THE EFFECT OF BRAND IDENTITY, BRAND IMAGE, AND PERCEIVED VALUE ON LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATION VARIABLE FOR COSTUMER FRESH JUICE BINTARO

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Abstract: This research is motivated by the opportunity to start a business by looking at opportunities among drinks-fruit drinks that have been known among the community. Marketers are required to build brand identity, brand image, perceived quality of loyalty both directly and indirectly with the level of customer satisfaction as a mediation variable on Fresh Juice Bintaro. Type of research conducted using explanatory research with survey method. The sample was 127 respondents with proportionate random sampling technique — an analytical method using PLS SEM with PLS warp software. The research instrument test included an inner model test, outer model, path diagram conversion, estimation, goodness of fit and hypothesis tester (Resampling Bootstrapping). Test the hypothesis directly using t-test. The result of the analysis shows that brand identity has no positive and significant effect on customer satisfaction and customer loyalty, brand image has a positive and significant impact on customer satisfaction and customer loyalty. Perceived value also has a positive and significant effect on customer satisfaction and customer loyalty. And customer satisfaction also has a positive and significant effect on customer loyalty.

Keywords: Brand Identity, Brand Image, Perceived Value, Customer Loyalty, Customer Satisfaction.

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The food business is one of the promising businesses in Indonesia. This business also has an important role in economic development in Indonesia, seen from the data written by Hartono (2015), shows that growth the food and beverage industry reached 8.16% in the first quarter of 2015. Indonesia has a fast-growing restaurant business in Jakarta. This is due to the increasing number of food industries, especially restaurants from various classes that have sprung up and added to the tightness of business competition.

According to a report examined by the Indonesian Cafe and Restaurant Entrepreneurs Associa-

tion (APKRINDO) in 2014 stated that currently in Jakarta there are around 500-600 middle and upper class restaurants and overall both cafes, restaurants and depots in the middle to the lower segment are listed. 2,000 culinary ventures in Jakarta.

In the increasingly intense food business competition, businesses need to keep customers loyal to the company. Tjiptono (2004), suggested that customer loyalty is a customer commitment to a brand, store, or supplier based on positive, positive characteristics of long-term purchases. Customer loyalty is very important for the company to develop and continue its business. One factor that can form customer loyalty is customer satisfaction. According to Ariani and Rosinta (2010), customers who enjoy service will most likely say positively about the company and rarely move brands.

According to Kotler and Keller (2009), customer satisfaction is a feeling of pleasure or disappointment that appears after comparing the perception or impression of the performance or results of a product and its expectations. In other words, customers will feel satisfied if their expectations are met. By knowing the level of customer satisfaction, companies can anticipate the criteria of a product. To be able to satisfy the needs of various Indonesian consumers is not an easy thing, there are some that need to be considered by the company. One factor that influences customer satisfaction is the company's image.

According to Tang (2007), brand image is an impression that appears in one's thinking when he hears the name of a hotel, restaurant, or other business institution. So it can be concluded that the company's image is the result of a process where the customer has compared various attributes of the company. Besides influencing customer satisfaction, the company's image also influences customer loyalty. As stated by Mardalis (2005), in shaping customer loyalty, the company is expected to be able to build an image that is well known so that consumers have positive thoughts and do not hesitate to buy products or services from the company again.

So many restaurants have sprung up, even the conditions of competition will be increasingly strict so that every restaurant must be able to compete.

To overcome these competitive conditions the companies must be able to maintain their market share, one of which is by forming a strong brand image. Because without a strong and positive brand image, it is very difficult for companies to attract new customers and maintain existing ones (Lupiyoadi, 2006).

If the brand can meet consumer expectations or even exceed consumer expectations and provide quality assurance at every opportunity its use, then consumers will be more confident with their choices. This is what can cause trust in the brand. Thus, brand loyalty will be easier to form, because according to Morgan and Hunt (1994), brand image will determine consumer loyalty to the brand.

According to Lau and Lee (1999), brand loyalty is intention behaviour to buy a product and encourage others to do the same. Of course, this can provide substantial rewards for the company, especially if this loyalty is long-term and cumulative. The longer the loyalty of a customer, the greater the profit obtained by the company from the customer. Marketers can increase the value of a customer's offer in several ways: improving benefits, lowering costs or pricing, increasing benefits and lowering costs, increasing benefits greater than cost increases, lowering benefits less than lowering costs (Kottler dan Keller, 2009).

Customer satisfaction will be accompanied by customer loyalty. Customer satisfaction concerns what is disclosed by the customer and his expectation of the services obtained from the company. While loyalty associated with what the customer did after trying one of these products. This concept implies that customer satisfaction alone is not enough, because satisfied or dissatisfied is just one form of emotion. Also, customer loyalty is also no less relevant to be analysed because the attitude of loyal customers arise after customers feel satisfied or not satisfied with the service received (Tjiptono, 2004).

