

Mediation Role Of Customer Satisfaction In The Influence Of Brand Equity And Trust Toward Customer Loyalty

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ABSTRACT

This study aimed to examine and assess customer happiness's role as a bridge between brand equity and customer loyalty. The study's structural equation modeling (SEM) approach uses the SmartPLS tool. The study's sample comprises 169 respondents, all The Great Asia Africa customers. Thus, the 100 respondents in this poll, or nearly half of The Great Asia Africa's clientele, were The Great Asia Africa's customers. The author gathered data from 100 respondents by the Frankel and Wallen (1993) hypothesis, which indicates that the minimum sample size for descriptive research is 100 participants. This study used the Descriptive Research Design paradigm, and the essential information was gathered via a questionnaire. According to the test's findings, customer trust and brand equity have a beneficial impact on patronage. Customer pleasure is an intermediary variable, but Customer Trust considerably impacts Customer Loyalty. Brand equity does not affect a customer's loyalty when using customer satisfaction as a mediator variable.

Keywords: Brand Equity, customer trust, customer loyalty, customer satisfaction.



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INTRODUCTION

Brand equity is defined by Tjiptono (2011) in Harsa and Syahputra (2015) as a group of brand assets and liabilities connected to a brand, its name, and symbol, which increase or decrease the value of a good or service to a company and its clients. The brand equity of a product increases with more excellent and better branding.

Confidence or trust is essential in resolving disputes and concerns between business partners and is a fundamental element in developing long-lasting connections between organizations and customers (Kurniasari & Ernawati, 2012; Harumi, 2016). Businesses need to have trusted since they can only form partnerships with it. Furthermore, since service provider businesses promise their customers items or services they cannot see and must pay for before getting, trust is crucial to their operations. Depending on how trusted they are, visitors may decide which theme park or amusement park to visit.

The degree of satisfaction experienced by customers influences their choice to purchase a good or service. Martin (2005) asserts that one of the critical factors in predicting consumer behavior, and specifically recurrent purchases, is customer happiness. The gap between actual results and expectations defines a customer's level of satisfaction. Consumers who are happy with their purchases are more likely to come back, make additional purchases, and promote the company to their friends and family.

Griffin (2005) asserted in Harumi (2016) that a customer's length of loyalty increases a company's earnings. Loyalty is generally defined as a pattern of recurrent purchases of the same product or service. Loyalty is routinely repurchasing something after developing a strong attachment to it. How loyal customers are affected by brand equity, customer trust and satisfaction, and other factors.

The Great Asia Africa has principles that are part of the organization's dedication to fulfilling its vision and goal through adherence to international standards and good corporate governance (Good Corporate Governance). Visitors to the Great Asia Africa Value can see famous landmarks from many countries, including Africa and the Middle East, Thailand, Indonesia, South Korea, Japan, and India. The Decalogue and these principles must be known by all employees, who must utilize them to direct their actions.

Therefore, as a researcher who is also an employee of PT. Aryan Indonesia wants to analyze what affects customer loyalty to the company. Based on the description above, it becomes interesting to discuss this topic under "The Mediation Role of customer satisfaction in the influence of brand equity and trust in customer loyalty."

LITERATUR REVIEW

The topic of customer satisfaction as a mediator in the research model between the influence of brand equity and customer loyalty can be examined in the following ways.

Relationship of Customer Trust To Customer Loyalty

At the Seiko Laundry Company Medan, Harumi (2016) studied how customer happiness and trust impact customer loyalty. Customer loyalty is impacted by consumer trust and happiness, per the report. The analytical strategy used in this work uses multiple linear regression analysis.

The results of this study also show that Trust and Pricing affect Customer Loyalty, which is mediated through satisfaction, according to subsequent research by Laely (2016). AMOS is used in this inquiry. As a result of the two research, the following theory is put forth:

H1: Customer Trust affects Customer Loyalty.

Relationship Brand Equity To Customer Loyalty

Meizan and Zuliestiana (2017) studied how brand equity affects customer loyalty (studies at PT. JNE Bandung Representative Office Branch). The results of the investigation show that brand equity affects client loyalty. The analytical strategy used in this work uses multiple linear regression analysis.

Further study testing was done by Abdullah, Marnisah, and Hildayanti (2018), and they discovered that brand equity impacted client loyalty. The analytical strategy for this investigation makes use of SPSS 22 analysis. As a result of the two research, the following theory is put forth:

H2: Brand Equity affects Customer Loyalty.

The Relationship between Brand Equity and Customer Trust in Customer Loyalty with Customer Satisfaction Intervening Variables

Suswita Roza and Shinta (2015) researched for Erida to ascertain how consumer loyalty for Samsung smartphones running the Android operating system is impacted by brand equity. The results of the study indicate that brand equity has an impact on customer loyalty. The analytical strategy used in this work uses multiple linear regression analysis.

The Syifa Medical Center Clinic's service quality and customer trust impact loyalty, with patient satisfaction acting as an intervening variable, according to additional research by Fadhila and Diansyah (2018). The analytical method employed in this investigation is SEM-PLS. As a result, the following hypothesis is suggested by this study:

H3: Brand Equity and Customer Trust affect Customer Loyalty with the intervening variable of Customer Satisfaction.

