The Influence of Brand Equity and Brand Trust on E-Commerce Consumer's Loyalty (Zalora Consumer Research)

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ABSTRACT

This research aims to analyze the influence of brand equity and brand trust on e-commerce consumer's loyalty. This research is also titled as hypothesis test research which undertaken test on hypothesis with Zalora's consumer in Malang city as a source of this research. Data analysis method used multiple linear regressions with variable t and variable t. The result shows that brand equity and brand trust have an influence on Zalora's consumer loyalty. It indicates that the increasing of brand trust followed by increasing of consumer's loyalty.

Keywords: Brand Equity, Brand Trust, Consumer's Loyalty, Zalora E-Commerce

INTRODUCTION

Branding product is an art of marketing. It indicates that brand is a company asset which can make the company superior in competition (Aaker, 2015). Strong brand can increase consumer's purchasing in a long-term. In this era, company is required to take an awareness of consumer's purchasing decision, what they buy, when, where, how many stuffs they buy and how they get the product. One of the strategies made by company to create consumer's behavior is branding product. Brand is also intellectual works manifested. It used to remark good and service produced by a company in order to present the characteristic and the origin of an item. Due to the increasing of world trade, advanced transportation and a good at promotion, the marketing of product will increase in a wider market reach. It gained the important of branding product to remark the origin and the quality of an item, and also avoiding an imitation of the product (Kertajaya, 2016). Brand gives the possibility to test consumer's loyalty on a product offered (Alma, 2015).

Brand equity is an important thing for a company in order to achieve a profit. Brand equity is a company weapon in deciding the price of the product. It involves more than the quality of the product; brand equity also has an influence in whether the product has a low or high value. By the reason, company believes that a brand can be "value judgment" for consumer (Kotler, 2017). Brand equity is a set of assets and brand liability product which can increase or decrease the value of the product offered by a company or individual (Aaker, 2015).

Another factor about brand trust is it has an important role and contribution to increase the loyalty in order to impact marketing result which relates to market share elasticity and relative price. Brand trust can evoke brand loyalty. According to Keller (2016), a brand which has strong brand equity can get many profits in marketing, one of them is having

the best loyalty. Every marketing division gets a mission and responsibility to build consumer's trust in a brand company. Brand trust is an ability of brand trusted (brand reliability) which source on consumer's trust that a product can give an expected value and good intention brand. In addition, building consumer's trust in a brand can be the first priority for consumer's interest (Ferrinnadewi, 2018).

Brand loyalty is an important concept in marketing strategy. The consumer's loyalty is necessary for company's existence. According to Schiffman dan Kanuk (2015), brand loyalty is the most expected result from research about consumer's behavior. There are many definitions of brand loyalty, it is considered from various points of views. General definition about brand loyalty mostly used is a consumer's preference which always consistently to do purchasing in a same brand of specific product or specific service. Brand loyalty can be influences by brand trust. Lau dan Lee (2016) stated that trust is structured in a person relation. They also stated that brand trust is a desire to trust a brand with all consequences because of undertaken hope by brand in giving the positive result for consumers. There are three factors to create consumer's trust in a brand, brand characteristic, company characteristic, and characteristic's relation between a brand and the consumer. These three factors are an important thing to predict consumer's trust in a brand which finally leads to brand loyalty itself. Research conducted by Hairani (2017) concludes that simultaneously, satisfaction and trust have a positive significant influence in consumer's loyalty. Partially, satisfaction and trust also have a positive significant influence in consumer's loyalty. Similar result is also showed by Lapasiang's research (2017). Simultaneously shows that satisfaction and commitment have a positive significant influence on loyalty. Partially, trust has a positive influence and a significant loyalty while commitment partially has a positive influence but not significant on loyalty. Wardhani (2015) in her research shows that the influence of trust and satisfaction on loyalty and the influence of trust and satisfaction on loyalty partially or even simultaneously. Difference result presented by Hermanoe (2016), there is no a significant influence of trust to consumer's loyalty and satisfaction does not have a significant influence on consumer's loyalty. Another is a research conducted by Razak (2018), simultaneously, trust has a positive and significant influence to consumer's loyalty. Partially, satisfaction does not have a significant influence on consumer's loyalty and trust has a significant influence on consumer's loyalty. These differences results used for references of this research.

