



THE EFFECT OF BRAND IMAGE AND BRAND TRUST ON BRAND LOYALTY IN PERSIB

Puspita Yustina Putri Balaw¹✉, Marcellia Susan²

Magister Management, Parahyangan Catholic University1

Magister Management, Maranatha Christian University2

✉8031801007@student.unpar.ac.id

Jl. Merdeka No. 30 , Babakan Ciamis, Kec. Sumur Bandung, Kota Bandung

Abstract

Indonesia has so many football clubs under PSSI, one of which is Persib Bandung from Bandung City. A top club that has many supporters in Indonesia. The good image attached to the club adds to the level of trust which will also affect loyalty to the club. This study was conducted to determine the effect of brand image and brand trust on brand loyalty, and whether brand trust is able to mediate. The method used is descriptive and causal method with a quantitative approach. The sample of this study amounted to 143 respondents, all of whom were members of the Viking Persib Club, with the technique used was non-probability sampling. Data was collected by distributing online questionnaires with google form, and the data analysis technique used was structural equation modeling (SEM). This study shows that brand image has a positive influence on brand loyalty and brand trust is able to mediate the effect of brand image on brand loyalty of Viking Persib Club at Persib Bandung.

Keywords: marketing strategy; SWOT brand image; brand trust; brand loyalty; persib bandung; SEM

Article Info

History of Article
Received: 10/05/2021
Revised: 28/06/2022
Published: 20/08/2022

Jurnal Riset Bisnis dan Manajemen
Volume 15, No. 2, August 2022,
Page 99-102
ISSN 2088-5091 (Print)
ISSN 2597-6826 (Online)

INTRODUCTION

Sport is one of the interesting activities to be commercialized. Football is one of the most popular and worldwide sports, fans from various circles regardless of caste, age, even gender (Laban et al., 2021). Apart from representing each region and even each country, football can also be a unifying event for the nation. Of the many clubs in Indonesia, Persib Bandung is one of the clubs that has extraordinary achievements and has the most fans even abroad. With the presence of supporter in every match, it certainly makes the match more exciting and fun. Supporters are also referred to as the twelfth player because they have a strategic role in every game (Oktaviani et al., 2017). The existing supporters will provide enthusiasm and motivation in various ways so that their favorite team can win to beat their opponents.

Persib Bandung which is now under the auspices of PT. PBB is certainly related to the business world where companies have a priority to make supporters more loyal to the brand. This is because the attitude of brand loyalty is a tool in realizing a sustainable competitive advantage (Latif et al., 2014).

Products that have a strong brand image will be able to compete and dominate the market (Damayanti & Wahyono, 2015). Three important things in brand image that need to be considered properly, namely the strength (strength) of Persib Bandung which is related to the advantages possessed by the club. The two things that must be considered are the favorite (favorability) which leads to the ability of Persib Bandung to be easily remembered by the Viking Persib and the third is the uniqueness that can distinguish Persib Bandung from other football clubs (Kotler & Keller, 2016).

Brand trust is also one of the factors that can affect brand loyalty. Consumer confidence comes when the consumer feels that responsible brands with claims or brand promises that are useful for consumer well-being

(Delgado & Fernández, 2016). Brand trust is an assessment of the ability from the customer's point of view or leads to a transaction or interaction stage characterized by the fulfillment of product performance expectations and the achievement of satisfaction (Tandun & Semuel, 2014)

Brand trust is an important capital to build long-term consumer loyalty (Gecti & Zengin, 2013). The existence of a sense of trust from Viking Persib Club to Persib Bandung will certainly have a good impact on brand loyalty itself. Consumer trust is measured by looking at brand credibility, which is defined as how much consumers depend on the brand's ability to carry out its stated function (Shin et al., 2019).

Brand loyalty is a benchmark consumer loyalty to a brand (Kusuma & Miartana, 2018). In addition to brand loyalty is a central role of various brand components which is very important in determining the long-term relationship between a brand and consumers (Jun & Yi, 2020). Loyalty is also manifested through the delivery of positive things and the provision of recommendations (Ismadi & Susan, 2019). Brand loyalty can be measured through 5 things, namely behaviour measures; measuring switches; measuring satisfaction; measuring liking brand and measuring commitment (Aaker, 2013).

