
The Effect Of Brand Image And Consumer Satisfaction On Desire To Buy And Its Impact On Consumer Loyalty Of Suzuya Super Market Banda Aceh

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Abstract

The purpose of this study is to test: the effect of brand image and satisfaction on buying desire and consumer loyalty. The object is Suzuya Super Market Banda Aceh. The population is its consumers and the sample is taken with convenience technique as much as 200 respondents. Data is processed using the structural equation modeling (SEM) with the Amos software. The result shows that brand image effects desire to buy significantly, consumer satisfaction effects desire to buy significantly, desire to buy effects consumer loyalty significantly, brand image effects consumer loyalty significantly, customer satisfaction effects consumer loyalty significantly. These findings have implications both on academic and practical area. For academic, This is an update for the causality theories, and as a strong reference for the further research models. The originality rests in the combination of the previous models, and is tested with SEM. The limitation resides in the amount of variables, with an object. For practical managers, this can be a diagnosis of causality to re-formulate the policies of their organization, especially for Suzuya Super Market Banda Aceh

Keywords: Brand Image, Consumer Satisfaction, Desire to Buy and Consumer Loyalty.

1. Introduction

Report on the survey results of global consulting firm A.T. Kearney in the 2016 Global Retail Development Index, stated that this year, Indonesia was ranked number 5 out of 30 developing countries regarding the most potential retail business sector in the world. This condition is caused by the increase in consumer demand due to the increase in people's income, the increasing population level, the presence of urbanization and the level of consumer optimism towards the retail market. This situation also applies in the city of Banda Aceh, where several retailers have grown with shopping facilities that can spoil their customers, one of which is Suzuya Mall.

The research conducted by (Sabarino, Ma'ruf, Utami, Murkhana, & Djalil, 2019) showed that the image of a brand has an influence on audience loyalty. For some people shopping is no longer just a necessity, but has become a lifestyle. Similarly, the Banda Aceh community. Although traditional markets exist, they are not enough. Therefore, modern shopping centers are the choice of urban communities in the western tip of Indonesia. There are three modern shopping centers in Banda Aceh, which are often the choice of citizens to shop. If the weekend arrives, the traffic in the city of Banda Aceh becomes crowded. Some of these people go to shopping centers. In addition to fulfill the household needs, the shopping center is also the location of entertainment for residents of Banda Aceh with their families. Three places of

shopping centers in Banda Aceh City that are: (1) Hermes Mall; (2) Barata Plaza, and; (3) Suzuya Mall.

(Mardalena, Lubis, & Utami, 2018), proved that the brand image of a fashion product influences the consumers' desire to buy the product. From all shopping centers in Banda Aceh, it seems that Suzuya Mall is the most complete shopping center. The building is also more modern and spacious. The facilities available are Shopping area, food court area, ATM Center and playing area. In addition, this place also provides the sensation of watching 9 dimensions. The location is on Jalan Teuku Umar, East Lamteumen, Jaya Barua District or precisely in front of Baitul Musyahadah Mosque (Meuketop). Formerly this place was an inter-provincial Bus Terminal. Then it changed to Atjeh Twon Square on January 18, 2012, which later became Suzuya Mall until now. This one mall has become the favorite destination of Banda Aceh for holidays and shopping. No need to wait for the weekend, because Suzuya is always crowded every day.

Consumer decisions to buy a product are more emphasized on brand image that is able to provide an image of a product. A brand is not just a name or differentiator between a product and another product. Brands provide more specific associations in the minds of consumers. Many companies sell their products on the market, so manufacturers of these products must have signs, symbols or designs that serve as a means of identifying and differentiating other products. This is done so that producers can compete in seizing the market. Therefore, companies must be observant in giving their products a brand.

The research conducted by (Ali, 2018) proved that the superiority of a banking product has a real influence on the level of satisfaction felt by consumers.

The increasing number of retail shops in the city of Banda Aceh has improved the competition in this industry. This competition causes retailers to compete with each other to become a choice for society. Consumers are faced with many choices that result in consumer interest divided to make purchases. Therefore, retail companies are required to be able to attract consumers to buy their products / services compared to competing products / services.

Suzuya Mall Banda Aceh is one of the biggest examples of modern retail in Banda Aceh City. Suzuya Mall Banda Aceh sells various kinds of primary needs in the form of clothing, pants, accessories, household needs to household appliances and others. The price offered varies and is comparable to the quality and brand of the goods provided which are tailored to the target consumers, namely middle to upper consumers. Suzuya Mall Banda Aceh was founded in 2012. Suzuya Mall Banda Aceh employs more than 200 employees.

One way to influence consumer behavior so that its products remain in demand is by being able to continue to encourage consumer buying interest. Interest in buying is very important for companies where high buying interest in a product will enable consumers to make purchases, thereby increasing company profits, whereas low buying interest will reduce the company's income that causes losses to the company.

