



Analysis of Brand Image, Brand Trust, and Brand Awareness of Brand Loyalty for Sweetened Condensed Milk Products Frisian Flag in Surabaya City

Siti Nur Laras Ati¹, Reiga Ritomiea Ariescy², Supriyono^{3*}
Universitas Pembangunan Nasional "Veteran" Jawa Timur

Corresponding Author: Supriyono supriyono.ma@upnjatim.ac.id

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ABSTRACT

The increasingly fierce competition encourages companies to spark a good brand image through goods that are aligned with the guidelines so that consumers will trust and effectively remember the brand from the experience of buying goods. This research is expected to be able to dissect the influence of brand image, brand trust, and brand awareness of sweetened condensed milk products on Frisian Flag brand loyalty in the city of Surabaya. The distribution of online questionnaires is a way of collecting data. This data collection strategy is quantitative with a sample of 119 respondents using an accidental sampling technique. The sample is composed of respondents who have purchased Frisian Flag sweetened condensed milk products at least 2 (two) times, are domiciled in the city of Surabaya and are around 17 years old. Primary and secondary data are the sources of data used. The analysis technique applied is PLS with validity test, reliability test, and hypothesis testing. From the results of the study, it can be concluded that brand image, brand trust, and brand awareness have a positive and significant effect on brand loyalty variables.

INTRODUCTION

Indonesia is a country that is sensitive to health. Based on BPS data regarding fresh milk production, there are three regions capable of producing large quantities of milk, namely East Java, Central Java and West Java. Indonesia has two important bodies that regulate health and food distribution, namely the Ministry of Health of the Republic of Indonesia and the POM Agency of the Republic of Indonesia. On May 22, 2018, the RI POM Agency issued a circular that urgent points to be listened to and considered on the label and appearance of sweetened condensed milk. It is about the prohibition of showing children who are less than five years old in any illustration, etc. On July 5, 2018, the Indonesian Ministry of Health made a statement that sweetened condensed milk is not in the category of nutritious dairy products. This statement is based on the fact that most of the content in sweetened condensed milk is sugar. Due to the convenience of technology, issues that occur easily spread and become public consumption. On September 23, 2021, the RI POM Agency provided a more detailed explanation regarding the news on sweetened condensed milk that is still circulating. The clarification includes several important matters related to the fat and protein content in sweetened condensed milk, sweetened condensed milk cannot be the main source of food, sweetened condensed milk cannot replace breast milk and is not suitable for children aged 0-12 months, an appeal to the public to be wise in consuming milk. The existence of a circular letter from the Republic of Indonesia Food and Drug Administration resulted in a decrease in consumer confidence in sweetened condensed milk products.

Trusting a brand means having positive expectations of the brand based on the belief that the brand has consistent, responsible and competent quality. Brand trust has a positive impact on brand loyalty. This will have a positive impact on brand loyalty if trust continues to increase. Brand trust is one of the efforts to produce a good impression on a brand. In this case, what is meant is the brand image. Based on the information and experience that is felt, a brand image is a picture in the form of an impression. Based on research on brand image has a strong relationship to loyalty. However, not all studies produce the same results. Several studies have different results. As in the research conducted the results that brand image has no implications for brand loyalty.

The capacity of consumers to remember and recognize brands is known as brand awareness. The research findings show that consumer loyalty is significantly influenced by brand image, brand trust, and brand awareness. Research conducted shows various results. In his research, the research results show that brand awareness has no significant effect on brand loyalty. Brand loyalty is a consistent and continuous consumer appetite for a product to repurchase. Referring to the research conducted shows that brand image, brand trust, and brand awareness must be considered to increase product existence from competitors. The difference found with the aforementioned research, research conducted showed that brand loyalty does not depend significantly on image, trust, or brand awareness, which is one of the research findings.

