The Influence of Brand Image, Customer Satisfaction, and Online Shop Quality on Customer Loyalty

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Abstract: The purpose of this research explains the effect of online shopping (online shop) on customer loyalty was determined by brand image, customer satisfaction and product quality. The type which is used in the sampling method of this study was determined based on the Slovin formula. The questionnaire served as a research tool. Data analysis techniques used questionnaire analysis were tested for validity and reliability to determine the accuracy and persistence of the questionnaire. In addition, the data collected from the questionnaires were analyzed using the SPSS analysis technique. As a result, it had a positive and significant effect on brand image, customer satisfaction and product quality on customer loyalty also customer loyalty had a positive effect on brand image, customer satisfaction had a positive and significant impact on (customers). satisfaction and quality were the variables that most influence loyalty.

Keywords: Brand Image, Customer Satisfaction, Service Quality, Customer Loyalty

Introduction

With technological developments that are always more advanced, Indonesia now days has a great opportunity to practice the business, such as online shopping. One of the driving factors the growth of online shop is internet access easier in Indonesia. This is meant to improvein come per capita which affects the purchasing power of goods and services (Febriantoro, 2018). For some people, online shop has become a new way of shopping and seen as a solution because consumers can get the goods and services they want without going to malls, but the web has been pushed by online buying and selling providers, just open the site and select what you want, pay by transferring money to the seller (Fatmawati, 2020). Online shopping apart from being a new way to shop, has also been considered as a solution when Indonesians shop. Because with online shopping, you no need to go shopping to the shopping store, just choose what you want.

According to (Hernando, 2017) Online shopping is not always considered efficient and effective because some people think that online shopping cause anxiety for online shoppers. The risks that usually occur are related to security issues, fraud, and complaints.(Bahtiar, 2020)revealed that online shopping parties should carry out strategies so that they can attract customers or consumers usually are led by lower prices (for certain items that increase customer visits and attractiveness), complete product availability, convincing products (not fake/fake). it is not appropriate.

Online store owners must pay attention to the best quality and service to attract visitors, so as to generate trust that can retain customers (Fahmi et al., 2018). According to (Rosdiana et al., 2019) One of the trust aspects that influences a sale and purchase agreement to occur in an online shop, because in the absence of customer trust, no agreement can be made via the web media. Research objectis Lamongan society by making Public Lamongan also object is expected to be able to answer the question whether brand image, customer satisfaction, and service quality have an impact or influence on customer loyalty.

By paying attention to the brand image of the products and services provided Becomes important in competitive marketing environment, now days customers are looking for branded products and services. This is because according to (Ganyang, 2019) A positive brand image helps increase customer loyalty, while also has an important role in building a company's brand image to achieve customer loyalty.

According to (Setiawan et al., 2019), consumer satisfaction is a measure of the goods or services received by consumers. A place where consumers feel satisfied or disappointed with a product. Consumers will say that they are satisfied with the product. (Kotler and Armstrong 2001) show that consumers are satisfied with their product purchases fulfilling their desires and expectations. Therefore, consumers usually evaluate products positively if the brand gives them satisfaction will profit a business.

According to (Afiah et al., 2020), The relationship between brand image and consumer loyalty situated in consumer choice and desire for the brand. This is a consumer attitude. Attitudes towards a particular brand often influence whether consumers are loyal or not. Consumer awareness and trust in a particular brand can attract

consumers to buy and even increase consumer loyalty to the product. Consumers perceive a particular brand to be physically different from its competitors, and the continued adoption of a brand image creates loyalty towards a particular brand, which is known as brand loyalty.(Kotler & Keller 2006:177) states that customer satisfaction is a feeling of pleasure or disappointment after comparing the perceived performance or product results with the expected performance or results. If performance gets expectations, customers will not be satisfied.

