



## The Influence of Brand Awareness and Brand Trust on Brand Loyalty through Customer Satisfaction as an Intervening Variable (Study on Aqua Drinking Water Consumers in Surabaya)

Nabila Adelia<sup>1\*</sup>, R. Yuniardi Rusdianto<sup>2</sup>

Universitas Pembangunan Nasional "Veteran" Jawa Timur

**Corresponding Author:** Nabila Adelia [20042010113@upnjatim.ac.id](mailto:20042010113@upnjatim.ac.id)

---

### ARTICLE INFO

*Keywords:* Brand Awareness, Brand Trust, Customer Satisfaction, Brand Loyalty

*Received :* 12, January

*Revised :* 22, February

*Accepted:* 25, March

©2024 Adelia, Rusdianto : This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

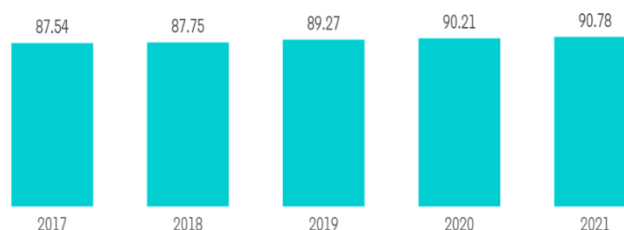
The purpose of this study was to analyze the effect of brand awareness and brand trust on brand loyalty through customer satisfaction on bottled drinking water for the Aqua brand. This research method is quantitative research with the analysis technique used is path analysis. The sample used was random sampling with 100 respondents. The result of this study is that brand trust affects customer satisfaction. Meanwhile, brand awareness has no effect on customer satisfaction. Brand awareness affects brand loyalty while brand trust and customer satisfaction have no effect on brand loyalty. Brand trust affects brand loyalty through customer satisfaction, while brand awareness has no effect on brand loyalty through customer satisfaction.

---

## INTRODUCTION

The large demand for mineral water products has resulted in many companies creating bottled drinking water products (AMDK), especially mineral water. People believe that bottled mineral water is cleaner than water that is cooked first. This is because companies produce quality mineral water and cleanliness by having special sophisticated tools in producing mineral water.

**Table 1 Top Brand Index of**  
Source: mordorintelligence.com



Based on the Indonesian bottled drinking water market data graph above, the percentage of the bottled drinking water market in Indonesia has always increased every year. In 2017 it was 87.54%, in 2018 it was 87.75%, in 2019 it was 89.27%, in 2020 it was 90.21%, and in 2021 it was 90.78%. The highest increase was in 2019 by 1.52%.

Increased expenditure on drinking water due to lack of availability of safe drinking water. Lack of access to clean water sources is a major risk factor for many infectious diseases, including cholera, diarrhea, dysentery, hepatitis A, typhoid and polio. Most urban dwellers in Indonesia are concerned about the quality of tap water, especially in terms of taste and consistency. This has resulted in a growing demand for bottled drinking water in Indonesia

**Table 2 Top Brand Index of**  
Source: topbrand-award.com

Brand	TBI 2019	TBI 2020	TBI 2021	TBI 2022	TBI 2023
AQUA	61%	61.5%	62.5%	57.20	55.1%
Le Minerale	5%	6.1%	4.6%	12.5%	14.5%
Club	5.1%	6.6%	5.8%	3.8%	3.5%
Cleo	4.7%	3.7%	3.7%	4.2%	4.2%
Ades	6%	7.8%	7.5%	5.3%	5.3%

Based on table 1.1 Top Brand Index of the Packaged Drinking Water (AMDK) category above, it explains the percentage of various mineral water brands consisting of Aqua, Le minerale, Club, Cleo and Ades. Based on this top brand index table, the Aqua brand has been ranked first for the last five years. The Aqua brand has been the brand with the highest level of success and popularity for 5 years from 2019 to 2023 with a percentage in 2019 of 61%, 2020 of 61.5%, 2021 of 62.5%, 2022 of 57.20% and 2023 of 55.1%. The percentage of the

Aqua brand does not always increase, as in 2022 it decreased by 5.2% and in 2023 it decreased by 2.1%, so it can be concluded that Aqua products currently need evaluation in increasing the number of consumers, even though for the last five years it has always been ranked first in the bottled drinking water (AMDK) category. This is also considering that there are also many other brand competitors that are no less good quality than the Aqua brand.

