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# EFFECT OF BRAND TRUST AND BRAND AWARENESS ON GO-JEK CUSTOMER LOYALTY

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**ABSTRACT**
The purpose of this study is to determine the effect of the dimensions or variables, brand trust and brand awareness to customer loyalty. The research method used survey method using questionnaires distributed to 100 samples. While quality testing instruments Techniques include validity and reliability are testing and techniques of data analysis using descriptive analysis and correlation, while for hypothesis testing using multiple linear regression analysis. The finding shows that brand trust and brand awareness have significant influence on customer loyalty simultaneously. The object is able to fulfill the values of the customer's trust and prioritize the interest of the customer so this will create a sense of customer loyalty toward the subject. Gojek has been recognized by users until the online taxi bike that first appears in the customer mind is Gojek so this makes customers use the Gojek services in the long run. Brand trust and brand awareness are both affect customers loyalty variables, while the remaining 47.9% is influenced by other factors outside the research variables used.
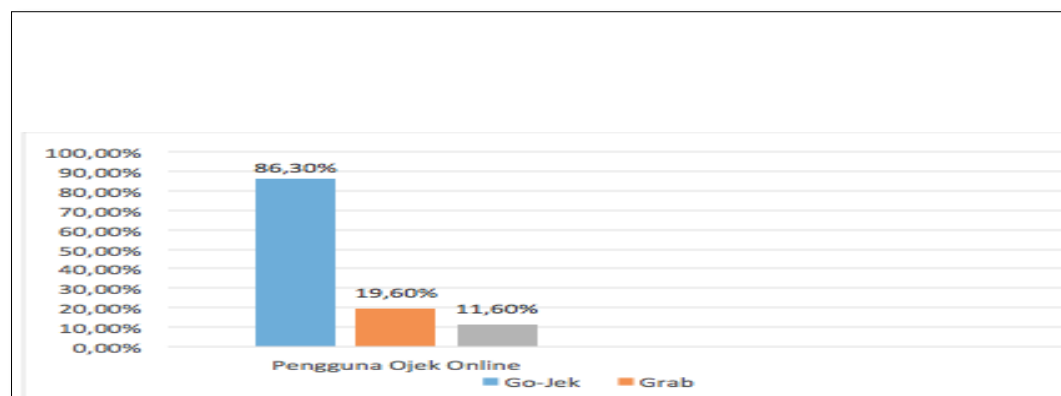
## INTRODUCTION
Transportation is one of the transportation facilities which is very important in all matters of human activity. Entering the 20th century along with the rapid development of technology and industry, transportation has become one of the aspects most needed by humans. As time goes by, transportation always changes and always provides innovation every time it aims to facilitate the community in their daily activities. In recent years, Indonesia has experienced a transformation

in terms of transportation. This will be seen from the emergence of online -based transportation models in major cities in Indonesia.

Transportation Online is based transportation services in the internet every transaction activity, from ordering, monitoring lane, pembayarandan assessment of the services itself. This online -based transportation service is moreover called the ridesharing application whose appearance in Indonesia started to sprout in 2014.

At the beginning of its emergence was started by the Uber application that carries UberTaxi as an online application-based transportation service business. Then followed by the emergence of Gojek, GrabBike, GrabTaxi, and other online based applications. The advantages of this information technology-based transportation service include, transparent fare with easy payment methods, identifiable driver's identity and travel routes that can be monitored through applications on smartphones .At this time, online transportation cannot be separated from the community or in other words, the public cannot avoid dependency on using transportation facilities, one of which is online transportation . This is because the desire of the people who need something more instant, something that does not require a lot of time and energy in supporting their daily activities and activities. The comfort and safety of the passengers are well guaranteed in this online transportation , unlike the case with conventional transportation which has several factors in comfort and safety issues such as vehicles that are not feasible to operate or situations and conditions in conventional transportation itself that do not provide a sense of security against the passengers .