PT Frisian Flag is the largest dairy company in Indonesia which has been established since 1922. PT Frisian Flag also acts as the largest dairy cooperative in the world. That is why PT Frisian Flag must continue to pay attention to product developments. Currently, the percentage of PT Frisian Flag's sweetened condensed milk has decreased for 3 consecutive years by 11.2%. The decline in the percentage occurred from 2019 to 2022. After the problems regarding sweetened condensed milk, the public's trust and image of sweetened condensed milk decreased even though the milk brand referred to by the Indonesian Ministry of Health and the Indonesian Food and Drug Administration did not clearly state. As a large dairy company, the decline will have a major impact on the public's view of the product.

The results of the pre-survey questionnaire showed that most people in the city of Surabaya rarely saw Frisian Flag sweetened condensed milk appearing in the mass media and electronic media. This was evidenced by 25 respondents, only 9 respondents who often saw Frisian Flag sweetened condensed milk in the mass media and electronic media. Of the 25 respondents, 14 of them considered that the appearance of the Frisian Flag sweetened condensed milk was informative and interesting. Then, out of 25 respondents, only 10 of them always remember the Frisian flag when buying sweetened condensed milk products. In addition, out of 25 respondents, only 12 of them were interested in repurchasing and recommending Frisian Flag sweetened condensed milk to others. And of the 25 respondents, 13 of them bought Frisian Flag sweetened condensed milk products to add flavor to the food to be consumed.

Based on Susenas data at BPS, East Java consumes powdered milk which is less desirable when paired with sweetened condensed milk. Every resident in East Java can consume 0.17 kg of sweetened condensed milk in just one month and only consume 0.07 kg of powdered milk (Central Bureau of Statistics for East Java, 2021). Surabaya as the city center in East Java has a big influence on the high consumption of milk in the East Java region. The high consumption of sweetened condensed milk compared to powdered milk shows that people prefer and are more loyal to sweetened condensed milk products.

Based on the explanation that has been stated, the purpose of this study is to analyze and understand how much influence brand image, brand trust, and brand awareness have on brand loyalty in Frisian Flag sweetened condensed milk products in the city of Surabaya.

THEORETICAL REVIEW

Brand Image

Brand image can be characterized as a buyer's impression of an item based on various types of brand affiliations that exist in the buyer's/consumer's mind. Brand image has a relationship with the brand in the form of attitudes and preferences made by consumers for a brand. Brands with a more positive image will generally make consumers believe that choosing that brand can

make them satisfied and can reduce the risk of purchasing. According to brand image indicators, namely:

1. Consumers' views of product introduction in the mass media and electronic media
2. The view of consumers on the quality of products owned by a brand
3. Consumer views of the brand's ability to meet needs
4. The consumer's view of the packaging design of a brand. The more attractive the design, the easier it will be for a brand to be remembered by consumers
5. The consumer's view of the distinctive color of a brand

Brand Trust

The ability of a brand to be believed by consumers that the brand can meet value needs properly and intensely is the right definition of brand trust. The main guideline for a brand is trust, which is considered the beginning of a relationship with customers. Brand trust indicators consist of three assessments, namely:

1. Brand trust is the ability of a brand to be recognized by many people that the brand has been trusted and can be used properly by consumers.
2. The security of a mark is the safeguarding of the brand from imitation by other parties and having an official license.
3. The honesty of a brand is the suitability of the information displayed with the perceived benefits of consumers.
4. Brand reliability is making a brand an important component in completing something.

Brand Awareness

The capability of consumers to know and remember more about the existence of a brand in a certain category so that they can easily make decisions in buying a product is known as brand awareness. 4 parameters that can be used to measure brand awareness:

1. *Recall is the sharpness of the consumer's memory when asked questions about what brands are in memory.*
2. *Recognition, namely the capacity of buyers/consumers to know more deeply about a brand through visual and audio cues such as logos and slogans.*
3. *Purchase is the ability of consumers to choose a brand to be included in the choices when they want to make a product buying and selling transaction.*
4. *Consumption is the ability of buyers/consumers to remember the brand of a product while using a product with another brand.*

Brand Loyalty

Brand loyalty is a strong incentive that customers have to repurchase an item reliably both now and in the future.

