

THE INFLUENCE OF BRAND IMAGE AND TRUST ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION

(Case Study on Colombus Cash and Credit Sunter Customer)

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Abstract - The purpose of this study is to determine the effect of brand image and trust on customer loyalty through customer satisfaction. The study was conducted on Colombus Cash and Credit customers with a population of 258 people and a sample of 100 people was determined. The sampling technique used in this study is probability sampling with a simple random sampling technique that is the researcher takes a random sample. The type of data needed in this research is quantitative data. Quantitative data in this study are data sourced directly from respondents presented in the form of a Likert scale. Data collection techniques used include observation, interviews and questionnaires. The statistical method used is path analysis with the WarpPLS 6.0 application. The results of this study have a direct effect between brand image (X1) on customer satisfaction (Y). There is a direct influence between trust (X2) on customer satisfaction (Y). There is a direct influence between customer satisfaction (Y) on customer loyalty (Z). There is a direct influence between brand image (X1) on customer loyalty (Z) there is a direct influence between trust (X2) on customer loyalty (Z). There is no indirect effect between brand image (X1) on customer loyalty (Z) through customer satisfaction (Y). There is an indirect effect between trust (X2) on customer loyalty (Z) through customer satisfaction (Y). There is a direct influence between brand image (X1) on customer loyalty (Z) there is a direct influence between trust (X2) on customer loyalty (Z). There is no indirect effect between brand image (X1) on customer loyalty (Z) through customer satisfaction (Y). There is an indirect effect between trust (X2) on customer loyalty (Z) through customer satisfaction (Y). There is a direct

influence between brand image (X1) on customer loyalty (Z) there is a direct influence between trust (X2) on customer loyalty (Z). There is no indirect effect between brand image (X1) on customer loyalty (Z) through customer satisfaction (Y). There is an indirect effect between trust (X2) on customer loyalty (Z) through customer satisfaction (Y).

Keywords: Brand Image, Trust, Customer Satisfaction, Customer Loyalty

Abstrak— Tujuan dari penelitian ini adalah untuk mengetahui pengaruh antara brand image dan kepercayaan terhadap loyalitas pelanggan melalui kepuasan pelanggan. Penelitian dilakukan terhadap customer Colombus Cash and Credit dengan populasi sebesar 258 orang dan ditetapkan sampel sebanyak 100 orang. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan probability sampling dengan teknik simple random sampling yaitu peneliti mengambil sampel secara acak. Jenis data yang diperlukan dalam penelitian ini adalah data kuantitatif. Data kuantitatif dalam penelitian ini merupakan data yang bersumber langsung dari responden yang disajikan dalam bentuk skala likert. Teknik pengumpulan data yang digunakan antara lain observasi, wawancara dan angket. Metoda statistik yang digunakan adalah analisis jalur dengan aplikasi WarpPLS 6.0. Hasil dari penelitian ini terdapat pengaruh langsung antara brand image (X1) terhadap kepuasan pelanggan (Y). Terdapat pengaruh langsung antara kepercayaan (X2) terhadap kepuasan pelanggan (Y). Terdapat pengaruh langsung antara kepuasan pelanggan (Y) terhadap loyalitas pelanggan (Z). Terdapat pengaruh langsung antara brand image (X1) terhadap loyalitas pelanggan (Z) terdapat pengaruh langsung antara kepercayaan (X2) terhadap loyalitas pelanggan (Z). Tidak terdapat pengaruh tidak langsung antara brand image (X1) terhadap loyalitas pelanggan (Z) melalui kepuasan pelanggan (Y). Terdapat pengaruh tidak langsung antara kepercayaan (X2) terhadap loyalitas pelanggan (Z) melalui kepuasan pelanggan (Y).

Kata Kunci: Brand Image, Kepercayaan, Kepuasan Pelanggan, Loyalitas Pelanggan

I. PRELIMINARY

Many economic progress has resulted in rapid development in the business sector. In line with this, many finance companies have sprung up that will help us to meet our needs in installments. With the development of the financing system to meet daily needs, each financing company tries to attract as many consumers as possible by increasing the quality both in terms of services, gifts, products, flowers, and the use of increasingly developing technology. The level of competition in finance companies has a major influence on environmental changes which will directly or indirectly change people's behavior in selecting and sorting out the financing companies they will use.

The emergence of financial technology (fintech) companies made conventional financial business actors wary of business sustainability. A report by PricewaterhouseCoopers - a

multinational public accounting firm - entitled 'Global Fintech Report 2017' (PDF) said 88 percent of the financial industry players surveyed said they were worried because fintech was at risk of disrupting their business. According to the PwC report, revenue growth earned by fintech companies is estimated to have reached 24 percent of the global conventional financial industry's revenue. In Indonesia, the presence of fintech has also had an impact on the national financial industry, including the consumer finance business. Top management of conventional financial companies such as leasing must rack their brains to face competition. (<https://tirto.id/> accessed December 21, 2019).

When conditions of competition between fintech and conventional finance companies are increasingly distant, especially in conventional processes which still require a long and lengthy process. One of the ways conventional finance companies to survive is by increasing customer loyalty. Loyal customers will recommend to their relatives and people around them to use certain products / services. This can also be a way to expand the market network more effectively. Several factors that can increase customer loyalty are brand image, trust, and customer satisfaction.