One of the strategies of Suzuya Mall Banda Aceh to increase consumer buying interest is by presenting branded products. At present, Suzuya Mall Banda Aceh offers more than 150 collections of local and international branded products. Branded Products are defined by (Rizwan, Musnadi, & Faisal, 2018) as a product of goods or services that are marketed using a brand or identity that can be used as a difference with other products and is a guarantee of the consistent quality of certain values believed to be contained in the product.

2. Literature Review

Consumer Loyalty

In some parts in this study mention consumer as customer. Customer Loyalty shows that loyal customers are very likely to use the same services even though there are many other alternative service providers available, they will more often use the services they choose, not just using it but customers will disseminate positive information regarding services they use (WOM), and even loyal customers are less concerned about the amount of service that is done to get services from their chosen service provider (Mittal & Lassar, 1998); (V. A. Zeithaml, Bitner, & Gremler, 2017); (Kuo, Chang, Cheng, & Lai, 2012). This situation shows that service providers that focus on customer loyalty can benefit, including economic benefits such as reducing advertising costs and increasing the income and profitability of organizations or companies (Kuo et al., 2012); (Kaur & Diljit, 2011); (Mittal & Lassar, 1998); (V. A. Zeithaml et al., 2017).

Loyal customers will not be easily influenced by lower prices from other service providers, and even they will more often use services from the same company compared to customers who are not so loyal (Rubinson & Baldinger, 1996). Loyalty refers to the commitment of consumers to buy and reuse preferred products and services consistently in the future (Arsyad, 2016). (V. Zeithaml, Bitner, & Gremler, 2018) explain that one method of measuring loyalty is by looking at the number of customers who continue to buy or use services from companies because the products produced are positive for them. Therefore customer loyalty is defined as an attitude and behavior of consumers towards the goods and services they use (Baumann, Elliott, & Hamin, 2011). There are two dimensions that can measure customer loyalty, namely Attitudinal Loyalty and Behavioral Loyalty. Loyalty attitude shows the emotional and psychological state of the customer to buy back and recommend it to others. Whereas behavioral loyalty refers to the behavior of customers to repurchase, because of their wants and preferences for certain products and services (Reichheld, 1993).

The concept of customer loyalty is understood as a combination of customer attitudes and behavior in making repeated purchases of products and services used. This is evident through the willingness of customers to recommend products and services to others and make repeat purchases. When customers feel satisfied, they will maintain and be loyal to the products or services used, and they will pass word of mouth (WOM) to people they know to invite them to use the same products and services (Arsyad, 2016).

The Desire to Buy

According to (Kotler & Keller, 2012) defined purchase intention as "the buying process begins when consumers recognize needs, those needs arise from external and internal stimuli that can be sourced from personal sources (family, friends, neighbors), commercial sources (advertising, salesperson, packaging), public sources (mass media) and from sources of experience and product valuation that will cause a response or further action for the product".

Purchase intention is a behavior displayed by individuals in stage evaluation of alternatives. In the selection of a number of alternatives consumers will evaluate a number of brands in one product category that are considered capable of solving the problem. Some consumers will probably buy a particular brand because they feel that the brand that the brand chooses offers several features that match their needs, quality and have an emotional side with the consumer.

(Wang & Tadisina, 2011) defined purchase intentions as consumers' desire to buy or repurchase and are measured by surveying consumer desires. In the same source, Wang and Tadisina (2011) emphasized that purchase intentions occur when consumers feel willing to buy a company's products without pressure because consumers feel they have no other choice or only

few alternatives are available.

Consumer Satisfaction

According to (Kotler & Keller, 2012) satisfaction is a feeling of pleasure or disappointment that arises because someone compares the performance of a product or service that is perceived to their expectations. Consumer dissatisfaction with products or services tends to change their attitude to switch from the product or service (Bayraktar, Tatoglu, Turkyilmaz, & Zaim, 2012). During the consumption process, consumers tend to rely on their expectations to evaluate satisfaction with products and services (Tam, 2012). Consumers will feel satisfied if they can fulfill their desires and expectations (Bayraktar et al., 2012). Some word in this study mention consumer as customer.

Customer satisfaction is an evaluation of the overall customer experience with the product or service provided by the company (Anderson & Sullivan, 1993). When customer expectations have exceeded, fulfilled or not met, then we can measure the level of customer satisfaction. Satisfaction is the consumer's perception of purchasing from a difference between the expected value and receipt of the transaction (Mbuthia & Thaddaeus, 2015). After making a purchase consumers evaluate the entire product or service whether they are satisfied or not satisfied. In the context of services, (Beerli, Martín, & Quintana, 2004) concluded that customer satisfaction is a key factor that influences customer loyalty.

In a study by (Cronin & Taylor, 1992), experience was said to have a significant value to make intention to repurchase. Research by (Sun & Kim, 2013) also agreed with this idea and found that if customers were satisfied with current services, the company also had a tendency to maintain customer improvement patterns and at the same time be able to attract new customers to use their services.

Research Model and Hypothesis

From the discussion above, authors formulate the research model and hyphotesis as follows.