Based on the explanation above, brand awareness and brand trust are important factors to determine brand loyalty. So the researcher is interested in conducting research with the title "The Effect of Brand Awareness and Brand Trust on Brand Loyalty through Customer Satisfaction as an Intervening Variable (Case Study on Aqua Drinking Water Consumers in Surabaya).

## **THEORETICAL REVIEW**

### ***Brand Awareness***

Brand Awareness describes the extent to which the level of consumer memory of a product brand (Kinnear and Taylor, 2006 in Samsudin 2023). Brand awareness is consumer awareness of a product or service brand as a consideration for choosing a product or service

### ***Brand Trust***

Brand trust, according to Suryani et al (2019), is a sense of security that a consumer has through his interaction with a brand based on consumer perceptions that the brand can be trusted and is responsible for the interests and welfare of consumers

### ***Customer Satisfaction***

Consumer satisfaction is the level of feeling that consumers have when receiving a product or service provided and comparing the performance of the product or service they receive with their expectations increase. Customer satisfaction depends on consumer perceptions, wants and needs

### ***Brand Loyalty***

Brand loyalty perceives buying a good or service repeatedly as a strong and consistent commitment to buying that good or service (Oliver & Rust, 1997 in Putra & Keni, 2020)

### Conceptual Framework

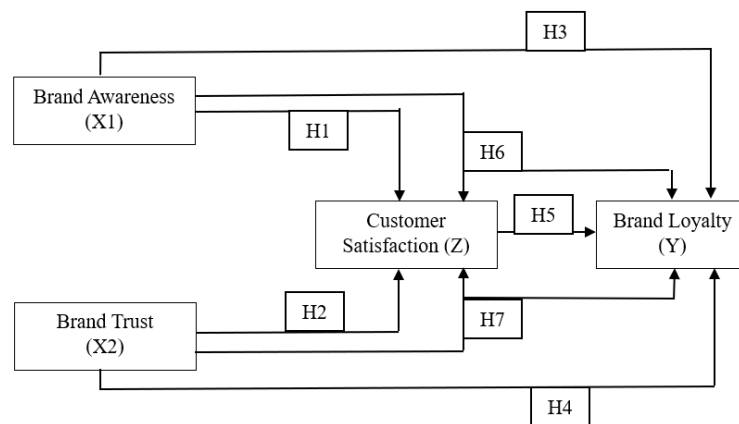


Figure 1. Conceptual Framework

### Hypothesis

H1: Brand awareness has a significant effect on customer satisfaction

H2: Brand trust has a significant effect on customer satisfaction

H3: Brand awareness has a significant effect on brand loyalty

H4: Brand trust has a significant effect on brand loyalty

H5: Customer satisfaction has a significant effect on brand loyalty

H6: Brand awareness has a significant effect on brand loyalty through customer satisfaction as an intervening variable

H7: Brand trust has a significant effect on brand loyalty through customer satisfaction as an intervening variable

### METHODOLOGY

The purpose of this study was to analyze the effect of brand awareness and brand trust on brand loyalty through customer satisfaction as an intervening variable in bottled drinking water for the Aqua brand in Surabaya. The research method used in this research is quantitative research. The sampling technique used simple random sampling and obtained a sample size of 100 respondents.

### RESULTS

Based on several tests that have been carried out in research, the following results were obtained.

Validity Test

**Table 3 Validity test result**  
 Source: Processed by researchers

Variables and Statements	Correlation Coefficient/ $r_{count}$	Sig	$r_{table}$	Information
Brand Awareness X1.1	0,615	0,000	0.195	Valid
Brand Awareness X1.2	0,675	0,000	0.195	Valid
Brand Awareness X1.3	0,757	0,000	0.195	Valid
Brand Awareness X1.4	0,516	0,000	0.195	Valid
Brand Trust X2.1	0,838	0,000	0.195	Valid
Brand Trust X2.1	0,854	0,000	0.195	Valid
Brand Trust X2.1	0,834	0,000	0.195	Valid
Brand Loyalty Y.1	0,788	0,000	0.195	Valid
Brand Loyalty Y.2	0,787	0,000	0.195	Valid
Brand Loyalty Y.3	0,812	0,000	0.195	Valid
Customer Satisfaction Z.1	0,814	0,000	0.195	Valid
Customer Satisfaction Z.2	0,828	0,000	0.195	Valid
Customer Satisfaction Z.3	0,647	0,000	0.195	Valid
Customer Satisfaction Z.4	0,726	0,000	0.195	Valid