Based on the views of brand loyalty indicators consist of:

1. *Repurchase (repurchase) is the act of always the buyer/consumer to buy a product with a certain brand.*
2. *Purchase across product and service lines (purchasing other product lines) is a condition where buyers/consumers always buy several products with the same brand.*

3. *Retention (memory) is the ability of a brand to retain consumers with the advantages they have within a certain period.*
4. *Referrals (references) are consumer actions in recommending products with certain brands to other colleagues.*

Reviewing the Impact of Brand Image on Brand Loyalty

Brand image is the consumer perception of products based on various brand associations that are always remembered by buyers/consumers. The perception of a brand arises when a consumer sees and feels the function of a product. A positive image will create feelings of pleasure and a desire to repeat product purchases. Brand loyalty arises because the image produced by the product is good in the minds of consumers and can fulfill what consumers want. Research conducted shows that brand image has a significant impact on brand loyalty. Referring to the research also gives the view that brand image has significant and positive implications for brand loyalty. So the following hypothesis is proposed:

H1: Brand image has positive implications for brand loyalty to Frisian Flag sweetened condensed milk products in Surabaya City

The Effect of Brand Trust on Brand Loyalty

Trust is an important variable to build to maintain a long-term relationship. Loyalty arises when consumers remain loyal and are willing to take risks for using a brand. Trust is the main key to brand loyalty. Referring to the research results show that customer loyalty comes from brand trust. This view is the same as research from

H2: Brand loyalty arises from trust so it is considered to have had a positive effect on Frisian Flag sweetened condensed milk products in the city of Surabaya

Reviewing the Effect of Brand Awareness on Brand Loyalty

Brand awareness is the capacity of consumers to know and remember the existence of a brand in a certain category so that they can easily make decisions in buying a product. The more consumers know and remember a brand, the greater the likelihood that they will buy that brand. When consumers have known a brand, they can communicate the brand correctly. Research conducted explained that brand awareness has significant and positive implications for brand loyalty. This is in line with research. confirms that brand awareness has significant implications for consumer loyalty.

H3: Brand awareness has a positive effect on brand loyalty on Frisian Flag sweetened condensed milk products in the city of Surabaya

Conceptual Framework

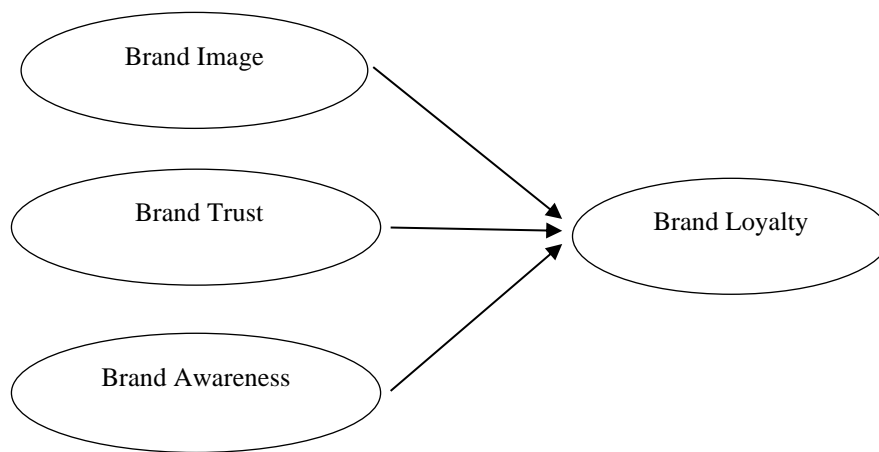


Figure 1 Conceptual Framework

METHODOLOGY

This type of research is descriptive quantitative by determining the population, namely buyers/consumers who are loyal to Frisian flag-sweetened condensed milk in the city of Surabaya with a minimum age of 17 years. The sampling technique is determined using the formula for a minimum number of samples of 5-10 multiplied by the number of indicators. There are a total of 17 indicators used in this study, and seven sample measurement parameters were used. So this study uses $17 \times 7 = 119$ respondents. The testing strategy in this study is a sampling technique using the non-probability sampling method using the accidental sampling technique. This information collection technique uses a questionnaire that is disseminated online with the help of Google. The Likert scale is used to measure variables in this study. The type of data applied is primary data from the results of the dispersion survey and additional information from various sources, both books, diaries and sites needed in the research.

