
THE INFLUENCE OF BRAND TRUST AND BRAND COMMITMENT ON BRAND LOYALTY EIGER IN SURABAYA



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Abstract

This research aims to determine the influence of brand trust and brand commitment on the brand loyalty of Eiger in Surabaya City. The research method used is quantitative. The population in this study are people who live in the city of Surabaya, the exact number of which is not known. The sample takers used nonprobability sampling with a purposive sampling technique. With a sample of 91 respondents, namely people who have purchased at least 2 Eiger products in the city of Surabaya. Then the data was processed using Partial Least Square (PLS) data analysis techniques. The research results show that brand trust and brand commitment have a positive influence on brand loyalty Eiger in Surabaya City.

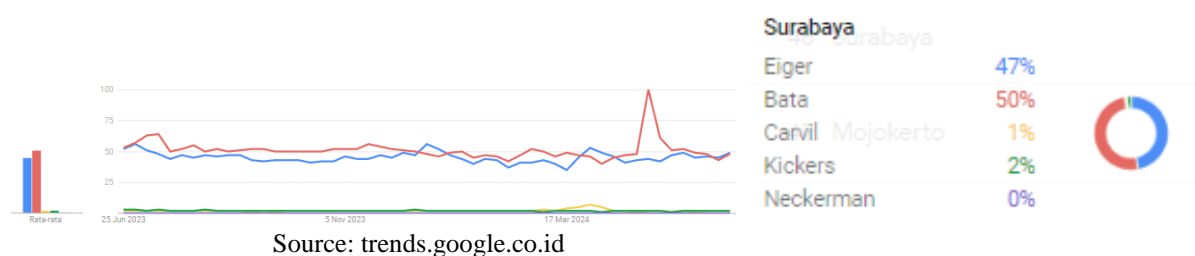
Keywords: Brand Trust, Brand Commitment, Brand Loyalty

INTRODUCTION

The development of retail businesses in Indonesia shows significant progress, with the contribution of this sector reaching around 13% of the national Gross Domestic Product. According to AT Kearney, a global management consultant, in 2021, with a population of around 272 million people, national retail sales in Indonesia will reach 407 billion US dollars or the equivalent of 6,044 trillion Rupiah (kompas.com, 2022).

Eiger is a very well-known company in Indonesia, especially in the field of manufacturing and outdoor equipment. Reporting from career.eigeradventure.com (2023), EIGER is currently available in 137 districts/cities throughout Indonesia with a total of 237 stores. In Surabaya, the Eiger shop is well known among nature lovers with the opening of around 10 branches in various locations. However, competitors such as Bata and Carvil emerged offering attractive product quality, innovation, variety, design, and functionality.

Competition in the retail business can be seen in the image below which shows the Google Trends percentage for the last 12 months.



Throughout 2023, 50% of Surabaya people tend to use Bata products, while only 47% use Eiger products. Considering that the PT Shoes Bata Tbk factory will be closed as of April 30 2024 due to losses, Eiger can take advantage of this situation to expand their market share and increase their production.

One effective marketing strategy to increase and maintain Brand Loyalty is to build and strengthen Brand Trust and Brand Commitment. Brand trust has a huge influence on the sustainability of a brand because if a brand is no longer trusted by customers, it will be difficult for products with that brand to develop in the market (Umrrio, 2023). The results of previous research by Rista et al., (2020) show that brand trust has a positive and significant influence on brand loyalty. Then research by David et al., (2019) shows that the Brand Commitment variable has a positive and significant effect on Brand Loyalty.

Although several studies have been conducted on marketing strategies that influence brand loyalty, of course, this research has similarities in terms of the variables and research methods used. However, there is a research gap in previous research by Aldhama (2022) which is limited to a certain population, namely Generation Z in Surakarta, so it needs to be expanded by conducting research in different locations and objects. Apart from that, this research does not directly discuss the influence of Brand Trust and Brand Commitment on Brand Loyalty, so more focused and in-depth research is needed to determine the relationship between these variables. The aim of this research is to analyze the influence of Brand Trust and Brand Commitment on Brand Loyalty Eiger in Surabaya City.

