



Improving the Loyalty of Online Transport User Trough Brand Image, Brand Awareness, and Brand Trust

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ABSTRACT

This study aims to analyze the influence of brand image, brand awareness and brand trust on loyalty of grab bike users. Maintaining customer loyalty become the focus of this study since it is a crucial aspect of any company, including online transportation company to survive in a tight competition. This research is a quantitative study, using a sample of 75 grab bike users as respondents, who represent grab bike users in the area of Jakarta, Bogor, Depok, and Bekasi as the population of this study. The data collected from the questionnaires distributed via google form were analyzed using SPSS. The results of the study indicate that brand image does not have a significant influence on loyalty of grab bike users. Moreover, brand awareness does not influence the loyalty of grab bike users as well. Furthermore, brand trust partially does not have a positive and significant influence on the loyalty of grab users. On the other hand, brand image, brand awareness and brand trust simultaneously have a positive influence on the loyalty of grab bike users. With the limitation of research area, future research may develop a wider sample of grab bike users in different area or in a wider area.

Keywords: Online Transport, Brand Image, Brand Awareness And Brand Trust, Customer Loyalty

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INTRODUCTION

Along with the rapid development of information technology, the ownership of a single motorcycle taxi and its management carried out conventionally, is now starting to be developed as a new business in the form of online motorcycle taxis. The online motorcycle taxi business is a commercial business that provides transportation services for the general public and its management is professionally regulated (Hamid et al, 2016). Online motorcycle taxi transportation services began to bloom in Indonesia in 2014. There are several online motorcycle taxi transportation service companies that are present in Indonesia, one of which is Grab.

Compared to its competitors, Grab and Gojek both experienced a significant increase in delivery, but Gojek looks superior compared to Grab, for example in 2020 Gojek

achieved the number of deliveries in the range of 20 million, while the service delivery range achieved by Grab was around 15 millions. Judging from the business statistics of each company, Grab's achievements are superior to Gojek in several aspects including the number of application downloads, coverage of cities reached and driver partners. This is a challenge for each company to try to get consumer interest while instilling an attitude of consumer loyalty to the company.

To face increasingly fierce competition in maintaining consumer loyalty to a brand, companies are required to pay attention to important factors in providing customer service the best service for consumers. One of the factors supporting consumer loyalty is the brand image which plays a role for the company in providing positive perceptions in the minds of customers. Then there is another aspect that is no less important, namely brand awareness in a company that is managed consistently throughout the life cycle of a product. Another factor that needs to be considered is brand trust arising from consumer perceptions. This brand trust clearly affects customer loyalty, because customers have a more careful attitude towards brands that are not yet trusted. When associated with some of the variables above, consumer loyalty certainly plays an important role for the continuity of the online transportation service business.

This research is inspired by the existence of previous research gap on the observed variables, such as positive influence of brand image on customer loyalty (Andjarwati & Chusniartiningsih, 2018) and Alwi et al (2016) who found that brand image has no influence on consumer loyalty. The result of research by Andjarwati & Chusniartiningsih (2018) reveals that there is a significant influence between brand awareness and customer loyalty. Meanwhile, Tandarto (2017) stated that brand awareness does not have a significant influence on customer loyalty. Moreover, Widodo & Tresna (2018) show that brand trust has a positive and significant effect on consumer loyalty of a product. Furthermore, Abadi et al. (2020) brand trust on consumer loyalty does not have a significant effect.

LITERATURE REVIEW

Brand Image

Brand image represents the perception of customer's mind on the brand. The image formed from this perception is the basis for purchase decisions, which at the end leads to brand loyalty. Kotler et al. (2016) state that brand image is a consumer's perception of a brand as a reflection of the associations, that exist in the minds of consumers. It is an association that appears in the minds of consumers when remembering a particular brand. The association can simply appear in the form of certain thoughts and images associated with a brand. Moreover, Susanto et al. (2019) views brand image as a consumer's perception of a brand. The perception reflects the brand associations. This

associations exist in consumers' memories. Likewise, Bili et al. (2021) states that brand image is what consumers think and feel when they hear or see a brand. The positive image of consumers on a brand is more likely to influence customer to purchase decision. A better brand is also the basis for building a positive corporate image.