Persib Bandung as a brand is required to always try to achieve positive results in every match it takes and keep trying to develop strategies that can capture a wider market share of fans. However, Persib's performance in Liga 1 2019 does not reflect as a big and respected club in the realm of Indonesian football, poor performance and an uneven ticket purchasing system and the lack of handling complaints about what happened are the responsibility of management. This was the faced by Persib Bandung where there was a decrease in interest and trust in the Persib Bandung Club. Seeing the explanation above, Persib Bandung certainly needs to know how the influence of brand image and brand trust on the loyalty of Viking Persib Club and whether brand trust is able to mediate the influence of brand image on brand loyalty from Viking Persib to Persib Bandung.

METHOD

The method used in this research is descriptive and causal method with a quantitative approach. The population in this study were members of the Viking Persib Club with a sample of 143 respondents who were registered as members of the Bandung Central VPC. The sampling technique used in non-probability sampling using purposive sampling. The data collection technique is by distributing questionnaires to supporters with an interval scale. A valid variable has a significant correlation with item scores with a significance level of 0,05 (=5%), the average extracted variance (AVE) is 0.50, and the reliability of the test uses Croanbach's Alpha with category 0.6 – 0.8 is accepted (Herlina, 2019).

Table 1. Variable Operation

Variable	Dimensi	Indicator	Scale	Item Number
Brand Image (X1)	Strength of brand association	Famous product or brand	Likert	BI1
		Memorable product or brand	Likert	BI2
	Favorability of brand association	The product or brand has distinctive features	Likert	BI3
		Uniqueness of brand association	The product or brand is the best brand	Likert
Brand Trust (X2)	Brand Characteristic	Trustworthy product or brand	Likert	BT1
		The quality of the product or brand can be trusted	Likert	BT2
	Company Characteristic	Very responsive complaint handling	Likert	BT3
		Consistently provide the best service	Likert	BT4
		Consumer brand Characteristic	Products or brands can meet user needs	Likert
Brand Loyalty (Y)	Behaviour Measures	Increased use of the product or brand	Likert	BL1
	Measuring Switch Cost	The product or brand is the top choice	Likert	BL2
	Measuring Satisfaction	Product or brand gives satisfaction	Likert	BL3
	Measuring Liking brand	Recommend a product or brand to others	Likert	BL4
	Measuring Commitment	Have a commitment to continue using the product or brand	Likert	BL5

RESULTS

Characteristic of respondent which are Viking Persib which is a supporter of Persib Bandung has the number of male members as much as 83% and 17% female, with the majority age 17-26 years, who have a work background as a private employee as much as 39%, which has a frequency of watching at the stadium as much as 6-20 times, where all members come from Bandung City as much as 100% and with the majority of tickets purchased at the east counter as much as 60%.

The next stage, the researcher tested the validity and reliability using the AMOS 26 software. After passing the validity test stage, the Brand image variable was declared valid because it had an average value

of 0,853. Then the Brand trust variable is valid because it has an average value of 0,859. The Brand Loyalty variable is also valid because it has an average value of 0,785. The reliability test which is also assisted by the AMOS 26 software with the reliability values shows that all the variables are reliable because they have met the requirements. Therefore, this research can be continued.

Table 2. Model Fit Test Results

Fit Measure	Acceptable Fit	Model Results	Note
X2 chi square	< 95,081	77,614	Good fit
Significancy probability	≥ 0,05	0,364	Good fit
RMSEA	≤ 0,08	0,019	Good fit
GFI	≥ 0,90	0,931	Good fit
AGFI	≥ 0,90	0,902	Good fit
CMIN/DF	≤ 2,00	1,049	Good fit
TLI	≥ 0,95	0,998	Good fit
CFI	≥ 0,95	0,999	Good fit

Source: (Data Processed by the Author, 2020)

The results of the normality test in this study were normally distributed in both multivariate and univariate ways, because the univariate kurtosis value of all indicators was in the $\pm 2,58$ and the critical ratio (CR) value of kurtosis < 7 (Ghozali, 2017). In this study, the CR is 3,321. The data presented are based on answers from Viking Persib Club.

