

The Role of Brand Trust to Mediate the Effect of Brand Positioning and Brand Knowledge on Customer Loyalty on Telkomsel Users in Jember City

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Abstract:- This research is an explanatory research using a quantitative approach. Sources of data used are primary and secondary data. The population in this study was users of the Telkomsel provider as many as 140 respondents who used the Telkomse provider. The data analysis method used in this research is the Structural Equation Model. The results of this study indicate that the role of brand trust mediates the effect of brand positioning and brand knowledge on customer loyalty to Telkomsel users in the city of Jember. Consumer assessment of the brand is something that is highly expected by the company, so it is necessary to pay attention to brand trust, brand positioning and brand knowledge to create consumer loyalty.

Keywords:- Brand Trust, Brand Positioning, Brand Knowledge, Consumer Loyalty.

I. INTRODUCTION

The most basic needs of every person are physical needs, namely the need to sustain life. Individuals after the fulfillment of physiological needs, will need security needs, which physiologically feel the need to protect from threats. Individuals whose physiological and safety needs are met will be followed by social needs such as belonging. Humans will pursue self-esteem or self-needs. Everyone definitely needs a smartphone, so the competition between smartphone product suppliers is getting tougher. In addition, the need for service providers as internet access is large, and the various advantages possessed by service providers make the competition increasingly fierce. According to Abraham Maslow (2009: 178), everyone has two types of need for respect, namely lower needs such as respect and higher needs such as reputation.

Humans can interact with each other or give each other information more quickly through communication technology, efficiently and effectively. Companies engaged in the field of communication technology are growing and causing intense competition. PT. Telkomsel is a company that provides communication services via cellular. Professional companies have given special functions to public relations to act on behalf of the company and provide objective and honest information to the public or its stakeholders.

Cellular Telecommunications (Telkomsel) is still the largest operator in Indonesia. The company under the auspices of PT Telekomunikasi Indonesia Tbk was able to attract up to 171.1 million users until 2019. Indosat followed with 59.3

million users. In addition, XL and Hutchison followed with 56.7 million and 30.4 million users. (Read: Telkomsel is the Champion of Video Streaming and Voice Services).

The superiority of the brand belonging to PT Telkom Indonesia (Persero) is understandable, because they have base transceiver stations (BTS) evenly distributed to remote areas in Indonesia. Telkomsel's closest competitor to date is PT Indosat (Indosat Ooredoo), quoted from its 2016 annual report, they recorded around 85.7 million subscribers. Next, PT Hutchison 3 Indonesia (Tri) which has 65.5 million subscribers. In fourth place, PT XL Axiata (XL) recorded that until 2016 it had 46.47 million subscribers. In the last place is PT Smartfren, throughout 2016 they claimed to have 12 million customers. Price competition from various cellular providers, there are still a lot of complaints related to the costs that must be incurred in using public telecommunications. PT Telkomsel was also affected, rumors circulated or thought that PT Telkomsel was the most expensive cellular provider.

Employers must monitor brand issues continuously. Especially when viewed in terms of competition with brands that have existed before. In terms of positioning, business people must always provide good stimuli to customers related to their brand, because good stimuli tend to cause good reactions from customers or potential customers in the hope that customers will believe and continue to continue continue to consume the product or service provided. The company hopes that consumers will lead to brand loyalty. According to Tjiptono (2008:109) positioning strategy is a strategy that seeks to create a unique differentiation in the minds of target customers, so as to form an image (image) of a brand or product that is superior to competing brands/products. Meanwhile, according to Lupiyoadi (2013: 66).

Consumer trust is a priority in e-commerce, for it takes the ability of a competent and meticulous in serving customers. Service quality in the sale of online products include honesty, speed of response to the questions of consumers, the provision of a guarantee or warranty, delivery process, neatness of packaging and other services which support to gain the trust of consumers.

Purchasing decisions are consumer attitudes who will determine a decision before they made the purchase or the

actions of a consumers who are looking for different alternatives must then decide to take action purchase. According to Nawangsari (2017) one of the important factors that become a benchmark purchasing decisions online is a trust, with the internet add to the trust in the activities of buying and selling are doing online.