Bili et al. (2021), stated that the brand image in the minds of consumers is formed from three elements : (1) Favorability of Brand Association is the advantage of brand associations that can make consumers believe that the attributes and benefits provided by a brand can satisfy the needs and desires of consumers so as to create a positive attitude towards the brand; (2) Strength of Brand Association represents how strong is the brand in the mind of customer. The strength of the Brand Association depends on how brand information is stored in consumers' memories and how that information is managed by sensory data in the brain as part of the brand image; (3) Uniqueness of Brand Association refers to the uniqueness of a brand so that it is difficult for competitors to imitate.

Brand Awareness

Awareness can be defined as the ability of a potential consumer to recognize part of a brand or recall a brand that is part of a certain category Krisnawati (2016). Ransulangi, et.al (2017), brand awareness is the ability of a potential buyer to recognize or recall a brand as part of a certain product category. People are more likely to like or buy familiar brands because they feel safe with something they are familiar with. Most of them assume that a well-known brand has the possibility of reliability, stability in business, and quality that can be accounted for. According to Cahyani & Sutraswati (2016) brand awareness is the ability of a consumer so that he can recognize or recall a brand so that consumers can associate it with a particular product category, without help.

Keller (2013) mentioned several advantages in building a high level of brand awareness are as follows. (1) The learning advantage is related to the brand awareness character that can affect the formation and strength of the associations that make up the brand image. To create a brand image, sellers must build a brand in memory, a trait that influences how easily consumers learn and retain additional brand associations; (2) The consideration advantage is related to the brand consideration, that consumers create every time they make an acceptable purchase. Raising brand awareness may lead to customer purchase action. (3) The advantage of choice is related to the ability of brand awareness to influence customers' decision while they have many choices to satisfy their needs.

Keller (2013) mentions 5 levels of brand awareness as follows. (1) Unaware of brand is the lowest level in the brand awareness pyramid, where consumers are not aware of a brand. (2) Brand recognition is the minimal level of brand awareness, brand recognition,

the level of recognizing and recalling a brand through assistance. (3) Brand recall is a process of recalling a brand based on someone's request to mention a certain brand in a product class. This stage is also known as unaided recall. (5) Top-of-mind awareness is the top-of-mind awareness. This level is a special position because the brand is the "leader" of the various brands that exist in one's mind. However, that does not mean that the brand cannot be replaced by its competitors.

Brand Trust

Trust is the most important thing in the business world. Business transactions will run smoothly if all parties trust in each other. A company must be able to build customers' trust in order to expand their business in certain market. Mowen & Minor (in Priansa, 2017) stated that trust itself is the objects, attributes, and benefits of the knowledge that consumers have and all conclusions that consumers make. Kotler et al. (2016) argue that trust is a company's willingness to rely on business partners. It depends on several interpersonal and inter-organizational factors, such as company competence, integrity, honesty, and benevolence. It can be concluded that customers' trust is a form of attitude that shows a feeling of confidence to use a product in a particular brand. Trust will arise if a product purchase by customers can provide the benefits and values that consumers want.

Kotler et al. (2016) mention 4 dimensions to determine customers' trust on a brand. (1) Benevolence, which is how much someone trusts the seller to behave well to customers; (2) Ability, which is an up-to-date assessment of what a person can do. In this case how the seller is able to convince the buyer and provide satisfaction and security guarantees when transacting; (3) Integrity, is how much someone believes in the honesty of the seller to maintain and fulfill the agreement that has been made to the consumer; (4) Willingness to depend is the willingness of consumers to depend on the seller in the form of acceptance of risks or negative consequences that may occur.

Customer Loyalty

Customer loyalty can be interpreted as a customer's commitment to a product or service which is reflected in a very positive attitude and a form of repeat purchase behavior made by the customer consistently over a long period of time (Priansa, 2017). Loyalty is a long-term customer commitment, which is implemented in the form of loyal behavior and attitudes towards the company and its products, by consuming regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by customers where it will affect the company's existence.

Research Framework

Schematically, the framework of thought in this research can be seen in the following Figure 1.