Variable Operational Definitions

The independent variables (Independent) used in this study are:

Brand Image (X1)

Consumer perception of Frisian Flag sweetened condensed milk product is a basic understanding of the brand image. The brand image indicator consists of:

1. Consumer views on the introduction of Frisian Flag sweetened condensed milk products through mass media and electronic media. (X1.1)
2. Consumers' views on the quality of Frisian Flag sweetened condensed milk products. (X1.2)
3. Consumers' views on the ability of Frisian Flag sweetened condensed milk to meet needs. (X1.3)
4. Consumers' views on the packaging design of Frisian Flag sweetened condensed milk. (X1.4)

5. Consumers' view of the distinctive color of Frisian Flag sweetened condensed milk. (X1.5)

Brand Trust (X2)

Brand trust is the ability of sweetened condensed milk with the Frisian Flag brand to be trusted by consumers and to be able to meet the value needs intensely and well. According to brand trust indicators, namely:

1. The ability of Frisian Flag sweetened condensed milk to be trusted. (X2.1)
2. Frisian Flag sweetened condensed milk is maintained from imitation and has an official license. (X2.2)
3. Conformity of the information displayed by Frisian Flag sweetened condensed milk with the perceived benefits of consumers. (X2.3)
4. Frisian Flag sweetened condensed milk is used as an important component in adding to the taste of food. (X2.4)

Brand Awareness (X3)

The ability of consumers to recognize and remember the existence of Frisian Flag-sweetened condensed milk products is the definition of brand awareness. Brand awareness indicators according to namely:

1. The sharpness of consumers' memories of Frisian Flag sweetened condensed milk. (X3.1)
2. Consumers' ability to recognize Frisian Flag sweetened condensed milk. (X3.2)
3. The ability of consumers to choose the Frisian Flag as the main choice. (X3.3)
4. The ability of consumers to remember the Frisian Flag brand on sweetened condensed milk products when using products with other brands. (X3.4)

The dependent variable (Dependent) used in this study are:

Brand Loyalty (Y)

Brand loyalty is the interest of consumers to always choose sweetened condensed milk with the Frisian Flag brand with a feeling of security and the view that the brand can be relied upon in fulfilling their needs and desires. Brand loyalty indicators according to consist of:

1. Consumer action to always buy Frisian Flag sweetened condensed milk. (Y1)
2. Conditions where consumers always make purchases of several products dengan merek Frisian Flag. (Y2)
3. The ability of Frisian Flag's sweetened condensed milk to retain consumers with its advantages. (Y3)
4. Consumer actions in recommending products with the Frisian Flag brand to others. (Y4)

RESULTS AND DISCUSSION

Outlier Test Evaluation

From the outlier test table, the Expensive value is obtained. The distance Maximum respondent data is 38.884. This looks smaller than the specified Mahal Distance Maximum outlier of 40.790. This means that there are no outliers in the data, therefore it can be said that the data is of good quality and

can be processed further in-depth by relying on 119 cases as the number of respondents.

Table 1 Outlier Test

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,399	98,557	60,000	24,2903	119
Std. Predicted Value	-2,289	1,587	,000	1,000	119
Standard Error of Predicted Value	3,357	17,213	9,954	2,645	119
Adjusted Predicted Value	4,023	101,598	59,898	24,9931	119
Residual	-59,6504	54,9058	,0000	24,4945	119
Std. Residual	-2,253	2,074	,000	,925	119
Stud. Residual	-2,332	2,132	,002	,999	119
Deleted Residual	-63,8901	68,9445	,1023	28,6811	119
Stud. Deleted Residual	-2,385	2,171	,003	1,005	119
Mahal. Distance	,905	38,884	16,857	9,455	119
Cook's Distance	,000	,129	,010	,015	119
Centered Leverage Value	,008	,414	,143	,080	119

a. Dependent Variable: Responden (Sumber : Uji PLS)