REVIEW OF LITERATURE

Brand Trust

According to Umrio (2023), Brand trust has a huge influence on the sustainability of a brand. Brand trust is a relationship that connects customers with a brand based on feelings of security and confidence that the brand can be relied on to meet customer needs and interests (Handayani et al., 2022).

Brand Trust indicators according to Laksono and Suryadi (2020) are as follows: 1) Brand Credibility; 2) Brand Competence; 3) Brand Goodness; 4) Brand Reputation

H1: Brand Trust has a positive and significant influence on Brand Loyalty Eiger in Surabaya City.

Brand Commitment

According to (David and Fahlevi, 2022) Brand commitment is a long-term desire, so that the company can maintain a sustainable relationship, and commitment is linked to a critical relationship to support each party involved. Brand commitment refers to responses or reactions arising from stimuli related to the brand, which include brand communication design, environment, purchasing experience, service receipt, and product use or consumption (Tiyasherlinda, 2021).

According to Rofikul et al., (2020), brand indicators commitment is as follows: 1) Emotional; 2) Identification; 3) Attachment; 4) Switching cost; 5) Few alternatives.

H2: Brand Commitment has a positive and significant influence on Brand Loyalty Eiger in Surabaya City.

Brand Loyalty

According to Atulkar (2020), brand loyalty can be interpreted as a form of customer attachment to a particular brand so that customers are consistent in choosing the brand they like. Brand loyalty is a strong motivation for customers to consistently repurchase products, both now and in the future (Ariescy et al., 2023).

According to Komalasari (2022), brand loyalty indicators include the following: 1) Same product purchase rate; 2) Repeated product purchases; 3) Don't switch to another brand; 4) Recommend to others.

Conceptual Framework

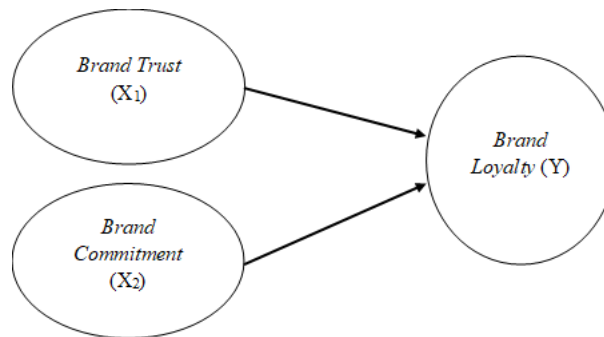


Figure 1
Conceptual Framework

RESEARCH METHOD

This research uses a quantitative approach with the population, namely Eiger customers who live in the city of Surabaya. The research sample obtained was 91 respondents, the number of which is not known for certain. The type of sampling used is non-probability sampling with a purposive sampling technique. Respondents were selected based on criteria, namely: 1) People who live in Surabaya; 2) Have made at least 2 purchases of Eiger products in the city of Surabaya.

This research utilizes two types of data, namely primary and secondary data. Primary data was obtained by administering questionnaires directly to the research location, while secondary data was obtained through a literature study. This research uses the SmartPLS 3

application with data analysis techniques using Structural Equation Modeling (SEM) based on Partial Least Square (PLS).

RESULTS AND DISCUSSION

Data regarding respondents was collected through questionnaires given directly to the research location, which the researchers received from June 6th, 2024 to June 15th, 2024. In this study, a total of 91 respondents were obtained, with details of 55 men and 36 women. This analysis process was carried out using the SmartPLS Version 3 application.

Testing the Measurement Model (Outer Model)

Validity Test

Table 1
Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Brand Commitment (X2)	0.646
Brand Loyalty (Y)	0.663
Brand Trust (X1)	0.623

Source: Data Processing Results

The AVE test results for the Brand Trust (X1) variable are 0.623, the Brand Commitment (X2) variable is 0.646, and Brand Loyalty (Y) is 0.663, these three variables show a value of more than 0.5, so it can be concluded that overall, the variables in this research has good validity.

