Building Brand Loyalty Through Increasing Brand Trust And Brand Affect

Nur Choirul Afif, Dian Utami Sutiksno, Nugroho Hardiyanto, Aldina Shiratina

Abstract: Loyalty is one indicator of the success of marketing performance. Various studies have shown that brand loyalty increases the number of customers and sales. In addition, brand loyalty is also lowering the cost to acquire new customers. Marketing managers need to give special attention to the issue of brand loyalty, including the services of an English course.As one of the requirements to be able to compete at the global level is the mastery international language. However, Indonesian English ability is lower than ASEAN countries, such as Malaysia and Singapore. These conditions increase the number of English Courses in Indonesia rapid grow. But some people do not get the results as expected and are still looking for other colleges that are considered to have high quality with affordable prices. English village situated in Pare, Kediri. About the qualifications of teaching staff, infrastructure, and management colleges in big cities is better than the village colleges in the Pare, Kediri. Some participants still chose KampungInggris, Pare, Kediri as a place to learn English. The purpose of this research is how to analyze the important aspect to build brand loyalty. The results is the key factors to build brand loyalty is brand trust and brand brand affect. Brand trust and brand affect affected brand loyalty both simultaneously and partially. Marketing managers of English Courses in Indonesia must give more attention these aspects to increase brand loyalty.

Index Terms: Brand trust, brand affect, brand loyalty, English Colleges Area.

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1   INTRODUCTION

Loyaltyis oneindicator of the successofmarketing performance. Various studies have shownthatbrand loyaltyincreases thenumber of customersand sales. In addition,brand loyaltyis alsolowering the costtoacquirenew customers. Marketing managersneed to givespecial attention tothe issue ofbrand loyalty, includingtheservices ofan English course. Nowadays, the communication needs on a global level guide every individual to able in mastering a foreign language, especially English. However, the ability of Indonesian people to communicate in English is still under from Malaysia and Singapore. But, it is still higher if compared with others ASEAN countries, such as Vietnam. As those condition, this is a chance to both public and business organization in Indonesia, either owned from private or state requisite English proficiency by requiring their aplicant worker to attach the certificate of English proficiency, either TOEFL, GMAT, or IELTS. With the existence of needs, increase English language proficiency in order to encourage the opening of course institutes in various cities in Indonesia. Various offer is given to catch the market chance. Even some course institution has opened an English language course services using franchise systems (franchising) such LIA, The British Institute (TBI), Real English

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- *Nur Choirul Afif is a Lecturer in Departement of Business Management, Faculty of Economics and Business, Universitas Jenderal Soedirman, Purwokerto. His specialty in marketing management for public organization.*
  Email: nur.choirul.afif @gmail.com
- *Dian Utami Sutiksno is a Lecturer in Politeknik Negeri Ambon and Ph.D. Student at Department of Business Management, Universitas Padjadjaran, Indonesia.*
- *Nugroho Hardiyanto is a Lecturer in Departement of Businesss Management, Universitas Widyatama, Indonesia. Email: nugroho.hardiyanto @gmail.com*
- *Aldina Shiratina is Lecturer in Department of Business Management, Universitas Padjadjaran Indonesia. She is Ph.D Student in Department of Business Management, Universitas Padjadjaran , Indonesia*