OuterModel

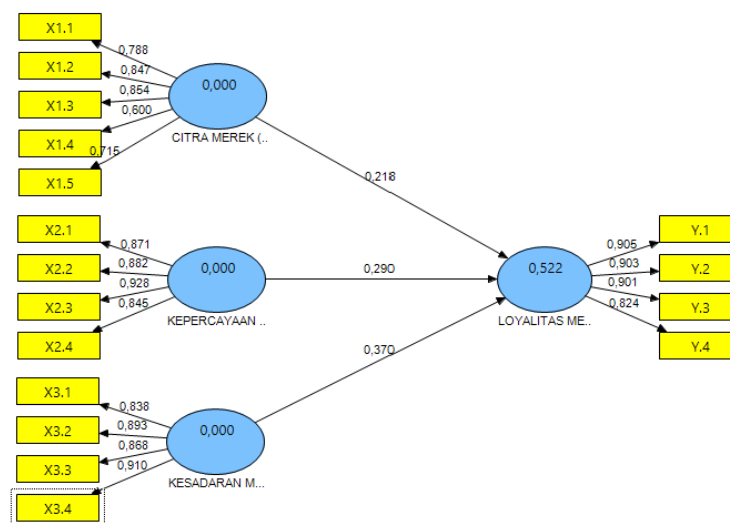


Figure 2 Outer Model with factor loading, Path Coefficient and R-Square
Source : Data Processing, output *smart PLS*

Outer Loading

Based on the outer loading table, all reflective indicators on the variables Brand Image (X1), Brand Trust (X2), Brand Awareness (X3), and Brand Loyalty (Y), show that factor loading (original sample) is worth greater than 0.50 and/or significant (T-Statistic Value is more than Z value $\alpha = 0.05$ (5%) = 1.96), Therefore it can be seen that the results of the estimation of all parameters have fulfilled Convergent validity or good validity.

Table 2 Outer Loadings (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1.1 <- CITRA MEREK (X1)	0,788253	0,786301	0,038275	0,038275	20,594728
X1.2 <- CITRA MEREK (X1)	0,846690	0,842237	0,027765	0,027765	30,494737
X1.3 <- CITRA MEREK (X1)	0,854122	0,847636	0,025684	0,025684	33,255176
X1.4 <- CITRA MEREK (X1)	0,600410	0,596365	0,086582	0,086582	6,934583
X1.5 <- CITRA MEREK (X1)	0,714984	0,709768	0,057734	0,057734	12,384002
X2.1 <- KEPERCAYAAN MEREK (X2)	0,871376	0,871912	0,026713	0,026713	32,620153
X2.2 <- KEPERCAYAAN MEREK (X2)	0,881658	0,879372	0,024232	0,024232	36,384543
X2.3 <- KEPERCAYAAN MEREK (X2)	0,928036	0,928199	0,016466	0,016466	56,360788
X2.4 <- KEPERCAYAAN MEREK (X2)	0,845318	0,847989	0,030204	0,030204	27,986895
X3.1 <- KESADARAN MEREK (X3)	0,838099	0,835856	0,045265	0,045265	18,515200
X3.2 <- KESADARAN MEREK (X3)	0,893334	0,891766	0,026661	0,026661	33,507222
X3.3 <- KESADARAN MEREK (X3)	0,868296	0,869953	0,016973	0,016973	51,157661
X3.4 <- KESADARAN MEREK (X3)	0,910454	0,910746	0,015968	0,015968	57,017962
Y.1 <- LOYALITAS MEREK (Y)	0,904802	0,903587	0,015788	0,015788	57,309295
Y.2 <- LOYALITAS MEREK (Y)	0,903260	0,900787	0,029103	0,029103	31,036809
Y.3 <- LOYALITAS MEREK (Y)	0,901277	0,901397	0,020406	0,020406	44,167976
Y.4 <- LOYALITAS MEREK (Y)	0,823820	0,823261	0,028330	0,028330	29,079354

Source : PLS test

Cross Loading

Based on the results of cross-loading data processing, it can be seen that the loading factor value is above 0.6 and tends to be greater when compared with the loading factor indicators of other variables, so it can be said that all parameters in this study have fulfilled their validity or have good validity.