To increase customer loyalty, finance companies must increase customer satisfaction, that any service company must make customers satisfied before producing loyal customers. In addition to customer satisfaction, companies must also maintain trust so that consumers become loyal. Likewise, company image (brand image) has a strong influence on customer satisfaction and loyalty.

Customer trust is also a supporting element of customer loyalty. Trust is an important factor that can overcome crises and difficulties among business partners, besides that trust is also an important asset in developing long-term relationships with other people or organizations. Trust is a key variable for maintaining long-term relationships, including brands. By gaining high trust from members, customer loyalty in using products / services will be increased. Trust belongs to the psychological field which is the concern for accepting things in a way that is based on the expectations for good behavior from others.

The development of fintech and marketplaces that offer credit services has become a tough competitor to Colombus Cash & Credit. On the other hand, the business still uses conventional patterns and the target market for Colombus Cash & Credit is the middle to lower class people who are not touched by banking. Colombus Cash & Credit's target consumers are the lower middle economic community who do not necessarily pass through credit card applications. Colombus Cash & Credit branches are in the district and sub-district. There, the economic level of the community is not high and those who have credit cards are still rare.

Amid the development of Colombus Cash & Credit that was mediocre and the development of fintech and marketplaces that offer credit services has skyrocketed, Colombus Cash & Credit is aware of its lag when compared to fintech, so now Colombus Cash & Credit must start to focus on providing value increased customer loyalty in order to remain able to survive and increase their target market to be able to win market competition.

Based on the research background above, the authors are interested in conducting research with the topic, "The Influence of Brand Image, Trust in Customer Loyalty through Customer Satisfaction on Colombus Cash and Credit Sunter"

II. BASIS OF THEORY AND HYPOTHESIS DEVELOPMENT

2.1. Previous Research Review

The first research conducted by Mutammam et al (2019) aims to determine the effect of consumer knowledge, product quality, and consumer trust on customer loyalty and develop marketing strategies to increase customer loyalty. The analytical tool used in this research is Structural Equation Modeling (SEM). The results showed that the factors that influence Green Nitrogen customer loyalty from the largest R-Square value are customer trust with a weight of 0.371, product quality with a weight of 0.136 and consumer knowledge with a weight of 0.093. The t value

shows that consumer knowledge and product quality have no significant effect on customer loyalty. The customer loyalty process is much influenced by how much consumers have confidence in the reputation and responsibility of Green Nitrogen for the claims submitted by customers compared to the elements that make up product quality and consumer knowledge. Therefore, Green Nitrogen needs to create a forum to accommodate complaints, claims and suggestions from customers so that customers feel satisfied with the services provided. Based on the results stated in this journal, that the factor that affects customer loyalty with the highest value is trust in the opinion of the author, that customers who believe in a company that the company is able to consistently provide the best products and services will always return to transactions and will not move to another company.

The second research conducted by Farizan et al (2018), this research is motivated by the opportunity to start a business by seeing opportunities among fruit drinks that are well known to the public. Marketers are required to build brand identity, brand image, perceived quality of loyalty, both directly and indirectly, with the level of customer satisfaction as a mediating variable in Bintaro Fresh Juice. This type of research is conducted using explanatory research with survey methods. The sample consisted of 127 respondents with proportional random sampling technique - analytical methods using PLS SEM with WarpPLS software. The research instrument used was the inner model test, outer model test, path diagram conversion, estimation, goodness of fit and hypothesis testing (Resampling Bootstrapping). Direct hypothesis testing using the t test. The results of the analysis show that brand identity does not have a positive and significant effect on customer satisfaction and customer loyalty, brand image has a positive and significant effect on customer satisfaction and customer loyalty. Perceived value also has a positive and significant effect on customer satisfaction and customer loyalty. And customer satisfaction also has a positive and significant effect on customer loyalty. Based on this research, that brand image has a positive and significant effect on customer satisfaction and loyalty, so on this occasion the author will conduct research using the same variables to prove the same thing. The equation of this research with the research to be carried out is the analytical method used, namely PLS SEM. The difference between this research and the research to be conducted is the exogenous variables, namely brand identity and brand image.

The third research was conducted by Adnan Hakim (2017) which aims to analyze and determine the effect of relationship marketing dimensions consisting of trust, commitment, communication and conflict management on customer loyalty. The approach used is causality between variables with an explanatory method. The object of this research is that Muslim entrepreneurs to the target population are all entrepreneurs who have successfully run their business, while the sampling method uses non-probability sampling, with the sampling technique being incidental sampling to 160 respondents, but what deserves further analysis are 158 respondents. The data used are primary data taken directly by using a closed questionnaire, While the analysis method used is the analysis of Structural Equation Model (SEM). The results showed that trust in relationship marketing has a positive and significant effect in increasing customer or business partner loyalty. Likewise, the commitment dimension has a positive and significant effect in increasing customer loyalty. It was found that, communication in relationship marketing has a positive and significant effect in increasing the loyalty of customers or business partners. In this study it was also proven that conflict management has a positive and significant influence in increasing customer loyalty or Muslim entrepreneurial business partners in Bombana. The dimensions that are the most dominant in contributing to relationship marketing are related to efforts to maintain and increase customer loyalty, namely trust and commitment. Trust is important in building customer loyalty. Based on this research, that trust has a positive and significant effect on customer loyalty, so on this occasion the author will conduct research using the same variables to prove a similar thing. The similarity between this research and the research to be carried out is in the analytical method used, namely SEM, only

different in the exogenous variables, namely commitment and conflict management. that trust has a positive and significant effect on customer loyalty, so on this occasion the author will conduct research using the same variables to prove the same thing. The similarity between this research and the research to be carried out is in the analytical method used, namely SEM, only different in the exogenous variables, namely commitment and conflict management. that trust has a positive and significant influence on customer loyalty, so on this occasion the author will conduct research using the same variables to prove the same thing. The similarity between this research and the research to be carried out is that the analytical method used is SEM, it only differs in the exogenous variables, namely commitment and conflict management.

