THE IMPACT OF BRAND IMAGE, BRAND TRUST, PRICE AND SERVICE QUALITY TO BRAND LOYALTY (Study Case Among Traveloka Consumers in Indonesia)

THESIS

To Meet the Requirements to Obtain a Bachelor's Degree

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PREFACE

Firstly, all praise and thanks to Allah SWT. Because of His bless and mercy, the author is able to finish this research with title "THE IMPACT OF BRAND IMAGE, BRAND TRUST, PRICE AND SERVICE QUALITY TO BRAND LOYALTY (STUDY CASE AMONG TRAVELOKA CONSUMERS IN INDONESIA). This study is one of the requirement to obtain a bachelor degree in Faculty of Economics and Business in Universitas Tanjungpura.

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Pontianak, April 2nd 2021

Sisca Syifa Utami

PENGARUH CITRA MEREK, KEPERCAYAAN MEREK, HARGA DAN KUALITAS PELAYANAN TERHADAP LOYALITAS MEREK (Studi Kasus Antara Konsumen Traveloka di Indonesia)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh citra merek terhadap loyalitas merek Traveloka di Indonesia. (2) Pengaruh kepercayaan merek terhadap loyalitas merek Traveloka di Indonesia. (3) Pengaruh harga terhadap loyalitas merek Traveloka di Indonesia. (4) Pengaruh kualitas pelayanan terhadap loyalitas merek Traveloka di Indonesia. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian adalah konsumen Traveloka di Indonesia pada periode tahun 2020 . Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling* dengan jumlah sampel sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner. Data tersebut di evaluasi menggunakan *Structural Equation Model* dan di analisa menggunakan aplikasi perangkat lunak *SmartPLS 3.3.2*.

Hasil penelitian menunjukkan bahwa: (1) Citra merek tidak memengaruhi loyalitas merek Traveloka di Indonesia. Hal ini ditunjukkan dari nilai t-statistik (1,689 < 1,96) dan nilai-p (0,092 > 0,05). (2) Kepercayaan merek memengaruhi loyalitas merek Traveloka di Indonesia. Hal ini ditunjukkan dari nilai t-statistik (3,290 > 1,96) dan nilai-p (0,001 < 0,05). (3) Harga memengaruhi loyalitas merek Traveloka di Indonesia. Hal ini ditunjukkan dari nilai t-statistik (2,558 > 1,96) dan nilai-p (0,011 < 0,05). (4) Kualitas pelayanan memengaruhi loyalitas merek Traveloka di Indonesia. Hal ini ditunjukkan dari nilai t-statistik (2,552 > 1,96) dan nilai-p (0,011 < 0,05).

Kata Kunci: Citra Merek, Kepercayaan Merek, Harga dan Kualitas Pelayanan

THE IMPACT OF BRAND IMAGE, BRAND TRUST, PRICE, AND SERVICE QUALITY ON BRAND LOYALTY (Study Case Among Traveloka Consumers in Indonesia)

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ABSTRACT

This study aims to see: (1) The effect of brand image on brand loyalty of Traveloka in Indonesia. (2) The effect of brand trust on Traveloka brand loyalty in Indonesia. (3) The effect of price on brand loyalty of Traveloka in Indonesia. (4) The effect of service quality on Traveloka brand loyalty in Indonesia. This research is a quantitative research. The population in this study is Traveloka consumers in Indonesia in the period 2020. The sampling technique used in this study was purposive sampling with a total sample size of 100 people. The technique of using data using a questionnaire. The data is evaluated using the Structural Equation Model and analyzed using the SmartPLS 3.3.2 software application.

The results show that: (1) Brand image does not affect Traveloka brand loyalty in Indonesia. This is indicated by the t-statistic value (1.689 < 1.96) and the p-value (0.092 > 0.05). (2) Trust affects Traveloka brand loyalty in Indonesia. This is indicated by the t-statistic value (3,290 > 1.96) and the p-value (0.001 < 0.05). (3) Price affects Traveloka brand loyalty in Indonesia. This is indicated by the t-statistic value (2.558 > 1.96) and the p-value (0.011 < 0.05). (4) Service quality affects Traveloka brand loyalty in Indonesia. This is indicated by the t-statistic value (2.552 > 1.96) and the p-value (0.011 < 0.05).