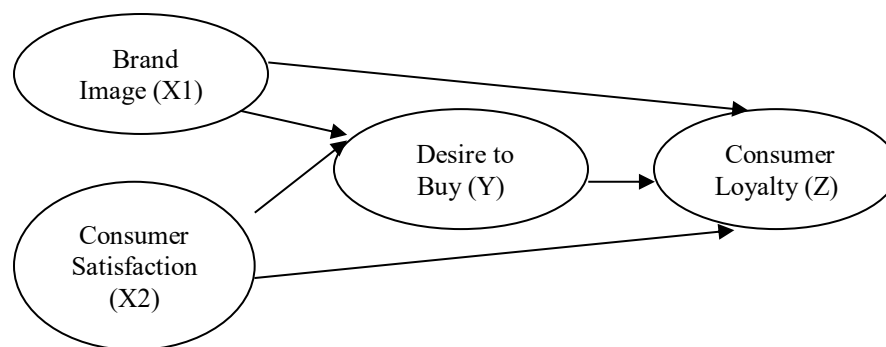


Figure 1. Research Model

- H1** : brand image effects desire to buy significantly,
- H2** : consumer satisfaction effects desire to buy significantly,
- H3** : desire to buy effects consumer loyalty significantly,
- H4** : brand image effects consumer loyalty significantly,
- H5** : customer satisfaction effects consumer loyalty significantly

3. Method

This research is conducted at the Suzuya Super Market in Banda Aceh. While the variables are brand image, customer satisfaction, desire to buy and consumer loyalty. The population is all consumers of Super Market Suzuya Banda Aceh. Population is a collection of all events or group members (Saunders, Lewis, & Thornhill, 2015) which refers to the aggregate or totality of all objects, subjects or certain members (Polit & Hungler, 1999) which are divided into several characteristics (Zikmund, Carr, Griffin, & Babin, 2013).

Sample is taken by convenience sampling technique, as much as 200 to meet the requirement of Structural Equation Model (SEM) as a statistic test method. The sample is a sub-set / sub-group or part of a larger population (Zikmund et al., 2013); (Saunders et al., 2015).

After collecting data, the next is analyzing the data by using methods that can help in processing, analyzing, and interpreting the data. Data analysis method is a method used to process research results in order to obtain a conclusion. By looking at the theoretical framework, the data analysis technique used in this study is quantitative analysis using the SEM with AMOS software.

4. Result

H1 : The effect of brand image on the desire to buy

Adequate brand image allegedly influences the desire to buy in Suzuya Super Market Banda Aceh. In this study the estimation parameter for testing the effect of brand image on buying intention shows a CR value of 2.336 and a probability of 0.008. So it clarifies that the brand image provided by Super Market Suzuya Banda Aceh has an effect on the desire to buy at the Suzuya Super Market in Banda Aceh.

H2 is accepted: The effect of consumer satisfaction on desire to buy

The principle of consumer satisfaction is one of variables that allegedly can affect the level of desire to buy. The estimation parameter the effect of customer satisfaction on desire to buy shows a CR value of 2.745 and a probability of 0.023. It indicates that the value of consumer satisfaction on the Suzuya Banda Aceh Super Market influences their desire to buy the product in the Suzuya Super Market in Banda Aceh.

H3 is accepted: The Effect of desire to by on consumer loyalty

The desire to buy allegedly provides the level of loyalty of consumers. The estimation parameter for the effect of desire to buy on consumer loyalty shows a CR value of 2.343 and with a probability of 0.022. So it describes that the desire to buy effects consumer loyalty at the Suzuya Super Market in Banda Aceh.

H4 is accepted: The Effect of brand image on consumer loyalty

A good brand image allegedly has an impact on on increasing consumer loyalty. The estimation parameter for the effect of brand image on consumer loyalty shows a CR value of

2.078 and a probability of 0.042. It figures that the brand image provided by Super Market Suzuya Banda Aceh has an influence on increasing consumer loyalty.

H5 is accepted: The Effect of Consumer Satisfaction on Consumer Loyalty

A consumer satisfaction applied allegedly has an influence in increasing consumer loyalty. The estimation parameter for the effect of consumer satisfaction on consumer loyalty shows a CR value of 2.099 and a probability of 0.044. It explains that consumer satisfaction effects the consumer loyalty of Suzuya Super Market Banda Aceh.

5. Conclusion

The result shows that brand image effects desire to buy significantly, consumer satisfaction effects desire to buy significantly, desire to buy effects consumer loyalty significantly, brand image effects consumer loyalty significantly, customer satisfaction effects consumer loyalty significantly. These findings have implications both on academic and practical area. For academic, This is an update for the causality theories, and as a strong reference for the further research models. The originality rests in the combination of the previous models, and is tested with SEM. The limitation resides in the amount of variables, with an object. For practical managers, this can be a diagnosis of causality to re-formulate the policies of their organization, especially for Suzuya Super Market Banda Aceh. The needs to be considered are the quality of service to consumers, the quality of goods that offered the guarantee, the products must be recognized as products that have advantages, and the Suzuya Super Market Banda Aceh must be able to provide consumer's recommendations to to invite their family members and friends to shop and enjoy weekend vacations.

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