



THE INFLUENCE OF MENANTEA'S BRAND IMAGE & BRAND TRUST ON CUSTOMER LOYALTY AND CONSUMER SATISFACTION LEVELS

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Abstract

This research aims to analyze the influence of brand image and brand trust on the level of customer loyalty, especially in the context of post-pandemic consumer satisfaction. This research involved 150 respondents who were Menantea consumers in the JABODETABEK area, using a combination of purposive sampling and probability sampling data collection techniques. The research results show that the Menantea brand image has a positive impact on brand trust, consumer satisfaction, and ultimately influences customer loyalty. Even though one hypothesis was rejected, the Menantea company continues to strive for innovation and other activities to maintain the level of customer loyalty to the Menantea brand. These findings provide important insights for companies in designing post-pandemic marketing and brand management strategies to increase consumer satisfaction and strengthen customer loyalty.

Keywords: Brand Image, Brand Trust, Consumer Satisfaction, Customer Loyalty

INTRODUCTION

This research shows that the food and beverage sector is experiencing rapid progress, triggered by product innovation from a particular company. The company's success created a trend in the industry, with many competitors following suit to maintain balance in their businesses, especially in the era of the COVID-19 pandemic.

Companies in the food and beverage sector evolved quickly, creatively and innovatively during the pandemic. Despite a decline in the performance of the food and beverage industry in the fourth quarter of 2022, year-on-year growth remains positive. The increase in online purchasing transactions for food and beverage products also reflects changes in consumer behavior, who prefer the convenience of shopping digitally. (Research, 2022)

Collaboration between companies, governments and investors in this sector has proven successful. Growth in the food and beverage sector supports overall economic growth, contributing around 3.57% to GDP, helping to stabilize an economy shaken by the pandemic. (Khoirunnisa, 2022). Despite the many competing brands, sales of bobba (bubble tea) drinks from a company called Menantea have achieved extraordinary success. This brand was able to double the number of outlets in approximately 1.5 years, (Menantea, 2022) showing its strong appeal, especially among millennials and generation Z. Product innovation, marketing campaigns and consumer trust contributed to the success of this company.

The importance of research aims to improve brand image and consumer trust. The factors related to this research are product attributes, benefits and value, together with consumer satisfaction, which are the keys to forming consumer loyalty.

In the post-pandemic context, adaptation to changing consumer preferences and market needs is the key to company success in the food and beverage sector. People who increasingly tend to shop online show that companies need to innovate in running their business, including in terms of marketing and selling products via digital platforms.

LITERATURE REVIEW

Brand Image

Brand image has 3 meanings according to experts, including:

1. According to (Aaker, 1993) brand image is the impression or picture formed in consumers' minds about a brand which includes various aspects, such as reputation, quality, value and associations related to the brand.
2. According to (Schiffman., 2007) brand image is a collection of associations about a brand that are stored in consumers' memories.
3. According to (Kasman, 2021) brand image means the impression that consumers have of choosing a product that is well known through experience, developing information on a product or service.

Brand Trust

Brand trust is the hope that a brand can be relied on according to the capabilities and functions of existing goods or services. Brand trust has 3 meanings according to experts, including:

1. According to (Delgado, 2003) brand trust is the belief that the brand can provide the promised value, meet consumer expectations, and consistently provide the desired quality or performance.
2. According to (Jose Luis Mumu era Aleman., 2005) brand trust is a difference in 2 dimensions which explains the different perspectives from which a brand can be trusted and perceived.
3. According to (Armstrong, 2016) brand trust is the consumer's belief that a brand can provide the desired value.

Consumer Satisfaction

Consumer satisfaction is a reaction felt by someone when buying, using and recommending a positive response. With this, consumer satisfaction has 3 different definitions, including:

1. According to (Zeithaml V. A., 1990) consumer satisfaction is a comparison between consumer expectations and the perceived performance of a product or service
2. According to (Kotler, Principles of marketing (16th ed.), 2016) consumer satisfaction is a person's level of pleasure or displeasure with the results of consuming a product or service.

3. According to (Oliver, 1981) consumer satisfaction is a complex consumer response to their consumption experience, which is expressed in the form of an assessment of the consumer's level of pleasure or displeasure with the product or service

Customer loyalty

Customer loyalty is the final stage of a purchase made by a consumer directly by the consumer regarding the product or service produced by the company. So customer loyalty has 3 different meanings according to experts who express it, including:

1. According to (Reichheld, 1993) customer loyalty is the willingness of consumers to recommend products or services from a brand or company to other people
2. According to (Zeithaml V. A., 1988) customer loyalty is the tendency of consumers to continue buying products or services from a brand or company, in the past, present and future
3. According to (Kotler, Principles of marketing (16th ed.), 2016) customer loyalty is the tendency of consumers to continue buying products or services from a brand or company, even though there are other alternatives available.

Framework

By looking at business developments in the food and beverage side, especially in relation to the products being sold, it is becoming more closely linked to consumers' lives and results in consumers becoming loyal to the company, both in terms of the brand image presented and brand trust in a

company.