There are many cases happened, e-commerce company can stand in a long-term condition not only having a strong brand, but also a good management, on time delivery, a good service and a unique design website. The point is the important factors which determine a successful online business is consumer's trust in that e-commerce company (Utomo, dkk 2016). This thing can be an opportunity to give the best medium transaction. Based on the top ten of marketplace website in Indonesia in 2018 shows that OLX reaches market share in 14,77% and the lowest is Alibaba in 2,29%. This condition showed that OLX has a high ability to create consumer's trust while Allibaba has a low ability to create consumer's trust. One of the companies which utilize an internet as transaction is Zalora.co.id. This company was founded in 2012 and becomes website e-commerce fashion shop in Indonesia. Zalora.co.id is continuing to expand until this day. This company attempts to give the best services which make consumers have a trust to do a purchasing. Zalora.co.id has become the top ten of popular choice consumer (www.tekno.liputan6.com) and has managed to be ranked 100 in Asia (www.alexa.com).

RESEARCH METHOD

This research is titled as hypothesis test research which undertaken test on hypothesis used by (Singarimbun, 2016). In explanatory research, hypothesis formulated will be tested to find out the influences among variables in this research about the influence of brand equity and brand trust on e-commerce consumer's loyalty (research on Zalora's consumers). Data used in this research is a primer data, data gained from the companies which can give the information. The source of the data is Zalora's consumers in Malang city. Collecting data method is used questioners which were spread to research respondents, Zalora's consumers in Malang city. In this research used closed questioners which mean respondents have to answer all the questions and not allowed to answer out of answers that have been provided. This aims to gain the responses about researched phenomena about brand equity and brand trust on consumer's loyalty. The number of samples which appropriate according to Roscoe and Sugiyono (2018) is 100 respondents or consumers. Analysis method used is multiple linear regressions. Multiple regressions mostly used to cope with two or more free variables in regression analysis problem (Sujianto, 2017). In this research, an independent variable used brand equity and brand trust. For representation the result of regression used t-test to show how far the influence of an independent variable partially to a dependent variable. A significant test or f-test used to show whether an independent variable in multiple regressions model has an influence to dependent variable or not.

RESULTS AND DISCUSSION

This chapter presents statistic results about the influence of brand equity and brand trust on e-commerce consumer's loyalty (research on Zalora's consumer) with the results already processed partially and simultaneously by computer through SSPS multiple linear regressions analysis. Based on regression analysis can be formulated equal multiple regressions as a= 0, 926 is constant grade, it is estimation from e-commerce consumer's loyalty, if an independent variable is brand equity and brand trust have an equal grade zero. b 1= 0,171 is a slope or coefficient variable line of brand equity (X1) which have influence on e-commerce consumer's loyalty (Y). It means brand equity variable has a positive influence amount of 0, 727 on e-commerce consumer's loyalty, if another variable is constant. E= is residue grade or mistake possibility from equal regression model caused the others variables which can give an influence the variable of e-commerce consumer's loyalty, it cannot be included to model.

From calculation result of multiple linear regressions analysis showed the ability of a model in explaining the influence of an independent variable to a dependent variable is huge. This can be seen on Adj. R square (R2) amount of 0, 600. It means regression model which used can explain the influence of brand equity and brand trust amount of 60%, while the rest is amount of 40% explained by the others variables which are not included to this research. Based on multiple regressions linear analysis from each variable, brand equity and brand trust showed that there is multiple correlations (R) amount of 0, 780. This number showed there is a strong connection between independent variable and dependent variable.

Hypothesis Test Result

The first hypothesis test (F-test result)
For finding out whether an independent variable simultaneously has an influence to a dependent variable or not, then used f-test by comparing F calculate and F table on a tangible level 5% (Sig.F < 0,05 means H_O refused, the opposite $F_{calculate} < F_{Table}$ or number Sig.F > 0,05means H_O accepted. Based on the analysis result of F-test can be presented on table 1.

Table of F-test result 1

Alternative hypothesis (H_a)	F_{Table}	information
There is a significance simultaneously influence from brand equity variable and brand trust variable on e-commerce consumer's loyalty)	$F_{calculate}$ = 75,360 F_{Table}= 2,479 Sig. F = 0,000	H_a accepted/ H_O refused

From the analysis of multiple regression analysis used Df1 = 2 and Df2 = 97 in alpha amount of 5% gained F table amount of 2, 479 while f calculates gained amount of 75,360. From this calculation showed that $F_{calculate} > F_{Table}$, so that H_O refused and H_a accepted, it can be said that simultaneously brand equity variable and brand trust have an influence on e-commerce consumer's loyalty.

