

## The Influence of Brand Image, Brand Trust, and Brand Satisfaction on Brand Loyalty of Eiger Adventure

Septi Nugrahanta<sup>1\*</sup>, Dorothea Wahyu Ariani<sup>2</sup>  
Universitas Mercu Buana Yogyakarta

**Corresponding Author:** Septi Nugrahanta [septinugrahanta33.1a6@gmail.com](mailto:septinugrahanta33.1a6@gmail.com)

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### ABSTRACT

The purpose of this research is to examine how the Yogyakarta-based Eiger Adventure brand's image, trust, and satisfaction affect customer loyalty. Conducted by distributing questionnaires to 100 customers, the research used a quantitative approach to examine causal relationships, employing descriptive analysis, inferential analysis, and t-tests. Brand loyalty is unaffected by brand image, according to the findings. However, brand trust positively and significantly influences brand loyalty, showing that higher trust leads to greater loyalty to Eiger Adventure. Additionally, brand satisfaction also positively and significantly impacts brand loyalty, meaning customer satisfaction with Eiger Adventure's products and services enhances their loyalty. Although brand image did not have a substantial influence on consumer loyalty, the research does highlight the significance of trust and happiness with the brand.

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## INTRODUCTION

In the era of globalization with increasingly intense competition, brand marketing strategies become the key to a company's success. Companies must compete not only with local competitors but also with international ones. Therefore, it is important to create a strong and prominent brand image to attract consumer attention in the global market. One brand that has successfully attracted consumer attention is Eiger Adventure, known for its high-quality adventure and outdoor equipment products. Eiger's success in attracting brand loyalty is due to its reliable brand image, brand trust, and customer satisfaction (Khasanah et al., 2020a).

Brand loyalty reflects consumers' commitment to a particular brand, indicating the extent to which consumers are willing to continue choosing and using products from that brand (Azizan & Yusr, 2019). Brand loyalty encompasses emotional and rational aspects, helping companies maintain market share and extend the product lifecycle (Hariyanto, 2018). Customer happiness, confidence in the brand, and positive perceptions of the brand all play a role in shaping brand loyalty. When consumers have positive experiences with a brand's products and services, they build an impression of that brand (Semadi & Ariyanti, 2018). Customers have faith in a brand when they think it will provide the value they anticipate and more (Martin & Nasib, 2021). How happy are buyers after interacting with a brand? That's customer satisfaction. (Lenggono et al., 2019)

Brand perception, trust, and customer happiness all have different impacts on brand loyalty, according to the research. For example, studies conducted by (Pamungkas, 2019), found that these three variables had a substantial impact on Nike shoe brand loyalty in Surabaya. (Armanto et al., 2022) found that brand image and brand trust have a significant influence on brand loyalty, with brand image being the dominant factor. (Bastian & Siwalankerto, 2020) demonstrate that there is a favorable correlation between brand loyalty and both brand perception and trust.

This study aims to investigate and explore the following: 1) How Eiger Adventure's brand image affects brand loyalty. 2) How Eiger Adventure's brand trust affects customer loyalty. 3) The impact of happy customers on Eiger Adventure brand loyalty.

## THEORETICAL REVIEW

### *Brand Loyalty*

Brand loyalty is the level of allegiance, trust, and attachment consumers have towards a brand or product over a specific period (Laksono & Suryadi, 2020). Beyond a simple preference for one brand, brand loyalty encompasses mental, emotional, and behavioral aspects as well. Brand loyalty also includes behaviors such as recommending the brand to others and showing support for the brand in specific situations. Brand loyalty is a valuable asset for companies as it can create loyal customers, increase customer retention, reduce marketing costs, and enhance long-term profitability (Hendrawan & Agustini, 2021). Indicators influencing Brand Loyalty include (Song et al., 2019a): Perceptions of

quality, Perceptions of service, Perceived benefits, Brand attractiveness and loyalty, Evaluation, Readiness, Frequency.

