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Determinant Factors Brand Loyalty of Tokopedia

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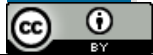
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ABSTRACT

The objective of this research is to identify and analyze the effect of Brand Awareness, Brand Association and Corporate Image on Brand Loyalty using a quantitative descriptive approach. The data in this study were obtained from 156 respondents who are Tokopedia users. Data analysis used multiple linear regression and path analysis. The first stage in this study was to test the validity for each variable along with its reliability. The second stage examines the relationship between variables, namely Brand Awareness, Brand Association and Corporate Image with Brand Loyalty. The results of this study is variable Brand Awareness has an effect on Brand Loyalty, Brand Association has an effect on Brand Loyalty, Corporate Image has an effect on Tokopedia Brand Loyalty

INTRODUCTION

The rapid development of technology is very important to provide better innovation in it. The Industrial Revolution 4.0 is one of the implementations of Germany's 2020 modern technology projection which is implemented through improving manufacturing technology, creating strategic policy frameworks, and so on (DMFP Sari, 2018). Marked by the presence of robots, artificial intelligence, machine learning, biotechnology, blockchain, internet of things (IoT), and driverless vehicles (Giddens, 2002). Industrial Revolution 4.0 which can be used to support thinking patterns and develop creative and innovative innovations from all aspects of human life by using technology or the

internet (www.setneg.go.id) Advances in technology and information flow have made Indonesian people more open to global knowledge (Gounaris, 2004). The rapid internet network also indirectly brings a new phenomenon or a new lifestyle among people who like to use internet facilities. Utilization of Information and Communication Technology is growing not only to provide services and ease of obtaining information, but also to be used as a digital-based marketing communication medium (Hasan, 2009). The use of internet technology in the trading industry has changed consumer buying behavior.

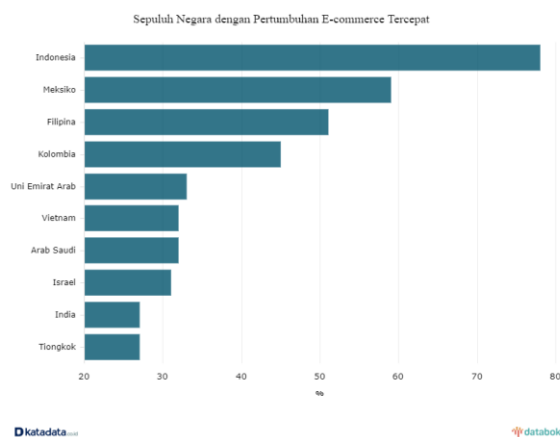


Figure 1. The World's Fastest Growing E-Commerce Source: Databoks (2019)

People's online shopping behavior is increasing from year to year. A British research institute, Merchant Machine, in its Databoks report (2019), released a list of ten countries with the fastest growing e-commerce in the world. Indonesia leads these countries with a growth of 78% in 2018. Based on Figure 1.1, the number of internet users in Indonesia, which is more than 100 million users, is one of the forces driving the growth of e-commerce. Along with this, revenue growth occurred in the e-commerce industry (Lengkong et al., 2015).

The focus on purchases in Indonesia is unavoidable, one of which is caused by Indonesia's stable and growing economic growth. The results of

the Nielsen survey put Indonesia in the top position as a country with a high level of public consumption when compared to other countries (Gerald, 2013).

The rapid growth of e-commerce is currently happening in Indonesia. From 2017 E-commerce revenue reached 8.5 billion USD growing rapidly to 20.3 billion USD in 2019. In addition, it is projected that in 2024 e-commerce revenue will jump to 50.8 billion USD. From various types of e-commerce that exist today such as Tokopedia, Blibli.Com, Bukalapak, Shoppe, JD.ID, Bhinneka, Elevenia, Zalora, and so on. Tokopedia is the most visited e-commerce by consumers and is among the most popular at the moment, this is evidenced by the

release of an initial public offering (IPO) prospectus in March 2022. By joining Tokopedia with Gojek, GOTO has an ecosystem network, a very broad future business model and growth, GOTO shares are considered to have great appeal to the public. Currently, GOTO is the only company in the Southeast Asia region that offers on-demand services, e-commerce and financial technology services that are large-scale and integrated in one ecosystem (Lifia & Hariance, 2018).

