



The Effect OF Brand Image and Customer Perceived Value On Telkomsel's Brand Loyalty

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Article Info	Abstract
Article History Received: 2022-06-20 Revised: 2022-07-28 Published: 2022-08-03	This study aims to determine the influence of Brand Image and Customer Perceived Value on Brand Loyalty on Telkomsel. The sample in this study was 100 respondents. The data used are primary data analyzed using multiple linear regression equations, hypothesis tests (t-test and f test), and coefficient of determination (R ²). The results of the study obtained $Y = 3.381 + 0.170X_1 + 0.387X_2$. A constant of 3,381 Brand Loyalty before being influenced by Brand Image and Customer Perceived Value towards Brand Loyalty at Telkomsel. The calculation result shows the value of $R^2 = 0.426$. This means that 42.6% of the variation in the rise and fall of Brand Loyalty is influenced by the variables Brand Image and Customer Perceived Value. While the remaining 57.4% was influenced by other variables that were not found in this study.
Keywords: <i>Brand Image;</i> <i>Perceived Value;</i> <i>Brand Loyalty.</i>	
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2022-06-20 Direvisi: 2022-07-28 Dipublikasi: 2022-08-03	Penelitian ini bertujuan untuk mengetahui pengaruh Brand Image dan Customer Perceived Value terhadap Brand Loyalty pada Telkomsel. Sampel dalam penelitian ini adalah 100 responden. Data yang digunakan adalah data primer yang dianalisis menggunakan persamaan regresi linier berganda, uji hipotesis (uji t dan uji f), dan koefisien determinasi (R ²). Hasil penelitian diperoleh $Y = 3,381 + 0,170X_1 + 0,387X_2$. Konstanta 3.381 Brand Loyalty sebelum dipengaruhi oleh Brand Image dan Customer Perceived Value terhadap Brand Loyalty di Telkomsel. Hasil perhitungan menunjukkan nilai $R^2 = 0,426$. Artinya 42,6% variasi naik turunnya Brand Loyalty dipengaruhi oleh variabel Brand Image dan Customer Perceived Value. Sedangkan sisanya 57,4% dipengaruhi oleh variabel lain yang tidak ditemukan dalam penelitian ini.
Kata kunci: <i>Citra Merek;</i> <i>Nilai Keuntungan;</i> <i>Loyalitas Merek.</i>	

I. INTRODUCTION

Losing loyal consumers is a detrimental thing to business income because it will reduce sales stability and if more consumers leave, marketing costs will be higher and the company cannot grow quickly. This is also what needs to be a concern for PT Telkomsel in retaining its customers because it seems that from 2017 - to 2021 it can be seen that the trend of the number of subscribers. Data shows that in 2017 Telkomsel experienced the best phase of business because it received more than 185 million active customers spread throughout Indonesia. However, it turns out that from 2017 to March 2021, there was a decrease from more than 185 million subscribers, if we look at the graph of other operators in the same period, XL-Axiata tends to be stable and increase. This condition indicates that the Customer is doing Brand Switching (brand switching) and this must be watched out for by Telkomsel, especially as the market leader. Brand Loyalty and Brand Switching are influenced by many factors. According to Peter & Olson (2017:522), a brand transfer is "a change in consumer attitude

towards the product they consume to change to another product". Brand shifting is one of the concerns for companies to create their products by the needs and desires of consumers, so it needs to be studied more deeply so that the company does not lose its consumers. Many factors can influence consumers to switch brands including product attributes, price, promotion, advertising, coverage, lifestyle, brand image, and variety seeking.

One of the efforts to improve consumers is to increase customer value by improving service flows, improving the quality of goods or services, as well as improving product promotion. This customer value is also known as Customer Perceived Value and according to Zerlina (2019) gets significant results between Customer Perceived Value and Customer Loyalty. At the end of the day, Customer Value will continue to demand and continue to remind so that brands can provide consumer value even better and better. Brand Dependability too has a critical calculate, specifically Brand Picture which can reinforce and increment client certainty when utilizing the products/services we have. Freddy