### ***Brand Image***

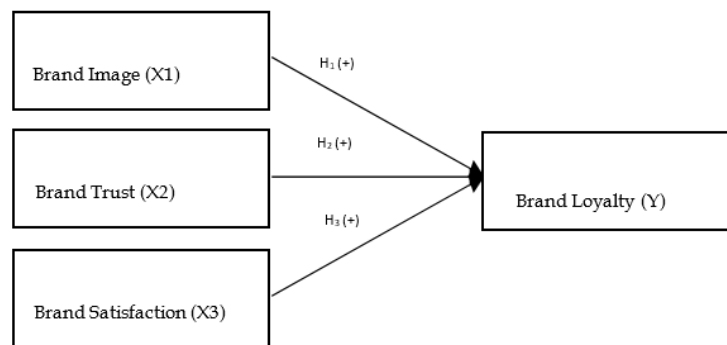
Brand image is influenced by a set of associations and experiences that consumers have with the brand. It encompasses the identity dimensions that a company seeks to convey, which form part of the brand image perceived by customers. Brand image is the overall impression held by consumers, shaped by experiences, associations, and the differentiation of the brand compared to competitors (Bastian & Siwalankerto, 2020). Brand image is crucial for companies to design effective marketing strategies and build strong relationships with consumers (Amalia & Rahmadhany, 2023). Indicators influencing brand image include (Song et al., 2019a): Unique impressions of the brand, Perceptions of cleanliness, Cultural associations, Dynamism, Quality, Social status.

### ***Brand Trust***

Brand trust is a significant concept in marketing referring to consumers' beliefs in the reliability, credibility, and integrity of a brand. Brand trust is built through a series of positive experiences, consistent communication, and consistent performance of the brand (Azizan & Yusr, 2019). Brand trust is the belief that the brand will deliver promised benefits and will not disappoint consumers. Strong brand trust can help build long-term relationships between the brand and consumers, increase brand loyalty, and influence consumer purchasing decisions (Khasanah et al., 2020a). Indicators influencing Brand Trust (Song et al., 2019a): Level of trust, Alignment between brand promises, Consistency and reliability, Service quality, Expectations.

### ***Brand Satisfaction***

Brand satisfaction is a concept used to measure how satisfied or pleased consumers feel with their experience of using a specific brand's products or services (Semadi & Ariyanti, 2018). Brand satisfaction reflects the alignment between consumer expectations and their actual experience when interacting with the brand. When consumers feel that a brand's product or service meets or even exceeds their expectations, they tend to be satisfied with the brand (Hariyanto, 2018). By understanding and measuring brand satisfaction levels, companies can identify areas for improvement and develop strategies to strengthen relationships with consumers and maintain the brand's position in the market (Abdul Ghofur & Supriyono, 2021). Indicators influencing Brand Satisfaction (Song et al., 2019a): Product quality, Customer service quality, Brand perception, Price, Relative perception, Overall satisfaction.



**Figure 1. Conceptual Framework**

Table 1. Hypothesis

H1	:	Brand Image has a Positive and Significant Influence on Brand Loyalty
H2	:	Brand Trust has a Positive and Significant Influence on Brand Loyalty
H3	:	Brand Satisfaction has a Positive and Significant Influence on Brand Loyalty

**METHODOLOGY**

The study is quantitative in nature, with data collected using numerical scales assessed using a 5-point Likert scale. The data is numerical in nature and is used to provide useful scientific knowledge via processing and analysis. In order to put the theories developed for this study to the test, a quantitative technique was used for data analysis. We employ a purposeful sampling strategy on an infinite population. The sample size is 100 people who bought things from Eiger Adventure. Information was gathered by means of surveys that were sent out to participants, namely clients of Eiger Adventure. The data analysis tool used is SPSS version 23. Indicators of Brand Loyalty include: 1) Perception of quality, 2) Perception of service, 3) Perceived benefits, 4) Brand attractiveness and loyalty, 5) Evaluation, 6) Readiness, 7) Frequency. Indicators of Brand Image include: 1) Unique impressions of the brand, 2) Perception of cleanliness, 3) Cultural associations, 4) Dynamism, 5) Quality, 6) Social status. Indicators of Brand Trust include: 1) Level of trust, 2) Alignment between brand promises, 3) Consistency and reliability, 4) Service quality, 5) Expectations. Indicators of Brand Satisfaction include: 1) Product quality, 2) Customer service quality, 3) Brand perception, 4) Price, 5) Relative perception, 6) Overall satisfaction.

## RESULTS

The statistical program SPSS was used in this investigation. According to the data collected, 69 out of a total of 149 respondents (69% of the total) fall within the 21–25 age bracket. Most of the respondents are male, amounting to 60% or 60 people. A large portion of respondents work in the private sector, totaling 51 people or 51%. The most common income range is Rp. 2,000,000 – Rp. 4,000,000, which includes 44% or 44 people. According to the research findings, most respondents made more than 3 purchases, totaling 47 people or 47%.