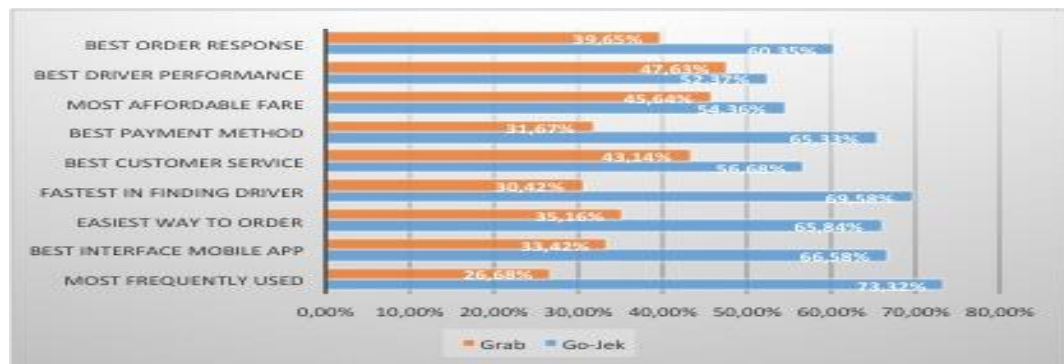One of the online transportation enjoyed by the public at this time is Go-Jek. One of the online transportation enjoyed by the public at this time is Go-Jek. One of the online transportation enjoyed by the public at this time is Go-Jek.

**Graph.1**
GOJEK, Grab and Uber Online Ojek User Graph in Percentage
Source: Conclusion of DNA Ecosystem Survey (MASTEL and APJII, 2016)
Seen from Graph 1 that for online motorcycle taxi users the percentage obtained by Go-Jek is 86.3% followed by Grab by 19.6% and Uber by 11.6%.

For the case of Go-Jek services, the number of services is more, more diverse, and more complete than its competitors. With the large number of useful facilities and services owned by Go-Jek, this is one of the reasons why Go-Jek is interested compared to other online transportation.



**Graph 2**
Comparisonof                    Go-Jek                    versus                    Grab.
Source: Go-Jek VS GrabBike- Survery Report (Poll, 2016)
A survey conducted by App Track Opinions in 2016, said Go-Jek was superior to several aspects compared to its competitors. In this survey the comparison is done on Go-Jek and Grab.
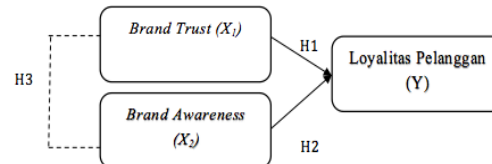
Brand is a concern and also consideration for customers in deciding the purchase activities. Thus, PT. GO-JEK Indonesia must create trust and brand awareness more than competitors for consumers to make consumers become loyal in using GO-JEK services on a regular basis. With the stronger brand trust and brand awareness of a company, the stronger the level of loyalty towards the company. This can lead companies to continue to benefit from time to time.

The advantages possessed by Go-Jek can be a threat to Go-Jek, because if the services provided by Go-Jek are not focused and focused properly, this will cause trust in the quality of Go-Jek's services to decrease. If the trust of Go-Jek service users is not properly maintained, loyalty to the use of the Go-Jek application will decrease. Based on the description above, to maintain a decrease in the use of the GO-JEK application, GO-JEK must know what factors can influence consumer loyalty. So, the authors feel curious about conducting investigate with the title: "The Effect of Brand Trust and Brand Awareness on Customer Loyalty of

GO-JEK Online Transportation in Students / I 3 (Three) Large Campsites in Sukabumi City"

## MODEL ANALYSIS AND HYPOTESIS

Based on the analysis model above, it can take a temporary decision (Hypothesis) as follows:



