

The Influence of Brand Image, Trust, Electronic Word of Mouth On Consumer Loyalty of Jambi Typical Souvenirs (Outlet Tempohyac)

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Abstract. *This research was conducted to look at the influence of Brand Image Trust, and eWOM on Loyalty at the center of souvenirs typical of Jambi. The study was conducted on 100 consumers of The Typical Souvenir Center of Jambi (Tempohyac outlet) with purposive sampling method, and analyzed using the SPSS program. The results of research known to Trust, Brand Image and eWOM significantly affect loyalty, with brand image having a negative relationship to loyalty and trust variables and EWom having a positive relationship to loyalty.*

Keyword: *Brand Image, Trust, Electronic Word of Mouth, Consumer Loyalty*

Pendahuluan

As a business strategy, marketing is the act of adjusting a market-oriented organization in the face of business realities, both in the micro and macro environments that are constantly changing. The marketing process is expected to create value for customers and build customer relationships. In marketing can not be separated from the direction of consumer behavior, often this consumer's needs are not met and he will show disappointed behavior. Conversely, if the needs are met consumers will show happy behavior as a manifestation of satisfaction. The invitation of the Ministry of Communication and Informatics to utilize digital technology in marketing micro, small and medium enterprises (MSMEs) to penetrate the global market is not a difficult thing to implement. This was reinforced by the statement of the Director of Information and Communication of the Ministry of Economic & Maritime Affairs, Septriana Tangkary, who said that more than 18 percent of MSMEs had entered the digital economy market. Where 37 percent of 60 percent of them are social media users such as WhatsApp group, Facebook and others used as marketing media (Pancawati, 2020).

The information was delivered just before the Covid-19 pandemic. However, the impact of the pandemic that changed the order of almost all these fields also affected business actors including MSMEs. Life is reluctant to die unwilling, at least that's a proverb that can describe the condition of MSMEs in the midst of the current Covid-19 pandemic. The rapid and massive transmission of the coronavirus has forced the government to implement Large-Scale Social Restrictions (LSSR). The policy has an impact on various business activities of MSMEs and on the economy. However, the government must decide the choice between economic interests or the safety of citizens. Certainly with full calculation and risk consequences, the safety of citizens is above all else (Kholidah & Hakim, 2018). Basically the purpose of a business (Muhdiyanto & Pramesti, 2018) is to create satisfaction among consumers. The creation of consumer satisfaction can provide several benefits, including the relationship between the company and the consumer to be harmonious, provide a good basis for repurchase and the creation of consumer loyalty, and form a word of mouth recommendation that benefits the company (Jalilvand & Samiei, 2012). The link between consumer satisfaction and consumer loyalty is disproportionate. If consumer satisfaction is ranked on a scale of one to five, then at a very low level of consumer satisfaction (level one), consumers tend to stay away from the company by spreading bad stories about the company. At levels two to four, consumers are somewhat satisfied but still find it easy to switch when a better offer comes up (Aramendia-Muneta, 2017). At the fifth level, consumers are very likely to repurde and even deliver praise stories about the company. High satisfaction or pleasure creates an emotional bond with the brand or company, not just excessive likes (Choo et al., 2016).

The Covid-19 pandemic has been a difficult time for several aspects including marketing. This is also felt by MSME business actors. The use of online media can help the defense and life journey of MSMEs. Loyalty is a strong commitment to encourage customers to visit again (Hu et al., 2009; Melia, 2015). Consumer loyalty (Tambunan, 2012) is a manifestation and continuation of consumer satisfaction in using facilities and services provided by the company, as well as to remain consumers of a company. Loyalty was measured using trust, consumer satisfaction, brand image and

war of mouth variables. The purpose of this study was to analyze how much influence Electronic Word Of Mouth has on consumer loyalty.

Library Review

Marketing

According to (Fraering & Minor, 2013), marketing is the process of planning and implementing the conception, pricing, promotion and distribution of ideas, goods, and services to create an exchange that satisfies individual goals and organizational goals. This definition recognizes that marketing management is a process that concerns analysis, planning, implementation, and control; that this marketing management includes ideas, goods, and services; that this marketing management is based on an understanding of exchange; and that the goal is to generate satisfaction for the parties involved. According to (Pancras & Sudhir, 2007) there are three perspectives that can represent marketing, namely: (1) Marketing as a managerial activity, or what marketers do; (2) Marketing as a philosophy, as in organizations; (3) Marketing as a field of study, or discipline. The definition of marketing above can be concluded that the marketing process is a system of interconnected business activities and is aimed at planning, distributing and promoting goods and services carried out by the company to meet the wants and needs of consumers and aim to satisfy its consumers. The main key to achieving an organization's goals is to recognize the needs and wants of its target market and provide satisfaction to consumers in a more effective and efficient way than its competitors.