Keywords: Brand Image, Brand Trust, Price and Service Quality

SUMMARY

THE IMPACT OF BRAND IMAGE, BRAND TRUST, PRICE, AND SERVICE QUALITY ON BRAND LOYALTY (Study Case Among Traveloka Consumers in Indonesia)

1. Introduction

The emergence of so many brands has made competition even more widespread. Consumers can choose the desired product so that the company must be able to build a good image. Images based on psychological impressions and descriptions of various company activities in the eyes of the public based on the knowledge, responses and experiences they receive. Companies must be able to provide the best according to the needs and desires of consumers. The large variety of products in one category with quality that has become standard and can easily be copied and owned by anyone makes it difficult for the company to maintain itself as a market leader. To overcome the penetration of competitors, the company will continue to maintain its market, one of which is by building a strong brand image by the company.

2. Problem Statement

The research problem is formulated as follows:

1) Does brand image affect brand loyalty for Traveloka consumers in Indonesia?
2) Does brand trust affect brand loyalty for Traveloka consumers in Indonesia?
3) Does price affect brand loyalty for Traveloka consumers in Indonesia?
4) Does service quality affect brand loyalty for Traveloka consumers in Indonesia?

3. Research Objectives

Based on the problem statement above, the objectives of this study are as follows:

1) To test whether brand image affects brand loyalty of Traveloka consumers in Indonesia.
2) To test whether brand trust affects brand loyalty of Traveloka consumers in Indonesia.
3) To test whether price affects brand loyalty of Traveloka consumers in Indonesia.
4) To test whether service quality affects brand loyalty of Traveloka consumers in Indonesia.

4. Research Methodology

The population in this study was 100 people and the sampling technique used in this study was purposive sampling. The data collection technique used in this study was a questionnaire. The data were obtained by distributing questionnaires to Traveloka consumers and the data were processed using the Structural Equation Model (SEM) and to analyze the

data using the SmartPLS 3.3.2 software application. The hypotheses in this study are:

1) Brand image affects brand loyalty.
2) Brand trust affects brand loyalty.
3) Price affects brand loyalty.
4) Service quality affects brand loyalty.

5. Results and Discussion

Based on the analysis results show that:

1) Brand image has no effect on brand loyalty, so H1 is rejected.
2) Brand trust affects brand loyalty so H2 is accepted.
3) Price affects brand loyalty so H3 is accepted.
4) Service quality affects brand loyalty so H4 is accepted.

6. Conclusions and Suggestions

Based on the research results it can be concluded as follows:

1) The average total score of each variable is as follows: Brand Image 4.09, Brand Trust 3.97, Price 3.77, Service Quality 3.85.
2) Brand image has no effect on brand loyalty, so H1 is rejected.
3) Brand trust, price and service quality affect brand loyalty so H2, H3, H4 are accepted.

There are also some suggestions from the author, namely:

1) The researcher can further develop this research by examining other variables that are outside the research, combining the variables contained in this study or adding other factors that affect loyalty.
2) One of the indicators of brand image related to Traveloka's corporate image needs to improve things such as creating an attractive logo design, conducting continuous advertising and promotion campaigns, using social media pages to interact with consumers, collaborating with influencers or consistently improving quality and develop for the better.
3) With regard to one of the indicators of brand trust, namely consumer-brand characteristics, Traveloka can do several things to improve this, namely the similarity between consumer self-concept and brand personality, brand preference, experience with brands, brand satisfaction. and peer support.
4) Regarding one of the price indicators, namely affordability, Traveloka can take several ways to be able to set affordable prices, such as Mark Up Pricing, Margin Pricing, Value Based Pricing, Manufacturer Suggested Retail Price, Keystone Price, and others.
5) In one of the indicators of service quality called personalization, Traveloka can do different and unique things to its consumers so that it becomes one of its characteristics while also involving individual attention, creating online advertisements to reach certain target markets, greeting them according to the name in the email anytime when they enter a website and / or customer service interaction, and so on.