The fourth research was conducted by Mutmainnah (2017), this study used a sample of 120 respondents and analyzed the data using the Structural Equation Model (SEM). The findings reveal that service quality and corporate image have an influence on customer satisfaction, but customer satisfaction surprisingly does not have a positive and significant effect on customer loyalty. Based on the research results, customer satisfaction does not have a positive and significant effect on customer loyalty, whereas this is contrary to the hypothesis made by the researcher. Therefore, this study was made to be able to prove whether customer satisfaction has an influence or not on customer loyalty in Colombus Cash and Credit Sunter.

The fifth research was conducted by Almanah et al (2018), this research was conducted at PT. MDPU Finance Kendari Branch with a population of 680 people. There were 102 people as the research sample and multiple linear regression was used as an analysis tool. The results showed that simultaneously there was a positive and significant effect of the satisfaction (X1), trust (X2) and commitment (X3) variables on customer loyalty (Y) at PT. MDPU Finance Kendari Branch. Higher levels of customer satisfaction, trust, and commitment will lead to higher customer loyalty at PT. MDPU Finance Kendari Branch. Meanwhile, partially it is also known that the satisfaction variable (X1) has a positive and significant effect on customer loyalty (Y). trust (X2) has a positive and significant effect on customer loyalty (Y). The commitment variable (X3) has a positive and significant influence on customer loyalty (Y) at PT. MDPU Finance Kendari Branch. Based on this problem, it can be partially illustrated that the variables of customer satisfaction, trust and commitment have an influence on customer loyalty at PT. MDPU Finance Kendari Branch. Based on the results of the study, customer satisfaction and trust have a significant influence on customer loyalty, hereby researchers conduct research with the same variables to be able to strengthen the results of previous studies. The difference between this research and the research to be carried out lies in the method used. In this study, multiple regression analysis was used, while the research that will be carried out uses the SEM method. The different variable is the commitment variable.

The sixth study was conducted by Romdonny et al (2019) which aims to determine the factors that can affect consumers' loyalty to products produced by the company. The research method used is a qualitative method with a descriptive analysis approach. From the results of research conducted, it can be seen that customer loyalty is needed by producers, especially for marketing their products as well as management commitment to provide satisfying services and quality products needed by consumers. The role of the government is often needed, especially to overcome the high price of raw materials for production because they are still imported from abroad. Based on the results of this study, discussing the factors that affect customer loyalty, For this reason, researchers conducted the same study with brand image and trust as exogenous variables and satisfaction as a mediating variable. The difference between this research and the research to be carried out lies in the method used. In this study, multiple regression analysis was used, while the research to be conducted used the SEM method.

Service quality affects loyalty indirectly through company image. Based on the research results obtained, the researcher made another study on customer loyalty with the same variables and research methods to compare the results. The difference between this research and the research to be carried out lies in the method used. In this study, path analysis was used, while the research to be carried out used the SEM method. The difference between this research and the research to be carried out lies in the method used. In this study, path analysis was used, while the research to be conducted was using SEM method. The difference between this research and the research to be carried out lies in the method used. In this study, path analysis was used, while the research to be conducted was using SEM method.

The eighth study conducted by Pramita (2019) aims to explain the effect of experience on satisfaction, trust and loyalty. This research was conducted on inpatient service users at RSIA Puri Bunda Denpasar with a total of 100 respondents using purposive sampling technique. Data were analyzed using Partial Least Square technique. The results showed that experience, satisfaction and trust have a positive and significant effect on loyalty, experience has a positive and significant effect on satisfaction and experience has a positive and significant effect on trust. The implications of this research can be used as a basis for hospital management to improve services and facilities,

The ninth research was conducted by Hasby et al (2018) which aims to examine the effect of service quality and brand image on customer loyalty mediated by perceived value. This study surveyed 120 Uber users in DKI Jakarta, through an online questionnaire. The research data were analyzed using Partial Least Square operated through the SmartPLS program. The results of the analysis show that perceived value mediates the relationship between service quality and customer loyalty, and brand image partially affects customer loyalty. In this study, perceived value is used as a mediating variable, but in this study, researchers will conduct research with customer satisfaction as the mediating variable.

The tenth research conducted by Astini (2016) aims to determine the effect of green brand image and green satisfaction with green trust and its implications for customer loyalty to AQUA gallon mineral water products in Sepong Utara, South Tangerang. Data was collected through 150 respondents who consumed AQUA gallon bottled mineral water using a questionnaire in North Serpong. The data analysis used is statistical analysis in the form of Structural Equation Modeling (SEM). The results of this study indicate that green brand image has a significant effect on green satisfaction, while green brand image has a negative effect on green trust. Green trust has a significant effect on green satisfaction, and green trust has a significant effect on customer loyalty to AQUA gallon bottled mineral water products in the Sepong Utara area, South Tangerang. Based on the results of this study, discussing the factors that influence customer loyalty in the form of green brand image and green trust with green satisfaction as a mediation, for this reason, researchers conducted the same study with brand image and trust as exogenous variables and satisfaction as a mediating variable.

