



## The influence of brand trust and customer satisfaction on customer loyalty

Joko Muji, Sapto Roedy Widijanto

Management Study Program, STIE PGRI Dewantara Jombang, Jombang, Indonesia

### Abstract

This study aims to determine and explain the effect of brand trust and customer satisfaction on customer loyalty among Indosat users in Jombang. This research uses explanatory research using quantitative methods. The population in this study are Indosat users in Jombang, while the sample used is 100 people. Data collection methods used are interviews, questionnaires, and observations. The sampling technique in this study used a purposive sampling technique. Data analysis used multiple linear regression, classical assumption test, and hypothesis testing and the coefficient of determination with the help of SPSS. Based on the results of this study indicate that brand trust and customer satisfaction have a positive and significant relationship to customer loyalty of Indosat users in Jombang.

**Keywords:** Brand trust, customer satisfaction and customer loyalty

### Introduction

Telecommunications is an important aspect of modern life, with many benefits in various fields. In the academic world, telecommunications are essential for students to communicate and exchange information with others. With the help of telecommunication technology, students can easily access information and complete their assignments without having to print them (Kompasiana, 2016). Telecommunications also play an important role in the business world by enabling online platforms such as marketplaces and social media to function. This has led businesses to focus on using advanced technology for marketing strategies. Telecommunications also benefits consumers by providing easy access to information about products and services (Puspitasari, 2021).

Company To be able to win the competition, it is the customer who must be the main focus of every company. Thus, the company provides good enough service quality to its customers, as well as increasing strong positive assessments to create customer loyalty (Agustina, 2018).

Hasan (2008) states "Customer loyalty is a form of loyalty of a consumer to a product to use the product continuously or continue". One of the ways that companies increase customer loyalty is by increasing customer satisfaction with the product brands offered to consumers (Yuliantari et al., 2020) [24]. Consumers who are always satisfied by using a company's products will definitely have confidence in the company so that they have a tendency to make repeat purchases and ignore products from competing companies even though competing companies offer similar products (Gultom and Ngatno, 2020) [6].

Quoted from CNN Indonesia (2022) Indosat Ooredoo Hutchison (IOH) is a mobile network operator in Indonesia with more than 100 million subscribers as of December 2022. The number of Indosat subscribers is increasing, with a 62.5% increase in 2022 compared to the previous year. The company's revenue is also growing, reaching Rp 46.75 trillion in 2022. Indosat aims to create customer loyalty by providing the best service to customers through improving

the quality of service representatives and speed of problem resolution. The company also uses marketing and public relations strategies to promote its brand and disseminate information to customers (Putri et al., 2021) [13].

Customer loyalty is influenced by several factors, including Satisfaction and Trust (Juniati, 2020). Brand trust refers to the willingness of consumers to rely on the brand's ability to perform functions as promised (Japariato & Agatha, 2020) [8]. Brand trust is an important component in increasing consumer loyalty, many brands are no longer recognized and remembered by consumers and result in brand switching, this can be due to brand trust in certain products by consumers starting to disappear. (Apriliansi, 2019) [1].

PT Indosat has succeeded in building consumer trust in its products through various strategies, such as improving product and service quality, providing competitive prices, and providing positive experiences to customers (Bahrudin, 2016). This can facilitate PT Indosat in the process of marketing products to customers and maintaining customer loyalty to its products.

Apart from trust, customer satisfaction is also one of the factors that influence customer loyalty. Customer satisfaction with the company can arise because there is an experience of transacting with the company so that it gives a positive reaction from customers (Kurniasari and Ernawati, 2012). Satisfaction is an important element that reflects the success of a producer or service provider. The word satisfaction comes from the Latin *satis* (meaning good enough, adequate) and *facio* (to do or make), so satisfaction can be interpreted as an effort to fulfill something or make something adequate (Molle et al., 2019) [10].

Customer satisfaction is a feeling that grows after consumers compare a product that is expected according to the results, if a product can fulfill what consumers need, consumers will feel satisfied (Kotler 2006: 177). Consumers who are satisfied with the services, products and prices provided by a restaurant will influence other consumers, Efforts to satisfy consumer needs are carried out with various strategies and methods in the hope that consumers are satisfied and will make repeat purchases (Selang, 2013) [18].

To make customers feel satisfied with Indosat, PT Indosat places customer service officers to provide services to customers. Officers provide services to customers tailored to service standards and officers are educated to have the skills and knowledge to understand customer needs, both the need for information and in handling customer complaints properly so that customer satisfaction and loyalty will increase. (Nurrahmi, 2023)

**Literature Review**

**Definition of Brand Trust and Customer Satisfaction**

Gecti and Zengin (2013)<sup>[5]</sup> state that brand trust is one of the factors that can affect brand loyalty. Lau and Han (1999) state that customer trust in a brand is the willingness of customers to trust the brand at all costs, because there is hope that the brand can provide positive results for customer trust in the brand which is formed by several characteristics. According to Ika and Kustini (2011) Brand Trust can be measured through 2 variables, namely:

**1. Dimension of Viability**

This dimension is the perception that a brand can meet and satisfy consumer needs and values. This dimension is measured through satisfaction and value.

