

5th ICITB

THE DETERMINANT OF DIGITAL BASED BRAND LOYALTY WITH BRAND LOVE AS MODERATING VARIABLE OF EL'S COFFEE

Ketut sardoni^{1*}, Faurani Santi Singagerda ^{2*}, Nia Lefiani^{3*}, dan Fitri amalia^{4*}

^{1,2,3,4.} Institut Informatika dan Bisnis Darmajaya

Abstract

The purpose of this study was to determine the effect of Brand Image, Customer Satisfaction, Brand Trust on Brand Loyalty with Brand Love as a moderating variable in El coffee in Bandar Lampung. Problems that take the study of this tends to the development of a brand that is highly influential for the growth of a business to create consumer loyalty so there is no decline. The type of research is using research quantitatively with methods of causal research. The samples in the study are totaled 100 responded by using the formula slovin and using techniques sampling purposive sampling. Research is using the method of analysis of SEM by using application Smart PLS. The hypothesis in the study to determine whether the brand image impact positively on Customer Satisfaction and Brand Trust, Are Customer Satisfaction impact positively on Brand Trust, Are Customer Satisfaction and Brand Trust impact positively on Brand Loyalty, and Customer Satisfaction, Brand Trust and Brand Loyalty influential positive to Brand Love.

Keywords: Brand Image, Customer Satisfaction, Brand Trust, Brand Love, and Brand Loyalty.

1. INTRODUCTION

Coffee is one of commodities produced by Lampung Province. The types of coffee produced in Lampung are diverse for examples Luwak coffee. It is very well known to foreign countries. Other popular coffees are papain, Arabica and Robusta coffees. Coffee has become one of the beverages which is often consumed by the Indonesian people. The tradition of drinking coffee is not just to quench the thirst, but also to accompany people's life activities such as meetings, business meetings, reunions, dating, and others. This is what makes the trend of coffee drinkers

5th ICITB

continue to increase rapidly and unconsciously. The tradition of drinking coffee has become part of the lifestyle.

The phenomenon of coffee shop has become the pattern of our society, especially in most parts of Indonesia such as Tanjung Pinang, Aceh and Pontianak. According to Adi W. Taroepratjeka (2008), almost all corners of the city can be sure to have a coffee shop. Especially, visitors will linger in the coffee shop to enjoy a cup of coffee, cakes, and chit chat. Along with the times, people are currently improving their lifestyles. One manifestation of the modern lifestyle is currently the habit of certain groups of people who hang out in cafes or coffee shops. This is supported by Renald Kasali, an expert in the field of marketing who said, "Coffee is currently no longer to eliminate sleepiness, but it is as part of a lifestyle, in which coffee shops become very popular and interesting places" (Adi W. Taroepratjeka, 2008: 27) .

Indonesia is an agricultural country which is quite fertile for agriculture and plantations, including coffee plants. Thus, it is a natural compilation of Indonesia to become the largest exporter of robusta coffee in the world. Coffee is the second major trade after gas and oil. However, behind the price of Indonesian coffee which continues to improve, Indonesia's financial world is declining. This is due to the development of coffee which does not improve by increasing the quality standards of coffee produced by Indonesian farmers.

One of local coffee shops in Bandar Lampung is El's Coffee. One of the advantages of El's Coffee that is most remembered by customers compared to the many coffee shops or cafes currently in circulation is that El's Coffee serves local coffees from all over Indonesia such as Robusta, Lanang Peaberry, Java Mocha, Flores and Lampung. Arabica, Toraja, Aceh Gayo, Kintamani, Mandailing, Mount Ijen, Canning Bandung, Bajawa Flores, Wamena Papua, and Takengon Long Berry. Besides, the advantage at El's Coffee which was established in 2013, is a giant Toper-branded coffee grinder made in Turkey to create quality coffee grounds from all over the archipelago. El's Coffee also mixes its own coffee blends which are served to create the right flavor, for example between Robusta and Arabica which have their respective characteristics. El's concoction coffee is guaranteed to have passed a series of trials to get the flavor that is being tasted now. The advantages of El's Coffee are expected to increase the El Equity brand equity in consumers' mind. A strong brand image can strengthen brand competitiveness. Brand image, as a factor for decision making, tends to be shaped by the impressions and

5th ICITB

experiences of consumers, representing their overall knowledge about a particular brand (Budiman, 2015). Based on previous research, this research views brand image as an important factor that influences the level of customer satisfaction and trust.

The development of coffee plantation commodities has made a significant contribution to the agricultural sector and the national economy. It can be seen from the value of Gross Domestic Product (GDP), the number of households that rely on sources of income from the plantation sub-sector, employment and employment income. The development of coffee commodities also increases the value and volume of international trade in Indonesian national plantation products and the availability of food sources for the community. The contribution of the coffee commodity sub-sector in the future will be enhanced by increasing the roles and responsibilities of the relevant plantation agencies or institutions which work in synergy with the plantation community, especially coffee farmers.

In brand business, it highly affects toward business growth to create loyalty so that there is no decrease. Similar to the coffee business, various types of coffee shops located throughout the archipelago, one of them is like El coffe. Different types of coffee have different uniqueness, namely by promoting the authenticity of coffee, more coffee variants, ways of processing coffee which can be seen directly by consumers. Therefore, consumers are confident in the products offered.

.

2. LITERATURE REVIEW

Hypothesis Development

Brand image toward Customer satisfaction and Brand Trust

According to Lodhi (2013), brand image and customer satisfaction are about finding out some relationship between brand image and customer satisfaction by looking at people's reactions to different salespeople. They found a positive relationship between brand image and customer satisfaction. Based on the research of Adrian junio Adiwidjaja and Zeplin soul Husada taringan (2017), Brand image and brand trust are factors which can influence consumer purchasing decisions. A good brand image will have a positive impact on the company which will ultimately benefit the company through increased consumer purchases because of the brand trust of consumers for the product.