Table 3. Hypotesis Test

Hypotesis	Influence	Estimate	S.E.	C.R.	P	Conclution
H1	BT <---- BI	0.681	0.091	7.45	***	Significant
H2	BL <---- BI	0.237	0.085	2.794	0.005	Significant
H3	BL <---- BT	0.663	0.082	8.101	***	Significant
H4	BI - BT - BL				0.00000041	Significant

Source: (Data Processed by the Author, 2020)

DISCUSSION

Hypotesis testing in this study uses the critical ratio value of the overall fit model, so that the existing hypothesis can be accepted, the critical ratio value must be > 1,96. For hypothesis testing the mediating variable looks at the 5% significance lever, where H0 will be rejected if the significance <0,05.

The first hypothesis states that brand image has an effect on brand trust. The CR value is 7.450 and the probability value is 0.000. This explains that the brand image perceived by consumers affect the emergence of consumer trust (Tingkir, 2014). This is line with previous research Susilawati & Wufron (2017) which explains that brand image has a positive and significant effect on brand is getting better at implementing a brand image regarding a particular product will increase their trust in the product brand. This is happening because if the company oFrom this explanation, H0 hypothesis is rejected and H1 hypothesis is accepted, which means that brand image in this study has a positive affect on brand trust.

The second hypothesis states that brand image affects brand loyalty its CR value is 2,794 with a probabilitu value of 0,005. In accordance with previous research Kurniawan (2016) showed that brand image has a positive and significant effect on brand loyalty. The better brand image, it will be followed by increased loyalty to the brand (Bastian, 2014). From this explanation, Ho hypothesis is rejected and H1 is accepted, which means that brand image has a positive effect on brand loyalty.

The third hypothesis states that brand trust has an effect on brand loyalty. The results of the analysis show that CR has a value of 8,101 with a probability value of 0,000. So that Ho hypothesis is rejected and H1 is accepted, which means that brand trust has a positive effect on brand loyalty. This is in line with previous research which showed that brand trust had a positive and significant effect on brand loyalty (Jun & Yi, 2020).

The fourth hypothesis states that brand image can have an indirect effect on brand loyalty by being mediated by brand trust. Based on the results of the sobel test, it was found that the significance value was 0.00000041. Trust is an important thing that needs to be built by Persib Bandung towards the supporters to able to increase the existing loyalty. This is corroborated by previous research which shows that the biggest influence is the indirect effect of brand image on brand loyalty with brand trust as a mediating variable (Rodiques & Rahanatha, 2018). So with the explanation above, Ho is rejected and H1 is accepted, which means that brand image with brand trust as a mediating variable has a significant effect on brand loyalty.

CONCLUSION

Based on research on the influence of Brand Image and Brand Trust on Brand Loyalty, where Brand Trust as a mediating variable produces the following conclusions : (1) The number of respondents in this study was 143 of which all were members of Viking Persib Bandung; all respondents are ≥ 17 years old. The analytical method used is SEM with AMOS 26. (2) Overall, this study shows that brand image and brand trust have a positive and significant effect on brand loyalty. Also, brand trust is able to provide more influence as a mediating variable for brand image on brand loyalty.