Analysis Model

H01: There are Influence of Brand Trust T erhadap Customer Loyalty
Ha1: There Influence of Brand Trust T erhadap Customer Loyalty
H02: There are currently Effect of Brand Awareness T erhadap Customer Loyalty
Ha2: Ter can Effect of Brand Awareness T erhadap Customer Loyalty
H03: There is no Simultaneous Effect of Brand Trust and Brand Awareness on Customer Loyalty
Ha3: There is a Simultaneous Effect of Brand Trust and Brand Awareness on Customer Loyalty

## RESEARCH METHODS

The research method is a method of investigation that is structured to obtain knowledge, in an organized manner to find out the answer to a particular problem being investigated. According to **Sugiyono (2015)** , the research method is a scientific way to obtain data with specific goals and uses. The research method can be used as a guide for the writer and makes it easier for the writer to direct his research, so that the objectives of the research can be achieved.

### *Population and Research Samples*

The populace referred to in this think about, is the majority of students who are in 3 (three) large campuses of the city of Sukabumi. This study took a sample using the Simple Random Sampling technique, which is taking sample members from the population by doing it randomly without regard to strata that exist in that population (Sugiyono, 2012). Determination of the number of samples from the population in the study area, amounting to 135 (one hundred thirty-five) people, the determination of the sample uses the Slovin formula calculation, with an error rate of 5%. The calculation is as follows:

$$n = \frac{N}{(1 + N.e^2)}$$

Information as follows:
n = Number of Samples
N = Total Population
e = Significant Level (5%)
$n = \frac{135}{1+135(0.05)^2}$rounded up to 100 (one hundred) respondents.

## *Variable Operations*

Dependent Variable
The dependent variable in this study is Customer Loyalty (Y)

Dimensions and Indicators of Customer Loyalty, among others:
1. Recommendation: Say positive things, recommend friends
2. Refuse: Loyalty, Refuse other brands
3. Repeat Purchase: continue purchasing

Independent Variable
The autonomous factor in this think about are Brand Trust $(X_1)$ and Brand Awareness $(X_2)$

Brand Trust Dimensions and Indicators, including:
1. Dimension of Viability: Customer Satisfaction, Customer Value
2. Dimension of Intentionality: Security, Trust

Dimensions and Indicators of Brand Awareness, include:
1. Recognition: Brand recognition
2. Recall: A reminder of the brand
3. Top of Mind: The peak of thought towards a brand

## *Analysis method*

Data analysis is a way to simplify the data that has been collected into other forms so that the data can be more easily understood. Data analysis method used in thisresearch is quantitative method. In addition, researchers also use multiple regression analysis to find out how the role of the dependent variable can be estimated through the independent variable.

## *Analysis design*

One important and strategic procedure in research is determining primary research data. Determine the data used in the study to be objective, referring

to Sugiyono(2012) namely, (1) Interview, (2) Questionnaire, (3) Observation. Data from a questionnaire that has been designed is used to get primary data from a sample or respondent. Questionnaires were subsequently collected, tabulated and processed statistically using SPSS computer applications. The questionnaire used is a direct and closed questionnaire, in which the sample or respondent must choose one answer from several alternative answers available, and each answer has an ordinal scale score.

### *Validity test*

Validity may be a degree that appears the levels of validity or precision of an instrument in measuring what you want to be measured. Validity test is utilized to degree the validity of a survey. Testing techniques are often used to test the validity is using Bivariet Pearson correlation (Pearson Moment Prodact) and Corrected Item-Total Correlation.

Tests using a two-tailed test with a significance level of 0.05. The testing criteria are as follows:
1) If r arithmetic ≥ r table, then the instrument or question items correlate significantly to the total score (declared valid).
2) If r arithmetic <r table, the instrument or question items do not significantly correlate to the total score (declared invalid).

### *Reliability Test*

Treat the reliability test so that the measuring instrument in the form of statements in the questionnaire is proven reliable. **Sugiono (2011)** explains that, reliability is a series of measurements that have consistency if the measurements made with the measuring instrument are carried out repeatedly. Measuring the level of reliable measuring devices using Cronbach's alpha coefficient values. Researchers use the Cronbach's alpha coefficient reference ≥ 0.6, the criteria for measuring instruments used are good (reliable).