Table 3 Cross Loading

INDIKATOR	CITRA MEREK (X1)	KEPERCAYAAN MEREK (X2)	KESADARAN MEREK (X3)	LOYALITAS MEREK (Y)
X1.1	0,788253	0,364166	0,415001	0,414381
X1.2	0,846690	0,458521	0,480503	0,432226
X1.3	0,854122	0,376812	0,539318	0,440437
X1.4	0,600410	0,388760	0,353908	0,348809
X1.5	0,714984	0,293738	0,250426	0,476095
X2.1	0,378367	0,871376	0,279215	0,459856
X2.2	0,452203	0,881658	0,359574	0,513422
X2.3	0,420837	0,928036	0,467052	0,516812
X2.4	0,463309	0,845318	0,596917	0,541845
X3.1	0,382403	0,341914	0,838099	0,422963
X3.2	0,415155	0,380088	0,893334	0,468937
X3.3	0,519000	0,469665	0,868296	0,677358
X3.4	0,510623	0,492569	0,910454	0,568643
Y.1	0,528711	0,566574	0,570941	0,904802
Y.2	0,461925	0,441248	0,513601	0,903260
Y.3	0,554715	0,586791	0,531459	0,901277
Y.4	0,410285	0,432477	0,605425	0,823820

Source : PLS test

Average Variance Extracted (AVE)

AVE test results for the Brand Image variable (X1) of 0.587889, Brand Trust variable (X2) of 0.778107, Brand Awareness variable (X3) of 0.770830, and Brand Loyalty (Y) of 0.781382, All variables it presents a value of more than 0.5, which as a whole the variables in this study can be said to have good validity.

Table 4 Average Variance Extracted (AVE)

	AVE
CITRA MEREK (X1)	0,587889
KEPERCAYAAN MEREK (X2)	0,778107
KESADARAN MEREK (X3)	0,770830
LOYALITAS MEREK (Y)	0,781382

Source : PLS test

Composite Reliability

When referring to the results of the Composite Reliability test, it is explained that the Brand Image variable (X1) is 0.875378, the Brand Trust variable (X2) is 0.933380, the Brand Awareness variable (X3) is 0.930754, and Brand Loyalty (Y) is 0.934534, all of these variables confirm the Composite Reliability value above 0.70 so that it can be said that all variables in this study are reliable.

Table 5 Composite Reliability

	Composite Reliability
CITRA MEREK (X1)	0,875378
KEPERCAYAAN MEREK (X2)	0,933380
KESADARAN MEREK (X3)	0,930754
LOYALITAS MEREK (Y)	0,934534

Source : PLS test

Latent Variable Correlation

From the table of latent variable correlations, the highest correlation value was obtained between the variables Brand Awareness (X3) and Brand Loyalty (Y) 0.628417. It can also be stated that among the variables in the research model, the relationship between the variables Brand Awareness (X3) and Brand Loyalty (Y) shows a stronger relationship than the relationship between other variables. This can also be interpreted that in this research model, the level of Brand Loyalty is more influenced by Brand Awareness variables than other variables.

Table 6 Latent Variable Correlation

	CITRA MEREK (X1)	KEPERCAYAAN MEREK (X2)	KESADARAN MEREK (X3)	LOYALITAS MEREK (Y)
CITRA MEREK (X1)	1,000000			
KEPERCAYAAN MEREK (X2)	0,488381	1,000000		
KESADARAN MEREK (X3)	0,531234	0,490127	1,000000	
LOYALITAS MEREK (Y)	0,556556	0,578307	0,628417	1,000000

Source : PLS test

Inner Model

The testing process carried out on the structural model was carried out by referring to the R-Square value which is a goodness-fit model test. Inner model testing can be seen from the R-square value on the equation between latent variables. R2 value = 0.521951. It can be interpreted that the model can explain the phenomenon of Brand Loyalty which is influenced by independent variables including Brand Image, Brand Trust and Brand Awareness with a variance of 52.19%. While the remaining 47.81% is explained by other variables outside of this study (besides brand image, brand trust and brand awareness).