RINGKASAN

DAMPAK CITRA MEREK, KEPERCAYAAN MEREK, HARGA, DAN KUALITAS LAYANAN TERHADAP LOYALITAS MEREK (Studi Kasus Konsumen Traveloka di Indonesia)

1. Perkenalan

Munculnya begitu banyak merek membuat persaingan semakin meluas. Konsumen dapat memilih produk yang diinginkan sehingga perusahaan harus mampu membangun citra yang baik. Citra berdasarkan kesan psikologis dan deskripsi berbagai aktivitas perusahaan di mata publik berdasarkan pengetahuan, tanggapan dan pengalaman yang mereka terima. Perusahaan harus dapat memberikan yang terbaik sesuai kebutuhan dan keinginan konsumen. Banyaknya variasi produk dalam satu kategori dengan kualitas yang sudah menjadi standar dan dapat dengan mudah ditiru serta dimiliki oleh siapa saja membuat perusahaan sulit untuk mempertahankan dirinya sebagai market leader. Untuk mengatasi penetrasi pesaing, perseroan akan terus mempertahankan pasarnya, salah satunya dengan membangun brand image yang kuat oleh perseroan.

2. Pernyataan Masalah

Masalah penelitian dirumuskan sebagai berikut:

1) Apakah citra merek berpengaruh terhadap loyalitas merek bagi konsumen Traveloka di Indonesia?
2) Apakah kepercayaan merek mempengaruhi loyalitas merek bagi konsumen Traveloka di Indonesia?
3) Apakah harga mempengaruhi loyalitas merek bagi konsumen Traveloka di Indonesia?
4) Apakah kualitas layanan mempengaruhi loyalitas merek bagi konsumen Traveloka di Indonesia?

3. Tujuan Penelitian

Berdasarkan rumusan masalah di atas, maka tujuan dari penelitian ini adalah sebagai berikut:

1) Untuk menguji apakah citra merek mempengaruhi loyalitas merek konsumen Traveloka di Indonesia.
2) Untuk menguji apakah kepercayaan merek mempengaruhi loyalitas merek konsumen Traveloka di Indonesia.
3) Untuk menguji apakah harga mempengaruhi loyalitas merek konsumen Traveloka di Indonesia.
4) Untuk menguji apakah kualitas layanan berpengaruh terhadap loyalitas merek konsumen Traveloka di Indonesia.

4. Metodologi Penelitian

Populasi dalam penelitian ini sebanyak 100 orang dan teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah kuesioner. Data diperoleh dengan menyebarkan kuesioner kepada konsumen Traveloka dan data diolah menggunakan *Structural Equation Model* (SEM) dan untuk menganalisis

datanya menggunakan aplikasi perangkat lunak SmartPLS 3.3.2. Hipotesis dalam penelitian ini adalah:

1) Citra merek mempengaruhi loyalitas merek.
2) Kepercayaan merek mempengaruhi loyalitas merek.
3) Harga mempengaruhi loyalitas merek.
4) Kualitas layanan mempengaruhi loyalitas merek.

5. Hasil dan Pembahasan

Berdasarkan hasil analisis diketahui bahwa:

1) Citra merek tidak berpengaruh terhadap loyalitas merek, sehingga H1 ditolak.
2) Kepercayaan merek mempengaruhi loyalitas merek sehingga H2 diterima.
3) Harga mempengaruhi loyalitas merek sehingga H3 diterima.
4) Kualitas pelayanan mempengaruhi loyalitas merek sehingga H4 diterima.

6. Kesimpulan dan Saran

Berdasarkan hasil penelitian dapat disimpulkan sebagai berikut:

1) Rata-rata skor total masing-masing variabel sebagai berikut: Citra Merek 4.09, Kepercayaan Merek 3.97, Harga 3.77, Kualitas Layanan 3.85.
2) Citra merek tidak berpengaruh terhadap loyalitas merek, sehingga H1 ditolak.
3) Kepercayaan merek, harga dan kualitas pelayanan mempengaruhi loyalitas merek sehingga H2, H3, H4 diterima.