### *Classic assumption test*

Treat the classic assumption test so that the relapse comes about can be valid and valid. The classic assumption test must fulfill the assumptions that the data generated are normally distributed, there is no correlation or close relationship between the independent variables (multicollinearity), there is no residual correlation of period t with t-1 (autocorrelation), and there is no difference in residual variance from one observation to another (heterokesdastisitas).

### *Normality test*

The normality test treatment to know in the regression model, the independent variable and the dependent variable that both have normal distribution or not. Normality testing is done through the Kolmogorov-Smirnov Lilliefors correction test. This normality test will also appear on the P-Plot graph where points follow and approach diagonal lines.

### Multi collinearity test

Multicollinearity test is a test used to see the presence or absence of a high correlation between the independent variables (independent) in a multiple linear regression model. If there is a correlation between independent variables, then the regression model is not good. In addition, the relationship between the free variable and the sub ordinat variable is disturbed. A statistical tool that is often used to test multicollinearity disorders is with

Variance inflation factor (VIF), Pearson correlation between independent variables, or by looking at eigenvalues and condition index (CI).

### Heteroskedaticity test

The etherokedastisitas H test intends to test in regression whether there is an inequality of residual variance from one observation to another, if the variance from the residual observation to another observation is fixed, then it is called heterokedacity.

### Hypothesis testing

Speculation testing points to determine the presence or absence of correlation between the independent variable and the dependent variable. Hypothesis testing consists of multiple linear regression analysis, coefficient of determination (R2), t test and F test. Hypothesis testing consists of multiple linear regression analysis, coefficient of determination (R2), t test and F test.

### Multiple linear regression analysis

This analysis aims to measure the presence or absence of the relationship between two or more variables and the relationship between independent and dependent variables.

### Analysis The coefficient of determination ($R^2$)

Analysis of the coefficient of determination is to determine the magnitude of the coefficients of an independent variable (X1, X2) with respect to the dependent variable (Y). The coefficient of determination ($r^2$) is the magnitude between 0 to

1 or between 0% to 100% otherwise if ($r^2$) = 0, then the model does not clarify the impact of the independent variable X on the variation of the dependent variable Y. The model is better value if ($r^2$) getting closer to 1.

### T test

Treat t test basically shows how far the influence of one independent variable individually explains the variation of the dependent variable **(Ghozali, 2013).** T test is used to analyze the hypothesis of the influence of Brand Trust (X1), Brand Awareness (X2) on Customer Loyalty (Y) partially.

### F Test (Anova)

The statistical F Test Treatment basically shows whether the independent variables in the model have a simultaneous influence on the dependent variable (Ghozali, 2013). F test is used to analyze the hypothesis of the influence of Brand Trust (X1), Brand Awareness (X2) on Customer Loyalty (Y) simultaneously.

## RESULTS AND DISCUSSION

### Validity test

In this validity test all independent and dependent variables show valid data. This conclusion is drawn from the results of the comparison of r count of each item with r table which shows a greater value in the results of r count of all items, r Pearson table for significance of 0.05 and with a 2-tailed test for N as many as 100 is 0.361. There is not a single calculated r value of all items lower than 0.361.

### Reliability Test

The reliability test results of 3 variables, namely Brand Trust, Brand Awareness, and Customer Loyalty show that the technique used is Cronbach Alpha and to determine a reliable instrument or not, it can use the Alpha value limit of 0.6. Nunnally in Imam Ghazali said that a construct or variable is said to be reliable if it gives aCroncach Alpha value > 0,700. The Cronbach Alpha value of the Brand Trust variable (X1) is 0.802 which means it can be accepted. The second variable, Brand Awareness (X2) also shows a Cronbach Alpha value of 0.834 which means that it can be accepted. The third variable, Customer Loyalty (Y1) which has a Cronbach Alpha value of 0.853 can also be accepted. The resulting output shows that all Cronbach Alpha values of the three variables have entered a reliable condition.