dan English First (EF). There are some of students who learning English have not been able to resolve their problems then choose Inggris village, Pare - Kediri as a place to learn English. They wish that by learning English in Inggris village, their English speaking ability experienced a significant increase. Pare is a district in Kediri, East Java. If it viewed from the geographical location of the region, Pare is a small town as well as other small town. But the interesting thing in this area is a lot of migrants from various regions in Indonesia who living in Pare. With the number of migrants from various regions in the small town then attracted many investors to invest in that area, including the lodging business, travel agencies, rental of motor vehicles and bicycles, laundry, souvenir center and souvenirs from kediri, restaurant and catering. So, the increase of the lodging business in that area can be seen from the increase in land area in the region which is builded for lodging in Tulungrejo and Palm Village. Travel agency give a package travel deals to Kelud and Bromo mountain, Yogyakarta, Bali and other tourist destinations to immigrants who stay for a while in the Inggris village. Rental services of motor vehicles and bicycles is given to immigrants who lived in the Inggris village for a while. Laundry service provided to course participants who did not have enough time to clean and tidy up the clothes. Center shoping and souvenirs in Kediri is provided to facilitate the migrants when they return to their places. Restaurant and catering services to facilitate newcomer with a variety of food, even typical food from East Java, Central Java, Minang and other areas. Brand trust deal with cognition aspects of consumers to the brand, in which the functional benefits of a brand is more dominant consideration. Meanwhile, brand affect regarding to the aspects of affection which is inherent at the consumer, so that Jahangir et al. (2009: 21-23) argues that affect brand and brand quality are positively and significantly associated with brand loyalty. Kabadayi (2012: 85) also states the importance of brand affect in creating brand loyalty. Therefore, if the brands affect participants English language courses are not good, it will have an impact on the loyalty of the brand. Every course participants still rely on English language training institution is able to fulfill the promises offered. In addition, the agency of English language course institution in Inggris village is expected to solve the problems and meet their needs in obtaining the services of a quality English language courses.

The researchers also found that every participants gave a negative opinion on the English courses institutions in the Inggris village, but received a positive opinion on a particular course institution (including Elfast, Daffodils, Krishna and Access) on a certain program. However, the participants still have trust to make Inggris village, Pare, Kediri as the best place to learn English rather than in their own regions. Those indicate that although the general course participants perceive brand trust of English course institution in that village is not enough good, they still chose Inggris village as a place to study English. The purpose of this study is to analyze the important aspects of how to build brand trust for participants with English language colleges through a customer survey participants of various institutions of English language courses in Inggris village of Pare districts, Kediri city, East Java

2. LITERATURE STUDY
The determination of brand create mental structures that help consumers organize their knowledge about the products and services by explaining their decision-making, and in that process give value to the company (Kotler and Keller, 2012). According to Martin et al. (2005) in Kabadayi and Alan (2012: 80) states that, *"In a growing environment competences; Becomes most valuable brand, strategic and critical assets of a company and receives Considerable attention ".* By looking at the various roles of the brand, then the marketers put the brand as an intangible asset of the company, so the existence of determination of brand will show the trust. According to Morgan and Hunt (2004) in Afsar, Ur Rehman Qureshi and Shahjehan (2010: 1042) "Trust has been defined as the willingness to Rely on an exchange partner in Whom one has confidence". Thus, the trust of consumer is the main thing for the company or institution so it needs to be maintained, this similar with Aaker (1996); Lasser et al. (1995) in Tan and Rasiah (2011: 129) states that, "brand trust as the consumers' readiness in believing on a particular brand of its capability of promised functionality and its attributes" According to Ballester and Aleman (2005: 188) "Brand trust is defined as the confident expectations of the brand's reliability and intentions ". Ballester and Aleman (2005: 188) reveals that, Brand reliability or reliability of the brand which based on the confidence of consumer, means that the product is able to meet the value promised or in other words, the perception that the brand is able to meet the needs and provide the satisfaction. Brand reliability is a essential thing for the creation of trust to brand because of the brand ability meet the value which is promised would make sense of consumer to get what they needs, in this case, the needs to act out from their feeling threatened. While the intention brand is based on consumer confidence that the brand is able to prioritize the interests of consumers when problems arise in the consumption of the products unexpectedly. There are two componen of brand trust (brand reliability and brand intension), is able to prioritize the interests of consumers when problems arise in the consumption of the products unexpectedly. Thus, the brand trust consumers who rely on subjective assessment or are based on each consumer's perception of the benefits that can be provided product or brand. But in fact, according to Lantieri and Chiagouris (2009: 83) porpose that there are some things that have been created the mistrust of brands, which are more cynical consumers to the brand, the consumer has a bad experience with the brand, how the structure of the company, the quality is uneven or