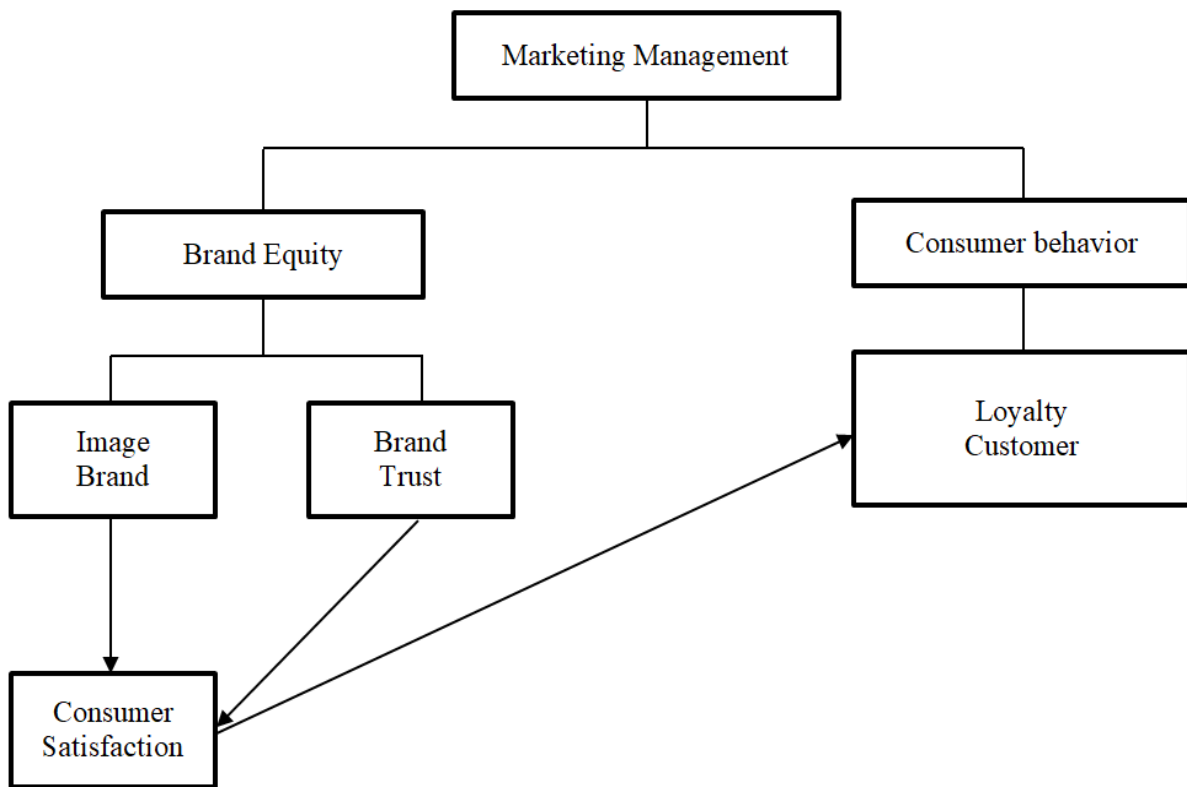


Figure 1 Framework of Thought

Source: Author (2023)

METHOD

This research adopts a quantitative approach using a probability sampling method to collect data from respondents. This method was chosen to provide equal opportunities to every member of the population in the JABODETABEK area who is a Menantea consumer. A quantitative approach was adopted in this research because it is in accordance with the philosophical foundation of positivism, which emphasizes objective observation and number-based data analysis. Sugiyono (2019) underlines that quantitative research uses statistical analysis tools to process and interpret data, thereby enabling researchers to identify patterns and relationships between variables more accurately. This approach provides a powerful framework for measuring the influence of brand image and brand trust on customer loyalty, facilitating a more in-depth and objective analysis of the phenomenon under study. Thus, this research does not only rely on positivism theory as its philosophical basis, but also applies quantitative analysis techniques to gain a more comprehensive understanding of the dynamics of relationships between variables in the post-pandemic Menantea consumer context.

RESULTS AND DISCUSSION

1. Brand Image

Data analysis using SmartPLS with the bootstrapping method produced significant findings regarding the influence of brand image on consumer satisfaction. The statistical T test results of 3.698, which exceed the critical threshold value of 1.96, and P Values of 0.000 which are less than the significance level of 0.05, indicate that there is a significant influence of the Menantea brand image on consumer satisfaction. Therefore, the Alternative Hypothesis (H_{a1}) is accepted, and the Null Hypothesis (H_{01}) is rejected.

These findings imply that consumers' perceptions of the Menantea brand image contribute positively to their level of satisfaction. In other words, the more positive the Menantea brand image is in consumers' minds, the higher the consumer's satisfaction with the products or services provided by the brand. These results provide a strong insight for the Menantea company in understanding the importance of maintaining and improving its brand image as a strategy to strengthen consumer satisfaction.