Ada juga beberapa saran dari penulis yaitu:

1) Peneliti dapat mengembangkan penelitian ini lebih lanjut dengan menelaah variabel lain yang ada di luar penelitian, menggabungkan variabel yang terdapat dalam penelitian ini atau menambahkan faktor lain yang mempengaruhi loyalitas.
2) Salah satu indikator brand image terkait citra perusahaan Traveloka perlu ditingkatkan hal-hal seperti membuat desain logo yang menarik, melakukan kampanye iklan dan promosi secara terus menerus, menggunakan halaman media sosial untuk berinteraksi dengan konsumen, bekerja sama dengan influencer atau secara konsisten meningkatkan kualitas dan berkembang menjadi lebih baik.
3) Terkait salah satu indikator kepercayaan merek yaitu karakteristik konsumen-merek, Traveloka dapat melakukan beberapa hal untuk meningkatkan hal tersebut, yaitu kesamaan konsep diri konsumen dengan kepribadian merek, preferensi merek, pengalaman dengan merek, kepuasan merek. dan dukungan teman sebaya.
4) Terkait salah satu indikator harga yaitu keterjangkauan, Traveloka dapat menempuh beberapa cara untuk dapat menetapkan harga yang terjangkau, seperti *Mark Up Pricing*, *Margin Pricing*, *Value Based Pricing*, Harga Retail yang Disarankan Produsen, Harga *Keystone*, dan lainnya.
5) Dalam salah satu indikator kualitas layanan yang disebut personalisasi, Traveloka dapat melakukan hal yang berbeda dan unik kepada konsumennya sehingga menjadi salah satu ciri khasnya sekaligus melibatkan perhatian individu, membuat iklan online untuk menjangkau pasar sasaran tertentu, menyapanya sesuai dengan nama di email kapan

saja ketika mereka memasuki situs web dan / atau interaksi layanan pelanggan, dan seterusnya.

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CHAPTER I
INTRODUCTION

1.1. Background

The emergence of so many brands would make competition even more widespread. Consumers can freely choose the desired product so the company must be able to build a good image. A good image is based on a psychological impression and a description of the various activities of a company in the eyes of its public audience based on the knowledge, responses and experiences it has received. Companies must be able to provide the best according to needs and desired by consumers.

A brand that is able to influence consumer expectations and provide quality assurance at every opportunity of use, and the brand is produced by a company that has a good reputation, then consumers will be more confident with their choices and consumers will have confidence in the brand, like the brand, and consider the brand as a part of him. Lau and Lee (1999) state that trust is built in person-to-person relationships.

Furthermore, Lau and Lee (1999) state that trust in a brand is the willingness to trust the brand with all its risks because of the expectations promised by the brand in providing positive results for consumers. Thus, brand loyalty will be easier for form and companies will have a brand name that has strong consumer loyalty because according to Morgan and Hunt (1994) in Edris (2009), brand trust will determine consumer loyalty to the brand and trust will potentially create high-value business relationships.

The large variety of products in one category with the quality that has become a standard and can be easily copied and owned by anyone makes it difficult for a company to maintain itself as a market leader. To overcome the penetration done by competitors, the company will continue to maintain its market share, one of which is by forming a strong brand image by the company.

Without a strong and positive brand image, it is very difficult for companies to attract new customers and retain existing ones (Ismani in Rizan,

2008: 18). The stronger the brand image in the customer's mind, the stronger the customer's confidence to remain loyal or loyal to the product he buys so that it can lead a company to continue to benefit from time to time.

Aaker (1997: 56) defines brand loyalty as a measure of customer relationship to a brand. This measure is able to give an idea of whether or not a customer may switch to another brand offered by a competitor, especially if the brand is found to be a change, both regarding price or other attributes. Brand loyalty reflects customer loyalty to certain brands (Griffin, 2005: 31).

A customer who is very loyal to a brand will not easily move the buyer to another brand, whatever happens with that brand. If customer loyalty to a brand increases, the vulnerability of the customer group from threats and attacks from competing product brands can be reduced. According to Kharis 2015, the factors that encourage or influence brand loyalty to a product or service are brand image, brand trust, price and service quality.