II. THEORY

A. Brand Positioning

Kotler and Armstrong (2012: 245) reveal that Brand positioning is a communication strategy to enter the customer's window so that the product contains a certain meaning and brand positioning is a way to place itself in the eyes of the target customer, in terms of advantages and disadvantages.

B. Brand Knowledge

Brand knowledge can be formed from all thoughts, feelings, images, experiences, beliefs, and others related to brands, and in particular brands must create strong, fun, and unique brand associations for customers, because with the existence of Strong brand associations can create the desired brand knowledge (Kotler and Keller, 2009).

C. Brand Trust

According to Tjiptono (2014), brand trust is the willingness of consumers to trust or rely on a brand in a risk situation due to the expectation that the brand in question will give positive results.

D. Customer Loyalty

According to Kotler (2016: 153) the definition of customer loyalty is a deeply held commitment to repurchase a product or service in the future and will not be affected by situations and marketing efforts that have the potential to cause customers to switch to a product or service. other services.

E. Conceptual Framework

The explanation of the theory that has been described previously, it can be seen that there is a relationship between the quality of service on a website on customer satisfaction and its effect on customer loyalty. The quality of the website in this study is the independent variable and customer satisfaction is the intervening variable and loyalty is the dependent variable..

The conceptual framework developed in this study is as follows:

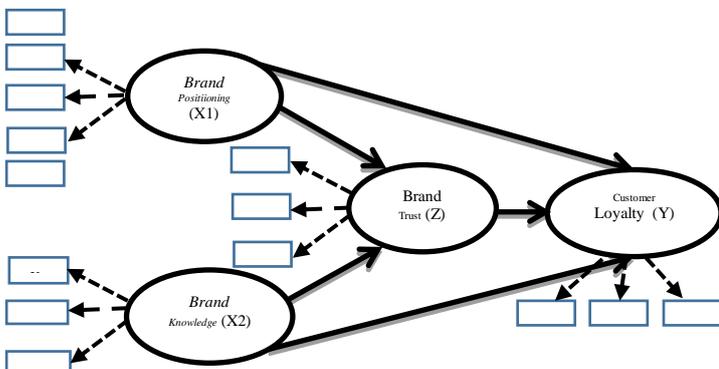


Fig. 1: Conseptual Framework

F. Research Hypothesis

H₁ : Brand positoning affects brand trust

H₂ : Brand knowledge affects brand trust

H₃ : Brand positioning affects customer loyalty

H₄ : Brand knowledg affects customer loyalty

H₅ : Brand trust affects customer loyalty

III. METODOLOGY

This study is an explanatory research that aims to determine the effect of brand positioning and brand knowledge on customer loyalty with brand trust as a mediating variable for Telkomsel users in Jember Regency. The population used in this study were customers who bought Telkomsel Jember products. Telkomsel provider user information which is a company secret and is highly protected, so that researchers can provide an overview of the population.

Metodology of data analysis used in this research is Structural Equation Model (SEM). Hair et al., (1995) stated that the appropriate sample size for Structural Equation Model (SEM) is between 100-200 samples. Test data analysis of this study using validity test and reliability test, then performed a normality test and a multicollinearity test. The criteria of goodness that fits in the bushes.

IV. RESULT AND DISCUSION

A. General Information

This study was conducted on East Java namely Jember using purposive sampling technique as a sampling technique. The sample in this study were respondents who were at least 17 years old and be able to understand the questionnaire and using or buying Telkomsel.

B. Descriptive Statistics

a) Characteristics of Respondents Based on Telkomsel Card Usage Time

Respondents based on the characteristics of the duration of using Telkomsel cards in this study were classified into two, namely > 1 year and < 1 year.