However, based on data from the Top Brand Index, Tokopedia is still in third place, where the first position is occupied by e-commerce Lazada. Based on Table 1.1, Lazada is one of the e-commerce companies that for the past 3 years (2018-2020) has remained at the

Research Purposes

Referring to the e top of Indonesia's top brands. formulation of the problem, the formulated research objectives are as follows:

1. To find out and analyze the effect of brand awareness on the corporate image of the Tokopedia brand.
2. To find out and analyze the effect of brand association on the corporate image of the Tokopedia brand.
3. To find out and analyze the effect of corporate image on Tokopedia Brand loyalty.
4. To find out and analyze the effect of brand awareness, brand association and corporate image simultaneously on Tokopedia Brand loyalty.

LITERATURE REVIEW

Effect of brand awareness on the corporate image of the Tokopedia brand

The education variable has an influence on teacher performance because basically the higher a person's education, the more professional a person works in the field he is practicing. Without the

provision of knowledge, a person will experience difficulties when facing a problem in carrying out their duties and responsibilities. Through the education undertaken by a previous teacher, it will add insight into how to become a teacher with existing qualifications. The level of knowledge possessed by a teacher influences the way he teaches, broad insight in delivering lessons and accompanied by knowledge in using technology will affect teacher performance.

With the education possessed by a teacher it will produce good performance. However, this must be accompanied by his ability to teach or convey material to his students. Therefore, the formulation of the hypothesis that can be proposed is as follows: H1: Education has a positive and significant effect on teacher performance

Effect of brand association on the corporate image of the Tokopedia brand.

The work experience variable has an influence on teacher performance because the longer a person has work experience as a teacher, the better his teaching ability and innovation and makes a teacher master the material that must be conveyed in learning to his students.

Work experience is a reference for an employee to position himself appropriately according to his conditions, be able to take risks boldly, be able to face challenges and have full responsibility and be able to communicate well with various parties to maintain productivity performance and produce individuals who are competent in their fields (Sutrisno, 2009).

Work experience are skills and knowledge that have been mastered and owned by someone because of the actions or work that has been done for a certain time (Trijoko, 2011). Work experience is the process of forming knowledge and skills about a

job and employee involvement in carrying out the job (Manulang, 2011) in (Fransisca, 2016).

With the work experience that a teacher has, he can face students with various characters and find solutions to problems. Therefore, the formulation of the hypothesis that can be proposed is as follows:

H2: Work experience has a positive and significant effect on teacher performance
Effect of corporate image on Tokopedia Brand loyalty.

In the variable work motivation has an influence on teacher performance because

motivation encourages someone to achieve success. Motivation can encourage teachers to be better at delivering lessons to their students.

With the motivation possessed by a teacher, the teacher can deliver lessons better. Therefore, the formulation of the hypothesis that can be proposed is as follows:

H3: Work Motivation has a positive and significant effect on Teacher Performance

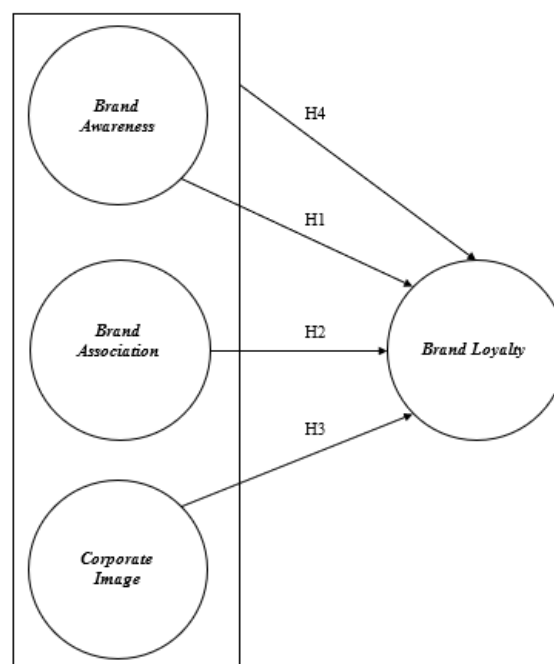


Figure 2. Conceptual Framework

METHODS

This research is a descriptive quantitative research. In this study, researchers used the Likert scale measurement method. The population in this study were all Tokopedia users in DKI Jakarta and use purposive sampling technique which determined certain considerations or criteria in this study and has 145 respondents, this amount of respondents accordint to Hair et al. (2020) which multiply 29 indicators to 5-10. In this study, data collection was carried out through a questionnaire.

