THE INFLUENCE OF BRANDS, PROMOTION AND ONLINE MARKETING ON THE LOYALTY OF AFIFATHIN GAMIS CONSUMERS IN SIDOARJO

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Abstract *: The era of globalization of the business world in Indonesia is growing very rapidly, this is due to the existence of several economic policies that are being launched by the government in the form of deregulation and debureaucracy. Qualitative research methods using SPSS. The population used is 950 and samples taken are 90 respondents using the Slovin formula. The variables in this study consist of independent variables, namely brand, promotion and online marketing, while the dependent variable is consumer loyalty. To determine the effect simultaneously and partially, multiple linear regression analysis is used. The conclusion of this research is that there is a simultaneous and partial influence of brand, promotion and online marketing on consumer loyalty of gamis afifathin. The dominant variable affecting consumer loyalty is brand.*

Keywords*: Brand, Promotion, Online Marketing and Consumer Loyalty.*

1. INTRODUCTION

The era of globalization of the business world in Indonesia is developing rapidly, this is due to the Government's economic policies since 1983 in the form of deregulation and de-bureaucracy. Competition in the business world seems to be getting more intense along with the growth of the economy. The times have often brought changes in lifestyle, lifestyle and the needs of society(Istanti, 2019). Nowadays the public or consumers are getting smarter in deciding and choosing which products to use and indirectly forcing companies to create a product that can meet all consumer needs, this is also influenced by very tight competition so that many companies are competing to can create new innovations in order to maintain and maintain the sustainability of the company (Kusuma, et al, 2021).

The amount of competition forces companies to keep paying attention to the prices offered with the quality of the products produced and not only relying on well-known brands, and designs that are given can attract the hearts of consumers and can maintain the loyalty of these consumers (Budiyono and Sutianingsih, 2021). Lively with technological developments, Afifathin's robe also does not want to be outdone by introducing various product variants, high quality and affordable prices for all consumers in Indonesia.

According toThe American Marketing Association (AMA) defines a brand as "a name, term, sign, symbol, or design, or a combination thereof, which aims to provide the identity of a product or service being sold and differentiate the product from competitors."(Kotler and Keller, 2009). Brand is an asset that is used to generate value for customers by providing satisfaction and good quality. (Kartajaya, 2010)

Promotionis one of the variables in the marketing mix that a company must do in marketing its products. The definition of promotion according to Kotler and Armstrong (2014: 77), Promotion is an activity in communicating the advantages of a product and can influence someone to buy the product.

According to Armstrong (2012)E-Marketing is part of E-Commerce, which is part of the company in providing information about products, producing and selling goods and services online. Meanwhile, according toBoone, Louis E. Kurtz (2008) E-Marketing is part of e-commer with special interest by marketers, which is a strategy in the process of making, distributing, promoting and setting the price of a product online.

The definition of consumer loyalty is a belief that is believed to buy back products that are preferred by commitment even though it is influenced by situational and business efforts in marketing products that can cause consumers to switch to competitors' goods.(Keller, 2012)

2. RESEARCH METHODS
Theoretical basis
a. Management

According to R. Terry (2010) Mmanagement is a special activity which consists of planning, organizing, mobilizing, and controlling which aims to determine and achieve goals by utilizing human resources and other sources.

b. Marketing

Marketing is a managerial process in which the people who are in it get what they want or need through the creation and exchange of the products offered and the value of the products to others.(Kotler, 2013) Maccording to Private et al., (2008: 5) Marketing is one of the main activities carried out by entrepreneurs in their efforts to maintain their lives, to develop and also to get big profits..From some of the definitions above, it can be concluded that marketing is something that links production activities with consumption. This marketing consists of various activities that involve consumers, consumer demand, pricing, implementing new products, advertising, positioning, market analysis, feedback, reviews, distribution, sales, communication and identification of product design and development.

c. Marketing Management

According to Tjiptono (2002)Marketing is a social and managerial activity in which individuals or groups get what they need and want by creating, offering and exchanging goods of value with other people or other groups. Meanwhile, according toAssauri (1999) Marketing is an activity in providing and delivering goods and services to the right person, place, and price through the right promotion and communication.