stable, decline the quality of brand, and too many choices offered by the company. Meanwhile, according Mc.Allister (1995) in Jahangir et al. (2009: 22) expressed the confidence to the brand is how far a person believes, and is willing to act on the basis of words, actions, decisions of others and, uniquely in the domain of consumers, the average consumer willingness to rely on the brand's ability to carry out the other functions. Consumer understanding of the brand product that make a difference from the other brands (Tjahyadi, 2006: 73). According to GeçtidanZengin (2013: 114) brand trust is measured by three following statement "I trust his brand", "This brand is safe" and "This is an honest brand". Based on the study of the concept of brand trust, for the purposes of this study, the measurement of brand trust using dimensions, as follows: brand reliability, brand intention (Lin and Lee, 2012: 312; Ballester and Aleman, 2005: 188). However, Lin and Lee (2012: 309) noted the importance of studying the affective factors on consumer self as a human being, because affection is more influence the decision-making compared with cognition. Therefore, we can see that the research which is conducted by Chaudhuri and Holbrook (2001: 81) reveal that the attitude of the brand can be measured through brand trust and brand affect. This study can be used as the basis framework on how the brand trust affects the loyalty. Aaker (1991: 39) states that brand loyalty is the core of a brand equity. If different customers for a brand in fact purchased in relation with the features, price, and convenience of trademarks. On the other hand, they continue to buy the brand even in facing the competitors with superior features, price, and ease, there is substantial value in the brand and perhaps it exist in symbols and slogans. According to Bannet and Bove (2002: 2), "The concept of loyalty has long been considered by academics and marketing practitioners as a valuable tool for developing an effective marketing strategy". Loyalty is considered to be a multi-dimensional concept which is complex (Dick and Basu 1994; Ha 1998; Javalgi and Moberg, 1997; Mellens et al. 1996; Bennett and Bove, 2002: 3). The various studies above show that, there was a relation between brand affect to brand trust. In addition to the research above also illustrates the relationship between brand trust on brand loyalty. The researchers intend to replicate the research model of Kabadayi and Alan (2012: 81) where the researcher intends to test empirically, how far the relationship of three variables (brand trust, brand affect and brand loyalty) at the courses institute in the area of Inggris village, Pare, Kediri. Thereby, the brand affect has an important role in service industry, especially if it is connected in this research that education services of English language courses. Therefore, a marketing manager courses institutions need to know how the level of trust to the brand which consumers have to be able to increase the loyalty of brand. In addition marketers need to understand how factors of brand affect that capable to shape brand trust. The marketers who success to build the trust in the brand (brand trust) are expected to have an impact on brand loyalty. Various studies indicate that brand trust has a positive and significant impact on brand loyalty. The various studies above indicate that, there is a relationship between brand affect on brand trust. In addition to the research above also illustrates the relationship between brand trust toward brand loyalty. The researchers intend to replicate the research model Kabadayi and Alan (2012: 81) where the researcher intends to test empirically, the extent of the relationship of three variables (brand trust, brand affect and brand loyalty) at

337

the institute courses in the area of Inggris village in Pare, Kediri. Thus the paradigm of this research can be described as follows:
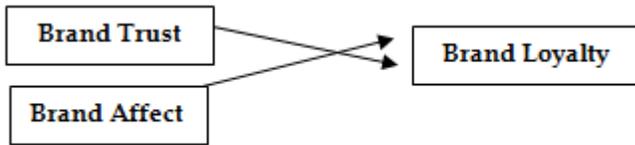
1. RESEARCH METHOD