Based on the table above, it shows that the results of validity testing on indicators of all variables have valid information, which is due to the correlation value  $\geq$  than  $r_{table}$  of 0.195 so that all of them are valid.

Reliability Test

**Table 4 Reliability test result**  
 Source: Processed by researchers

No.	Variable	Cronbach's Alpha count	Cronbach's Alpha Minimum	Conclusion
1.	Brand Awareness (X1)	0,757	0,60	Reliabel
2.	Brand Trust (X2)	0,843	0,60	Reliabel
3.	Customer Satisfaction (Z)	0,799	0,60	Reliabel
4.	Brand Loyalty (Y)	0,823	0,60	Reliabel

Based on the table above, it can be concluded that the calculated Cronbach's alpha value on all research variables is greater than the minimum Cronbach's alpha of 0.60. Therefore, it can be said that the measuring instrument in the form of a questionnaire in this study is reliable so that it can be used for further analysis.

**Test Classical Assumptions**

In the classical assumption test consists of several tests, including the following.

1) *Normality Test*

**Uji Normalitas**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.87202272
Most Extreme Differences	Absolute	.084
	Positive	.061
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.080 <sup>c</sup>

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

Based on the table above, it can be explained that the Kolmogorov Smirnov test results prove that the residual values follow the normal distribution because  $Asymp. Sig (2-tailed) = 0.08 > 0.05$

2) *Heteroscedasticity Test*



**Figure 2 Heteroscedasticity test result diagram**  
 Source: Processed by researchers

Based on the picture above, it can be concluded that the results of the heteroscedasticity test, produce an image that does not have a clear pattern, and the points spread above and below 0 on the Y axis, so there is no heteroscedasticity.

3) *Multicollinearity Test*

**Table 5 Multicollinearity test result**

Source: Processed by researchers

No.	Variable	Tolerance	VIF
1.	<i>Brand Awareness</i>	0,748	1,337
2.	<i>Brand Trust</i>	0,468	2,137
3.	<i>Customer Satisfaction</i>	0,521	1,918

Based on the table above, it can be seen that all independent variables have a tolerance value of more than 10% and a VIF value of less than 10, so it can be concluded that the regression model does not occur multicollinearity.

4) *Linierity Test*

**Table 6 Linierity test result**

Source: Processed by researchers

No.	Variable	Sig. Deviation From Linierity	Sig.	Conclusion
1.	<i>Brand Awareness</i> <i>Brand Loyalty</i>	0,270	0,05	Linearity
2.	<i>Brand Trust</i> <i>Brand Loyalty</i>	0,530	0,05	Linearity
3.	<i>Customer Satisfaction</i> <i>Brand Loyalty</i>	0,062	0,05	Linearity

Based on the table above, it can be concluded that the form of relationship between the independent variable (independent) and the variable (dependent) has a linear form because it has a Sig value of each variable greater than 0.05.

**Path Analysis**

1. *Substructure 1*

This substructure is used to determine the influence of variables X to Z, or independent variables on intervening variables.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.205	1.449		2.211	.029		
	Brand Awareness	.085	.093	.077	.912	.364	.754	1.326
	Brand Trust	.820	.106	.650	7.707	.000	.754	1.326

a. Dependent Variable: Customer Satisfaction

$$Z = \alpha + \rho_1 X_1 + \rho_2 X_2 + e_1$$

$$= 3,205 + 0,085X_1 + 0,820X_2 + e_1$$

1. The constant value ( $\alpha$ ) = 3.205. This value means that the variables Brand Awareness, Brand Trust are constant, there is no change with a constant customer satisfaction value of 3.205.
2. The coefficient value of Brand Awareness (X1) =  $\rho_1$  = 0.085, this means that if the Brand Awareness (X1) variable is increased by one unit, the Brand Awareness (X1) of Aqua bottled drinking water will increase by 0.085 units.
3. The coefficient value of Brand Trust (X2) =  $\rho_2$  = 0.820, this means that if the Brand Trust (X2) variable is increased by one unit, the Brand Trust (X2) of Aqua bottled drinking water will increase by 0.820 units.