Eleven studies were conducted by Indarto et al (2018) which aimed to determine the effect of product image and product attributes on customer satisfaction and loyalty of CIMB Niaga Xtra savings at CIMB Niaga Situbondo. The population in this study were the owners of the CIMB Niaga Xtra savings account until March 2017 with the number of customers reaching 152 accounts. The sampling technique used was non-probability sampling technique, namely by accidental sampling. The data analysis method used is the analysis of Structural Equation Modeling (SEM). The results showed that the product image, product attributes have a significant effect on customer satisfaction at Bank CIMB Niaga Situbondo. Product image does not have a significant effect on customer loyalty at Bank CIMB Niaga Situbondo. Product attributes significantly affect customer loyalty of Bank CIMB Niaga Situbondo. Customer satisfaction has a significant effect on customer loyalty at Bank

CIMB Niaga Situbondo. The equation of this research with the research to be carried out is the method used, namely Structural Equation Modeling (SEM). The difference is in the variables used, the product attributes are not used in the research to be conducted, they are replaced by trust variables.

2.2. Theoretical basis

2.2.1. Customer loyalty

According to Assauri (2012: 15) customer loyalty is the tendency of customers to choose the value of the organization that is offered over the alternative offerings of competing organizations.

According to Lupiyoadi (2013: 161), loyal customers will show characteristics, namely:

1. *Repeat* means that customers will always buy products or services at the company if needed. Loyal customers who will make repeat purchases of products within a certain period (makes regular repeat purchases). In addition, loyal customers do not only buy one kind of product but also buy other product lines and services within the same legal entity (purchases across product and service lines).
2. *Retention* means that customers will not be affected by services by other parties. Loyal customers will refuse to consider offers for other business entity's products because that business entity's products are the best (demonstrates an immunity to the full of the competition) and will always make regular purchases of products.
3. *Referral*, if the customer has promoted a product or service produced by the company to others and will be silent and tell the product or service that the company produces is bad. Loyal customers will recommend positive things about the business entity's products to colleagues or other customers and ensure that the products of the business entity are to colleagues or other customers and ensure that the products are good so that other people buy the products of the business entity (refer to other).

2.2.2. Customer satisfaction

According to Supranto (2010: 44) the term customer / consumer satisfaction is a label used by customers to summarize a set of visible actions or actions related to a product or service. For example, if a customer smiles when he sees a product or service being promoted, then that person has felt satisfaction with the product or service being seen.

Based on Tjiptono's opinion (2014: 101), the formers of satisfaction consist of:

1. **Match of Expectations**
Is the level of conformity between product performance expected by customers and perceived by customers, including:
 - a. The product obtained matches or exceeds the expected.
 - b. Services by employees obtained are in accordance with or exceeding expectations.
 - c. Supporting facilities obtained are in accordance with or exceeding expectations.
2. **Returning Interest**
It is the customer's willingness to visit again or make a re-purchase of related products, including:
 - a. Interested in visiting again because the services provided by employees are satisfying.
 - b. Interested in visiting again because of the value and benefits obtained after consuming the product.
 - c. Interested in visiting again because the supporting facilities provided are adequate.
3. **Willingness to Recommend**
It is a customer's willingness to recommend a product they have felt to friends or family, including:
 - a. Suggest friends or relatives to buy the products offered because of the satisfying service.

- b. Advise friends or relatives to buy the products offered because the supporting facilities provided are adequate.
- c. Suggesting friends or relatives to buy the products offered because of the value or benefits obtained after consuming a service product.

This proves that satisfying customer needs is the desire of every company. Apart from being an important factor for the survival of a company, satisfying customer needs can increase your competitive edge. Customers who are satisfied with products and services tend to buy back products and reuse services when the same needs reappear at a later date. This means that satisfaction is a key factor for consumers in making repeat purchases, which is the largest portion of the company's sales volume.

Thus consumer satisfaction shows feelings of pleasure because it is in accordance with expectations after making a purchase.

2.2.3. Brand Image

The brand image or brand image according to Kotler and Armstrong (2013: 233) is a set of beliefs in a particular brand. Meanwhile, Setiadi (2018: 190) defines brand image as a belief that consumers have in a particular brand. Consumers who have a good perception of a brand will be more likely to make purchases. In the retail business, the brand image or brand image is often referred to as a store image.

According to Kotler and Keller (2013: 97) the main dimensions of brand image are:

1. *Brand Identity* (Brand Identity) Is a physical identity associated with a brand, so that customers can easily recognize and distinguish it from other brands, such as logos, colors, packaging, location, overarching corporate identity, slogans, and others.
2. *Brand Personality* (Brand Personality). Is a distinctive character of a brand that forms a certain personality so that consumers can easily distinguish it from other brands.
3. *Brand Association* (Brand Association). It is specific things that are always associated with a brand, it can arise from the unique offering of a product, repeated and consistent activities or certain symbols attached to a brand.
4. *Brand Attitude and Behavior* (Brand Attitude and Behavior). It is an attitude or behavior of communication and brand interaction with customers in offering the benefits and values it has. Includes attitudes and consumer behavior, activities and attributes attached to the brand when dealing with consumers, including the behavior of employees and brand owners.
5. *Brand Benefit and Competence* (Brand Benefits and Advantages). These are the unique values and advantages offered by a brand to customers that make customers feel the benefits because their needs, desires, dreams, and obsessions are realized by what is offered.