This research is intended to build a real picture of a phenomenon that is in the context of research. With descriptive research using the IBM SPSS version 26 program, various information will be collected in order to answer questions about the relationship between brand awareness, brand association, corporate image, and brand loyalty.

RESEARCH RESULTS

Validity Test

The research instrument is said to be valid if it can reveal data from the variables studied, because in this study using a Likert scale, the technique used to test validity in this study is the product moment correlation technique. The validity test can be seen by looking at the number of rcounts, if the number of rcounts < rtable = invalid, and if the number of rcounts > rtable = valid (Ghozali, 2013). Then the rtable value used with a significance of 5% (0.05) and the degree of freedom (df) = $n - 2 = 156 - 2 = 154$ is 0.157.

In this study, the reliability test was conducted on 156 respondents with the aim of testing the consistency of the questionnaire. According to Ghozali's statement (2013), the reliability test for more than two alternative answers uses the Cronbach's alpha test, the value of which will be compared with the minimum acceptable reliability coefficient value. Reliability less than 0.6 is not good, while 0.7 is acceptable, and more than 0.8 is good.

Reliability Test

It is known that the value of Cronbach's alpha variable is above 0.7 so that all questionnaire statements regarding brand awareness, brand association, corporate image and brand loyalty can be declared reliable.

Classic Assumption Test

Multiple linear regression models, there are several models that can be said to be good models if these models fulfill several classical assumptions such as normally distributed residual data, absence of multicollinearity, auto-correlation, and heteroscedasticity.

The significance value obtained is 0.200 (> 0.05) then H_0 is accepted, therefore it can be concluded that the residuals in this study have met the assumption of normally distributed data because the significance value is > 0.05. According to Imam Ghozali (2013) the multicollinearity test aims to test whether the regression model found a correlation between independent (independent) variables.

The results of processing the multicollinearity test data using SPSS 26 show that the two independent variables do not occur multicollinearity between the independent variables so that it can be stated that a simple linear regression model can be carried out in this study.

Based on the heteroscedasticity test, it shows that the dots are not clustered, but spread out and the distribution is not patterned. It can be said that the independent variable is free from the classical assumption of heteroscedasticity.

Hypothesis Testing

t Test

Table 1. t Test Coefficientsa

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	std. Error	Coefficients Betas		
1	(Constant)	.352	.667		.528	.598
	BA	.400	.053	.387	7,566	.000
	BASS	.062	.024	.167	2,591	.010
	CI	.178	.027	.435	6,544	.000

a. Dependent Variable: BL

Results and hypothesis testing t. Table 1 with the following explanation:

1. The probability of sig brand awareness (X1) of 0.000 is less than 0.05, so that Ho is rejected and H1 is accepted, it can be stated partially that brand awareness (X1) has a positive and significant effect on brand loyalty (Y).
2. The probability of sig brand association (X2) of 0.010 is less than 0.05, so that Ho is rejected and

H2 is accepted, it can be stated that partially brand association (X2) has a positive and significant effect on brand loyalty (Y).

3. The probability of sig corporate image (X3) of 0.000 is less than 0.05, so that Ho is rejected and H3 is accepted, it can be stated that partially corporate image (X3) has a positive and significant effect on brand loyalty (Y).

F Test

Table 2. Anova

ANOVAa

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1040410	3	346,803	205,569	.000b
	residual	256,430	152	1687		
	Total	1296,840	155			

a. Dependent Variable: BL

b. Predictors: (Constant), CI, BA, BAS

Based on Table 2 it can be seen that the probability value of sig 0.000 means valueprobabilitysmaller than 0.05 then Ho is rejected

and H4 is accepted, it can be concluded that all the independent variables together have a significant effect on the dependent.

Coefficient of Determination (R^2)

Table 3. Coefficient of Determination (R^2)

Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.896a	.802	.798	1.29886

a. Predictors: (Constant), CI, BA, BAS

b. Dependent Variable: BL

Based on Table 3 it is known that the coefficient of determination (adjusted R2) is 0.798 which means 79.8%, which means that the contribution of brand

loyalty can be explained by the three independent variables. While the rest is explained by other variables not examined in this study.