### Classic assumption test

The classic assumption test consists of a normality test, a multicollinearity test, and a heterokedasticity test.

***Normality test***

**Table 1**Normality Test Results

| One-Sample Kolmogorov-Smirnov Test | | Unstandardized Residual |
|---|---|---|
| N | | 100 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 3.63036241 |
| Most Extreme Differences | Absolute | .035 |
| | Positive | .035 |
| | Negative | -.023 |
| Test Statistic | | .035 |
| Asymp. Sig. (2-tailed) | | .200[c,d] |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

Source: Data Results

The results of the table data above show that in the Kolmogrov-Smirnov column a significance value (Asyump.sig 2 tailed) can be seen that's breakeven with 0.200. The important esteem is greater than 0.05 (0.200> 0.05), then the residual value is normal. So, it can be concluded that the regression model of the impact of the independent variables X1 and X2 together on the dependent variable Y meets the data normality requirements.



**Graph 3**

Normal Probability Normality Test Results
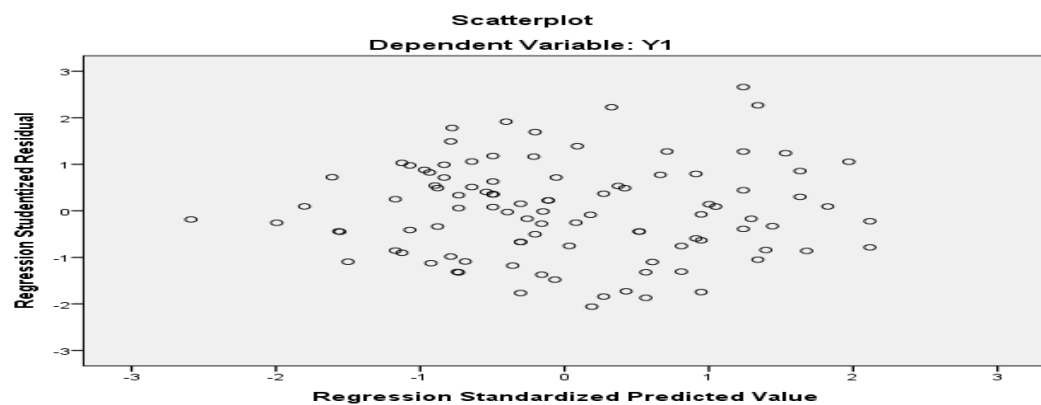Source: Data Results

The P-plot graph above shows that the data is spread in the diagonal line area and follows the histogram line. This can be stated normally distributed.

### Multicollinearity test

The calculation results show that the correlation value between independent / independent variables, namely the X1 variable (Brand Trust) and the X2 variable (Brand Awareness) has the same VIF output value of 1,397 and the output tolerance value of each variable also shows the same number that is 0.716 . Each independent variable has a VIF value <10 and a tolerance value> 0.1. So it can be concluded that there is no multicollinearity between independent variables in this regression model

### Heteroscedasticity test

Heteroscedasticity test according to Imam Ghozali aims to find out whether in the regression model there is an inequality of variance from one observation variable to another observation. Heteroscedasticity shows the spread of independent variables. The random distribution shows a good regression model, in other words homokedasticity or heterokedasticity does not occur.



**Graph 4**
Heteroscedasticity Test Results
Source: Data Processing Results

The scatter plot graph above shows that the scatter diagrams formed did not form a pattern and the points spread randomly and are spread both above and below the number 0 on the Y axis. Thus it can be concluded on the regression model of the influence of variables X1 and X2 together with the Y variable does not occur Heteroscedasticity.