d. Brand

Brand is an asset that creates value for customers by providing a level of satisfaction and appreciating quality. (Kartajaya, 2010)

e. Promotion

Promotion is information that can provide information that can convince consumers of the goods and services it sells.(Manap, 2016) The definition of promotion is an activity that provides information about the advantages of a product and seduces consumers to buy the product.(Philip Kotler and Gery Armstrong, 2001)

f. Online Marketing

Online marketing is an activity in planning a sales strategy.(Asri, 1991) Another opinion regarding online marketing is a social and managerial process for individuals or groups to get their needs and wants through online.(Kotler, 2002)

g. Consumer Loyalty

   The definition of consumer loyalty is a belief that is determined wholeheartedly to buy back the preferred product.(Keller, 2012)

Type and Scope of Research

This study uses a quantitative approach with a questionnaire. The location of the afifathin robe in Sidoarjo. This research is limited to the independent variables consisting of brand, promotion and online marketing, while the dependent variable is consumer loyalty.

Hypothesis

1. That the variables Brand, Promotion, and Online Marketing simultaneously and significantly have an effect on consumer loyalty gamis afifathin.
2. That the variables of Brand, Promotion, and Online Marketing partially and significantly influence consumer loyalty gamis afifathin.
3. That the brand variable has a dominant influence on consumer loyalty gamis afifathin

Population and Sample

Population is the area of generalization of an object or subject based on the qualities and characteristics that have been determined and conclusions drawn. (Sugiyono., 2016)The population in this study using purposive sampling by taking 950 from consumers who have purchased afifathin gamis more than 5x. Accidental Sampling is a random sampling technique.(Sugiyono., 2008)

The sample is part of the number and characteristics of a population. (Sugiyono, 2018). The sample of this study was 90 using the Slovin formula.

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Operational Definition and Research Variables

Research variables are attributes of groups of research objects that vary from one group to another(Sugiyono, 2009) The research variables can be divided into 2, namely:

1. Independent variable
   a. Variable Brand (X1)
      Brand indicators according to Baack, (2005) Is
      1. Brands are remembered
      2. Preferred brand
      3. Brand selected
   b. Promotion
      Promotion indicators according toArmstrong (2012) that is:
      1. *Advertising* (advertising),
      2. Sales promotion (sales promotion),
      3. *Personal selling* (personal sales),
      4. *Public relations* (public relations),
      5. *Direct marketing* (direct sales).
   c. Online marketing
      There are four indicators of online marketing according to Keller (2012)
      that is:
      1. Email
      2. Ballot papers
      3. Company blog
      4. Website
   d. Consumer Loyalty
      According toNila Kasuma Dewi, SE, Gus Andri, SE., MM, Sepris Yonaldi, SE., (2012) , The indicators of consumer loyalty are:

1. The frequency of consumers in making product purchases
2. Keep buying products without paying attention to competitors.
3. Deliver positive information (word of mouth) about product attributes to others.
4. Buy products without consideration of price.
5. Keep using the product even if you receive negative information about the product
6. Ease of getting the product
7. Product reputation

Data source

The data source of this research came from respondents who bought the gamis Afifathin in Sidoarjo. The data obtained are in the form of primary data and secondary data

Data collection

The research data collection techniques are:
a. Observation
   According to Sugiyono (2016: 203), observation is looking directly at the field used to determine the feasible factors using survey interviews. This study uses observational data by making direct observations on the Afifathin gamis producer in Sidoarjo to support the correctness of the data.
b. Interview
   According to Sugiyono (2016: 194), interviews are to conduct a preliminary study to determine the problems that must be researched, and to find out more in-depth things from respondents and the number of respondents is small / small. In this study using the interview method through question and answer with several buyers or custemer gamis afifathin in Sidoarjo which is related to brand, promotion and online marketing variables on consumer loyalty.
c. Questionnaire
   According to Sugiyono (2016: 199), a questionnaire is a data collection technique by giving a set of questions or written statements to respondents to answer. The questionnaire was given to afifathin gamis buyers in Sidoarjo during the pre-survey to find out how much influence the brand, promotion and online marketing rice has on the loyalty of gamis afifathin consumers in Sidoarjo. This study uses a questionnaire method by giving a set of questions or written statements to the respondent to be answered.

