it does not mean that brand personality has no effect on brand loyalty, but the data collected has not succeeded in proving the difference between brand personality and brand loyalty. The results of this study are not in line with previous research that brand personality has a positive and significant effect on brand loyalty, (Madeline, S., & Sihombing, S., O. 2019; Herdianti, R, DT, & Nurhadi, N. 2021; Rahayu, S., Fauzi, F, & Aliyah, H. 2020)

The Influence of Brand Attachment To Brand Loyalty.

The results of the research that has been carried out by researchers can be concluded that the brand trust variable (X3) was tested partially on brand loyalty of bottled mineral water products in Way Jepara Village resulting in a t test of 8.864 and a value at 5% distribution of 1.985, so t count $8.864 > t \text{ table } 1.985$ and also a significant value of 0.000 less than 0.05 ($0.000 < 0.05$). This means that brand attachment has a significant influence on brand loyalty. This positive and significant influence implies that if brand attachment increases, brand loyalty will also increase. The results of this study are in line with previous research that attachment has a positive and significant effect on brand loyalty, (Bidmon, S. 2017; Gokarna, P. 2021).

Effect of brand trust, brand personality and brand attachment on brand loyalty.

The results of the research that has been carried out by researchers can be concluded that the variables brand trust, brand personality and brand attachment are tested simultaneously on brand loyalty in bottled water products at Alfamart Way Jepara producing a calculated F value that is greater than the F table value, namely F count $3.327 > F \text{ table } 2.70$ and also a significant value of 0.001 less than 0.05 ($0.001 > 0.05$). This shows that brand trust, brand personality and brand attachment simultaneously have a positive and significant effect on the purchasing decision variable.

The results of this study support previous research that brand trust, brand personality, and brand engagement have a positive effect on brand loyalty (Budihardja, L & Sitinjak, T. 2022; Rahayu S. & Harsono, M. 2018; Madeline, S., & Sihombing, S., O. 2019; Herdianti, R, DT, &

Nurhadi, N. 2021; Rahayu, S., Fauzi, F, & Aliyah, H. 2020; Bidmon, S. 2017; Gokarna, P. 2021)

4. Conclusion and Suggestion

Based on the results of the research and discussion of the effect of brand trust, brand personality and brand attachment on brand loyalty in Le Mineral bottled water products at Alfamart Way Jepara, it can be concluded that brand trust has a positive and significant effect on brand loyalty, brand personality has a negative effect on loyalty brand, brand attachment has a positive and significant effect on brand loyalty, and brand trust, brand personality and brand attachment simultaneously have a positive effect on brand loyalty.

For companies, especially Le Mineral bottled water products at Alfamart Way Jepara, it is necessary to pay attention to consumer trust in Le Mineral brand products and consumer attachment to the Le Mineral brand because consumer trust and attachment to Le Mineral brand bottled water products greatly influences brand loyalty . done by consumers. In addition, what must be considered is the age of consumers based on the demographic results of research respondents who are dominated by consumers aged 17 -21 year, and are female. Consumers aged 17-21 years and female gender have characteristics and behaviors that are different from other age ranges and male gender. Therefore, bottled water products with the Le Mineral brand and other brands should be able to develop brand trust, brand personality, and brand attachment to consumers according to their needs.

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