The research method is a scientific method which is used to obtain the data with intended purposes. This research uses descriptive analytical method, which describes a phenomenon that occurs at the object of research and explanatory method, to determine the relationship between one variable with another variable. Model testing of relationship model from latent variables using multiple regression analysis. While the unit of analysis in this study were the participants of English language colleges courses in Inggris village, Tulungrejo village at Pare, Kediri. Unit analysis / research subjects of this study were students of English courses at various institutions in the course of Inggris village, Pare, Kediri, namely Course Institution of Global-E, Kresna, Mahesa, Elfast, Mr.Bob, Daffodils dan Basic English Course (BEC). While the observation unit which studied is customer perception to brand trust, brand affect and brand loyalty in Inggris village, Tulungrejo village, Pare District, Kediri Regency. According to Jogiyanto (2008: 67) the numeric differential scale gives the extreme values on both sides, where the value of the one side is given a positive value and the other side is given a negative value. This scale is same as the scale semantic difference (semantic differential) which uses two extreme values and subject to determine the response between the two extreme values, the space which is provided to responds, is called semantic space (Jogiyanto, 2007: 67). On the scale of these numerical differences, semantic space is replaced with numerical digits. Condisering the model in this study is causality (causal-effect relationship), then, in order to test the hypothesis of the study empirically will be used *Multivariate Data Analysis*, by using *multiple regression analysis* test tools. Multiple regression analysis is a statistical analysis technique that is developed from multiple regression analysis. In the regression model, a model that is formed is used to predict (predicting) the endogenous variable if the exogenous variables are known. While the multiple regression analysis, the model that has formed is used to describe the magnitude effect (not predict) exogenous variables on endogenous variables (Malhotra, 2010: 748). exogenous variables are known. While the multiple regression analysis, the model that has formed is used to describe the magnitude effect (not predict) exogenous variables on endogenous variables (Malhotra, 2010: 748).

2. RESULT& DISCUSSION

After conducting an analysis to the research instruments and an descriptive analysis on the statement of research variables, furthermore the test of hypothesis will be conducted. In the research, hypothesis testing is very important because it is essentially aimed to answer the problems of research and validate the research hypothesis. The statistical test equipment used is the multiple regression analysis (multiple regression analysis). As well it is described in the previous

section, the testing of research hypothesis which states that *brand trust* (X1) and *brand affect* (X2) toward *brand loyalty* (Y) either simultaneously or parsial. By looking to the correlation coefficient can be known there is influence, either simultaneously or partially from three variables of the research that consist of *brand trust, brand affect* and *brand loyalty*. In testing the following structure, it is better first to see what are level of the relationship and the influence between both independent variables that is *brand trust* and *brand affect*. In order to find the value of how much influence between the variables X1 and X2 searched statistically using Pearson correlation formula. Statistical analysis tools have been chosen based on the shape data to be processed in the form of interval scale, with the following results:

Table 1. *The Correlation between Variable*

	Brand Trust	**Brand Affect**
Brand Trust	1,000	0,589
Brand Affect	0,589	1,000

After testing the significance relationship of *brand trust* and *brand affect* then analyzing the multiple regression (*multiple regression analysis*) to see how much influence of two variables to another variable. The structural equation in this study are as follows: $Y = \rho xy1 X1 + \rho xy1 X2 + \varepsilon$, then as the first step is to calculate a simple correlation coefficient between the variables X1, X2 toward Y. After knowing the correlation coefficient subsequently calculate multiple regression coefficients. These process using SPSS version 17, so that the multiple regression coefficient can be obtained as follows:

Table 2. *The Value of Coefficient Multiple regression*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.700	3.847		-.962	.339
	x1	.536	.093	.491	5.742	.000
	x2	.311	.071	.373	4.363	.000

a. Dependent Variable: y

Based on the table 4.35, the result of data processing, acquired regression equation as follow:
$Y = -3{,}700 + 0{,}491 X_1 + 0{,}373 X_2 + e$

Based on equation of multiple regressions above, then it can be interpreted as follow:
1. The value of the coefficient b_0 is -3.700 which means if X variables is equal to zero, the estimated *brand loyalty* has a negative value / disloyal.
2. The value of the coefficient b1 = 0.491 showed a direct relationship between brand trust with *brand loyalty* in various courses institutions in the Inggris village, Pare - Kediri, East Java. It means that, if the *brand trust* has the effect of 49.1 percent on *brand loyalty* in the course of various institutions, in the Inggris village, Pare - Kediri.