Table 7 R-square

	R Square
CITRA MEREK (X1)	
KEPERCAYAAN MEREK (X2)	
KESADARAN MEREK (X3)	
LOYALITAS MEREK (Y)	0,521951

Source : PLS test

Hypothesis test

Hypothesis testing can be seen from the results of the coefficients and T-statistic values of the inner model in the following table:

Table 8 Path Coefficients (Mean, STDEV, T-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Value
CITRA MEREK (X1) -> LOYALITAS MEREK (Y)	0,218061	0,224461	0,080482	2,709421	0,008
KEPERCAYAAN MEREK (X2) -> LOYALITAS MEREK (Y)	0,290327	0,292075	0,069927	4,151856	0,000
KESADARAN MEREK (X3) -> LOYALITAS MEREK (Y)	0,370279	0,364577	0,080349	4,608396	0,000

Source : PLS test

Conclusions that can be drawn from the entire data set are:

- H₁ : Brand image has positive implications for brand loyalty on Frisian Flag sweetened condensed milk products in Surabaya City which is acceptable, with a path coefficient of 0.218061, and a T-statistic value of 2.709421 > 1.96 (T-table value of Z α = 0 .05), or P-Value 0.008 <0.05, with a significant (positive) result.
- H₂ : Brand trust has significant and positive implications for brand loyalty to Frisian Flag sweetened condensed milk products in the city of Surabaya which is acceptable, with a path coefficient of 0.290327, and a T-statistic value of 4.151856 > 1.96 (T-table value of Z α = 0.05), or P-Value 0.000 <0.05, with a significant (positive) result.
- H₃ : Brand awareness has a positive effect on brand loyalty on Frisian Flag sweetened condensed milk products in Surabaya City which is acceptable, with a path coefficient of 0.370279, and a T-statistic value of 4.608396 > 1.96 (T-table value of Z α = 0.05) or P-Value 0.000 <0.05, with a significant (positive) result.

The results of the significance of the T-Statistic value can be seen from the smartPLS output by bootstrapping in the following figure:

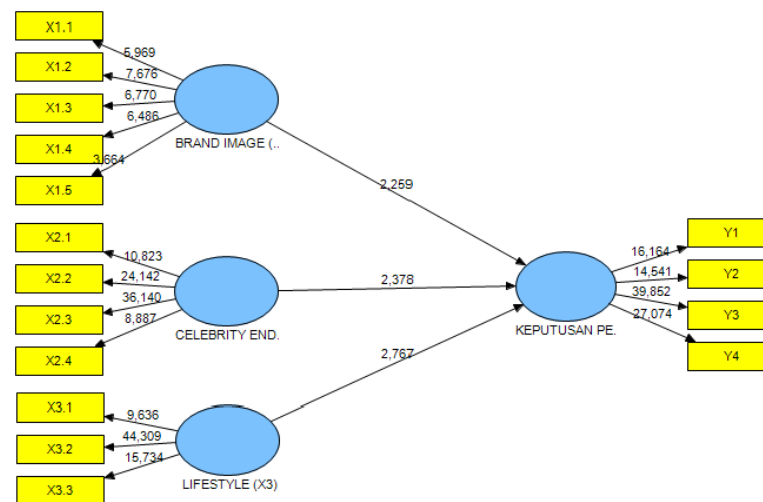


Figure 3 Inner Model with T-Statistic Bootstrapping significance value
Source : Data Processing, output *smartPLS*

Effect of Brand Image (X1) on Brand Loyalty (Y)

Based on the results of the research that has been carried out, the results show that the brand image variable has significant and positive implications for brand loyalty in Frisian Flag-sweetened condensed milk products. This explains that there is a directly proportional relationship between brand image and loyalty, meaning that if the brand image is more positive then brand loyalty will also increase. So it can be concluded that the influence of brand image on brand loyalty of Frisian Flag sweetened condensed milk products is acceptable. This idea is supported by research. That is why, companies are required to initiate an improvement to the brand image either through promotion, tagline or quality so that the brand reputation becomes better which of course brand loyalty will appear in the minds of consumers. This research is again supported by research which explains that brand loyalty arises from an attractive brand image as well as being the main point of this research.