Characteristics of Loyalty

A loyal customer is an asset of no value to the company, because the characteristics of a loyal customer are: (1) Convey positive things about the company to others; Using or re-selecting the company's products/services in the future; Considering the company as the main choice in buying / using services; and recommend to others to choose a company. (Berry et al., 1988) Valerie A. Zethaml, Leonard Berry, A. Parasuraman (1996)

E-Marketing

E-Marketing by (Smith, n.d.) Chaffey, Dave et al (2006) is a form of use of Intenet and related digital technologies to achieve marketing goals and support modern marketing concepts. Kotler and Armstrong (2012) is an effort by the company to inform, communicate, promote and sell its products and services over the internet.

Word Of Mouth

The three stages of WOM according to (Hasan et al., 2020) are TAPS (Talking, Promoting, Selling):

1. Talking is the stage where a consumer talks about a product or brand to another consumer.
2. Promote when a consumer is not just talking about the brand / product but also willing to promote it to other consumers.
3. Selling is the stage where a consumer wants to sell the brand / product to others.

According to (Vermeer et al., 2019) Trusov et al. (2009) Word of mouth marketing is even seen as an important alternative to traditional marketing efforts because it adapts commercial information to forms relevant to different members of society (Setiawan et al., 2014).

Brand Trust

(Asadpoor, 2017) also mentions Brand trust is undoubtedly one of the most powerful tools to make connections with customers on the internet. (Bowen & Bowen, 2016) Brand trust is based on the finding that there is a strong positive relationship between brand trust and brand loyalty. (Al-Hawary, 2013) defines Customer satisfaction is the level of a person's felt state resultating from comparing a product's perceived performance (or outcome) in relation to the person's expectations. Customer satisfaction is the level of one's feelings as a result of a comparison between reality and expectations received from a product or service. (Parasuraman et al., 1985) provides the definition of Customer satisfaction is a customer's perception of a single service experience. Customer satisfaction is a customer's perception of a type of service experience. (Jamal & Naser, 2002) states that the Customer feels that consumption meets some of the needs, desires, goals whose results are a standard of satisfaction and dissatisfaction..

Dimensions of Consumer Satisfaction

There are three main dimensions to building consumer satisfaction. The three main dimensions are: (1) Value, Consumer estimate of the total ability of a product to meet its needs; (2) Quality, overall characteristics and properties of

goods and services that affect its ability to meet stated and implied needs; and (3) Services, Activities or benefits offered by one party to another party that are essentially without being and do not result in any ownership.

Concept of Corporate Image (CI)

Maintaining an image is very important in attracting or retaining employees who excel in labor market competition, to attract investors and other parties who provide assistance to the company. A good image is also useful to put the company in a good position in the community. According to (Harrison-Walker, 2001) there are 4 indicators in corporate image, namely: Personality: Social responsibility, vision and mission, appreciation, public trust, reputation (reputation): Competitive ability, competency standards, security; Value: Quick response, Friendliness; and Corporation Identity: Company name, mass media information, office structure and design.

Metode

Secondary data is supporting data from primary data obtained from literature studies related to Jambi City and other relevant library materials. The study time starts from March to July 2021. (Ali et al., 2010) says that data collection is a systematic and standard procedure for obtaining the necessary data. The data collection techniques used in this study are as follows: Questionnaires and Library Research. The sample size in this study refers to the theory put forward, which recommends the minimum sample count is 5 times the number of question items contained in the questionnaire. The indicators in this study consist of 2 research variables consisting of 3 free variables and 1 bound variable. The author of this study will analyze the data obtained descriptively qualitatively and quantitatively.