Inferential analysis is a statistical method employed to examine sample data in order to draw conclusions that are applicable to the entire population (Sugiyono, 2019). Analysis using SPSS (Statistical Package for the Social Sciences) encompasses commonly used inferential techniques such as parametric hypothesis tests like t-tests, ANOVA, linear regression, and non-parametric tests such as Mann-Whitney U test, Kruskal-Wallis test, and others. SPSS is typically employed for both descriptive and inferential analyses based on sample data, where findings from the sample are generalized to draw conclusions about the broader population.

Examining the reliability of the research questionnaire is what validity testing is all about. The questionnaire's validity was tested in this study by comparing the findings to the crucial r-value using SPSS and the product-moment correlation (r) calculation. Here are the findings of the questionnaire's validity assessment, as shown in Table 2:

Table 2. Convergent Validity Test Result

Variabel	Indicator	r Count	rTabel	Conclusion
Brand Image (X1)	1	0.685	0.196	Valid
	2	0.715	0.196	Valid
	3	0.559	0.196	Valid
	4	0.703	0.196	Valid
	5	0.787	0.196	Valid
	6	0.788	0.196	Valid
Brand Trust (X2)	1	0.699	0.196	Valid
	2	0.731	0.196	Valid
	3	0.751	0.196	Valid
	4	0.680	0.196	Valid
	5	0.745	0.196	Valid
Brand Satisfaction (X3)	1	0.675	0.196	Valid
	2	0.740	0.196	Valid
	3	0.713	0.196	Valid
	4	0.665	0.196	Valid
	5	0.749	0.196	Valid
	6	0.766	0.196	Valid
Brand Loyalty (Y)	1	0.590	0.196	Valid
	2	0.841	0.196	Valid
	3	0.807	0.196	Valid

Variabel	Indicator	r Count	rTabel	Conclusion
	4	0.761	0.196	Valid
	5	0.825	0.196	Valid
	6	0.826	0.196	Valid
	7	0.829	0.196	Valid
	8	0.709	0.196	Valid
	9	0.718	0.196	Valid

The criterion used to determine the validity of statements in the research instrument involves comparing the calculated correlation value (r-value) with the critical r-value (r-tabel) of 0.196. Statements with r-values greater than the critical value and positive are deemed valid.

Table 3. Reliability Testing Results

Variabel	Cronbach alpha	Criteria	Description
Brand Image (X1)	0.799	0.6	Reliabel
Brand Trust (X2)	0.767	0.6	Reliabel
Brand Satisfaction (X3)	0.806	0.6	Reliabel
Brand Loyalty (Y)	0.912	0.6	Reliabel

It is evident from the reliability assessment given in table 4.7 that all four variables – brand image, brand trust, brand satisfaction, and brand loyalty – have achieved Cronbach's Alpha values. Here, we compare the Cronbach's Alpha coefficient values to find the instruments' dependability. Reliability of the tested instrument's assertions is determined by Cronbach's Alpha, which should be greater than 0.6. All study variables had Cronbach's Alpha values more than 0.6, as shown in the reliability assessment results table above. Thus, every statement in the study is deemed reliable.

Figure 1. Normality Test Results

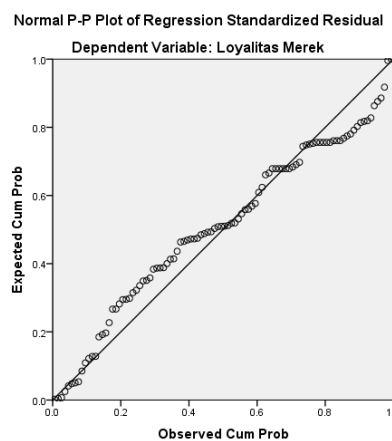


Figure 1 shows that most of the data points on the normal probability plot cluster close to the line. This suggests that the distribution of the regression model's residuals is close to normalcy.