Rangkuti's hypothesis (2017) clarifies that shoppers accept that a certain brand is physically distinctive from a competitor's brand, the brand picture will be connected persistently so that it can shape dependability to a certain brand called brand devotion. Based on the description of the problem above, the author conducted a study under the title "The Influence of Brand Image and Customer Perceived Value on Telkomsel's Brand Loyalty". Concurring to Kotler & Keller (2016: 336), brand picture may be a discernment and trust held by buyers, reflected or implanted within the intellect and memory of a shopper himself. According to Prastiwi (2016), Brand Picture is customer discernment and believe within the brand of merchandise or administrations that reinforce brand loyalty and increase repurchase. In the meantime, concurring to Simamora in Feizel & Rachmawati (2018:29) brand picture could be a person's convictions, thoughts, and impressions of individual towards a brand, since customer states of mind and actions towards a brand are decided by brand picture, brand picture could be a solid brand require. Agreeing to Aris Ananda (2020:20), it'll incorporate (1) Acknowledgment, (2) Notoriety, (3) Fondness, and (4) Space.

Customer value is defined by Widjaja (2019: 56) as the value of more than the difference between total benefits and total sacrifices in the process of customer relationships to meet needs and desires at the level of expectations he expects. Customer value according to Priansa (2017: 99) is the perception of consumers regarding the benefits received by consumers minus the costs incurred for a product or service so that it can provide better value than its competitors. According to Berraies et al (2017), it will include (1) Emotional Value, (2) Social Value, (3) Quality/Performance Value, and (4) Price/Value for Money. Brand loyalty can be interpreted as consumers' commitment to consistently use products or services from the same brand without being affected by competitors' products or services (Muchardie, 2016). Warnadi and Triyono (2019) in their book entitled "Marketing Management" stated that loyalty can be interpreted as loyalty, this loyalty arises without coercion but arises from self-awareness. Meanwhile, according to Tjiptono in Nabila (2021) brand loyalty is a customer's commitment to a brand, store, or supplier based on a very positive nature in long-term purchases. According to Hidayat (2018), it will include: (1) Make a Repurchase, (2) Recommend Products,

and (3) Consumers are not easy to Switch.

II. METHOD

In this think about, we utilized a graphic quantitative approach to impact brand picture and client esteem factors on brand dependability factors employing a different relapse prepare handled by SPSS 25 for Windows applications. rice field. I will clarify. The inspecting strategy utilized in this study, direct testing, could be a sort of testing that takes under consideration the considerations of analysts. The test estimate for this study was calculated utilizing Bernoulli's equation, so the overall test calculation was for 100 respondents who were inquired to total the overview. Each test subject is inquired to fill out a Linkert scale survey on a scale of 15 (exceptionally disagree-very concur). We utilize a few relapse procedures to decide the size of the affect of brand picture factors and customer-perceived esteem on brand dependability factors.

III. RESULT AND DISCUSSION

1. Validity and Reliability

Validity and reliability tests are carried out by correlating each statement with the number of variable scores. The authors assessed the validity of a questionnaire distributed to 100 people. SPSS 25 for Windows is used to aid in the calculation of the validity test results. The author conducted the following Validity Test in this study:

Table 1. Validity and Reliability test result

Construct	Correlation Value	Description	Cronbach's Alpha	Description
Brand Image				
X1.1	0,790	Valid	0,659	Reliable
X1.2	0,745			
X1.3	0,691			
X1.4	0,571			
Customer Perceived Value				
X2.1	0,762	Valid	0,704	Reliable
X2.2	0,645			
X2.3	0,767			
X2.4	0,744			
Brand Loyalty				
Y1.1	0,764	Valid	0,785	Reliable
Y1.2	0,680			
Y1.3	0,658			

Source: Author (2022)

2. Normality Test

The normality test is used to determine whether or not the residual value is normally distributed. If the residual value is normally distributed, the regression model is good (Basuki, 2016). Meanwhile, the normality test itself, according to (Widodo, 2017), seeks to determine the residual distribution. A normally distributed residual characterizes a good model. The Kolmogorov-Smirnov normal test was used to assess normality (K-S).

Table 2. Normality test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.14877877
Most Extreme Differences	Absolute	.136
	Positive	.061
	Negative	-.136
Test Statistic		.136
Asymp. Sig. (2-tailed)		.082 ^{cd}

Source: Author (2022)

The normality test with the Kolmogorov-Smirnov test yielded a significant value of $0.200 > 0.05$, indicating that the regression model in this study meets normal assumptions. Another type of normality test is a plot graph in which the assumption of normality is met by points on the graph approaching the diagonal axis.