Traveloka is a company offering airline and hotel ticketing services online with a focus on domestic travel in Indonesia and established in 2012. The company provides an online platform that allow users to make bookings of services provided by hotels, airlines, train and other transportation operators, event promoters, tourist attraction operators, travel agencies, telecommunication operators and other services providers.

Traveloka, one of the four stamps in Indonesia, has seen steady growth since its inception in 2012. It services Southeast Asia’s six primary markets – Indonesia, Thailand, Malaysia, Singapore, Vietnam and the Philippines – and now Australia. The startup was founded by Ferry Unardi, Derianto Kusuma and Albert Zhang, has raised seed funding rounds from East Ventures and Rocket Internet’s Global Founders Capital, but its most recent public round was way back in 2013. According to reports, Expedia has picked up a “minority” stake in the company, helping the startup to add international hotel accomodation beyond Asia to its platform. Traveloka has also raised an additional $150 million over the past years from other investors, including East Ventures, Hillhouse Capital Group, JD.com and Sequoia Capital.

It has also partnered with Indonesia's tourism ministry in its *Wonderful Indonesia* campaign, which is aimed at helping the government reach the target of 20 million foreign tourist arrivals this year. According to Arief Yahya, the minister of tourism of Indonesia, the main factors in winning tourism in Indonesia are Access, Amenities and Attractions. Those three key factors have been catered by Traveloka as it has a wide selection of transportation options so that users can access the destionation easily, accomodation products that will help users can get the appropriate amenities to their choices, and attractions so users can get interesting activities that can be done at that destionation.

With the successful of Traveloka, they have some competitors who keep making innovations to be the number one.

Table 1.1.

Number of Online Travel Agents in Indonesia 1998 - 2015

No	Online Travel and Hotel Website	Established	Services Offered
1	Panorama JTB	1998	Flight, Hotel, Tour, Train
2	Wego	2005	Flights and Hotels
3	VIA	2007	Flights, Hotels, Holidays, Bus, Forex, Cabs
4	Tiket.com	2011	Flights, Hotels, Trains, Car Rental and Entertainment
5	Airpaz	2011	Flights
6	Traveloka	2012	Flights, Hotels, Xperience, Bus & Shuttle. Trains, JR Pass, Car Rental, Airport Transfer, Movies, Gift Voucher, Ongoing Promos, Loyalty Points, Top Up & Data Packages, Flight + Hotel, International Data Plans and Insurance

7	PegiPegi	2012	Flights, Hotels, Trains and Bus & Travel
8	Nusatrip	2013	Flight, Hotel
9	Reservasi.com	2015	Flight, Hotel
10	Mister Aladin	2015	Hotels, Domestic Flights, International Flights, Trains, Tours, Explore

Source: https://travelspromo.com/promo-tiket-pesawat/aplikasi-tiket-pesawat/

From the Table 1.1 we can see that Traveloka has so much services offered more than other websites. There are some websites that are older than them but Traveloka is able to grow faster and bigger than expected and topped the chart. It is supported by their many services, people tend to use a multifunction application so it will not waste their time and phone storage.

Table 1.2.

Number of Traffic by Countries Visiting Traveloka in Asean Countries

Country	Percentages	Rate
Indonesia	56.27%	∧ 7.62%
Vietnam	21.38%	∧ 0.58%
Thailand	11.13%	∨ 18.86%
Malaysia	4.18%	∧ 3.24%
Philippines	2.42%	∨ 15.72%

Source: www.similarweb.com

From the Table 1.2 we can find that the most visitor came from Indonesia. It shows that Indonesians are frequent in using Traveloka. The traffic by Thailand and Philippines are decreased because they find another website. Meanwhile the traffic of Vietnam and Malaysia are increased because Traveloka expansion is success in those countries.

Until 2019, the Traveloka application has been downloaded more than 40 million times and it shows that Traveloka have successfully penetrated various groups. The vision of Traveloka is to make traveling easier, faster, and more enjoyable through technology; becoming one of the best travel bureau companies (travel agents) in Indonesia; contribute to improving the tourism and transportation or travel industries in Indonesia. Just for the record, in July 2020, Traveloka announced that it will obtain funding of IDR 3.6 trillion from a number of unspecified investors. The funding was used to strengthen several product lines and also improve the company's financial condition.