*Hypothesis testing*

Hypothesis testing consists of multiple linear regression analysis tests, the coefficient of determination test (R2), t test and f test. This research calculation uses SPSS program, following the results of hypothesis testing:

*Multiple linear regression analysis*

The results of the analysis using the SPSS 23 for Windows program obtained the results of multiple regression equations as follows:
$Y = -0.881 - 0.565 X1 + 0.741 X2$ The regression equation has the following meanings:
1.      Constants = -0,881
If the Brand Trust and Brand Awareness variables are zero, then the customer loyalty variable is -0,881
2. Coefficient X1 = 0.565
If the Brand Trust variable decreases by one unit, while Brand Awareness is considered constant, it will cause a decrease in customer loyalty (Y1) of 0.565
3. Coefficient X2 = 0.741
If the Brand Awareness variable increases by one unit, while Brand Trust is considered constant, it will cause an increase in customer loyalty (Y1) of 0.741

*The coefficient of determination (R$^2$)*

The results show the acquisition of Adjusted R Square (R2) value of 0.521 = 52.1%, it can be concluded that the variable brand trust and brand awarenesstogether affect the customer loyalty variable by 52.1%, while the remaining 47.9% is influenced by other factors outside the research variables used.

*T test*

The results of the SPSS output demonstrate that the brand trust variable (X1) has a calculated t value of 5050, in the regression analysis used 2-sided probability to determine the value of t table, the distribution of t is looked for  a = 5%: 2 = 2.5% (2-sided test ) with degrees of freedom (df) nk or 100-3 = 97 (n is the number of respondents on perception and k is the number of variables), with 2-sided testing (significance = 0.025), the results obtained for t table is equal to 1.98472. The t value of the brand trust variable is more prominent than the value of t table (5,050> 1.98472) with a noteworthy level below 0.05 which is equal to 0,000 (0,000 <0.05) then Ho is rejected and Ha is accepted.

The t value of the brand awareness variable (X2) is greater than the value of t table (5.077> 1.98472) with a significant level below 0.05, 0.000, then Ho is rejected and Ha is accepted.

How to make fractional test choice in relapse investigation can be conclude as takes after:
1.    The Brand  Trust variable (X1)  partially  significantly  influences  the  Y variable (Customer Loyalty).
2.    The Brand Awareness (X2) variable partially significantly influences the Y (Customer Loyalty) variable.

## F Test (Anova)

The results of the SPSS output in the Anova table show that the brand trust and brand awareness variables have a calculated F value of 54.849 with a significant value of 0,000. The f-table value can be searched using a confidence level of 5% or 0.05 with the formula df 1 = k -1, df 2 = n - k. The value of df 1 = 3 - 1 = 2, and the value of df 2 = 100 - 3 = 97, the F table value of 3.09 is obtained. The hypothesis acceptance criteria, namely Ho, are rejected if the significance value is less than the error level of 5% (0.05) and the calculated F value> F table. Significant value on the brand trust and brand awareness variables are less than 5% or 0.05 that is equal to 0,000 and the calculated F value is greater than the F table (54,849> 3.09) so that it can be concluded that brand trust and brand awareness simultaneously influence loyalty customer.

## Correlation analysis

Imam Ghozali suggested that correlation analysis was conducted to measure the relationship between one independent variable and one dependent variable. The relationship in question is whether a positive relationship or a negative relationship. The relationship between X and Y can be said to be positive if the increase (decrease) X is followed by an increase (decrease) Y.

SPSS output results show, based on the significance value it is known that between brand trust (X1) and brand awareness (X2) has a significance value of 0,000 <0.05, which means that there is a significant correlation. Furthermore, between brand trust (X1) and customer loyalty (Y) the significance value is 0,000 <0.05, which means there is a significant correlation. Finally, between brand awareness (X2) and customer loyalty (Y) has a significance value of 0,000 <0.05, which means there is a significant correlation.