Second hypothesis T-test

Table 2. The Comparison Between Number of T Calculate With T Table

variable	number	Status
Brand equity variable has a significance influence on consumer's loyalty)	t calculate = 3,502 Sig. t =0,001 t table =1,980	significance
Brand trust variable has a significance influence on consumer's loyalty	t calculate = 9,245 Sig. t = 0,000 t table =1,980	significance

From the analysis result of t calculate and t table can be explained partially the result as: the influence of brand equity variable (X1) on e-commerce consumer's loyalty, from partially calculation result showed that on tangible level 5% (α =0,05) with brand equity level amount of 95% gained a number of table amount of 1,980. By statistic test gained t calculate number amount of 3,502, because of calculation number $t_{calculate} > t_{table}$ (3,502> 1,980), then concluded that partially brand equity variable (X1) has a significant influence on e –commerce consumer's loyalty. The influence of brand trust variable (X2) on e-commerce consumer's loyalty, partially calculation stated that tangible level is amount of 5% (α =0,05) with brand equity level amount of 95% gained the number of table amount of 1,980. By statistic test gained number of t calculate amount of 9,245, because of number of t calculate > t table (9,245>1, 980) can be concluded that partially brand trust variable (X2) has a significant influence on e-commerce consumer's loyalty.

Determination of Independent Variable Which Has A Dominant Influence

To find out how big the influence of independent variable to dependent variable can be explained by comparing coefficient result of each variable. By using *Standardized Coefficient Beta* can eliminate the different size unit on independent variable, brand equity and brand trust variable.

Table 3. *Standardized Coefficient Beta*

variable	*Standardized Coefficient Beta*
Brand Equity	0,245
Brand Trust	0,646

Based on the regression coefficient, each brand trust variable has a dominant influence on e-commerce consumer's loyalty. This caused regression coefficient (Standardized Coefficient Beta) on that variable has a huge number than brand equity variable.

The Influence of Brand Equity on E-Commerce Consumer's Loyalty (Zalora's Consumer Research)

The analysis result can be known that there is a significant influence from brand equity on e-commerce consumer's loyalty. The result showed that more increasing of brand equity gives a convenience to remember a brand, the quality of a brand and the uniqueness of the brand. Consumer's loyalty is consumer's behavior which showed by loyalty in a product with repeatedly purchasing in a same brand. By consumer's loyalty which is company strength can stabilize selling or increasing selling. According to Kotler and Amstrong (2012), to strengthen consumer's loyalty, a product with a strong brand has its own excellences in creating preferences and consumer's loyalty. In market competition, competition is not only in a price and a product, but also in consumer's perception. According to Widjaja (2004) the brand loyalty's consumer is the point of brand equity. If there is a consumer who has a problem with a price, comfort and several compliments, then this brand has no a high equity yet. According to Rangkuti (2010) brand loyalty is a connection between consumer and the brand product. This level can give view about the possibility a consumer turns to another brand product, especially if the brand changes, the price or even the characteristic. Brand loyalty is the center of brand equity which becomes central idea in marketing, due to the fact that this is one measure of connectedness consumer to a brand. This research supports a previous research conducted by Fauziyah (2016) and Bambang (2017), which stated that brand equity has an influence to consumer's loyalty.

The Influence of Brand Trust on E-Commerce Consumer's Loyalty

The analysis result can be known that there is a significant influence to e-commerce consumer's loyalty. By the increasing of brand trust, consumer's loyalty will increase. According to Ayesha Rizky (2017), trust in consumer caused by trust in a product which is desired. The comfort which gained from a product desired is such consumer's behavior to that product. Therefore, a positive behavior and a good attitude will evoke when one side trust another side as the evidence in purchasing a product. The guarantee of quality's product which already owned by grown company can give trust to consumer by its brand. Consumer will be certain and trust more with the product and the company will have a consumer's loyalty and a strong brand loyalty because of trust. Consumer has a brand loyalty, love the brand and consumer can assume that this brand is the part of the owner. According to Marist et al, 2014), trust in a brand has a negative influence to brand

loyalty, it because of the consumer's loyalty on a brand and desire of buying product caused by the desire of necessity which fulfilled immediately. This research supports previous research conducted by Fauziah (2016) and Hermawati (2017) about brand trust has an influence to consumer's loyalty.

CONCLUSIONS

Based on the research and discussion by using multiple linear regressions analysis can be concluded that: brand equity has an influence on consumer's loyalty in Zalora e-commerce. The more brand equity increased, the loyalty of Zalora's consumer is also increased. Brand trust has an influence to consumer's loyalty in Zalora e-commerce. The more brand trust increased, the loyalty of Zalora's consumer's is also increased. Based on the conclusion, the suggestions are: Zalora website hoped to do a fair in online transaction so that consumer gets an expected product. Zalora website has to provide reliable information of online sell-buy transaction so that the information of all products can be accepted by all consumers. Zalora website hoped to give valid information to consumer so that it can support a transaction process.

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