In Indonesia, the online travel agents competition is getting tougher and meeting. Given the importance of travel in supporting the development of economy in the tourism sector, online travel agents are challenged to continue to work hard to meet the needs of the customer wants such as cheap price, helpful website and easier payment. In the middle the tight competition in the online travel agents market in Indonesia, various strategies must be taken in order to maintain their respective positions in the market and to survive in an ever growing competition.

Brand loyalty cannot just be earned, however it needs a long process to convince that Traveloka is the best brand for the type of online travel agents. Building trust in the brand has been carried out by Traveloka since it was founded. This matter proven by the existence of innovation and product diversification done by Traveloka to always give the best to consumer. These innovations always carry out product and service development of Traveloka to strengthen their market.

Basically, loyalty in this case is a commitment held by consumers to something that is considered to have a good image, has a trust in the products or services that consumers use, has a affordable price, an amazing service quality, all can be seen from consumer surveys how often they use or buy the product or service itself. And loyalty is also the main goal for companies that have a product or service that they create so that the product or service can survive the intense

competition in online business and become a product or service that consumers rely on.

Even though Traveloka's traffics are high, there are many competitors who provide the same services and changes in consumer tastes because they continually choose better providers, causing Traveloka's brand image, brand loyalty, price and service quality to decrease. Based on the above phenomenon, this research is interested in researching about "**The Impact of Brand Image, Brand Trust, Price and Service Quality to Brand Loyalty (Study Case Among Traveloka Consumers in Indonesia)**".

1.2. Problem Formulation

1.2.1. Problem Statement

Traveloka is a number one online travel website in Indonesia, but that does not mean there are not consumers who have problems in making purchases on Traveloka.

Reported from www.mediakonsumen.com, "Sudah Satu Tahun, Traveloka Belum Mengembalikan Dana Refund". A customer named Rendra bought a Jakarta-Roma ticket with a transit in Bangkok. However, due to the pandemic, the country has closed the access to foreign tourists. Then when he applied for a refund, Traveloka promised that the refund will be received for a maximum of one year from April 2, 2020. However, until today, the refund process is still in pending status without further information.

There are still a lot of complaints written in that website. Based on that, the several problems that consumers experience when doing online ticket purchases at Traveloka, namely:

1. The long-standing complaint has been responded to by Traveloka
2. The refund process takes a very long time
3. Traveloka's PayLater mechanism system is still unclear (misuse of personal data, installments are not paid in full so they are billed by the bank).
4. Voucher coupons that cannot be used or withdrawn by Traveloka

From the statements above, it is shown that Traveloka can not handle their complaints as responsive as they could. However, despite the number of consumers' complaints that are still piling up, Traveloka still occupies the first position on the online booking site for airline tickets, travel and hotels based on www.topbrand-award.com.

1.2.2. Research Question

This research responds to the following research questions:

1. Does brand image has an effect on brand loyalty for Traveloka consumers in Indonesia?
2. Does brand trust has an effect on brand loyalty for Traveloka consumers in Indonesia?
3. Does price has an effect on brand loyalty for Traveloka consumers in Indonesia?
4. Does service quality has an effect on brand loyalty for Traveloka consumers in Indonesia?

1.3. Research Purpose

Based on the problem formulation above, the objectives of this study are as follows:

1. To examine whether brand image has an effect on brand loyalty of Traveloka consumers in Indonesia.
2. To examine whether brand trust has an effect on brand loyalty of Traveloka consumers in Indonesia.
3. To examine whether price has an effect on brand loyalty of Traveloka consumers in Indonesia.
4. To examine whether service quality has an effect on brand loyalty of Traveloka consumers in Indonesia.

1.4. Research Contribution

The results of this study are expected to provide the following benefits:

1.4.1. Theoretical Contribution

The results of this study can be empirical evidence and strengthen theories that are closely related to brand image, brand trust, price, service quality and brand loyalty. In addition, it can be used as a means to broaden horizons and as a comparison for similar research.

1.4.2. Practical Contribution

The results of this study are expected to provide useful information for marketing activities carried out by the company of the products produced and can be used as input in company decision making relating to brand image, brand trust and brand loyalty.