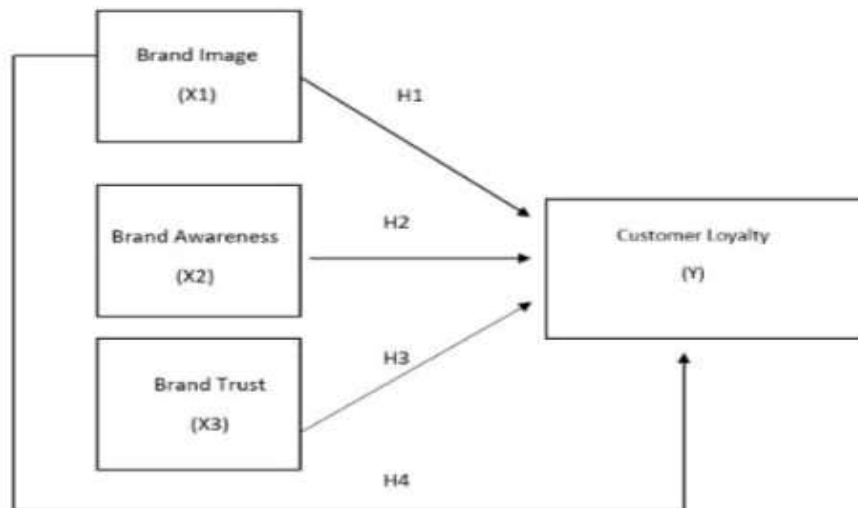


Figure 1. Research Framework

The hypothesis of this research, which is shown on Figure 1, can be stated as follow.

Ha1: There is an influence of brand image on Grabbike user loyalty.

Ho1: There is no influence of brand image brand on Grabbike user loyalty.

Ha2: There is an influence of brand awareness on Grabbike user loyalty.

Ho2: There is no influence of brand awareness of loyalty on Grabbike user loyalty .

Ha3: There is an influence of brand trust on Grabbike user loyalty.

Ho3: There is no influence of brand trust on Grabbike user loyalty.

Ha4 : There is an influence of brand image, brand awareness and brand trust on Grabbike user loyalty simultaneously.

Ho4: There is no influence of brand image, brand awareness and brand trust on Grabbike user loyalty simultaneously.

METHODOLOGY

This study used quantitative method. The unit of analysis used in this study is the individual analysis unit in the form of respondents' perceptions or assessments of users of Grabbike transportation services. These respondents were chosen because these consumers are parties, who directly related to Grab. The variables in this study include the independent variable (brand image, brand awareness and brand trust) while for the dependent variable is costumer loyalty.

The population in this study was all users of Grabbike in Jabodetabek (Jakarta, Bogor, Tangerang, and Bekasi) area. With an unknown population, the researcher determines the number of samples using Ferdinand theory (2014). In multivariate research, the size of the sample is determined as many as 25 times of the independent variable. Therefore, the sample used is $3 \times 25 = 75$ samples.

The data used in this study are primary data. In testing the data instrument, the researcher conducted several methods including validity & reliability, normality test, autocorrelation test, heteroscedasticity test and multicollinearity test. Then after all the data is declared to have passed the instrument test, data processing and analysis are carried out with data interval classification, multiple linear regression equations, t test, F test and determination test.

RESULTS

Validity test

The results of the validity test show that r value of all indicators on the variables of brand image, brand awareness, brand trust and customer loyalty are bigger than r table value, with the score of > 0.227 . Thus, all indicators of the variables are declared valid as research instruments.

Reliability Test

The results of the reliability test showed that all indicators on the variable brand image, brand awareness, brand trust and customer loyalty had a Cronbach Alpha value > 0.60 . Thus, all indicators of the variables are declared reliable as research instruments.

Classical Assumption Test Results

Normality Test Results

The results of the normality test are normally distributed because the residual value has a significance value of 0.11 which means $0.11 > 0.05$. The calculations obtained from the

normality test data are supported by the results of the Histogram graph analysis and the following Normal Probability Plot graph.

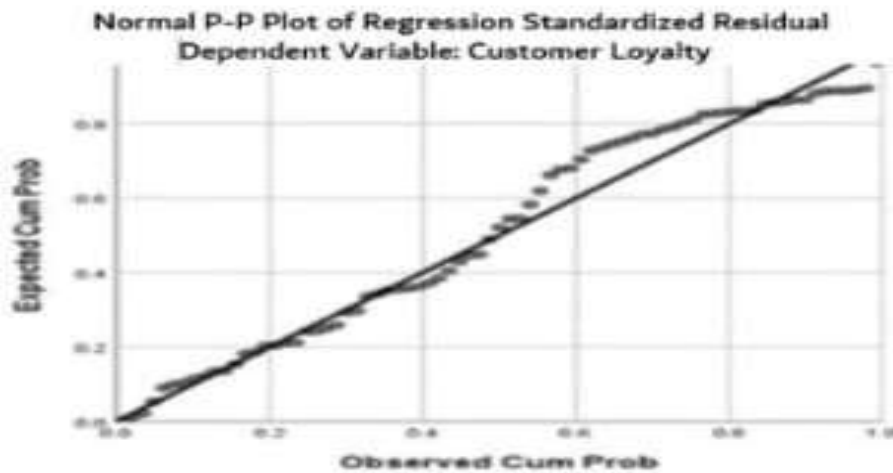


Figure 2. Normal Probability Plot Graph

Based on the results of the normal probability plot test in Figure 2, it is known that the data or points that follow the direction of the diagonal line and some of the data spread around the diagonal line.