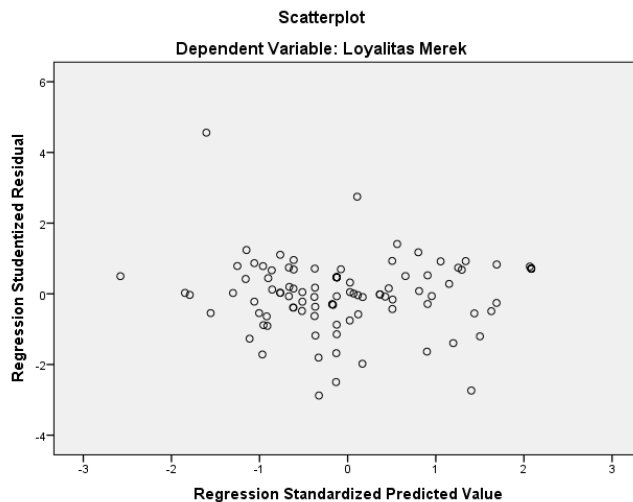
Table 4. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.690	3.521		.480	.632		
Brand Image	.009	.197	.005	.045	.964	.357	2.804
Brand Trust	.537	.263	.236	2.044	.044	.390	2.562
Brand Satisfaction	.900	.206	.513	4.380	.000	.379	2.636

a. Dependent Variable: Brand Loyalty

In the table, we can see that the VIF values are less than 10, and the tolerance values are more than 0.10. The absence of multicollinearity among the independent variables in the regression model follows logically because of this.

Figure 2. Heteroskedasticity Test Results



In Figure 2, the Scatterplot diagram shows that the points are randomly scattered along the Y-axis, both above and below the value of 0. There are no visible patterns such as waves, expansion, or narrowing in the Scatterplot graph. Taken together, these results rule out the possibility of heteroskedasticity in the study's regression model.

### Descriptive Analysis

Descriptive statistical analysis is used to illustrate respondents' evaluations of Brand Image, Brand Trust, Brand Satisfaction, and Brand Loyalty variables through questionnaires distributed to 100 respondents. Respondents' evaluations of research variables are categorized into five average value criteria intervals ranging from 0.80, as shown in Table 6.

Table 5. Respondent Evaluation Categories

Interval of Average Value	Category Choice
1.00-1.80	Strongly Disagree
1.81-2.60	Disagree
2.61-3.40	Somewhat Agree
3.41-4.20	Agree
4.21-5.00	Strongly Agree

Table 6. Respondent Evaluation

No	Variable	Question	Average Score	Category
	Brand Image			
1		Eiger Adventure has a different image compared to other adventure gear brands.	4.04	Agree
2		Eiger Adventure gives a stylish impression.	4.00	Agree
3		The atmosphere at Eiger Adventure has an adventurous vibe.	4.29	Strongly Agree
4		The atmosphere at Eiger Adventure is dynamic.	3.76	Agree
5		Eiger Adventure is elegant.	3.84	Agree
	Brand Trust			
1		I trust Eiger Adventure.	4.11	Agree
2		According to me, Eiger Adventure is a company that strives to fulfill its promises to customers.	3.91	Agree
3		I think Eiger Adventure is stable in providing quality products to its customers.	4.13	Agree
4		I want Eiger Adventure to continue providing quality products to its customers.	4.33	Strongly Agree
5		As an adventure gear brand, Eiger Adventure meets my expectations.	4.11	Agree
	Brand Satisfaction			
1		I am satisfied with the quality of Eiger Adventure products.	4.20	Agree
2		I am satisfied with Eiger Adventure's customer	4.03	Agree

		service.		
3		I am satisfied with the atmosphere at Eiger Adventure stores.	4.12	Agree
4		I am satisfied with the price of Eiger Adventure products.	3.78	Agree
5		I prefer Eiger Adventure over other adventure gear brands.	3.98	Agree
6		I am satisfied with Eiger Adventure's overall service.	4.05	Agree
	Brand Loyalty			
1		Eiger Adventure provides excellent service quality.	4.11	Agree
2		No adventure gear brand offers better service than Eiger Adventure.	3.61	Agree
3		Eiger Adventure offers better benefits to me compared to other adventure gear brands.	3.86	Agree
4		In my opinion, Eiger Adventure is the best adventure gear brand for me.	3.99	Agree
5		I prefer Eiger Adventure over other adventure gear brands.	3.97	Agree
6		I recommend Eiger Adventure to others.	4.05	Agree
7		I visit Eiger Adventure stores regularly.	3.46	Agree

Table 7. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.690	3.521		.480	.632		
Brand Image	.009	.197	.005	.045	.964	.357	2.804
Brand Trust	.537	.263	.236	2.044	.044	.390	2.562
Brand Satisfaction	.900	.206	.513	4.380	.000	.379	2.636

a. Dependent Variable: Brand Loyalty

According to the data in the table, the SPSS program's multiple linear regression analysis reveals that Eiger Adventure product loyalty is positively and significantly impacted by brand trust and brand satisfaction (sig value < 0.005), but brand image does not play a significant role (sig value > 0.005).