This study aims to examine the effect of the surveyed variables on brand image, customer satisfaction and quality on customer loyalty in e-commerce online stores which are implemented as follows:
1) How does the influence of brand image on customer loyalty?
2) How does customer satisfaction affect customer loyalty?
3) How does the quality of the online shop affect customer loyalty?
4) How does the influence of brand image, customer satisfaction , online shop quality of customers together on customer loyalty ?

Research methods

The population in this study as 190 people. The sample size for this study was determined based on the Slovin formula (Husein Umar, 2005: 108) as follows: $n = N / (1 + (N \times e^2))$.

Where: n = sample size
N = population size
e = critical value

The population for this research is students within the desired error limit of 10% of the Lamongan community 190 following the calculation above, the result is: 65 Data collection method used is to use a questionnaire. The scale in this study uses a Likert scale because basically it is a scale that is easy to use so that researchers can easily measure the opinions and attitudes of respondents. The Likert scale used is a 5-point scale.

The sampling technique used in this study was determined based on the Slovin formula. We chose this technique because the samples we took were from Public Lamonganwith primary data and secondary data. The data sources used in this study are primary and secondary data sources. In collecting data for this study, we used a questionnaire distribution method. The survey guide serves as a data collection tool.

The data analysis technique used in this study used validity and reliability tests as well as data instrumentation including multiple regression analysis. The analysis shows that all are valid. Reliability Testing After plausibility testing, data reliability testing should be continued. A reliable meter must consist of valid meter elements, so all reliable must be valid, but not all valid must be reliable. In the following test results table, all variables were found to have an alpha greater than 0.60, indicating that all variables in this study were reliable.

Research Result

Classic assumption test The Kolmogorov-Smirnov statistical test was used for analysis (Ghozali, 2005:115). Guidelines for making decisions on approximately or normally distributed data based on the Kolmogorov-Smirnov test, as shown below:
1. The data is said to be normal if the significant value is > 0.05
2. If the significant value is <0.05, the data is not normally distributed

Table 4.3
Summary of Normality Test

One-Sample Kolmogorov-Smirnov Test Unstandardized Residuals

N		64
Normal Parameters, b	Means	.0000000
	std. Deviation	.80630470
Most Extreme Differences	absolute	.144
	Positive	096
	Negative	-.144

Test Statistics		.144	
asymp. Sig. (2-tailed)		.002c	

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

A. Multicollinearity Test

Table 4.4
Summary of Multicollinearity Test

|	Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound	Upper Bound	Correlations Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
1	(Constant)	2.060	1.034		1.993	.051	-.008	4.128					
	X1	-.003	.060	-.007	-.055	.956	-.123	.116	.405	-.007	-.005	.557	1.797
	X2	.358	.064	.798	5.597	.000	.230	.486	.688	.586	.519	.423	2.364
	X3	-.068	.064	-.147	-1.054	.296	-.196	.061	.424	-.135	-.098	.442	2.263

a. Dependent Variable: Y

The results of the multicollinearity table show that each variable has a VIF value of 10 or less with a tolerance of 0.1 or bigger and show that this variable does not show multicollinearity.

B. Heteroscedasticity Test

This test was conducted to test the residual variance inequality from one observation to another in the regression. The bad regression model is not heteroscedastic. The decision criterion is to see if a certain pattern of Y with residuals is predictable.