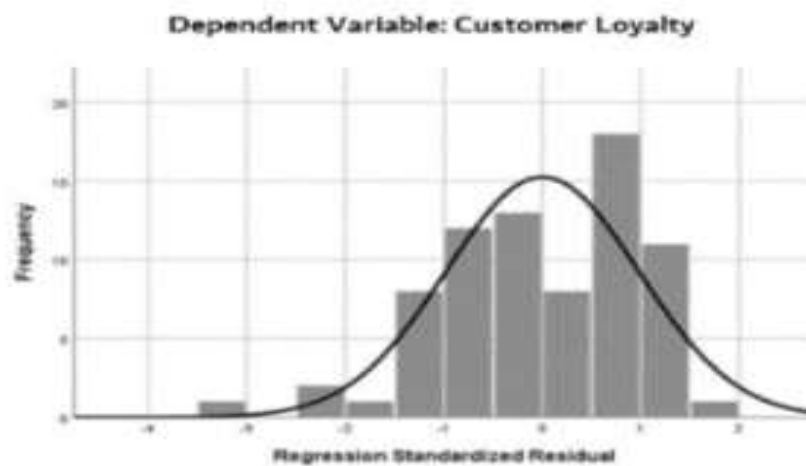


Figure 3. Histogram

The test results on the Histogram graph in Figure 3 shows that the distribution of the stretched line follows the graphic pattern in the figure. Therefore, the research can be continued because the results of the two tests in the picture above meet the assumptions of normality and the data is feasible to use.

Autocorrelation Test Results

The results of the autocorrelation test showed that the Durbin Watson test value was 1.679. Based on the amount of data (n) = 75, then the value of $k = 3$ (independent variable) and a significance value of 0.05, the lower value limit (dL) is 1.5432 and the upper value limit (dU) is 1.7092. So the results obtained are $1.5432 < 1.679 < 1.7092$ ($dL < d < dU$) meaning that there is no positive autocorrelation.

Heteroscedasticity Test Results

The test results as can be seen on the scatterplot graph shows that the data points are randomly distributed, both below and above the number 0 on the Y axis. The spread of these points is not patterned as well as forming a wavy pattern that widens then narrows and widens again. Therefore, it can be concluded that heteroscedasticity does not occur in the regression model. It means that the predictive correlation of customer loyalty as dependent variable and brand image, brand awareness and brand trust as independent variables is feasible to use as a regression model.

Multicollinearity Test Results

Each of the VIF values obtained include the brand image variable of 1.731, the brand awareness variable of 1.011 and the brand trust variable of 1.717, which means that the entire VIF value of the variable < 10 . Meanwhile, the Tolerance value for the brand image variable is 0.578, then the brand awareness variable is 0.989 and the brand trust variable is 0.583. From the Tolerance value of each of these variables, which is > 0.10 , can be concluded that the research data passed the multicollinearity test.

Multiple Regression Equation Estimation

The multiple regression equation formula obtained in this study is

$$Y = 0.498 + 0.249X_1 - 0.018X_2 + 0.539X_3$$

The multiple linear regression equation has resulted on the following things.

The pure value of the dependent variable Customer Loyalty without being influenced by the dependent variable is 0.498. The influence of the Brand Image variable on Customer Loyalty is indicated by a regression value (b_1) of 0.249. Therefore, if the brand image variable has an increase of 1%, it will influence on strengthening the Customer Loyalty

variable of 0.249. The influence of the Brand Awareness variable on Customer Loyalty is indicated by a regression value (b_2) of -0.018. Therefore, if the brand awareness variable has increased by 1% it will strengthen the Customer Loyalty variable of -0.018. The influence of the Brand Trust variable on Customer Loyalty is indicated by a regression value (b_3) of 0.539. Therefore, if the brand trust variable increases by 1% it will strengthen the Customer Loyalty variable of 0.539.