2.2.4. Trust

The definition of trust put forward by Suranto (2011: 32) states that trust is the feeling that there is no danger from other people in a relationship. Trust is related to predictability (prediction), meaning that when we can predict that someone will not betray and can cooperate well, then our trust in that person is greater.

Jasfar (2009: 169) states that the trust indicators consist of 3 components, namely:

1. Perceptions of integrity (Integrity), are consumers' perceptions that companies follow acceptable principles such as keeping promises, behaving ethically and honestly.
2. The perception of goodness (Benevolence), which is based on the amount of trust in partnerships that have goals and motivations that become advantages for other organizations when new conditions emerge, namely conditions where commitment is not formed.

3. Perception of competence (Competence), competence is the ability to solve problems faced by consumers and fulfill all their needs. Ability refers to the skills and characteristics that allow a group to have dominant influence.

2.3. Relations between variables

The relationship between research variables that can be described as a guide to solving research problems in this thesis is represented by a flowchart. The basis of this research is the influence of brand image and trust that shapes customer loyalty through customer satisfaction in making purchases at Colombus Cash and Credit Sunter.

III. RESEARCH METHODS

The research strategy used in this study is an associative research strategy. According to Sugiyono (2018: 37), associative research is used because it is suitable for answering questions that are relationship between two or more variables. The objective of the associative strategy is to provide an explanation of the effect of brand image and trust on customer loyalty through customer satisfaction at Colombus Cash and Credit Sunter.

The research method used is the cross section survey method because it refers to the data collected by observing many people, in this case the customers of PT Colombus Sunter at the same point of time, or without paying attention to time differences.

By using this method, a theory can be formed which serves to explain more deeply the influence between the independent variable and the dependent variable. The type of data used is quantitative data. Quantitative data in this study is data collected from respondents regarding respondents' opinions on the variables studied which are presented in the form of a Likert scale.

The population in this study were all Colombus Cash and Credit Sunter Branch customers, amounting to 258 people based on data in February 2020. According to Ghazali (2014: 30), the size of the sample for PLS testing is used to confirm the theory, but is also used to explain whether or not there is any. the relationship between latent variables and has a greater influence, a minimum of 30 to 100 cases is recommended. There are several considerations in determining the sample put forward by Zuriah (2009: 119) including the cost, time and research accuracy including data collection, recording and analysis. Due to these various considerations, the researcher determined that the total number of respondents in this study was 100 respondents.

The sampling technique used in this study used probability sampling with simple random sampling technique, which is a random sampling technique or element, where each element or member of the population has the same opportunity to be selected as a sample. The determination of the use of random sampling techniques is because members of the population are considered homogeneous in the same sense that they are not differentiated into certain strata and the number of sampling units in the population is not too large.

The type of data needed in this study is primary data. Primary data in this study is data that comes directly from respondents. Sources of data in this study are data related to brand image, trust, customer satisfaction and customer loyalty Sunter Colombus branch with a questionnaire method. The data analysis method used in this research is the statistical analysis method using the WarpPLS version 6.0 computer application. This study uses the PLS SEM analysis method.

IV. RESEARCH RESULT

4.1. Outer Model Analysis

4.1.1. Convergent Validity

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Based on the validity test as shown in table 4.1, the values for all constructs have a P value of <0.05 and this shows that all constructs are a good measure of Convergent Validity. Based on the results of data processing, the combined loading and cross loadings value is the best result. According to the criteria in the explanation above, that the value for the loading factor between 0.40-0.70 must be considered to be maintained, it can be concluded that the values for all constructs are a good measure of Convergent Validity.

Table 4.1 Combine Loading and Cross Loading Outputs

Indicator	Cross Loading	P-Value	Criteria	Information
BI1	0.733	<0.001	<0.05	Valid
BI2	0.742	<0.001	<0.05	Valid
BI3	0.774	<0.001	<0.05	Valid
BI4	0.650	<0.001	<0.05	Valid
BI5	0.742	<0.001	<0.05	Valid
BI6	0.728	<0.001	<0.05	Valid
BI7	0.663	<0.001	<0.05	Valid
BI8	0.759	<0.001	<0.05	Valid
BI9	0.728	<0.001	<0.05	Valid
KC1	0.763	<0.001	<0.05	Valid
KC2	0.672	<0.001	<0.05	Valid
KC3	0.796	<0.001	<0.05	Valid
KC4	0.672	<0.001	<0.05	Valid
KC5	0.781	<0.001	<0.05	Valid
KC6	0.732	<0.001	<0.05	Valid
KP1	0.832	<0.001	<0.05	Valid
KP2	0.701	<0.001	<0.05	Valid
KP3	0.725	<0.001	<0.05	Valid
KP4	0.692	<0.001	<0.05	Valid
KP5	0.828	<0.001	<0.05	Valid
KP6	0.820	<0.001	<0.05	Valid
KP7	0.486	<0.001	<0.05	Valid
KP8	0.453	<0.001	<0.05	Valid
KP9	0.768	<0.001	<0.05	Valid
LP1	0.670	<0.001	<0.05	Valid
LP2	0.809	<0.001	<0.05	Valid
LP3	0.651	<0.001	<0.05	Valid
LP4	0.760	<0.001	<0.05	Valid
LP5	0.462	<0.001	<0.05	Valid
LP6	0.569	<0.001	<0.05	Valid

Notes: Loadings are unrotated and cross-loadings are oblique-rotated. SEs and P values are for loadings. P values <0.05 are desirable for reflective indicators.