METHODS

This study used the Descriptive Research Design paradigm, and questionnaires were utilized to gather data. Surveys, panels, direct observation, and quantitative secondary data are additional techniques for gathering data. The population of this survey consists of 196 respondents who are Great Asia Africa, consumers. As a result, 100 respondents, or about half of The Great Asia Africa's customer base, participated in the study. According to Frankel and Wallen (1993), the minimum sample size for descriptive research is 100 individuals, and the author employed a sample of 100 respondents. Analytical tools are evaluated using SEM-PLS research.

RESULTS AND DISCUSSION (Times New Roman, 10pt, Bold)

The hypothesis in this study is separated into direct and indirect impacts. The value in the output result for inner weight is the foundation for testing the hypothesis.

1. The Direct Effect Hypothesis

The Customer Trust variable is hypothesized to impact the Customer Loyalty variable, and the Brand Equity variable is hypothesized to impact the Customer Loyalty variable. The following is a table of direct effects between variables.

Table 1. Direct Influence between Variables

Effect	Original	Sample	Standard	T Statistics (O/STDEV)	P Values
	Sample(O)	Mean (M)	Deviation (STDEV)		
Customer trust -> Customer loyalty	0.397	0.387	0.088	4.509	0.000

Source: Data processed in 2022

Table 2. Direct Influence between Variables

Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Equity -> Customer loyalty	0.314	0.323	0.078	4.001	0.000

Source: Data processed in 2022

Relationship of Customer Trust to Customer Loyalty

With a path coefficient of 0.397 and a statistical T value of 4.509, Table 1's original value (O), representing the initial hypothesis test results, shows a connection between customer loyalty and trust. This value is higher than the t-table value (1,960). It demonstrates how customer loyalty is influenced by consumer trust.

Brand Equity Relationship to Customer Loyalty

There is a connection between brand equity and consumer loyalty, as seen in table 5.10, which presents the findings from testing the second hypothesis. A route coefficient of 0.314 and a statistical T value of 4.001 describe the initial value (O). This value is higher than the t-table value (1,960). It demonstrates how brand equity affects customer loyalty.

2. The Indirect Effect Hypothesis

Brand Equity and Customer Loyalty variables are hypothesized to impact each other as the Customer Trust variable. The table of indirect interactions between variables is below.

Table 3. Indirect Influence between Variables

Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer trust -> Customer satisfaction -> Customer loyalty	0.049	0.052	0.035	1.380	0.168

Source: Data processed in 2022

Table 4. Indirect Influence between Variables

Pengaruh	Original Sample(O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Equity					
-> Customer satisfaction -> Customer loyalty	0.046	0.051	0.035	1.331	0.184

Source: Data processed in 2022

Relationship between Brand Equity and Customer Trust on Customer Loyalty with Customer Satisfaction intervening variable

Table 4 shows the results of the third hypothesis test, using the original value (O), a path coefficient of 0.049, and a T statistic value of 1.380. There is a link between brand equity and consumer loyalty and trust.

Interpretation of Results

Relationship of Customer Trust to Customer Loyalty

According to the author's analysis of the data and results of his hypothesis testing, it can be concluded from the study's findings that customer trust influences customer loyalty. That is consistent with Laely's (2016) and Harumi's (2016) statement that customer trust influences customer loyalty.

Customers at The Great Asia Africa have a rare chance to learn while having fun and to assist children in becoming competent. The Great Asia Africa also places a significant emphasis on educating guests from an early age by making them wait in line before rides. Children must queue up because adults cannot stand in line for them, which teaches them the importance of patience to get what they want. Children can interact with the world in various ways and must have their values shaped.

Brand Equity Relationship to Customer Loyalty

The study's findings indicate that Brand Equity impacts customer loyalty based on the author's testing of his or her hypotheses and interpretation of the data. That is congruent with research showing how brand equity affects client loyalty from Meizan and Zuliestiana (2017) and Abdullah, Marnisah, and Hildayanti (2018).

Many marketing professionals use this notion of brand equity. However, a brand serves at least two essential functions. The first is the identity of the brand.

Relationship between Brand Equity and Customer Trust on Customer Loyalty with Customer Satisfaction intervening variable

Based on the author's hypothesis testing and data analysis, it can be inferred from the study's results that Brand Equity and Customer Trust do not affect Customer Loyalty, even when Customer Satisfaction is an intermediary variable. That conflicts with Erida, Suswita Roza, and Shinta's (2015) conclusion that brand equity affects customer loyalty. Moreover, Brand Equity

influences Customer Loyalty, with Customer Satisfaction acting as an intermediary variable, according to Mahendra, Handoyo, and Prabawani (2014). Consumer Loyalty is impacted by Customer Trust through Customer Satisfaction, according to a study by Ridwan, Pusporini, and Samin (2018) and Diansyah and Fadila (2018). Consumer Trust also influences Customer Loyalty, with Customer Satisfaction as an intervening variable.

Client loyalty is crucial to the success of any product or service that is offered to them. In its conceptualization, customer loyalty is impacted by brand equity, which comprises brand awareness, brand association, perceived quality, and a sense of attachment to brand loyalty.

After the results of data processing from a processed questionnaire, brand awareness is the best indicator of brand equity. For instance, while commenting on brand awareness, the author is conscious of how The Great Asia Africa's brand or product appears. This claim has the maximum interval scale value of 4.00 for the Brand Equity variable.

CONCLUSION

Based on the discussion above, the authors provide conclusionsni this study as follows Customer Trust affects Customer Loyalty, Brand Equity affects Customer Loyalty, and Brand Equity and Customer Trust have no effect on Customer Loyalty with the intervening variable of Customer Satisfaction.

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