- a. Scale Range In Likert Scale can be used: Weight 1 = Very Bad; Weight 2 = Not Good; Weight 3 = Good Enough; Weight 4 = Good; Weight 5 = Very Good
- b. Validity Test, Significance test is performed by comparing the value of r calculate with the r table for degree of freedom (df) = $n - 2$ in this case the number of samples. Statistical testing refers to the criteria: r calculate < r critical then invalid and r calculate > r critical then valid

A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.60. Multiple Linear Regression Analysis: $Y = a + bX_1 + bX_2 + bX_3 + e$
Description: Y = Loyalty; a = Constant; b = Regression coefficient; X_1 = Corporate Image; X_2 = Trust; X_3 = Satisfaction; e = Error standard

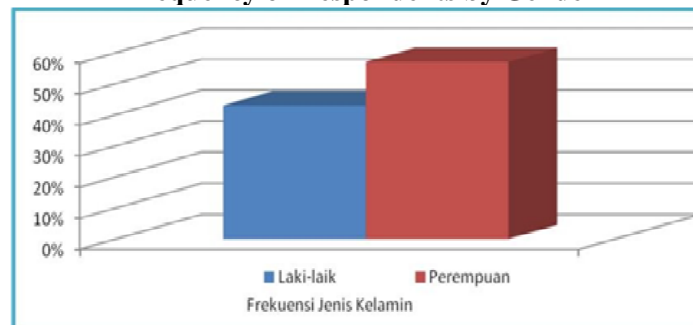
Correlation, as the following description is presented in the interpretation of the correlation coefficient of the value r as follows: 0.00 - 0.199 = Very Not Close; 0.20 - 0.399 = Not Tight; 0.40 - 0.599 = Close Enough; 0.60 - 0.799 = Tight; 0.80 - 1,000 = Very Close

Coefficient of Determination (R^2), to find the magnitude of influence caused by free variables on non-free variables used coefficient determinant with formula: $KD = R^2 \times 100\%$

Where: KD = Coefficient of Determination (How far the change in variable Y is used by variable X .; R^2 = Correlation Coefficient. Hypothesis Coefficient (t test), this test is done to determine the significant influence between free variables on variables bound to trust.

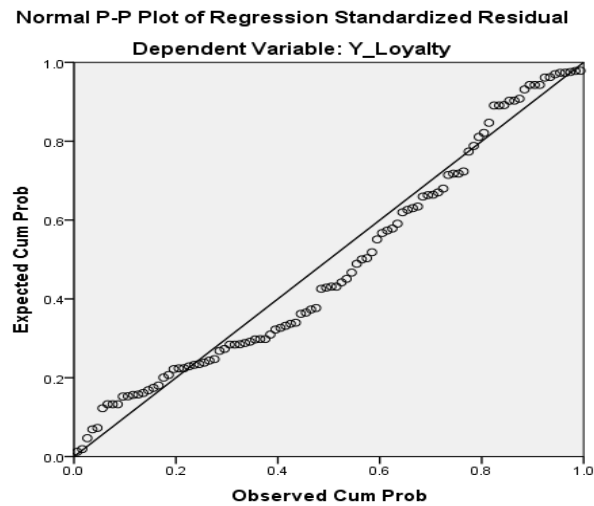
Hasil

Figure 1
Frequency of Respondents by Gender



Source: Data processing

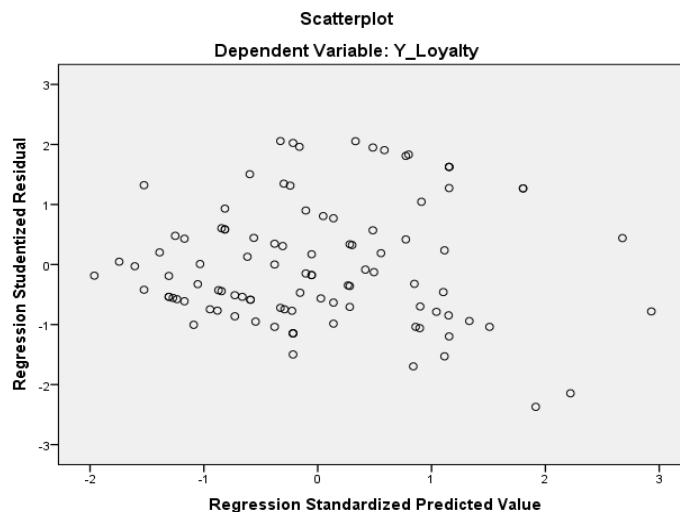
Figure 2
Normality Test



Source: Data processing

Based on the results of the normality test, it can be seen from Figure 2 above (Normal P-Plot of Regression Standardized Residual) it is seen that the dots spread around the diagonal line and follow the direction of the diagonal line (not split away from the straight line), this shows that the regression model is worth using because it meets the assumption of normality of normal distributed data, because the points in the image spread around the diagonal line and the direction follows a diagonal line.