Table 4.5
Summary of Heteroscedasticity Test
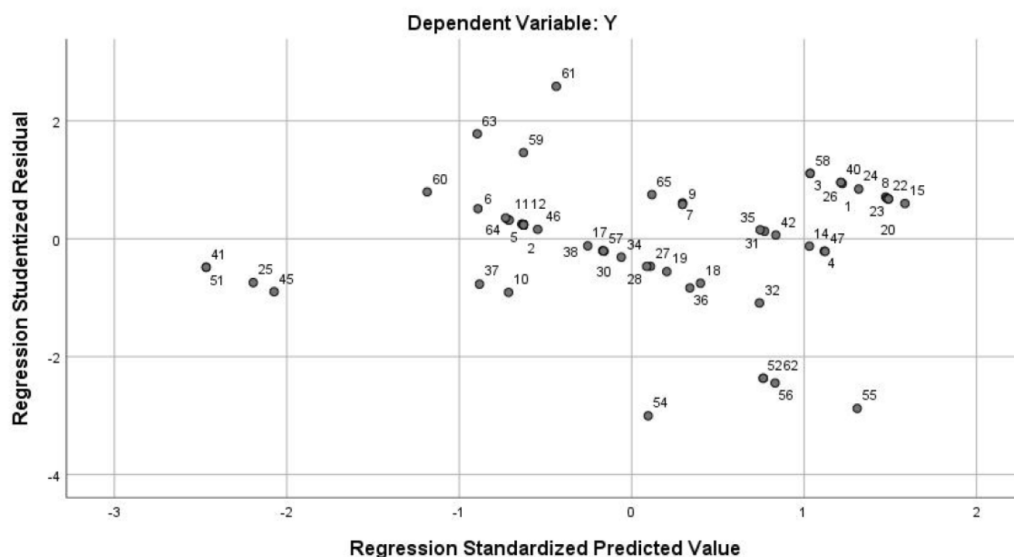
From the image above, the graph shows a fuzzy pattern between the Y-axis values (predicted Y values), and the points randomly distributed above and below the Y-axis, so that's OK. heteroscedasticity. The x (residual) axis shows a fuzzy pattern, with uneven points above and below the x axis, indicating no heteroscedasticity.

C. Multiple Linear Regression Test

Table 4.6
Summary of Multiple Linear Regression Test Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	2060	1,034		1993	051
	X1	-.003	.060	-.007	-.055	.956
	X2	.358	.064	.798	5,597	.000
	X3	-.068	.064	-.147	-1,054	.296

a. Dependent Variable: Y

Based on the results of multiple regression analysis, the regression equation is obtained as follows: Y = 2.060 + 0.003X1 + 0.358X2 + 0.068X3 In the above equation the constant value is 2.060 which means that if the three scores on the three variables are equal to zero then the decision will be 2.060

D. Test f

This F test was conducted to test the significance of all independent variables in the simultan type. Therefore, wes gives test the significant effect of the image brand, satisfaction customer, and the quality of online stores on loyalty customer. As for the formula null hypothesis (H0) and hypothesis (Ha) about the three variables and customer loyalty are as follows: H0: Image Brand, Satisfaction Customer, Loyalty Customers, and Online Store Quality. Ha: Citra brand, satisfaction customer, and online store quality all affect customer loyalty simultaneously.

Table 4.7
F Test Summary **ANOVAa**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38,401	3	12,800	18,752	.000b
	residual	40,958	60	.683		
	Total	79,359	63			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X1, X2

Usage rate5% or 0.05, hypothesis formula H0: b1=b2=b3=0, brand image (brand image), customer satisfaction (customer satisfaction) and quality online shop influential to simultaneous customer retention (customer loyalty) and Haha =not allb = 0 increases. Test significance 0.000 compared to the F table value Df1=k-1 (Kisnumber of variables) 4-1=3. For Df 2 = nk (n respondents) 32-4 = 28, F table = 3610 and F count can be seenat 18,752 tables. From here we could conclude that H0 rejected. It means that brand image, customer satisfaction, and quality shop online cooperate.

E. t test

Basically, the t-statistic test measures how much good independent variable independently independent explain the variation in the dependent variable. When making a decision, value between t arithmetic and t table compared to on level significance of 5%. When the t-statistic value is greater than the value t-table, then the independent variables individually have a greater influence on the dependent variable (Imam Ghozali, 2009: 88-89).As shown in the table below, t-test conducted to see whether the effect of the independent variable on the dependent variable is partial and proven.