338

3. The value of coefficient b2 = 0.373 showed a direct relationship between the brand Affect with brand loyalty. This means that if the *brand affect* has the effect of 37.1 percent on *brand loyalty* various institutions is considered as the good course, so it is expected to increase brand loyalty as the course institution in the Inggris village.

Based on result of data processing can be known that whole variable which is entranced in the model as it shown at regression equation above have positive influence (unidirectional) so if these variables support it is expected to cause an increase in the *brand loyalty.* After that, then coefficient determination of multiple regressions (R^2) is calculated. The result of data processing is shown as follow:

Table 3. The Value of Coefficient Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797[a]	.636	.628	4.49996

a. Predictors: (Constant), X2,X1

Based on table 3 above, the coefficient determination of *multiple* regressions (R^2) are 0,636 (R^2 that already adjusted). From R Square can be calculated the coefficient lines of other variable outside from the model such $\rho_{Y\varepsilon}$

$$\rho_{Y\varepsilon} = \sqrt{1 - 0,636} = 0,6033$$

To test the influence of brand trust and brand affect toward brand loyalty. The hypothesis test of research can be formulated as follows:

Null Hypothesis (Ho): there is no positive and significant influence of brand trust and brand affect toward brand loyalty. The alternative hypothesis (Ha): there is no a positive and significant influence brand trust and brand affect toward brand loyalty.

Hypothesis Statistics:
Ho   : $\rho_{(YX_1)} = \rho_{(YX_1)} = 0$, simultaneously there is no influence of brand trust and brand affect toward brand loyalty
Ha   : At least there $\rho_{(YX_i)} \neq 0$, simultaneously there is a positive and significant influence of brand trust and brand affect toward brand loyalty

The test statistic which used is F test on alpha of 5% with the following results:

Table 4. Simultaneouslytest of brand trust (X1) and brand

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3426.534	2	1713.267	84.607	.000[a]
	Residual	1964.216	97	20.250		
	Total	5390.750	99			

a. Predictors: (Constant), X1, X2

b. Dependent Variable: Y

Based on the result of SPSS calculation above is obtained F count = 84.607 and p-value = 0.000 means that Ho is rejected.

This means that there is simultaneously a positive and significant impact on brand loyalty (p-value <0.05). So therefore, it can be concluded that the hypothesis can be forwarded to the partial test to examine the differences in the effect in the large form of n coefficient value. The total value of the coefficient of determination (R^2) is 0.636 or 63.6% of brand loyalty factor and after adjusted into 0.628 or 62.80% influenced by factors of brand trust and brand affect. While the rest is 37.20% which is influenced by other factors that not examined. The research that is conducted by Chaudhuri and Holbrook (2001: 81) described the effect of brand and brand trust affect toward brand loyalty. Based on the results above, it can be served that there is a positive and significant impact both partially and simultaneously variables of brand trust on brand loyalty. Then manager courses institutions can measure their ability to fulfill the promises of promotion, so that customers will perceive brands as a honest course of brand agency. There is a participants' perceptions to the brand loyalty from various brands of course institution in the Inggris village, Pare, Kediri is considered as positive thing by the participants of the course. It shows that the participants of the course is considered loyal to the brand of course institution.

4   CONCLUSION

After the explanation in the previous chapter, this research can be concluded that there is a positive and significant influence of brand trust and brand affect toward brand loyalty. Total value of the coefficient of determination (R^2 ajusted) of 0.636 or 0,628. It is clear that brand loyalty is influenced by brand trust and brand affect jointly by 62.8 percent in the 5% significance level.

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