The results of the t test from substructure 1 are:

1. Brand Awareness (X1) has a  $t_{count} < t_{table}$  value, which is  $0.912 < 1.985$ . Therefore, it can be concluded that there is no significant effect of the Brand Awareness variable (X1) on the consumer satisfaction variable (Z) or the hypothesis is rejected.
2. Brand Trust (X2) has a  $t_{count} > t_{table}$  value, which is  $7.707 > 1.985$ . Therefore, it can be concluded that there is a significant influence of the Brand Trust (X2) variable on the consumer satisfaction variable (Z) or the hypothesis is accepted.

2. Substructure 2

This substructure is used to determine the influence of variables X and Z to Y, or independent variables and intervening variables on dependent variables.

		<u>Coefficients<sup>a</sup></u>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.235	1.345		.919	.361
	Brand Awareness	.370	.084	.402	4.393	.000
	Brand Trust	.177	.122	.168	1.448	.151
	Customer Satisfaction	.161	.092	.192	1.753	.083

a. Dependent Variable: Brand Loyalty

$$Y = a + \rho_3 X_1 + \rho_4 X_2 + \rho_5 Z + e_2$$

$$= 1,235 + 0,370X_1 + 0,177X_2 + 0,161Z + e_2$$

1. Constant value ( $a$ ) = 1.235. This value means that the variables Brand Awareness and Brand Trust are constant, there is no change with a constant Brand Loyalty value of 1.235.
2. Brand Awareness Coefficient Value (X1):  $\rho_3 = 0,370$ . This means that if the Brand Awareness (X1) variable is increased by one unit, the Brand Awareness (X1) of bottled drinking water for the Aqua brand will increase by 0.370 units.
3. Brand Trust (X2) Coefficient Value:  $\rho_4 = 0,177$ . This means that if the Brand Trust (X2) variable is increased by one unit, the Brand

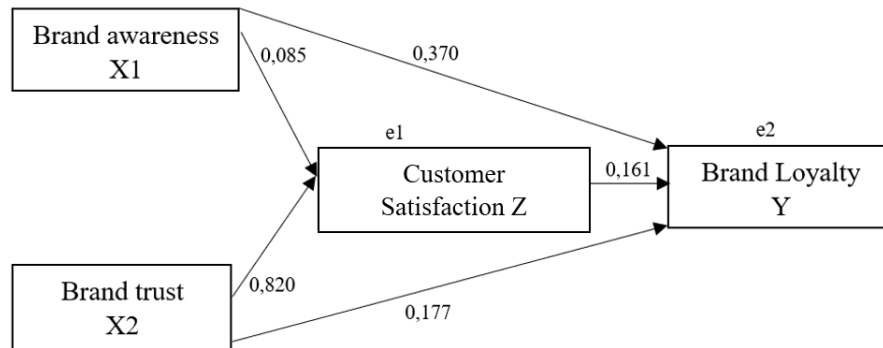
Trust (X2) of Aqua brand bottled drinking water will increase by 0.177 units.

4. Coefficient value of customer satisfaction (Z):  $\rho_5 = 0,161$ . This means that if the consumer satisfaction variable (Z) is increased by one unit, then the consumer satisfaction (Z) of bottled drinking water for the Aqua brand will increase by 0.161 units.