Table 8. Results of the Coefficient of Determination Test

Interval of Average Value	Category Choice
1.00-1.80	Strongly Disagree
1.81-2.60	Disagree
2.61-3.40	Somewhat Agree
3.41-4.20	Agree
4.21-5.00	Strongly Agree

The adjusted R-squared value is 0.484, according to the findings of the coefficient of determination test, which are shown in Table 4.15. This suggests that additional characteristics, not included in this research, impact brand loyalty to the tune of 51.60%, with brand image, trust, and happiness accounting for 48.40% of the total.

Table 9. Results of the t-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.690	3.521		.480	.632
Brand Image	.009	.197	.005	.045	.964
Brand Trust	.537	.263	.236	2.044	.044
Brand Satisfaction	.900	.206	.513	4.380	.000

a. Dependent Variable: Brand Loyalty

Table 9 shows the findings of the t-test, which were used to make conclusions about the hypotheses in this research.

1. Brand Image (X1) :

Both the t-value and the significance level for the "Brand Image" variable are 0.045 and 0.964, respectively. We accept H01 and reject Ha1 since the significance value is more than 0.05. This means that brand image does not partially affect brand loyalty.

2. Brand Trust (X2) :

In this case, the "Brand Trust" variable has a t-value of 2.044 and a significance level of 0.044. With a significance level below 0.05, we may reject H01 and accept Ha1, suggesting that there is a positive and

statistically significant relationship between brand trust and brand loyalty.

3. Brand Satisfaction (X3) :

A t-value of 4.380 and a significance level of 0.000 were recorded for the "Brand Satisfaction" variable. We may reject H01 and accept Ha1 since the significance value is smaller than 0.05. This means that there is a positive and significant partial influence of brand pleasure on brand loyalty.

## DISCUSSION

### *The Influence of Brand Image on Brand Loyalty*

The hypothesis test results (H1) indicate that brand image does not significantly influence brand loyalty. Therefore, hypothesis H1 is rejected. This finding aligns with previous research by Santoso (2014), suggesting that brand image does not affect repeat purchase intention. This implies that whether the customer experience at Rubylicious Yogyakarta is positive or negative, it does not impact repeat purchase intention.

### *The Influence of Brand Trust on Brand Loyalty*

According to the findings of the hypothesis test (H2), brand trust has a substantial impact on brand loyalty. Consequently, we accept hypothesis H2. Suntoro (2020) and Laksono (2020) are among the research that have shown substantial impacts of brand trust on brand loyalty in various consumer scenarios. Their findings are in line with our own.

### *The Influence of Brand Satisfaction on Brand Loyalty*

According to the findings of the hypothesis test (H3), brand satisfaction has a substantial impact on brand loyalty. Thus, we accept hypothesis H3. Consistent with previous studies, this finding confirms a link between happy customers and devoted brand advocates (Widianti, 2022; Kusuma & Saputro, 2022).

## CONCLUSIONS AND RECOMMENDATIONS

Loyalty to a brand is unaffected by its reputation. This proves that customers' perceptions of the Eiger Adventure brand do not influence their decision to remain loyal to the company. Brand loyalty is positively and significantly impacted by consumers' trust in the brand. According to the research, Eiger Adventure brand loyalists are more likely to buy from the company again. Because trust is a major component in customer loyalty, this highlights the need of establishing and sustaining consumer trust in the brand. Satisfaction with a brand significantly influences loyalty to that brand. According to the research, brand loyalty is higher among customers who are pleased with Eiger Adventure's goods and services. Accordingly, it follows that boosting customer happiness may increase brand loyalty and keep customers coming back. Eiger Adventure needs to enhance dynamism in its branding to strengthen

brand loyalty by continually innovating and adapting products to market trends. It is crucial to ensure consistency between brand promises and product delivery to build higher consumer trust. Moreover, the company should review its pricing strategy to improve customer satisfaction, including providing clear value propositions and competing effectively with similar products in the market. This approach will enable Eiger Adventure to retain loyal customers and enhance its brand performance in the market.

### **FURTHER STUDY**

In producing this article, the researcher acknowledges the existing shortcomings in language proficiency, writing style, and presentation. Consequently, constructive critiques and recommendations from various sources are anticipated to refine the piece to meet the expected standards of excellence.

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