REFERENCES

- Aaker, D. (2013). *Manajemen Pemasaran Strategis*. Salemba Empat.
- Bastian, D. A. (2014). Analisa Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand Loyalty) ADES PT. Ades Alfindo Putra Setia. In *Jurnal Manajemen Pemasaran Petra* (Vol. 2, Issue 1).
- Damayanti, C., & Wahyono. (2015). Management Analysis Journal Pengaruh Kualitas Produk, Brand Image Terhadap Loyalitas Dengan Kepuasan Sebagai Variabel Intervening. *Management Analysis Journal*, 4(3), 236–251. <http://journal.unnes.ac.id/sju/index.php/maj>
- Delgado-Ballester, E., & Fernández-Sabiote, E. (2016). “Erase una vez una marca”: el uso de la narrativa por las marcas españolas. *Spanish Journal of Marketing - ESIC*, 20(2), 115–131. <https://doi.org/10.1016/j.sjme.2016.06.001>
- Gecti, F., & Zengin, H. (2013). The Relationship between Brand Trust, Brand Affect, Attitudinal Loyalty and Behavioral Loyalty: A Field Study towards Sports Shoe Consumers in Turkey. *International Journal of Marketing Studies*, 5(2). <https://doi.org/10.5539/ijms.v5n2p111>
- Ghozali, I. (2017). *Structural Equation Modeling Konsep dan Aplikasi dengan Program Amos 24* (edisi 7). Badan Penerbit Universitas Diponegoro.
- Herlina, V. (2019). *Panduan Praktis Mengolah Data Kuesioner Menggunakan SPSS*. PT. Elex Media Komputindo.
- Ismadi, F. H., & Susan, M. (2019). The Impact of Identity on Loyalty with Reputation as Mediating Variable. In *International Journal of Innovation, Creativity and Change*. www.ijicc.net (Vol. 5, Issue 6). www.ijicc.net
- Jun, S., & Yi, J. (2020). What makes followers loyal? The role of influencer interactivity in building influencer brand equity. *Journal of Product & Brand Management*, 29(6), 803–814. <https://doi.org/10.1108/JPBM-02-2019-2280>
- Kotler, P., & Keller, K. (2016). *Marketing Management* (15th ed.). Pearson Prectice Hall.
- Kurniawan, I. (2016). Pengaruh Brand Image terhadap Loyalitas yang dimediasi Brand Trust.... In *AKADEMIKA* (Vol. 14, Issue 2).
- Kusuma, N. B. A. P., & Miartana, I. P. (2018). *Jurnal Manajemen dan Bisnis*. 15(2). <http://journal.undiknas.ac.id/index.php/magister-manajemen/>
- Laban, S. F., Taufan Bayu, A., & Chan, A. S. (2021). Fanatisme Suporter Tim Persibura Di Jabodetabek. *SEMARA* 21.
- Latif, W. B., Islam, M. A., Bin, I., & Noor, M. (2014). A Conceptual Framework To Build Brand Loyalty In The Modern Marketing Environment Contribution/ Originality. In *Journal of Asian Scientific Research journal homepage: Journal of Asian Scientific Research* (Vol. 4, Issue 10). <http://www.aessweb.com/journals/5003>
- Oktaviani, E. S., Dara Vonna, R., Caroline, Y., Psikologi, F., Sosial Budaya, I., & Islam Indonesia, U. (2017). Hubungan Sabar Dan Harga Diri Dengan Agresivitas Pada Supporter Bola. *Jurnal Psikoislamedia*, 2(1).
- Rodrigues, Y., & Rahanatha, G. B. (2018). Peran Brand Trust Memediasi Hubungan Brand Image Dengan Brand Loyalty (Studi Pada Konsumen iPhone di Kota Denpasar). *E-Jurnal Manajemen Universitas Udayana*, 7(3), 1310. <https://doi.org/10.24843/ejmunud.2018.v7.i03.p07>
- Shin, S., Amenuvor, F. E., Basilisco, R., & Owusu-Antwi, K. (2019). Brand Trust and Brand Loyalty: A Moderation and Mediation Perspective. *Current Journal of Applied Science and Technology*, 1–17. <https://doi.org/10.9734/cjast/2019/v38i430376>
- Susilawati, W., & Wufron, W. (2017). Pengaruh Brand Image Terhadap Brand Trust Serta Implikasinya Terhadap Brand Loyalty (Produk Dodol PT. Herlinah Cipta Pratama). www.jurnal.uniga.ac.id
- Tandun, C., & Samuel, H. (2014). Analisa Pengaruh Brand Image, Brand Trust Dan Economic Benefit Terhadap Niat Pembelian Polis Asuransi Pt. Sequislife Di Surabaya. *Jurnal Manajemen Pemasaran Petra*, 2, 1–11.
- Tingkir, C. F. (2014). Pengaruh Identitas Merek Terhadap Loyalitas Merek Melalui Citra Merek Dan Kepercayaan Merek Toyota. *Jurnal Manajemen Pemasaran*, 8(2), 62–69. <https://doi.org/10.9744/pemasaran.8.2.62-69>