Multiple Linear Test

t-Test Results

The results of hypothesis testing can be seen that the calculated t value for the influence of Brand Image on Customer Loyalty is 1.806 or $<$ t-table 1.9939 and a significant value of 0.075 or $>$ 0.05. Therefore (H_0) is accepted and (H_a) is rejected. Thus, the hypothesis (H_{01}) which describes that there is no influence of brand image on customer loyalty for online motorcycle taxi services on Grabbike, is accepted.

The results of hypothesis testing can be seen that the t-count value for the influence of Brand Awareness on Customer Loyalty is -0.174 where the value is $<$ t-table 1.9939 and a significant value is 0.862 or $>$ 0.05. Therefore (H_0) is accepted and (H_a) is rejected. Thus, the hypothesis (H_{02}) which describes that there is no effect of brand awareness on customer loyalty for online motorcycle taxi services on Grabbike, is accepted.

The results of hypothesis testing can be seen that the t-count value for the influence of Brand Trust on Customer Loyalty is 3.076 where the value is $>$ t-table 1.9939 and the significant value is 0.003 or $<$ 0.05. Therefore (H_a) is accepted and (H_0) is rejected. Thus, the hypothesis (H_{a3}) which is partially defined as consumer trust has a positive effect on consumer loyalty for Grabbike users, is accepted.

F-test Result (H_4)

The significance value for the influence of the variable Brand Image, Brand Awareness and Brand Trust on the Customer Loyalty variable is smaller when compared to the alpha value, which is 0.000 or $<$ 0.05 with a calculated F value of 11.385. Using the formula $F_{table} = (k; n-k)$. "k" represents the number of independent variables and n is the number of samples, then $F_{table} = (3; 72)$ is 2.73. In this case, the calculated F value is bigger than the F table, which is $11.385 >$ 2.73. Therefore, it can be concluded that H_{a4} is accepted. This means that simultaneously brand image, brand awareness and brand trust have a positive influence on consumer loyalty of Grabbike users.

Determination Test Results

The R square value obtained is 0.325 or if it is converted into a percent value of 32.5%. In other words, the independent variables Brand Image, Brand Awareness and Brand Trust affect the dependent variable Customer Loyalty by 32.5% and the remaining 67.5% other variables outside this study affect customer loyalty.

DISCUSSION

The results of this study are different to the result of the study conducted by Andjarwati et al. (2018). Andjarwati found that there is significant influence of brand awareness and brand image on customer loyalty. In the other hand, the results of this study indicate that there is no influence between brand image and brand awareness on Grabbike user loyalty. However, the result of this study is in line with the result conducted by Gabriella & Antonio (2022). Gabriella & Antonio (2022), stated that brand image simultaneously has a positive influence on the Consumer Loyalty variable while partially it does not have a significant effect. In this case, it can be concluded that the two studies support each other because the results of this study indicate a simultaneous positive influence of the brand image variable on the consumer loyalty variable and partially the brand image variable does not have a significant influence on consumer loyalty. Furthermore, the results conducted by Rachman & Wahono (2017) revealed that brand trust has no effect on customer loyalty. Meanwhile, the research shows that there is an influence between brand trust and customer loyalty. So it can be concluded that these two studies do not support each other.

Previous research conducted by Chandra & Keni (2019) mentioned the influence of Brand Awareness on Customer Loyalty. When compared with this study, it can be concluded that the two studies do not support each other because the results of this study indicate that there is no influence between brand awareness and customer loyalty. The results of the research conducted by Kuswati et al. (2022) suggests that brand trust has a significant and positive influence on consumer loyalty. It can be concluded that the two studies support each other, because the results of this study indicate that there is a significant and positive influence between trust and customer loyalty.

CONCLUSION

In facing the tight competition, Grab as one of big public transportation providers should be able to find appropriate ways to maintain its' customer loyalty. One of crucial things to be improved is the Company's Brand Image. From the data gathered, it can be said that the company's brand image can be improved by increasing the indicators supporting the brand image as well as providing comfort and superiority of the services offered, so that customers feel the additional benefits. While they also can fulfill their needs. Another way of maintaining customers' loyalty is by increasing customers'

awareness on the brand. As a great company, there are many ways that Grab can do to increase brand awareness. One of which is by increasing appropriate promotions, so that company brand awareness can be managed properly. Since Brand Trust has a very good rating and has a significant influence on consumer loyalty, Grab must maintain the trust that has been gained from the customers. It can be done by maintaining customers' confidence.

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