The results of the t test from substructure 1 are:

1. Brand Awareness (X1) has a  $t_{\text{count}} > t_{\text{table}}$  value, which is  $4.393 > 1.985$ . Therefore, it can be concluded that there is a significant influence of the Brand Awareness (X1) variable on the Brand Loyalty (Y) variable or the hypothesis is accepted.
2. Brand Trust (X2) has a  $t_{\text{count}} < t_{\text{table}}$  value, which is  $1.448 < 1.985$ . Therefore, it can be concluded that there is no significant effect of the Brand Trust (X2) variable on the Brand Loyalty (Y) variable or the hypothesis is rejected.
3. Customer satisfaction (Z) has a value of  $t_{\text{count}} < t_{\text{table}}$ , which is  $1.773 < 1.985$ . Therefore, it can be concluded that there is no significant effect of the Consumer Satisfaction variable (X2) on the Brand Loyalty variable (Y) or the hypothesis is rejected.

### Path Analysis Results



## DISCUSSION

### *The Effect of Brand Awareness (X1) on Customer Satisfaction (Z)*

Based on the result of the analysis, brand Awareness does not have a significant effect on Customer Satisfaction. This is proven by shown by the value of  $t_{\text{count}} 0.912 < t_{\text{table}} 1.985$ . Thus Brand Awareness on Aqua can be said to be unable to guarantee that customers are satisfied

### *The Effect of Brand Trust (X2) on Customer Satisfaction (Z)*

Based on the path analysis that has been carried out it can be obtained that the results of Brand Trust have an effect on Customer Satisfaction. The value of  $t_{\text{count}} 7.707 > t_{\text{table}} 1.985$  which means that Brand Trust has a

significant effect on Customer Satisfaction. Thus it can be concluded that good Brand Trust can guarantee Customer Satisfaction

#### ***The Effect of Brand Awareness (X1) on Brand Loyalty (Y)***

Brand Awareness variable has a significant effect on Brand Loyalty. This is evidenced by the results shown in the t test are the significance value of the Brand Awareness variable is  $0.000 < 0.005$  and the value of  $t_{\text{count}} 4.393 > t_{\text{table}} 1.985$  which means that Brand Awareness has a significant effect on Brand Loyalty

#### ***The Effect of Brand Trust (X2) on Brand Loyalty (Y)***

Based on the path analysis that has been carried out it can be obtained that the results of Brand Trust have no effect on Brand Loyalty. Therefore Aqua needs to increase consumer confidence to buy Aqua brand bottled drinking water by paying attention to the quality and appearance of the product. by paying attention to product quality and appearance

#### ***The Effect of Customer Satisfaction (Z) on Brand Loyalty (Y)***

Based on the test results on Sub Structural II with a coefficient value of Customer Satisfaction 0.070 with  $t_{\text{count}} < t_{\text{table}}$ , namely  $1.753 < 1.985$  with a significance level of  $0.161 > 0.05$ . So this shows that  $t_{\text{count}} < t_{\text{table}}$  which means Customer Satisfaction has no effect on Brand Loyalty

#### ***The Effect of Brand Awareness (X1) on Brand Loyalty (Y) through Customer Satisfaction (Z)***

Based on the results of the data analysis that has been carried out, it is known that the direct effect of brand awareness on brand loyalty is 0.370. direct effect of brand awareness on brand loyalty is 0.370. Meanwhile, the  $t_{\text{count}}$  obtained through the t statistic test is 1.599, which is smaller than  $t_{\text{table}}$  so the conclusion is that brand awareness does not significantly affect brand loyalty through customer satisfaction.

#### ***The Effect of Brand Trust (X2) on Brand Loyalty (Y) through Customer Satisfaction (Z)***

Based on the results of the data analysis that has been carried out, the  $t_{\text{count}}$  obtained through the t statistical test is 13.537 which is greater than  $t_{\text{table}}$ , so the conclusion is that brand trust has a significant effect on brand loyalty through customer satisfaction.

## **CONCLUSIONS AND RECOMMENDATIONS**

The result of this study is that brand trust affects customer satisfaction. Meanwhile, brand awareness has no effect on customer satisfaction. Brand Awareness affects brand loyalty while brand trust and customer satisfaction have no effect on brand loyalty. Brand trust affects brand loyalty through customer satisfaction, while brand trust has no effect on brand loyalty through customer satisfaction. The ability of the Aqua Company to provide satisfaction

to customers is still good, with the results of the above research it can be seen that there is an influence that is not good or through intervening variables, namely customer satisfaction. Therefore, Aqua should consider or review using customer trust well, maintaining customer trust in a good and consistent brand and even increasing brand loyalty to Aqua brand bottled drinking water so that customers will always feel satisfied and remain loyal customers

### **FURTHER STUDY**

For future researchers who will conduct research with approximately the same or similar themes or objectives, it is hoped that in the future it will be more varied in developing what affects customer loyalty not only from brand awareness, brand trust, brand loyalty and customer satisfaction.