Table 4.8
T Test Summary Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	2060	1,034		1993	051

International Journal of Latest Research in Humanities and Social Science (IJLRHSS)
Volume 05 - Issue 12, 2022
www.ijlrhss.com || PP. 320-326

X1	-.003	.060	-.007	-.055	.956
X2	.358	.064	.798	5,597	.000
X3	-.068	.064	-.147	-1,054	.296

a. Dependent Variable: Y

Description: If t count <T table significant < 0.05 then there is influence from. brand image variable H0: b1=0Customer loyalty no influential to brand image. Ha: b1≠0Influential brand image to customer loyalty. T table (0.05/2; 65-2-1) T table = (2.052:62)= 0.33 with a significance level of 5%. Based on these calculations, the calculated T value for brand image (X1) is -0.055. This means that brand image (brand image) affects customer retention (customer loyalty). because 2.050 < -0.055 c. Customer Satisfaction Fluctuates (Customer Satisfaction) H0: b1=0 There is no effect of customer satisfaction on customer loyalty. Ha: b1≠0 Customer loyalty is influenced by customer satisfaction. T table (0.05/2; 65-2-1) T table = (2.052:62) = 0.33 with a significance level of 5%. Based on these calculations obtained T-scores count for motivation (X2) as big 5,597 which shows that customer satisfaction has an effect to customer retention. Because... < 5,597 c. quality variable H0: b1=0 Quality has no effect on customer retention (customer loyalty). Ha: b1≠0 Yes influence quality to customer retention (customer loyalty). T-table (0.05/2; 65-2-1) with use level significance 5%o on the T-table = (2.052:62) = 0.33. Based on these calculations obtained T-scores count for quality (X3) is -1.054, it means quality influential to customer loyalty (customer retention). ...for <-1,054

The coefficient of determination

The coefficient of determination (R2) is the fraction or percentage of the total Y variation represented by the regression line. The coefficient of determination is the square of the correlation coefficient. The coefficient of determination is used to now manifestation the resulting influence of the independent variable on the dependent variable. The coefficient of the determinant is often called the coefficient of multiplication. The following table determines the coefficient:

Table 4.8
Summary of the Coefficient of Determination Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.696a	.484	.458	.826

a. Predictors: (Constant), X3, X1, X2
b. Dependent Variable: Y

From this table we can see that coefficient determination R² is 0.484. It means 48.4% customer loyalty (customer retention rate) can be explained by brand image, customer satisfaction and online store quality. the rest influenced by variable others which is not include in this research

Discussion
The Effect of Brand Image on Customer Loyalty
The results of research conducted by the author show that (X1) brand image partially influences the purchase intention of online store users. It means, customers trust to use online store services. According to Keller's research (2008), brand image is based on research findings on customer loyalty when buying products online, and influencing customer loyalty when buying products online.

The Effect of Customer Satisfaction on Customer Loyalty
The results of research conducted by the author show that (X2) customer loyalty partially affects customer loyalty of online store users. Customer satisfaction has a clear positive effect on customer retention of Grab online transportation service users in Lamongan city. Based on these findings, it can be formulated that online store service quality has a significant effect on customer loyalty

The effect of online shop quality on customer loyalty
The results of the research that the authors conducted showed that (X3) quality of service/online shop affect customer loyalty. According to research (Subagyo and Susanto 2019), the results of the analysis show that

there is a significant correlation between the impact of service quality on customer loyalty, the customer satisfaction variable has a positive but not significant effect, while the company image variable has no impact on customer retention.

Conclusions and recommendations

Conclusion
Based on the results of data analysis of 65 respondent, can be concluded that:
1) From statistical calculation results subtest, can be concluded that Brand image has a secondary influence to customer retention rate application online store.
2) Based on the results of statistical calculation ssub test, can be concluded that customer satisfaction partially affect customer loyalty (customer retention) for online store applications.
3) From statistical calculation results subtest, it can be concluded that quality has a partial effect on customer loyalty.
4) Based on the results of statistical calculations testing simultaneous will have an effect on quality brand image , customer satisfaction , customer loyalty online store application

Suggestion
Based on the results of the analysis of the discussion as well as some conclusions in this study, as for the suggestions that can be given through the results of this study in order to get better results in the future.

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