Source: WarpPLS 6.0 output processed, 2020

Table 4.2 Average Variances Extracted (AVE)

Variable	AVE	Terms	Information
Brand Image	0.526	0.50	Valid
Trust	0.544	0.50	Valid
Customer satisfaction	0.509	0.50	Valid
Customer loyalty	0.540	0.50	Valid

Source: WarpPLS 6.0 output processed, 2020

Based on the validity test as shown in the table above, it can be concluded that the Average Variances Extracted (AVE) value of all variables has a value above 0.50, this shows that all constructs are a good measure of Convergent Validity.

Table 4.3 Correlations among l.vs. with sq. rts. of AVEs

	<i>Brand image</i>	<i>Trust</i>	<i>Customer satisfaction</i>	<i>Customer loyalty</i>
<i>Brand image</i>	(0.725)			
<i>Trust</i>	0.690	(0.738)		
<i>Customer satisfaction</i>	0.701	0.691	(0.713)	
<i>Customer loyalty</i>	0.657	0.660	0.659	(0.664)

Source: WarpPLS 6.0 output processed, 2020

From table 4.3, it can be seen that the square root of average variance extracted (AVE) values are 0.725, 0.738, 0.713, and 0.664. These values are greater than the correlation between constructs so that they show good discriminant validity. It can be seen that the trust is 0.738 greater than 0.690, customer satisfaction 0.713 is greater than 0.701 and 0.691, customer loyalty 0.664 is greater than 0.657, 0.660 and 0.659.

4.1.2. Composite Reliability

The assessment of composite reliability is done by looking at the output of the latency variable coefficients. Ghazali and Latan (2017: 89) say that the composite reliability construct meets the internal consistency reliability if the value is > 0.7.

Table 4.4 Composite Reliability on Latent Variable Coefficients

	<i>Composite Reliability</i>	<i>Criteria</i>	<i>Information</i>
<i>Brand Image</i>	0.909	> 0.7	Meets reliability
<i>Trust</i>	0.877	> 0.7	Meets reliability
<i>Customer satisfaction</i>	0.900	> 0.7	Meets reliability
<i>Customer loyalty</i>	0.821	> 0.7	Meets reliability

Source: WarpPLS 6.0 output processed, 2020

4.1.3. Cronbach's Alpha

Table 4.5 Cronbach Alpha on Latent Variable Coefficients

	<i>Cronbach Alpha</i>	<i>Criteria</i>	<i>Information</i>
<i>Brand image</i>	0.887	> 0.60	Meets reliability
<i>Trust</i>	0.831	> 0.60	Meets reliability
<i>Customer satisfaction</i>	0.873	> 0.60	Meets reliability
<i>Customer loyalty</i>	0.738	> 0.60	Meets reliability

Source: WarpPLS 6.0 output processed, 2020

Based on table 4.5, the results show the Cronbach Alpha coefficient of each construct, namely Brand Image (0.887), Trust (0.831), Customer Satisfaction (0.873), Customer Loyalty (0.738) exceeding 0.60. Based on the results of Cronbach's alpha, it can be concluded that all variables Brand

image, Trust, Customer Satisfaction and Customer Loyalty have met the criteria of composite reliability which shows the value of the consistency of each indicator in measuring the construct.

4.2. Inner Model Analysis

The next stage is to conduct a structural evaluation (Inner model) which includes the model fit test, path coefficients and R^2 . To assess the results of a model, it is said to be fit in the WarpPLS program, it can be seen from the general results output. The fit indices and p-value model shows the results of ten fit indicators, namely:

Table 4.6 Fit Indies Model

<i>Model fit and quality indices</i>	<i>Index</i>	<i>p-value</i>	<i>Criteria</i>	<i>Information</i>
<i>Average Path Coefficients (APC)</i>	0.373	<0.001	<0.05	Be accepted
<i>Average R-Squared (ARS)</i>	0.830	<0.001	<0.05	Be accepted
<i>Average Adjusted R-Squared (AARS)</i>	0.825	<0.001	<0.05	Be accepted
<i>Average Block Variance Inflation (AVIF)</i>	1,844	<5, ideally <= 3,3		Be accepted
<i>Average full collinearity VIF (AFVIF)</i>	2,539	<5, ideally <= 3,3		Be accepted
<i>Tenenhaus GoF (GoF)</i>	0.647	small> = 0.1, medium> = 0.25, large> = 0.36		Large
<i>Sympson's Paradox Ratio (SPR)</i>	1,000	> 0.7 and ideally 1		Be accepted
<i>R-Squared Contribution Ratio (RSCR)</i>	1,000	value> = 0.9 and ideally 1		Be accepted
<i>Statistical Suppression Ratio (SSR)</i>	1,000	> 0.7		Be accepted
<i>Nonlinear Bivariate Causality Direction Ratio (NLBCDR)</i>	1,000	> = 0.7		Be accepted