Telkomsel Card Usage Time	Frequency (Person)	Percentage (%)
<1 year	34	24,29
>1 year	106	75,71
Amount	140	100%

Table 1: Telkomsel Card Usage Time

b) Characteristics of Respondents Based on Gender

Respondents based on gender characteristics in this study were classified into two, there are male and female

Gender	Frequency (person)	Percentage (%)
Male	73	52,14
Female	67	47,86
Amount	140	100%

Table 2: Respondents Gender

c) Characteristics of Respondents Based on Age

Respondents based on age characteristics in this study were classified into four, there are less 17 years, 18 to 25 years, 26 to 33 years, 35 and more than 33 years.

Age	Frequency	Percentage
≤ 17 Years	21	15
18 - 25Years	47	33,57
26 - 33 Years	44	31,43
≤ 33Years	28	20
Amount	140	100%

Table 3: Respondents Age

d) Characteristics of Respondents Based on Job

Respondents based on the characteristics of the work in this study were classified into five namely Student/Student, Entrepreneur, Employee, Housewives and Civil Servants.

Marriage Status	Frequency (person)	Precent age (%)
Student	31	22,14
Entrepreneur	23	16,43
Employee	38	27,14
Housewives	14	10
Civil Servants	34	24,29
Amount	140	100%

Table 4: Respondents Job

e) Characteristics of Respondents Based on Telkomsel Packages

Respondents based on the characteristics of the data packages in this study were classified into three namely telephone packages, sms packages, and internet packages..

Profession	Frequency	Percentage
Call	56	40
Messages	5	3,57
Internet	79	56,43
Amount	140	100%

Table 5: Respondents Telkomsel Packages

C. Goodness of fit Test

Criteria fit model	Value fit model	Standard	Description
X_2 -chi-square	85,634	Expected to be smaller than X_2 on df = 60 is 79,08	Marginal
Significance Probability	0.017	≥ 0,05	Marginal
RMSEA	0.055	≤ 0,08	Good
GFI	0.926	≥ 0,90	Marginal
AGFI	0.871	≥ 0,90	Marginal
CMIN/DF	1.427	≤ 2 or 3	Good
TLI	0.952	≥ 0,90	Good
CFI	0.968	≥ 0,90	Good

Table 7: Goodness of fit test

It is known that the eight criteria used to assess whether or not a model a model is good or not, four criteria are met and four criteria are marginal. Thus it can be said that the model is acceptable, which is means that there are a match between the model and the data.

D. Causality test

Hypothesis	Path Coefficient	C.R.	P	Description
Y1 <--- X1	0,252	2,540	0,011	Significant
Y1 <--- X2	0,139	5,014	***	Significant
Y2 <--- X2	0,150	2,182	0,029	Significant
Y2 <--- X1	0,203	2,477	0,013	Significant
Y2 <--- Y1	0,126	3,523	***	Significant

Tabel 8: Casuality test

The results of causality test for the influence that the results of causality testing for the influence of the brand positioning variable on brand trust have a positive path coefficient of 0.252 with a CR of 2.540 and a probability (p) with a significant level of 0.05 which is 0.011 which means that the hypothesis which states that the brand positioning variable affects brand trust acceptable.

V. CONCLUSION

Brand positioning effect on brand trust provider Telkomsel is acceptable. The influence of brand positioning on brand trust in a positive direction means that the better the brand positioning, the higher the brand trust.

Brand knowledge affects the brand trust provider Telkomsel can be accepted. The influence of brand knowledge on brand trust in a positive direction means that the better the brand knowledge, the higher the brand trust.

Brand positioning effect on customer loyalty Telkomsel provider can be accepted. The influence of brand positioning on customer loyalty in a positive direction means that the better the brand positioning, the higher customer loyalty.

Brand knowledge influence on customer loyalty Telkomsel provider can be accepted. The influence of brand knowledge on customer loyalty in a positive direction means that the better the brand knowledge, the higher customer loyalty.

Brand trust has an effect on customer loyalty Telkomsel provider can be accepted. The influence of brand trust on customer loyalty in a positive direction means that the better the brand trust, the higher the customer loyalty.

ACKNOWLEDGMENT

The author would like to express special thanks of gratitude to the author parents as well as the author supervisor who gave a lot of support and discussion to completing this study within the limited time frame.

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