Reliability Test

Table 2
Composite Reliability

	Composite Reliability
Brand Commitment (X2)	0.901
Brand Loyalty (Y)	0.887
Brand Trust (X1)	0.868

Source: Data Processing Results

The Composite Reliability test show that the Brand Trust (X1) variable is 0.868, Brand Commitment (X2) is 0.901, and Brand Loyalty (Y) is 0.887, these three variables show a Composite Reliability value above 0.70 so it can be said that all the variables in the research this is reliable.

Table 3
Latent Variable Correlation

	Brand Commitment (X2)	Brand Loyalty (Y)	Brand Trust (X1)
Brand Commitment (X2)	1,000	0.831	0.879
Brand Loyalty (Y)	0.831	1,000	0.887
Brand Trust (X1)	0.879	0.887	1,000

Source: Data Processing Results

From the table above, the average correlation value between one variable and another shows a high average correlation value. The highest correlation value is between the Brand Trust (X1) and Brand Loyalty (Y) variables of 0.887. This can also be stated that among the variables in the research model, the relationship between the Brand Trust (X1) and Brand Loyalty (Y) variables shows a relationship that is stronger than the relationship between other variables, this can also be interpreted that in this research model, the level of Brand Loyalty is more influenced by the Brand Trust variable than the Brand Commitment variable.

PLS Model Analysis

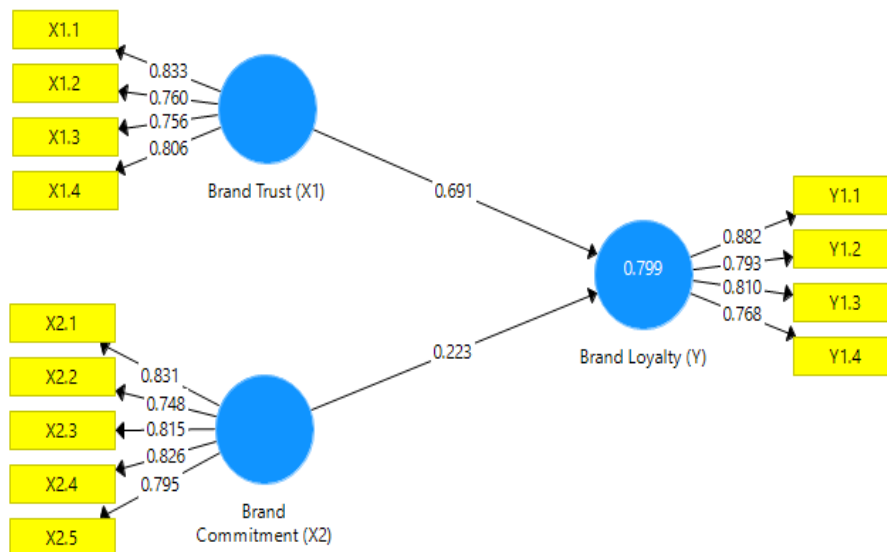


Figure 3
PLS Model Test Results

The image above shows the path coefficient which is above the arrow line that separates exogenous variables from endogenous variables, as well as the magnitude of the factor loading value for each indicator which is located above the arrow between the variable

and the indicator. Apart from that, the large R-Square value can be seen in the circle of the endogenous variable Brand Loyalty (Y). Furthermore, it is proven that the brand credibility indicator (X1.1) from the Brand Trust variable (X1) has a value of 0.833, indicating that this indicator is the indicator from the Brand Trust variable (X1) which has the most influence on the Brand Loyalty (Y) variable, meanwhile, The Emotional indicator (X2.1) from the Brand Commitment variable (X2) has a value of 0.831, indicating that this indicator from the Brand Commitment variable (X2) has the most influence on the Brand Loyalty (Y) variable.

Evaluation of Structural Model Testing (Inner Model)

Structural model testing is carried out by observing the R-squared value as a goodness of fit test. The inner model is tested through the R-squared value on the relationship between latent variables. The R² value shows how much the independent variables in the model can explain the dependent variable.