### **REFERENCES**

- Amelia, A., & Erdiansyah, R. (2018). Pengaruh Brand Awareness dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan (Studi pada Pelanggan Produk Spring bed Merek Kangaroo di Toko Prioritas, Pekanbaru). *Prologia*, 2(2), 229-235. <https://doi.org/10.24912/pr.v2i2.3581>
- Graciola, A. P., De Toni, D., Milan, G. S., & Eberle, L. (2020). Mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarkets retail stores. *Journal of Retailing and Consumer Services*, 55, 102117. <https://doi.org/10.1016/j.jretconser.2020.102117>
- Heffernan, C., Jenkinson, C., Holmes, T., Macleod, H., Kinnear, W., Oliver, D., ... & Ampong, M. A. (2006). Management of respiration in MND/ALS patients: an evidence based review. *Amyotrophic Lateral Sclerosis*, 7(1), 5-15. <https://doi.org/10.1080/14660820510043235>
- Mamahit, B. V., Mandey, S. L., & Jorie, R. J. (2021). Analisis Strategi Pemasaran Jasa Cv. Caritas Dei Nobiscum Untuk Meningkatkan Daya Saing. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 9(3), 892-901. <https://doi.org/10.35794/emba.v9i3.35062>
- MordonIntelligence.2023."Indonesia Bottled Water Market Size & Share Analysis - Growth Trends & Forecasts (2023 - 2028)". [www.mordorintelligence.com](http://www.mordorintelligence.com). Diakses pada 20 September 2023
- Ngabiso, F., Radji, D. L., & Kango, U. (2021). Pengaruh Citra Merek (Brand Image) Dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand Loyalty) Pada Produk Air Minum Dalam Kemasan Merek Aqua (Studi Pada Konsumen Amdk Merek Aqua Di Kota Gorontalo). *JAMBURA: Jurnal Ilmiah Manajemen dan Bisnis*, 4(1), 1-12. <https://doi.org/10.37479/jimb.v4i1.10453>

- Oliver, R. L., Rust, R. T., & Varki, S. (1997). Customer delight: foundations, findings, and managerial insight. *Journal of retailing*, 73(3), 311-336. [https://doi.org/10.1016/S0022-4359\(97\)90021-X](https://doi.org/10.1016/S0022-4359(97)90021-X)
- Putra, T. W., & Keni, K. (2020). Brand experience, perceived value, brand trust untuk memprediksi brand loyalty: Brand love sebagai variabel mediasi. *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 4(1), 184-193. <https://doi.org/10.24912/jmieb.v4i1.7759>
- Samsudin, A., Hidayat, R., Manurung, Z. M., Ayu, A. W., Prameswari, M. A., & Restiatin, R. (2023). Pengaruh Brand Awareness dan Desain Produk terhadap Minat 64 Beli Konsumen pada Produk Emas. *El-Mujtama: Jurnal Pengabdian Masyarakat*, 3(2), 626-631.
- Sayekti, M. D., & Dwiridotjahjono, J. (2023). Pengaruh Brand Image dan Kualitas Produk terhadap Loyalitas melalui Kepuasan Konsumen sebagai Variabel Intervening. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(6), 2511- 2524. <https://doi.org/10.47467/alkharaj.v5i6.2430>
- Suryani, S., & Rosalina, S. S. (2019). Pengaruh Brand Image, Brand Trust, Dan Kualitas Layanan Terhadap Keputusan Pembelian Ulang Dengan Kepuasan Konsumen Sebagai Variabel Moderating Pada Startup Business Unicorn Indonesia. *Journal of Business Studies*, 4(1), 41-53
- Topbrand.2023. "Top brand index AMDK tahun 2019-2023". [www.topbrandaward.com/](http://www.topbrandaward.com/). Diakses pada 25 September 2023