Source: WarpPLS 6.0 output processed, 2020

Based on table 4.6, the results of the analysis *inner model* are as follows:

- The value of Average Path Coefficients (APC) has an index value of 0.373, with a p value of <0.001 or <0.05, this indicates that the value of Average Path Coefficients (APC) meets the criteria for the fit indices indicator.
- The Average R-Squared (ARS) value has an index value of 0.830 with a p value of <0.001 or <0.05 so that the Average R-Square (ARS) value meets the criteria
- The Average Adjusted R-Squared (AARS) value has an index value of 0.825 with a p value of <0.001 or p <0.05, so that the Average Adjusted R-Squared (AARS) value meets the criteria.

- d. The Average Block Variance Inflation (AVIF) value has a value of 1,844 which is ≤ 3.3 , so the Average Block Variance Inflation (AVIF) value is an ideal value.
- e. *Average full Collinearity VIF value* (AFVIF) has a value of 2.539 and ideally ≤ 3.3 , so the Average full Collinearity VIF (AFVIF) value is an ideal value.
- f. The Tenenhaus GoF (GoF) value has a value of 0.647 or ≥ 0.36 , so the value is in the large category.
- g. *Sympson's Paradox Ratio* (SPR) has a value of 1,000 which is an ideal value.
- h. *R-Squared Contribution Ratio* (RSCR) has a value of 1,000 which is an ideal value.
- i. *Statistical Suppression Ratio* (SSR) has a value of 1,000, namely > 0.7 , so that it meets the criteria.
- j. *Nonlinear Bivariate Causality Direction Ratio* (NLBCDR) has a value of 1,000, namely > 0.7 , so it meets the criteria.

Based on the ten models of fit indices and p-value, the results show that the data meet all the criteria for the fit indicators.

The final step in the evaluation of the structural model that must be done is to look at the significance value *P-Value* to determine the effect between variables based on the hypothesis that was built through the procedure *resampling*. The significance value used is *two-tailed*, with value *P-Value* 0.10 (*Significance level* = 10%), 0.05 (*significance level* = 5%), and 0.01 (*Significance level* = 1%). *Rule of Thumb* evaluation of the structural model is as follows:

1. *R-Square* or *Adjusted R2* , ≤ 0.70 , ≤ 0.45 and ≤ 0.25 indicate that the model is strong, moderate and weak
2. *Effect Size* (f^2), ≥ 0.02 , ≥ 0.15 , and ≥ 0.35 (small, medium and large)
3. *Q2 predictive relevance*, $Q^2 > 0$ indicates the model has *predictive relevance* and if $Q^2 < 0$ indicates that the model has *less predictive relevance*
4. *q2 predictive relevance*, ≥ 0.02 , ≥ 0.15 and ≥ 0.35 (weak, moderate and strong)

Table 4.7 R-Squared Contribution

	Brand Image	Trust	Customer satisfaction
Customer satisfaction	0.463	0.394	
Customer loyalty	0.375	0.240	0.187

Source: WarpPLS 6.0 output processed, 2020

Based on table 4.7, it is obtained that the R-Squared value is 0.463 for the effect of brand image on customer satisfaction, classified into strong ≤ 0.70 . The effect of trust on customer satisfaction obtained an R-Squared value of 0.394 or classified as moderate ≤ 0.45 . The effect of customer satisfaction on customer loyalty obtained an R-Squared value of 0.187 or classified as weak ≤ 0.25 . The influence of brand image on customer loyalty, obtained an R-Squared value of 0.375 or classified as moderate ≤ 0.45 . While the effect of trust on customer loyalty, the R-Squared value is 0.240 or classified as weak ≤ 0.25 .

Table 4.8 Effect Size (f^2)

	Brand Image	Trust	Customer satisfaction
Customer satisfaction	0.463	0.394	
Customer loyalty	0.472	0.322	0.187

Source: WarpPLS 6.0 output processed, 2020

Based on table 4.8, it is obtained that the Effect Sized (f^2) value is 0.463 for brand image on customer satisfaction classified into large $0.463 > 0.35$. The trust variable on customer satisfaction belongs to the large category $0.394 > 0.35$. The variable brand image on customer loyalty is classified into a large $0.472 > 0.35$. The variable of trust in customer loyalty belongs to the middle category $0.322 > 0.15$. The variable of customer satisfaction on customer loyalty is obtained by the effect size value (f^2) of 0.187 which is classified as medium > 0.15 .

Besides looking at the R-Square value, the model is also evaluated by looking at the predictive relevance Q-square for the constructive model. In this model, the Q-squared obtained is 0.856 for customer satisfaction and 0.803 for customer loyalty. Q-Square measures how well the observed value is generated by the model and also its parameter estimates. Quantity Q^2 has a value in the range $0 < Q^2 < 1$, where the closer to 1 means the better the model. The magnitude of Q^2 is equivalent to the total coefficient of determination in the path analysis. The value of $Q^2 > 0$ indicates that the model has predictive relevance, preferably if the value of $Q^2 \leq 0$ indicates that the model has less relevance.