Data analysis technique

Data processing in this study using the SPSS program (Statistical Program of Social Science). The data analysis used is the Data Quality Test, where the data generated from the use of research instruments can be evaluated through validity and reliability tests. Each of these tests is to determine the accuracy of the data

Validity test

According to Arikunto, (2013), Validity is a measure that shows the validity of an instrument. A valid instrument has high validity and is able to measure what is desired and vice versa, an instrument that is less valid means that it has low validity so that it is unable to measure what is wanted and researched.

Reliability Test

According to Imam Ghozali, (2013)Reliability test is a questionnaire measuring tool that is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if the answers to the questions are consistent over time.

3. RESEARCH RESULT
Validity Test Results

Variable / Indicator	The value of r	r table	Information
Validity test			
Brand (X1)			
X1.1	0.543	0.205	Valid
X1.2	0.589	0.205	Valid
X1.3	0.62	0.205	Valid
Promotion (X2)			
X2.1	0.581	0.205	Valid
X2.2	0.485	0.205	Valid
X2.3	0.543	0.205	Valid
X2.4	0.358	0.205	Valid
X2.5	0.339	0.205	Valid
Online Marketing (X3)			
X3.1	0.429	0.205	Valid
X3.2	0.528	0.205	Valid
X3.3	0.387	0.205	Valid
X3.4	0.571	0.205	Valid
Consumer Loyalty (Y)			
Y1	0.406	0.205	Valid
Y2	0.313	0.205	Valid
Y3	0.353	0.205	Valid
Y4	0.393	0.205	Valid
Y5	0.327	0.205	Valid
Y6	0.507	0.205	Valid
Y7	0.442	0.205	Valid

The rtabel value obtained is 0.205. From the table r count each variable is greater than r table so it can be concluded that the indicators on the statement instrument are declared valid.

Reliability Test

Variable / Indicator	Alpha Value	Information
Reliability Test		
Brand (X1)	0.884	Reliable
Promotion (X2)	0.605	Reliable
Online Marketing (X3)	0.866	Reliable
Consumer Loyalty (Y)	0.712	Reliable

From the table it can be seen that the Cronbach alpha value for each variable is more than 0.6. This condition means that all of these variables are reliable and can be used in further analysis.

Multiple Linear Regression

Multiple Linear Regression Equation

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17,386	2,976		5,842	, 000
	X1	, 319	, 174	, 196	1,831	, 007
	X2	, 082	, 125	, 071	, 657	, 013
	X3	-, 069	, 154	-, 047	-, 446	, 657

a. Dependent Variable: Y

$Y = 17,386 \quad + 0.319X1 \quad + 0.082X2 \quad - 0.069X3$

a. A constant of 17.386 means that the independent variable Brand, Promotion and Online Marketing is a constant value, then the dependent variable is Consumer Loyalty of 17.386.
b. Brand (x1) coefficient value of 0.319. This means that if the Brand increases by one unit, then the Consumer Loyalty will increase by 0.319 units.
c. Promotion (X2) coefficient value is 0.082, meaning that if Promotion increases by one unit, then Consumer Loyalty will increase by 0.082 units.
d. Online Marketing (X3 coefficient value of -0.069, meaning that if Online Marketing increases by one unit, then Consumer Loyalty will decrease by 0.069 units.

Hypothesis Test
F test

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	69,539	3	23,180	11,578	, 021b
	Residual	1263,583	86	14,693		
	Total	1333,122	89			

From the results of testing the model together (simultaneously), it was obtained that the Fcount value was 11,578 with a significance of 0.021 and this value was much smaller than α= (0.05), it is concluded that Ho is rejected and H1 is accepted. This means that the variables Brand, Promotion and Online Marketing Work simultaneously (together) affect the Consumer Loyalty variable.

T test

Partial Test (t test)

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	17,386	2,976		5,842	, 000
	X1	, 319	, 174	, 196	1,831	, 007
	X2	, 082	, 125	, 071	, 657	, 013
	X3	-, 069	, 154	-, 047	-, 446	, 657

In the header above: "Unstandardized Coefficients" spans B and Std. Error; "Standardized Coefficients" spans Beta.