**2. Dimension of Intentionality**

This dimension is a reflection of the feeling of security of a brand. This dimension can be measured through security and trust.

Kotler (2000) says that satisfaction is a person's level of satisfaction after comparing the perceived performance or results compared to his expectations. Irawan (2008)<sup>[7]</sup> argues that customer satisfaction is the accumulated result of consumers or customers in using products and services. Customers are satisfied if after buying a product and using the product. Indicators of Customer Satisfaction (customer satisfaction) according to Irawan (2008)<sup>[7]</sup> as follows: Feeling satisfied, Always buying products, Recommending to others, Fulfilling customer expectations after buying a product.

**Definition of Customer Loyalty**

Tjiptono (2009: 387) states that customer loyalty is a customer commitment to a brand, store, or supplier, based on a very positive attitude and is reflected in consistent repeat purchases. Hasan (2008: 84) suggests that customer loyalty is a behavioral habit of repeating purchases, high linkage and involvement in their choice and is characterized by the disbursement of external information and evaluation of alternatives.

Indicators that affect customer loyalty according to Tjiptono (2013) are as follows: Loyalty in buying products (Repeat), Resistance to negative influences on the company (Retention), Referencing the company's existence (Referalls)

**Research methods**

This research uses quantitative research methods. The type of research used in this study is a type of verification research, quantitative approach and explanatory method where the aim is to examine between variables that explain a certain phenomenon. By using a Likert measurement scale, data collection methods by means of observation, interviews, questionnaires and documentation. The data analysis technique uses multiple linear regression methods, classical assumption tests and hypothesis testing with the help of the SPSS 25 program. The method used in this research is a survey method, namely respondents are given questions in the form of a questionnaire or questionnaire, thus the data source is primary data taken directly from the sample and collected directly.

**Result**

The interpretation of the equation is that the regression shows that the variables of brand trust (X1) and customer satisfaction (X2) have a positive influence on customer loyalty (Y). It can be interpreted that the higher the brand trust variable (X1) and customer satisfaction (X2), the customer loyalty variable (Y) will also increase, and vice versa if the brand trust variable (X1) and customer satisfaction (X2) are low, the customer loyalty variable (Y) will decrease.

**Table 1:** Hypothesis Testing Results

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,543	,616		4,129	,000
	Kepercayaan Merk (X1)	,396	,043	,470	9,157	,000
	Kepuasan Pelanggan (X2)	,452	,043	,544	10,603	,000

a. Dependent Variable: Loyalitas Pelanggan (Y)

Source: SPSS processed data

**Conclusion**

Based on the results of research that has been conducted on Indosat users regarding the influence of Brand Trust (X1) and Customer Satisfaction (X2) on Customer Loyalty (Y), the following conclusions are obtained:

1. Customer trust in the Indosat brand is able to increase customer loyalty in using the Indosat network in Jombang. Customers believe in using Indosat and the security of the Indosat brand and Indosat provides what customers need.
2. Customer satisfaction is able to increase Indosat customer loyalty in Jombang. Customers always use Indosat and are willing to recommend to others and Indosat customers feel their expectations match what is provided by Indosat.

**References**

1. Apriliani RAE. Pengaruh Brand Trust, Brand Equity dan Brand Image Terhadap Loyalitas Pelanggan (Studi Pada Pelanggan Teh Botol Sosro di Wonosobo). *Jurnal Penelitian Dan Pengabdian Kepada Masyarakat UNSIQ*,2019:6(2):112–121. <https://doi.org/10.32699/ppkm.v6i2.687>
2. Binus University. (2021). *Apa, sih, Manfaat Teknologi Informasi dalam Kehidupan? - Graduate Program*. <https://graduate.binus.ac.id/2021/01/26/apa-sih-manfaat-teknologi-informasi-dalam-kehidupan/>
3. Djayapranata GF. konsumen Tidak selalu Linear dengan Loyalitas Konsumen: Analisis pada Restoran Cepat Saji di IndonesiaKepuasan. *Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 2020, 03(04),