## RESEARCH DISCUSSION

### The effect of brand trust on customer loyalty

Research conducted by researchers shows the results that brand trust has an influence on GO-JEK customer loyalty in 3 (three) large cities of Sukabumi City. The relationship between brand trust and customer loyalty is strengthened from the results of the regression analysis of this study. T test results indicate that the variablebrand trust (X1) partially significantly influences the variable Y (Customer Loyalty). This means that customers' trust in the GO-JEK brand can increase and create customer loyalty to the GO-JEK brand or in other words the respondent gives a good response and agrees to the indicators contained in the Brand Trust variable. The results of this study are supported by the theory According to Delgado (2009) that brand trust is the ability of a brand to be trusted based on consumer confidence that the product is able to meet the promised value and good intentions of the brand based on consumer confidence that the brand is able to prioritize consumer interests. This is consistent with the comes about of research that brand trust has a significant influence on customer loyalty, where GO-JEK consumers believe that GO-JEK has fulfilled the value and is able to prioritize the interests of consumers. Like, consumers feel safe storing personal data in the GO-JEK application, GO-JEK drivers always run the SOP well and the price set by GO-JEK is cheaper compared to competitors.

### *Effect of brand awareness on customer loyalty*

Research conducted by researchers shows the results that brand awareness has an influence on GO-JEK customer loyalty in 3 (three) large cities of Sukabumi City. The relationship between brand awareness and customer loyalty is strengthened from the results of the regression analysis of this study. T test results indicate that the variable brand awareness (X2) partially significantly influences the variable Y (Customer Loyalty). This means that user awareness of the GO-JEK brand can create customer loyalty to the GO-JEK brand. This shows that the subject of GO-JEK user research has an awareness (awareness) of the existence of GO-JEK as well as various services that are owned by GO-JEK. According to Aaker in Handayani, et al (2010), defining brand awareness is the ability of potential consumers to recognize or remember that a brand belongs to a certain product category. Brand awareness was measured using a brand awareness questionnaire developed fromAaker's theory in Homburg (2010). In this research questionnaire there are 3 (three) dimensions divided into 6 (six) indicators including the user feeling familiar with GO-JEK transportation, GO-JEK is more famous than similar competitors, when using GO-JEK, users remember the GO-brand JEK as an online transportation with various services, the first online motorcycle taxi brand that appears to the user's mind is GO-JEK and the last indicator is GO-JEK easily remembered by the user. The results of respondents' answers from all the indicators contained in the questionnaire showed high results. This can be seen from the number of respondents who agreed to the statement items contained in the variable Brand Awareness. That is, respondents can recognize brand awareness well. The higher brand awareness in the minds of consumers, the higher the level of consumer loyalty to the brand.

*The effect of brand trust and brand awareness on customer loyalty*

The results of theinvestigate described above can be concluded that brand trust and brand awareness can simultaneously influence customer loyalty. F test results show that the two independent variables simultaneously influence customer loyalty.

## CONCLUSIONS

The comes about the investigation conducted by the researcher state that in order to answer questions from the formulation of the problem that has been raised in the previous chapter, answers have been obtained to the problem formulation and also the conclusions from this study, among others:

1.      The results appeared that there was a positive and noteworthy effect between brand trust on GOJEK customer loyalty to students in 3 (three) big cities in Sukabumi City. This shows that consumers have trusted GO-JEK to fulfill the values of consumer trust and are able to prioritize the interests of consumers so that consumers have a sense of loyalty towards the GO-JEK brand.

2.      The results appeared that there was a positive and noteworthy effect between brand awareness on GOJEK customer loyalty to students in 3 (three) large campuses of Sukabumi City. This means that users are aware of GO-JEK's online transportation so the online motorcycle taxi brand that first appears in the minds of consumers is GO-JEK, which makes users use GO-JEK's online transportation services in the long run.

3.      The results appeared that there was a significant influence between brand trust and brand awareness simultaneously on GOJEK customer loyalty to students in 3 (three) large campuses of Sukabumi City. This is reinforced by the results of tests that show that brand trust and brand awareness together affect the customer loyalty variable by 52.1%, while the remaining 47.9% is influenced by other factors outside the research variables used.

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