Table 1. Level of Brand Image on Consumer Satisfaction

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
CM -> KK	0.375	0.376	0.101	3.698	0.000
CM -> LP	0.453	0.451	0.166	2.728	0.007
KM -> KK	0.586	0.586	0.107	5.494	0.000
KM -> LP	0.168	0.172	0.178	0.948	0.343
KK-> LP	0.305	0.304	0.137	2.223	0.027

2. Brand Trust

Data analysis using SmartPLS with the application of the bootstrapping method produced significant findings regarding the influence of brand trust on customer loyalty. The statistical T value is 5.494, which exceeds the critical threshold value of 1.98, and the P value is 0.000 which is less than the significance level of 0.05, indicating that there is a significant influence of Menantea brand trust on customer loyalty. Thus, it can be concluded that the test results support the Alternative Hypothesis (H_a), while the Null Hypothesis (H_o) is rejected.

These findings provide powerful insight into the importance of brand trust in establishing and maintaining customer loyalty. Brand trust in Menantea makes a significant positive contribution to ongoing consumer satisfaction. The implication is that, by having a high level of trust, consumers are likely to become loyal to the Menantea brand, choose their products or services consistently, and may even recommend the brand to others.

As a result, Menantea companies may consider continued efforts to strengthen their brand trust, such as increasing transparency, providing superior customer service, and ensuring consistency in product or service quality. Thus, companies can utilize brand trust as a strategic asset to build and

maintain loyal market share and improve the company's overall performance amidst intense market competition.

Table 2. Level of Brand Trust in Consumer Satisfaction

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
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3. Consumer Satisfaction

The results of data analysis using SmartPLS with the bootstrapping method revealed interesting findings regarding the relationship between brand image and brand trust and customer loyalty towards Menantea products. Although the T statistic value for the brand image variable of 2.728 is less than the critical threshold of 1.96, and the P value of 0.007 exceeds the significance level of 0.05, these findings provide valuable insight in the context of the relationship between brand image and customer loyalty.

Although not statistically significant at the commonly used level of significance, these results indicate that the Menantea brand image, although not directly influencing customer loyalty, can have an indirect influence through consumer satisfaction. In this case, brand trust may act as a mediator connecting brand image with customer loyalty.

These findings provide a foundation for more in-depth detailing of the complex interactions between brand image, brand trust, consumer satisfaction, and ultimately customer loyalty, and confirm that a careful understanding of these dynamics can provide valuable guidance for Menantea's corporate marketing and brand management strategies.

Table 3. Level of Brand Image and Brand Trust on Consumer Satisfaction

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
CM -> KK	0.375	0.376	0.101	3.698	0.000
CM -> LP	0.453	0.451	0.166	2.728	0.007
KM -> KK	0.586	0.586	0.107	5.494	0.000
KM -> LP	0.168	0.172	0.178	0.948	0.343
KK-> LP	0.305	0.304	0.137	2.223	0.027

4. Customer Loyalty

Data analysis using SmartPLS with the bootstrapping method produces relevant findings regarding the relationship between consumer satisfaction and customer loyalty towards Menantea products. With a statistical T value of 2.223 which exceeds the critical threshold of 1.96, and a P

value of 0.027 which is lower than the significance level of 0.05, these findings indicate that consumer satisfaction significantly influences customer loyalty.

Based on these results, it can be concluded that consumer satisfaction with Menantea products makes a positive contribution to the level of customer loyalty. This consumer satisfaction may arise from several aspects, such as continuous product development, a comfortable purchasing experience, or satisfactory customer service.

These findings indicate that improvements in product development can be an important factor in increasing consumer satisfaction. Apart from that, the comfort felt by consumers in transactions with Menantea also plays an important role in forming customer loyalty. Consumers who are satisfied not only tend to continue buying Menantea products, but can also become loyal customers and provide positive recommendations to others. With this understanding, Menantea companies can consider continuing to improve product quality, improve customer experience, and provide high-quality services to ensure continued consumer satisfaction, so as to effectively build and maintain customer loyalty in a competitive market.

Table 4. Level of Consumer Satisfaction with Customer Loyalty

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
CM -> KK	0.375	0.376	0.101	3.698	0.000
CM -> LP	0.453	0.451	0.166	2.728	0.007
KM -> KK	0.586	0.586	0.107	5.494	0.000
KM -> LP	0.168	0.172	0.178	0.948	0.343
KK-> LP	0.305	0.304	0.137	2.223	0.027

CONCLUSION

From the results of the research conducted, it can be concluded that products from the Menantea brand have a significant positive impact on consumers. These findings indicate that consumers who purchase and consume Menantea products tend to develop a high level of loyalty to the brand. Consumer satisfaction resulting from the brand image and brand trust that is built has a positive impact in forming customer loyalty.

These findings indicate that Menantea's brand image plays an important role in shaping consumers' positive perceptions of its products. In addition, the company's efforts to build and maintain brand trust have also proven successful, resulting in consumer satisfaction which leads to strong customer loyalty. These factors, when combined, create an environment that supports consumers to not only remain loyal to the Menantea brand but also to provide positive recommendations to those around them. In this way, Menantea has succeeded in creating an environment that supports the company's healthy development in society and creates positive relationships with its consumers. This conclusion provides important insights for similar companies in designing marketing and brand management strategies to build and maintain positive relationships with consumers.

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