Fresh Juice Bintaro is a business that has been established since 2014 with a system of picking up balls, entrusted to stalls, and receiving orders. Observing the potential of this business that is promising, the business owner wishes to increase further the business that has a name and location, where

the juice drink can be better known by the public, especially in the Bintaro Jaya area of South Tangerang.

The research object based on observations on the need for business development by small businesses. The ease of licensing establishes a business, making it easy for people to express their ability to trade, so that business competition on a small business scale is also high. One example is the Fresh Juice Bintaro which was finally chosen as a business name that became the object of research. Fresh Juice Bintaro is a juice drink business located in the Bintaro Jaya region. Bintaro Fresh Juice is a homemade business whose products do not have artificial sweeteners. Competition among juice drinks is often a lot like Pulpy Orange, Buavita, Country Choice, Happy Juice and fresh juice from other neighbourhoods. The presence of Bintaro Fresh Juice can be a choice for the people of South Tangerang City, Pondok Karya Village, Pondok Aren District will be fulfilled by a variety of fresh fruit drinks offered by Fresh Juice Bintaro.

This study is in line with analysing and re-examining studies that have been done partially by previous researchers, namely by Putu and Made (2015) and Erawati (2010). This study is also in line with the integrated model of Trisno (2004), Harianto (2013), and Endah (2015), which states integrated models explain the relationship between brand identity, brand image, perceived value, satisfaction, and customer loyalty.

Based on these empirical facts, the relationship between the variables that need to be analyzed in this research are: (1) the effect of brand identity on customer satisfaction and loyalty, (2) the influence of Fresh Juice Bintaro brand image on customer satisfaction, (3) the influence of perceived value on customer satisfaction, (4) the influence of Fresh Juice Bintaro brand image to loyalty (5) the influence of perceived value on customer loyalty, (6) the influence of customer satisfaction on customer loyalty, (7) influence of brand image on satisfaction and loyalty, (8) influence perceived value to satisfaction and loyalty, (9) the impact of brand image on customer satisfaction and loyalty, (10) the effect of perceived value on customer satisfaction and loyalty.
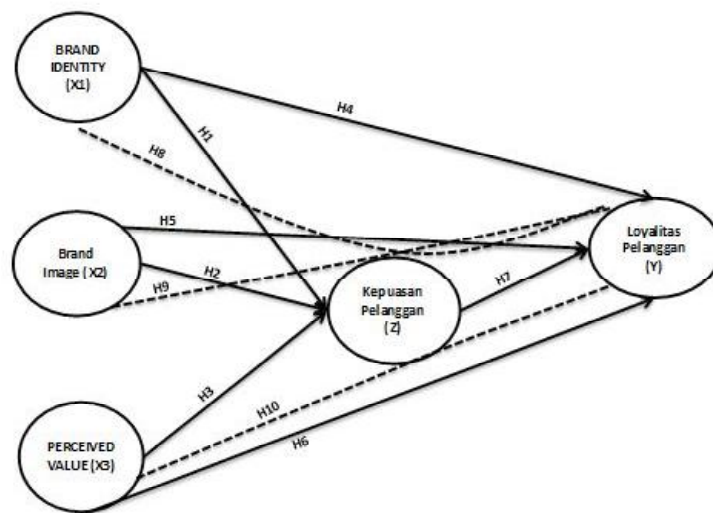

Figure 1   Conceptual Framework

METHOD

This research is done by the quantitative approach, by using survey method, using ex post facto design that is a causal relationship which is not ma-nipulated by the researcher and the causal relationship based on the theoretical study, that a certain variable causes certain variables.

Population and Sampling

The population in this study are all buyers Fresh Juice Bintaro starting from December - January 2018, amounting to 248 customers. By using the above formula where the total population of 248 customers, 95% confidence level, the number of samples obtained 127 subscribers (Sugiyono, 2009).

Details of sample size by purchase period in the following table:

Table 1   Distribution of Sample Number by Purchase Period

Buying Period	Population	Sampling
Week 1	58	30
Week 3	40	21
Week 4	35	18
Week 2 (2018)	60	31
Week 3 (2018)	55	28
Total	**248**	**127**

Source: Primary Data

Operational Definition of Variables

Operationally the brand image of fresh juice votes obtained by respondents who describe the excellence of the products fresh juice in the community. The operational definition of the brand image fresh juice bintaro variable is based on the above conceptual and operational definitions. Component of brand image are attributes, benefits, and brand attitude.