3. Multiple Linear Regression

Multiple linear regression analysis is used to determine the functional relationship between two or more independent variables and the dependent variables so that it can be obtained when only the other variables are known. This is illustrated in the table below.

Table 3. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.381	1.204		2.809	.006
	TOTAL_X1	.170	.066	.223	2.560	.012
	TOTAL_X2	.387	.065	.518	5.961	.000

Source: Author (2022)

4. Simultaneous Hypothesis Test

The following are the results of the author's simultaneous f test, which will be described in the table below: Based on the analysis in table 4, if the significance value is less than 0.05, it is said to have an effect. It can be seen in table 4 that the signification value is 0.000, so it can be concluded brand image (X1) and perceived value (X2) both affect loyalty (Y).

Table 4. Simultaneous Hypothesis test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.790	2	48.395	35.931	.000 ^b
	Residual	130.650	97	1.347		
	Total	227.440	99			

Source: Author (2022)

5. Coefficient of Determination

According to Ghozali (2016), a small coefficient of determination indicates that independent variables' ability to explain dependent variables is very limited. On the other hand, if the value is close to 1 (one) and not 0 (zero), it indicates that independent

variables can provide all of the information required to predict dependent variables.

Table 5. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.0652 ^a	.426	.414	1.16056

Source: Author (2022)

According to the table above, the R squared for this study was 0.426, or 42.6 percent. This means that brand image and customer perceived value have a 42.6 percent impact on brand loyalty. Other variables or factors that were not investigated affected the remaining 57.4 percent, or 0.574. Based on the comes about of the examination, brand picture and client seen esteem impact Telkomsel's brand dependability both mostly and at the same time. Test the brand picture theory at the same time demonstrated with a esteem of $p(\text{sig}) = 0.000 < 0.05$ at that point Test the theory of client seen esteem at the same time demonstrated with a esteem of $p(\text{sig}) = 0.000 < 0.05$. In this way it is demonstrated that the factors of brand picture and client seen esteem impact brand dependability. There are many things that Telkomsel companies can do in terms of improving the image and customer value of their products. The company must also have a differentiator/advantage over other similar companies so that customers have a reason why they should choose Telkomsel compared to other companies. This is important to be educated to create brand loyalty. The efforts made by Telkomsel to create consumer satisfaction are more likely to affect consumer attitudes. Meanwhile, the concept of brand loyalty is more explained in the behavior of buyers.

IV. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

According to the findings, the variables of brand image and customer perceived value influence Telkomsel's brand loyalty, so it is better to pay attention to brand elements and the value of customer perception in every strategic policy decision made by the company. According to the results of multiple linear regression analysis, with a Constant value of 3,381, the value of brand loyalty is 3,381. The brand image direction coefficient (X1) which affects Telkomsel's brand loyalty (Y) obtained a regression coefficient (b) of 0.170 with a positive sign. Based on these

results, it can be concluded that if the brand image increases or increases by 1%, Telkomsel's brand loyalty will increase by 17%. The customer perceived value (X2) direction coefficient that affects Telkomsel's brand loyalty (Y) obtained a regression coefficient (b) of 0.387 with a positive sign. Based on these results, it can be concluded that if customer perceived value increases or increases by 1%, Telkomsel's brand loyalty will increase by 38.7%. Telkomsel must continue to pay attention, to and maintain factors that can affect brand loyalty, namely by paying attention to value from the customer's side. These things include the benefits felt by customers after using services and buying products from Telkomsel. The benefits that customers get must be by the costs they spend in obtaining the services they want. Aside from that, the manager must prioritize not only the value of the service but also the quality of the service's brand image. The function of a product or service to other products is used to assess customer perception of its quality or excellence. As a result, Telkomsel must pay attention to the brand image that has been formed while also paying attention to customer perception so that the brand image cannot be found subjectively.

B. Recommendations

Discussions related to this research are still very limited and require input, suggestions for the next writer are to study more deeply and comprehensively about The Effect Of Brand Image and Customer Perceived Value On Telkomsel's Brand Loyalty.

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