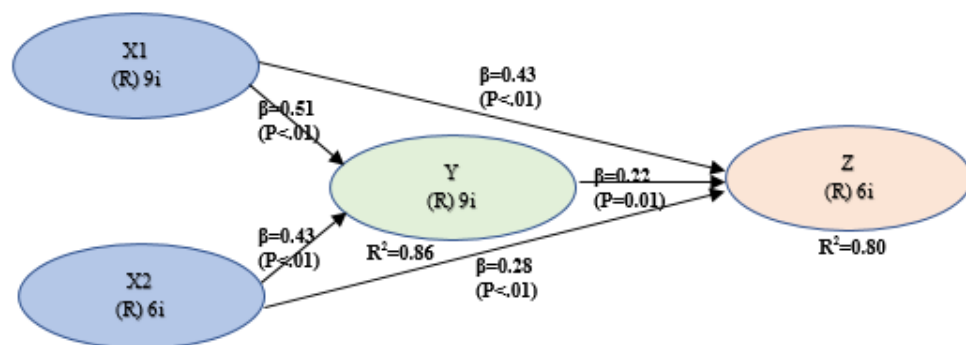


Figure 4.1 Data Processing Results

This study uses exogenous and endogenous variables, where exogenous variables are all variables for which there are no explicit causes or in the diagram there are no arrows leading to them, other than the measurement error section. And what is meant by the exogenous variables are brand image and trust. Endogenous variables are variables that have arrows pointing towards the variable. The variables included in it include all dependent intermediate variables. And what is meant by the endogenous variable is customer satisfaction and customer loyalty. In this research, Customer satisfaction is placed as the mediator variable because the customer's intention to repurchase the product or reuse the service is determined by their satisfaction with the previous use of the product or service. These four variables are reflected through 30 indicators with details, 9 indicators of brand image, 6 indicators of trust, 9 indicators of customer satisfaction, and 6 indicators of customer loyalty.

To evaluate the structural relationship between variables, a hypothesis testing must be carried out on the path coefficient between variables by comparing the p-value: with the criteria $P \geq 0.05$ H_0 is rejected, $P < 0.05$ H_0 is accepted.

V. CONCLUSION, IMPLICATIONS AND LIMITATIONS OF THE RESEARCH

5.1. Conclusion

Based on the results of the research that has been done, the conclusions of this study are:

1. There is a significant direct influence between Brand Image (X_1) on Customer Satisfaction (Y) on Colombus Cash and Credit Sunter. This indicates that the good brand image of Colombus Cash and Credit Sunter can increase customer satisfaction.

2. There is a significant direct effect between Trust (X_2) on Customer Satisfaction (Y) on Colombus Cash and Credit Sunter. This indicates that customer trust that can be maintained properly by good Colombus Cash and Credit Sunter can make customers feel satisfied.
3. There is a significant direct influence between Customer Satisfaction (Y) and Customer Loyalty (Z) on Colombus Cash and Credit Sunter. Customers who are satisfied with goods / services will create a sense of loyalty to the company, and will even recommend it to their relatives and colleagues.
4. There is a significant direct influence between Brand Image (X_1) on Customer Loyalty (Z) on Colombus Cash and Credit Sunter. A good brand image for the company will cause customers to feel loyal, the better the image of a brand, the more loyal the customer will be.
5. There is a significant direct effect between Trust (X_2) on Customer Loyalty (Z) on Colombus Cash and Credit Sunter. In addition to being satisfied, customers who have confidence in a company will become loyal customers and will reject other companies that offer goods / services to them.
6. There is no indirect effect between Brand Image (X_1) on Customer Loyalty (Z) through Customer Satisfaction (Y) on Colombus Cash and Credit Sunter. Indirectly, customer loyalty caused by brand image through customer satisfaction does not have a significant effect.
7. There is an indirect effect between Trust (X_2) on Customer Loyalty (Z) through Customer Satisfaction (Y) on Colombus Cash and Credit Sunter. This indicates that customers who have confidence in the company will feel satisfied with the company's performance and will then become loyal.

5.2. Suggestion

Based on the results of the research, there are suggestions that the researchers can submit, including:

1. In the brand image variable statement no. 4 regarding "Products sold by Colombus Cash and Credit do not imitate other brands." having the lowest value, the company should create new product innovations that have special characteristics and attract customer attention.
2. On the confidence variable statement no. 15 on "Colombus Cash and Credit is able to fulfill its responsibilities to customers" has the lowest value, it is better that Colombus Cash and Credit pay more attention to customers such as keeping promises when customers ask for information on the availability of goods, and simplifying the process of claiming damage or guarantees.
3. On the customer satisfaction variable statement no. 22 about "Mr / Mrs / Brother will suggest friends or relatives to buy products at Colombus Cash and Credit because satisfactory service" has the lowest value, it is better that Colombus Cash and Credit hold training and uniform services so as to increase customer satisfaction.
4. In the customer loyalty variable statement no. 30 regarding "Mr / Mrs / Brother will ensure that the products offered by Colombus Cash and Credit are good so that other people will buy the product" has the lowest value, it is better that Colombus Cash and Credit pay attention to the quality control of products sold and improve after-sales services.

5.3. Limitations of Research and Research Development

In conducting this research, the researcher has research limitations which are expected to be able to meet the existing limitations. The research limitations are as follows:

1. There are limitations to the research method that uses a questionnaire so that the answers given by respondents are limited.
2. There are limited research costs and time so that the research can only be done to 100 samples within one month.

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