From the calculation results, the tcount for the Brand variable is 1.831 with a significance level of 0.007 less than 0.05, so Ho is rejected and H1 is accepted. For the promotion variable 0.657 with a significance level of 0.013 which is smaller than 0.05, then Ho is rejected and H1 is accepted. For the Online Marketing variable -0.446 with a significance level of 0.657 greater than 0.05, Ho is accepted and H1 is rejected. This means that the brand independent variable partially has a significant effect on the dependent variable Consumer Loyalty

Dominant Test

Dominant Test

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta
1	(Constant)	17,386	2,976	
	X1	, 319	, 174	, 196
	X2	, 082	, 125	, 071
	X3	-, 069	, 154	-, 047

Of the three independent variables consisting of Brand, Promotion, and Online Marketing, it can be seen that the Brand variable has the largest β (beta) coefficient value, namely 0.196. In conclusion, the independent variable that has the dominant effect on Consumer Loyalty is the brand variable.

4. CONCLUSION

Based on the results of the research and discussion used according to the hypothesis, conclusions can be drawn:

1. The results of the F test analysis obtained the F value of 11,578 with a significance of 0.021. Therefore the value of Fcount (11,578)> Ftable (2.71) and the resulting significance value is 0.021 and this value is much smaller than α= (0.05), this means that the variables of Brand, Promotion and Online Marketing simultaneously (together) have an effect on the Consumer Loyalty variable. Thus the first hypothesis which states that the variables Brand (X1), Promotion (X2), and Online Marketing (X3) simultaneously affect Consumer Loyalty (Y) Afifathin Sidoarjo's gamis is proven. In addition, the three independent variables and the dependent variable have a level of relationship in the "Medium" category.
2. The results of the t-test analysis for Brands obtained tcount 1.831 and t table 1.66. Therefore (1.831) t count> (1.66) t table with a significance level of 0.007 less than 0.05, so Ho is rejected

and H1 is accepted. This means that Brand independent variables partially affect the dependent variable Consumer Loyalty.

The results of the analysis for Promotion obtained t value 0.657 and t table 1.66. Therefore (0.657) t count <(1.66) t table with a significance level of 0.013 less than 0.05, so Ho is accepted and H1 is rejected. This means that the promotion independent variable partially has no and significant effect on the dependent variable Consumer Loyalty.

The results of the analysis for online marketing obtained tcount 5.845 and t table 1.66. Therefore 5,845 t count> 1.66 t table with a significance level of 0.000 less than 0.05, so Ho is rejected and H1 is accepted. This means that online marketing independent variables partially have a significant effect on the dependent variable Consumer Loyalty.

3. From the partial and simultaneous testing, the independent variable (X) which consists of Brand, Promotion and Online Marketing which dominantly affects Consumer Loyalty is the Brand variable (x1), (proven) has a dominant or significant effect with the largest Beta value which is equal to 0.196 compared with the independent variable Promotion (x2) and Online Marketing (x3).

Suggestion

1. From the research results, it is known that the independent variables of Brand, Promotion and Online Marketing simultaneously have a significant effect on Consumer Loyalty of Gamis Afifathin Sidoarjo.
2. Loyalty of Afifathin Sidoarjo gamis consumers, it is hoped that the company will be able to maintain a good working atmosphere and environment, so that consumers remain loyal in buying and using afifathin robe.
3. From the research results it is known that the independent variables Brand, Promotion and Online Marketing have a partial effect on Afifathin Sidoarjo Gamis Consumer Loyalty, so if the company wants to grow, it is expected that the company leader can quality and quantity as well as timeliness in the production of Afifathin Sidoarjo gamis so as to create or make consumers remain loyal in buying the robe afifathin Sidoarjo.
4. Because Brand is the dominant factor in influencing Consumer Loyalty. For this reason, the owner of the afifathin gamis in Sidoarjo is expected to maintain the quality and quantity of the afifathin gamis product by tighter quality control of the afifathin gamis product.

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