5th ICITB

H1: The more satisfied consumers are with a brand, there be better image of brand considered by customer

H2: The higher the level of trust in a brand is, the image of of brand will be higher.
Customer Satisfaction toward brand trust

Trust is not easily obtained by company in winning the hearts of the customers. It takes much time time to grow that trust. Trust related to customer retention which in this case is related to trust in a brand (trust in the brand). Trust will help reduce the time and customer risk to the brand for the product or service it chooses. Through trust in the brand, customers do not need to spend a lot of time choosing the product or service brand they will choose.

H3: the more satisfied customer toward a brand, brand trust will be higher.

Customer Satisfaction and Brand trust toward Brand loyalty the previous study showed that satisfaction was strong antecedents of brand loyalty (Belaid and Temessek Behi, 2011; Cronin et al., 2000; Rust and Zahorik, 1993; Walter et al., 2013). Bolton (1998) claimed satisfaction was a prerequisite for achieving brand loyalty because increased satisfaction usually led to increased loyalty (Jones and Suh, 2000). As said by Keller (2009), customer loyalty seemed to be extended from customer satisfaction, which was consistent with Lombart and Louis (2012), who showed that the result of customer satisfaction was customer loyalty. In this research, the role of mediator satisfaction was considered between brand image and brand loyalty. Lau and Lee (1999) stated that trust in the brand was the willingness to trust the brand with all its risks because of the expectations promised by the brand in providing positive results for consumers. If consumers believe in a brand, they will continue to buy the brand, use it and even tell others about the brand's strengths based on consumers' experience in using the brand. Brand Trust has a very big influence on customer loyalty.

H4: the higher customer satisfaction toward a brand, loyalty toward a brand will increase.

H5: the higher trust of brand, the loyalty toward a brand will increase as well.
customer Satisfaction and brand trust toward brand loyalty with brand love as moderating variables

5th ICITB

Based on Boone and Kurntz (1995), customer satisfaction is “The ability of good or service to meet or exceed buyers needs and expectation.” customer will feel satisfied toward service provided by the company if the service is able to meet the needs and expectations of consumers. Keller (2009) states that consumers tend to insist on buying the same brand and refuse to switch to other brands even though competitors have tempted customers to switch to their brands. Carrol and Ahuvia (2017) argue that love for brands results from satisfaction and satisfaction which forms the basis for brand love. Someone's love for brands is willing to express their love and integrate brands in their identities. Hart and Saunders (1997) and Lien et al. (2015) claims that trust represents the level of trust that the other party will act as expected. Keller (2009) states that consumers tend to insist on buying the same brand and refuse to switch to other brands even though competitors have tempted customers to switch to their brands. Carrol and Ahuvia (2017) explain that love for brands results from satisfaction and satisfaction that forms the basis for brand love.

H6: The higher satisfaction of a brand, the higher love toward a brand and the more loyal toward brand will be.

H7: the higher trust toward a brand, the love toward a brand will be higher as well as loyal toward the brand.

3. RESEARCH METHOD

The research use quantitative with causal method. It is type of research problem characteristics in the form of a causal relationship between two or more variables (Sugiyono, 2008) using a survey. Quantitative analysis according to Sugiyono (2013) is an analysis of data based on the philosophy of positivism which is statistical in nature with the aim of testing the hypotheses that have been set. This research uses Non-probability sampling. It is technique of taking sample which does not provide equal opportunity for each element or member of the population to be elected. By using Purposive Sample, the sampling is based on Sugiyono's special selection (2013). The method used to determine the sample by researchers is the Slovin approach with a total of 100 respondents. Analysis data of this research uses Partial Least Square (PLS) approach. PLS is a Structural Equation Modeling (SEM) equation model based on components or variants. According to Ghazali (2006), PLS is an alternative approach which shifts from a covariant-based SEM approach to variant-based. The structural equation model in this research can be seen in the figure below:



This research will examine the effect of Brand image, customer satisfaction, brand trust in brand loyalty with brand love as a moderating variable in EI's Coffee in Bandar Lampung by processing the data obtained through survey results. It will use a questionnaire which has been filled out by respondents to find out the results of the above tests.

Hakjun song, JunHui Wang, dan Heesup Han, Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffe shops. International journal of hospitality management 79 (2019) 50-59.

Putri Yana Sari dan Ken Sudarti, Peningkatan brand loyalty melalui brand image, brand love dan customer satisfaction. Fokus ekonomi Vol. 11 No. 1 Juni 2016 : 1-22.

Aysel ercis, Sevtap Unal, F. Burcu candan, dan Hatice yildirim, The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase

5th ICITB

- intentions. International strategic management conference. Procedia-social and Behavioral 58 (2012) 1395-1004.
- Bambang, A. Rahman Lubis, dan Nurdasila Darsono, Pengaruh Brand Image, Brand Personality, Brand Experience Terhadap Brand Love Dampaknya Pada Brand Loyalty Gayo Aceh Coffee Pt. Oro Kopi Gayo Kabupaten Aceh Tengah. Jurnal perspektif manajemen dan perbankan. Vol. 8 No. 3 November 2017 : 158-184.
- Judy drennan, Constanza bianchi, silvia cacho-elizondo, sandra louriero, Nathalie guibert dan william proud, Examining the role of wine brand love on brand loyalty: A multi-country comparison. International journal of hospitality management 49 (2015) 47-55.
- Joana cesar machado, leonor vacas-de-carvalho, salim i azar, ana raquel andre dan barbara pores dos santos, Brand gender and consumer-based brand equity on facebook: the mediating role of consumer-brand engagement and brand love. Journal of business research.