4. [http://repository.ubaya.ac.id/43473/1/Grace%20Felicia%20Djayapranata\\_Kepuasan%20Konsumen%20Tidak%20Selalu%20Linear%20dengan%20Loyalitas%20Konsumen.pdf](http://repository.ubaya.ac.id/43473/1/Grace%20Felicia%20Djayapranata_Kepuasan%20Konsumen%20Tidak%20Selalu%20Linear%20dengan%20Loyalitas%20Konsumen.pdf)
5. Gecti F, Zengin. The Relationship Between Brand Trust, Brand Affect, Attitudinal Loyalty and Behavior Loyalty: A Field Study towards Sports Shoe Consumer in Turkey. *International Journal of Marketing Studies*, 2013;3(2):111-119
6. Gultom M, Ngatno N. Pengaruh Kualitas Produk Dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Konsumen Smartphone Samsung Di Semarang. *Jurnal Ilmu Administrasi Bisnis*, 2020;9(1):169-178. <https://doi.org/10.14710/jiab.2020.26235>
7. Irawan. *Membedah Strategi Kepuasan Pelanggan*. Cetakan pertama. Jakarta: Pradnya Paramitha, h. 45. Kelompok Gramedia, 2008.
8. Japariato E, Agatha F. Pengaruh Brand Trust Terhadap Customer Loyalty Dimediasi Oleh Customer Satisfaction Pada Pengguna Shopee di Surabaya. *Jurnal Strategi Pemasaran*, 2020;7(1):1-10.
9. Mendrofa CP. Pengaruh Kepercayaan Merek Terhadap Loyalitas Konsumen Pada Kendaraan Merek Honda di PT. Kencana Mulia Abadi Gunungsitoli. *Jurnal EMBA*, 2021, 9(4). <https://ejournal.unsrat.ac.id/v3/index.php/emba/article/view/37008/34313>
10. Molle MA, Mandey SI, Kojo C. Pengaruh Kepuasan Konsumen Terhadap Loyalitas Konsumen pada Royal's Resto and Function Hall di Kota Ternate. *Jurnal EMBA*, 2019;7(1):871-880.
11. Nazir, Mohammad. 2011. *Metode Penelitian*. Jakarta: Ghalia Indonesia.
12. *Pentingnya Telekomunikasi dan Jaringan Bagi Mahasiswa - Kompasiana*. (n.d.).
13. Putri FK, Tumbel AL, Djemly W. Pengaruh Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Pt. Matahari Department Store Di Mantos 2. *Jurnal EMBA*, 2021;9(1):1428-1438. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/33202>.
14. Pratama PB. Pengaruh Kepuasan Pelanggan Terhadap Loyalitas Pada Pengguna Produk Outdoor. (Skripsi, Universitas Muhammadiyah Surakarta, Indonesia), 2015.
15. Rifa'i K. *Membangun Loyalitas Pelanggan* 3 rd. Hikam Pustaka. Jember, 2019.
16. Rizaty MA. Sebanyak 959 Penyelenggara Telekomunikasi Beroperasi di Indonesia pada 2020. In *Badan Pusat Statistik (Bps)*, 2019, 2020.
17. Sabrini T. Pengaruh Kepercayaan Merek Telkomsel dan Kepuasan Konsumen Terhadap Loyalitas pada Mahasiswa STIS Al-Hilal Sigli. *jurnal HEI EMA*, 2022;1(2):98-104.
18. Selang CAD. Bauran Pemasaran (Marketing Mix) Pengaruhnya Terhadap Loyalitas Konsumen Pada Fresh Mart Bahu Mall Manado. *Jurnal EMBA*, 2013;3(1):71-80. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/1374>. Tanggal akses 4 November 2018.
19. Singarimbun M, Effendi S. *Metode Penelitian Survei*. Jakarta: LP3S, 2011.
20. Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Penerbit Alfabeta, Bandung.
21. Suwarna A. Pengaruh Kualitas Jasa Terhadap Loyalitas Pelanggan Indosat Im3 Prabayar Di Desa Sangkanhurip Kabupaten Bandung. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 2018;2(1):173-192. <https://doi.org/10.31955/mea.vol2.iss1.pp173-192>.
22. Ulfah M. Pengaruh Kepercayaan Merek Terhadap Loyalitas Merek (Studi Pada Anggota PC IPPNU Kabupaten Bantul Pengguna Aplikasi Gojek) (skripsi, Universitas Islam Negeri Sunan Kalijaga, Indonesia), 2018. <https://digilib.uin-suka.ac.id>,
23. Widodo TH, Tresna PW. The Influence Of Brand Trust on Brand Loyalty (Study on As Card Users in STIA YPPT Priatim Tasikmalaya). *Jurnal Pemikiran dan Penelitian Administrasi Bisnis dan Kewirausahaan*, 2018, 3(1). <https://www.semanticscholar.org/paper/pengaruh-kepercayaan-merek-terhadap-loyalitas-merek-widodo-tresna/720c325446a7d5b68829d66d6b8b79663f2f305f>
24. Yuliantari K, Nurhidayati N, Sugiyah S. Brand Loyalty Perawatan Wajah (Skin Care) Wardah Gentle Face Wash. *Moneter - Jurnal Akuntansi Dan Keuangan*, 2020;7(2):186-191. <https://doi.org/10.31294/moneter.v7i2.8945>.