Table 4
R-Square

	R Square	R Square Adjusted
Brand Loyalty (Y)	0.799	0.794

Source: Data Processing Results

The table above shows that the R^{2 value} = 0.794. This can be interpreted that the model is able to explain the Brand Loyalty phenomenon which is influenced by independent variables including Brand Trust and Brand Commitment with a percentage of 79.9%. Meanwhile, the remaining 20.1% is explained by other variables outside this research (apart from Brand Trust and Brand Commitment).

Hypothesis Testing

Table 5
Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Commitment (X2) -> Brand Loyalty (Y)	0.223	0.223	0.113	1,973	0.049
Brand Trust (X1) -> Brand Loyalty (Y)	0.691	0.678	0.118	5,862	0,000

Source: Data Processing Results

Based on table 5, it is concluded that Brand Trust (X1) has a positive effect on Brand Loyalty (Y), with a Path Coefficients value of 0.691 and a T-Statistic value of 5.862 which is greater than the Z value $\alpha = 0.05$ (5%) = 1.96, and a P-value of 0.000 is significant (positive). Meanwhile, Brand Commitment (X2) has a positive effect on Brand Loyalty (Y), with a Path Coefficients value of 0.223 and a T-Statistic value of 1.973, greater than the Z value $\alpha = 0.05$ (5%) = 1.96, and the P-value is 0.049 so it is considered significant (positive).

The Influence of Brand Trust on Brand Loyalty

From the results of the research that has been carried out, it was found that Brand Trust contributed to changes in the Eiger Brand Loyalty in Surabaya City. This contribution shows that the better the Brand Trust, the more impact it can have on the Eiger Brand Loyalty in Surabaya City.

Based on the findings of the brand trust variable with the brand credibility indicator which is the most influential indicator of brand loyalty of Eiger in Surabaya City. Where brand loyalty can increase if Eiger is consistent in providing high-quality products. Because customers who use Eiger products are looking for quality so they can last in the long term. For example, Eiger uses premium materials such as Cordura, Gore-Tex, and genuine leather in the manufacture of their products, which are known for their durability and performance in a variety of extreme conditions.

The results of this research are in accordance with previous research conducted by (Bernato et al., 2020), (Siahaan et al., 2023), and (Pamungkas, 2023) which obtained similar results, namely that brand trust has a significant positive impact on brand loyalty.

The Influence of Brand Commitment on Brand Loyalty

From the research results, it was found that Brand Commitment contributed to changes in Eiger Brand Loyalty in Surabaya City. This contribution shows that better brand commitment can influence the brand loyalty of Eiger in Surabaya City

Based on the findings of the brand commitment variable with emotional indicators which are the most influential indicators of Eiger brand loyalty in Surabaya City. Where brand loyalty tends to increase because Eiger has succeeded in building a sense of confidence in customers. That way, users feel that Eiger products not only meet functional needs but also provide positive emotional experiences, such as a sense of pride, satisfaction, and joy, this can

significantly increase their self-confidence. By feeling this emotional connection, customers are more likely to feel confident and satisfied when using Eiger products, which in turn strengthens their loyalty to the brand.

The results of this research are in accordance with previous research conducted by (Novitaningtyas, 2021), (David & Fahlevi, 2022), and (Rachmawati et al., 2023) obtained similar results, namely that brand commitment has a significant positive impact on brand loyalty.

CONCLUSION

It can be concluded that Brand Trust has a significant influence on Brand Loyalty Eiger in the city of Surabaya. This shows that the higher the level of Brand Trust offered by a company, the greater the possibility of maintaining Brand Loyalty. Apart from that, Brand Commitment also influences the Eiger Brand Loyalty in the City of Surabaya. This indicates that the stronger the Brand Commitment built by the company, the higher the level of Brand Loyalty that can be maintained.

From the conclusions above, the researcher provides suggestions by investigating how demographic factors such as age and income influence the relationship between brand trust, brand commitment, and brand loyalty as well as expanding the scope of research by involving other variables such as brand experience and brand satisfaction. By involving these suggestions, it is hoped that they will provide more comprehensive and relevant insights for the business world.

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