Effect of Brand Trust (X2) on Brand Loyalty (Y)

Based on the results of the research that has been done, the result is that the brand trust variable has very significant positive implications for brand loyalty in Frisian Flag sweetened condensed milk products. That is, the higher the brand trust, the higher the loyalty to a brand. So this hypothesis can be accepted. In line with this research, research also explains that brand trust has significant and positive implications for brand loyalty. It is trust that is decisive in triggering customer loyalty. Companies are required to initiate a design strategy to build consumer/buyer confidence in the products offered by presenting the various advantages contained. The results of this study are directly supported by research which confirms the view that brand trust is an important element in increasing loyalty because now brands have mushroomed and are recognized by consumers so efforts are needed to increase even more

trust to be loyal to one brand. In conclusion, brand trust is one of the factors that can determine brand loyalty to Frisian Flag sweetened condensed milk products.

Effect of Brand Awareness (X) on Brand Loyalty (Y)

Based on this research, it was found that the brand awareness variable had significant and positive implications for brand loyalty in Frisian Flag-sweetened condensed milk products. This proves that their loyalty is getting better the higher brand awareness. So this hypothesis can be accepted. This research is supported by research which explains that brand awareness has a significant effect on brand loyalty. Consumers who are familiar with a brand will easily remember the brand when buying a product. Consumer memory is the main key for consumers in buying products and building and increasing consumer loyalty and this research is in line with research that confirms that brand awareness is the expertise of a brand to be remembered by consumers/buyers and how easy the product name is to find. In conclusion, brand loyalty to Frisian Flag sweetened condensed milk products relies on brand awareness as well as a very influential thing

CONCLUSIONS AND RECOMMENDATIONS

Brand image contributes greatly to brand loyalty to Frisian Flag sweetened condensed milk products in increasing sweetened condensed milk products in the city of Surabaya. This suggests that a good perception of a brand will foster strong brand loyalty. In the city of Surabaya, Frisian Flag's sweetened condensed milk products benefit from brand trust. This shows that the higher the brand trust in collecting shopper assumptions, the more dedication to the brand will also increase. In the city of Surabaya, brand loyalty for Frisian Flag-sweetened condensed milk products has increased as a result of brand awareness. This suggests that a better consumer memory of a brand will encourage consumers to be aware of it and choose the first brand that comes to their mind as the best, increasing brand loyalty.

Frisian Flag is expected to improve the brand image by maintaining the brand's ability to meet needs. Frisian Flag is also expected to increase brand trust through appearance in product descriptions and the benefits that will be obtained according to the nutritional content of the product so that consumer confidence increases and they can consume Frisian Flag sweetened condensed milk products with a feeling of security. Furthermore, Frisian Flag is expected to increase brand awareness from consumers through several things such as clarifying product benefits and often displaying promotions with attractive taglines that can describe the characteristics of the Frisian Flag brand so that consumers can remember sweetened condensed milk products with the Frisian Flag brand when consuming sweetened condensed milk products with other

brands, bearing in mind that Consumption is an indicator that has the highest percentage.

It is hoped that future researchers will add other variables not examined in this study to determine the effect of other variables on brand loyalty such as product quality, customer satisfaction, and price perceptions.

FURTHER STUDY

In every research there are weaknesses and limitations both in the research process and the attachment of the problems and variables used. The research process involves many respondents with different thoughts and characteristics, this often leads to discrepancies in the answers chosen in the statements prepared by the author. Often respondents give the same answer not because it is in accordance with what they feel but to shorten the time. This will greatly affect the results of data processing by the author. It is hoped that future researchers will be more focused and objective in determining the variables to be studied in accordance with the phenomena that occur and pay attention to the selection of respondents to be studied so as to obtain valid information and make it easier to solve problems in the loyalty of sweetened condensed milk with the Frisian flag brand.

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