RESULT AND DISCUSSION

Table 2   Structural Model

Var	Path Coeff	P - Value	Size
Identity – Satis	0,064	0,232	Weak
Image – Satis	0,438	<0,001	Medium
Perceived – Statis	0,352	<0,001	Medium
Identity – Loyal	0,120	0,083	Weak
Image – Loyal	0,281	<0,001	Medium
Perceived – Loyal	0,338	<0,001	Medium
Satis – Loyal	0,298	<0,001	Medium

Source: Primary Data

Table 2 states that brand identity does not have a significant effect on satisfaction with significant value (p-value) of more than 5% Brand Image has a positive influence on satisfaction. Perceived Value has a positive influence on satisfaction. Brand identity does not have a significant effect on loyalty through. Brand image has a positive influence on loyalty. Perceived value has a positive influence on loyalty Satisfaction has a positive influence on loyalty. Brand identity on loyalty through satisfaction is 1.9% and is declared insignificant, which means that there is no significant satisfaction as a mediating variable between brand identity and loyalty, Brand image affects loyalty through satisfaction by 13.1% so that it is stated to be significant, which means satisfaction is proven to be a mediating variable between brand image and loyalty.

A perceived value on loyalty through satisfaction is 10.5%, so it is stated to be significant, which means satisfaction is proven as a mediating variable between perceived value and loyalty.

Brand image is formed in a strong mind into the customer's mind will be able to reduce customer satisfaction in every purchase made. Expansion of brand image formation can be done in many ways. From the results of surveys and data processing, it can be concluded that bintaro fresh juice customers recognise that the satisfaction gained in the purchase is influenced by the brand image of a product.

When the sacrifice made by the customer in getting the satisfaction expected by the customer will follow, satisfaction obtained from the sacrifices incurred can be influenced by many factors, one of which is the personal value factor.

A loyalty that runs positively can affect the amount of customer repetition in making a repurchase. If customers have a high level of loyalty to a brand or product, then it is unlikely that customers will buy the same product in another place. So it can be concluded that Bintaro Fresh Juice should be able to increase the brand image of its products to create high customer loyalty towards products. Fresh Juice Bintaro customer loyalty is well connected. Developing a customer relation program is well done for bintaro fresh juice to better maintain customer loyalty from old customers and form loyalty from new customers.

Customers who have loyalty to a product will be able to maintain their loyalty as long as the purchase satisfaction continues to be obtained from a product. Based on survey data provided to respondents, it was found that most of the respondents had become fresh juice bintaro customers within 1-2 years, so it can be concluded that Bintaro Fresh Juice customers have the loyalty to continue to purchase them. Obtaining customer loyalty does not indicate that bintaro's fresh juice is in a safe position, customer loyalty also needs to be considered while still being able to provide the satisfaction expected by customers.

Loyalty results are responses to repetitive buying behaviour with decision makers observing one or more alternative brands from some other brands and a psychological process. It can be underlined that repeat buying behaviour or customer loyalty includes aspects of feeling.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This study was to determine the effect of brand identity, brand image, a perceived value on the loyalty of Bintaro Fresh Juice customers through customer satisfaction as a mediating variable. Analyze using Partial Least Square to find out the influence both directly and indirectly.

The results of the study explain that the variable brand identity does not affect customer satisfaction. Brand image influences customer satisfaction. Therefore, the better the brand image owned by Bintaro Fresh Juice, the more it will have an impact on customer satisfaction.

Perceived value influences customer satisfaction. Then the stronger the value of perceived value given by the company or developer to customers, it will affect customer satisfaction. Brand identity does not affect customer loyalty. Brand image influences customer loyalty. Perceived value influences customer loyalty.

Customer satisfaction influences customer loyalty. The results of the study show that if the customer feels satisfied with an item or service, then it is certain that the customer will make a repeat purchase at a designated time (customer loyalty).

Brand identity does not have a positive impact on loyalty by mediating customer satisfaction variables. This research shows that brand identity does not affect customer loyalty if the customer is not satisfied by a product or service.

Brand image influences loyalty by intermediary variable customer satisfaction. The results of the study show the stronger a brand image. The customer loyalty will be high if the customer is satisfied by a product or service. Customer loyalty through customer satisfaction. Therefore, it is easier to reach a perceived value in the community, so it significantly makes loyal customers satisfied with that value.

Based on the conclusion of researchers suggests some helpful suggestions for an organizing effort drink taste fruits and parties - related parties as follows, namely make the most of the advantages of the brand image and perceptions price was considered good by its customers to maintain customer loyalty Fresh Juice Bintaro.

An organizer of effort can be maximized by making promos, discounts - special discounts for loyal customers and maintaining overall brand image and perception of the price that has been built in the community, and improve the reconstruction of infrastructure, especially for services to the customers to be more reliable, because viewed drink fruit flavorings which already has the brand and competitive prices in the community is a lot. So that makes the brand visible organizing effort has strong characteristics to regulars like and trust a brand built.

Recommendation

For further research, these results can be used as reference material. This research can be extended beyond the scope of the brand image, variables that make up the brand image can be associated with a variety of other variables such as brand equity.

This research can be done in different regions or cities, to get better results or generalization levels. Researchers observed directly into the research

process including data collection, processed data, and presenting the results of research to supervise the premiere of data and appropriate studies and avoid mistakes.

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