Table 4. Linear Regression Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	std. Error	Coefficients Betas		
1	(Constant)	.352	.667		.528	.598
	BA	.400	.053	.387	7,566	.000
	BASS	.062	.024	.167	2,591	.010
	CI	.178	.027	.435	6,544	.000

a. Dependent Variable: BL

$$Y = a + \beta_1 X_1 + \beta_2 X_2 \dots\dots\dots(1)$$

$$Y = 0.352 + 0.400X_1 + 0.062X_2 + 0.178X_3 + e$$

Information:

Based on table 4, the resulting multiple linear regression equation is:

1. The constant of 0.352 is the intersection of the regression line with the Y axis which indicates the independent variable if all the X variables are equal to zero (0).
2. The brand awareness variable has a positive regression coefficient, meaning that if the brand awareness variable increases, brand loyalty will increase by the value of the regression coefficient, which is 0.400 assuming the other independent variables are constant.
3. The brand association variable has a positive regression coefficient, meaning that if the brand association variable increases, brand loyalty will increase by the value of the regression coefficient, which is 0.062 assuming the other independent variables are constant.
4. The corporate image variable has a positive regression coefficient, meaning that if the corporate image variable increases, brand loyalty will increase by the value of the regression coefficient, which is 0.178 assuming the other independent variables are constant.

DISCUSSION

1. Effect of Brand Awareness on Brand Loyalty

Based on the results of testing the first hypothesis which states that brand awareness has a positive and significant effect on brand loyalty. In this relationship, a significance level of 0.000 was found where the value was less than a significance level of 0.05, the hypothesis accepted was H_a , so it can be concluded that the brand awareness variable has a positive and significant influence on brand loyalty. These results are in line with previous research by Lengkong, Pio and Mangindaan (2021); Sari (2018); Aulia (2016) which states that there is an influence of Brand Awareness on Brand Loyalty. The brand awareness variable has a positive regression coefficient, meaning that if the brand awareness variable increases, brand loyalty will increase by the value of the regression coefficient, which is 0.400 assuming the other independent variables are constant.

2. Effect of Brand Association on Brand Loyalty

Based on the results of testing the second hypothesis which states that brand association has a positive and significant effect on brand loyalty. In this relationship, a significance level of 0.010 is found, where the value is less than a significance level of 0.05, the hypothesis accepted is H_a , so it can be concluded that the brand association variable has

a positive and significant influence on brand loyalty. The research results are supported by previous research by Mukdianto (2016); Nawawi and Riptiono (2016) stated that Brand Association has an effect on Brand Loyalty. 3. The brand association variable has a positive regression coefficient, meaning that if the brand association variable increases, brand loyalty will increase by the value of the regression coefficient, which is 0.062 assuming the other independent variables are constant.

3. Effect of Corporate Image on Brand Loyalty

Based on the results of testing the third hypothesis which states that corporate image has a positive and significant effect on brand loyalty. In this relationship, a significance level of 0.000 is found, where the value is less than a significance level of 0.05, the hypothesis accepted is H_a , so it can be concluded that the corporate image variable has a positive and significant effect on brand loyalty. The research results are supported by previous research by Setiawan and Sayuti (2017); Darmawan (2017) stated that corporate image influences brand loyalty.

The corporate image variable has a positive regression coefficient, meaning that if the corporate image variable increases, brand loyalty will increase by the value of the regression coefficient, which is 0.178 assuming the other independent variables are constant.

5. The Influence of Brand Awareness, Brand Association and Corporate Image on Brand Loyalty

Based on the results of testing the fourth hypothesis which states that brand awareness, brand association and corporate image have a positive and significant effect on brand loyalty. In this relationship, a significance level of 0.000 was found where the value was less than a significance level of 0.05, the hypothesis accepted was H_a , so it can be concluded that brand awareness, brand association

and corporate image variables have a positive and significant influence on brand loyalty. The research results are supported by Sari's previous research (2018); Aulia (2016) which states that brand awareness, brand association and corporate image affect brand loyalty.

CONCLUSION AND RECOMMENDATIONS

Based on the results of hypothesis testing and the discussion put forward in the previous chapter, several conclusions can be obtained as follows: a) Brand awareness found to have a positive and significant influence on brand loyalty. This proves that the high brand awareness factor that are able to increase brand loyalty. b) Brand association found to have a positive and significant influence on brand loyalty. This proves that the high brand association factor that are able to increase brand loyalty. c) Corporate image found to have a positive and significant influence on brand loyalty. This proves that the high corporate image factor that are able to increase brand loyalty. d) Brand awareness, brand association and corporate image found to have a positive and significant influence on brand loyalty. This proves that the high factors of brand awareness, brand association and corporate image that are able to increase brand loyalty.

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