Figure 3
Scatterplot



Source: Data processing

Based on Figure 3 above it is seen that the points spread randomly, not in the form of an orderly pattern and spread both above and below the number 0 on the Y axis, in addition the dots do not collect in one place only, thus in this regression model means that heteroskedasticity occurs. So that the regression model is feasible for corporate image variables (X1), Trust (X2) and Satisfaction (X3) to bound variables i.e. Loyalty

Table 1
Predictors: (Constant), X3_Satisfaction, X2_Trust, X1_Corporate.Image

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
X1_Corporate.Image	.993	1.007
X2_Trust	.994	1.006
X3_Satisfaction	1.000	1.000

Source: Data processing

Based on Table 1 above it can be seen that tolerance and VIF values show that none of the independent variables have tolerance values that are less than 0.10 and none of the independent variables have VIF values greater than 10. It can then be concluded that there is no multicollinearity between independent variables in this regression model.

Table 2
Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.477 ^a	.228	.204	2.92042	.791

Source: Data processing

Based on Table 2 it can be seen that the Durbin-Watson Test number of 0.791 which is between -2 and 2, it is identified that there is no autocorrelation.

Table 3
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	14.374	4.149		3.464	.001		
X1_Corporate.Image	-.397	.178	-.201	-2.233	.028	.993	1.007
X2_Trust	.555	.154	.324	3.598	.001	.994	1.006
X3_Satisfaction	.341	.111	.274	3.059	.003	1.000	1.000

Source: Data processing

The results of the data management, obtained the panel data regression equation as follows:

$$Y_{it} = \alpha + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + e_{it}$$

$$Zscore Y = 14,374 - 0,397 X_1 + 0,555 X_2 + 0,341 X_3 + e$$

Table 4
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	241.419	3	80.473	9.435	.000 ^b
Residual	818.771	96	8.529		
Total	1060.190	99			

Source: Data processing

Conclusion

1. Based on the results of the discussion conducted in the previous chapter on the influence of independent variables Corporate Image (X1), Trust (X2) and Satisfaction (X3) affect the loyalty variable (Y), it can be formulated some conclusions as follows:
2. Simultaneously Corporate Image (X1), Trust (X2) and Satisfaction (X3) affect loyalty variable (Y) significantly. This is indicated by F count greater than F table (9,435 > 2.70) and by comparing the significant magnitude of 0.05, then 0.000 < 0.05 means that there is a significant influence between corporate image variables (X1), Trust (X2) and Satisfaction (X3) affecting loyalty variables (Y).

3. Partially Corporate Image (X1) has a significant effect on Loyalty (Y). This is shown by the value of the variable Corporate Image (X1) of 2.233 and the t table of 1.98498 ($2.233 > 1.98498$). From the results of the comparison, it can be known that the value of t calculated is greater than the value of t table ($t_{count} > t_{table}$). H₀ is accepted and H₁ is rejected, which means there is a significant influence between the Corporate Image (X1) variables on loyalty.
4. Partially Trust (X2) has a significant effect on Loyalty (Y). This is indicated by the Value of the Trust variable t count (X2) of 3.598 and the t table of 1.98498 ($3.598 > 1.98498$). From the results of the comparison, it can be known that the value of t counting is greater than the value of t table ($t_{count} > t_{table}$). H₀ is accepted and H₁ is rejected which means there is a significant influence between trust variables (X2) on loyalty.
5. Partial satisfaction (X3) has a significant effect on loyalty (Y). This is indicated by the value of the variable Satisfaction (X3) of 3.059 and the t table of 1.98498 ($3.059 > 1.98498$). From the results of the comparison, it can be known that the value of t calculated is smaller than the value of t table ($t_{count} > t_{table}$). H₀ is accepted and H₁ is rejected, which means there is a significant influence between the Satisfaction variable (X3) on loyalty.

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