

THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND BRAND TRUST ON CUSTOMER LOYALTY BALIFIBER AREA WEST JAKARTA

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Abstract:

This study aims to determine the effect of product quality, brand image and brand trust on customer of Balifiber loyalty in the West Jakarta area. The population in this study used the Slovin sampling technique where the population taken was 96 people with a significance level of 95% and a standard deviation of 25%. This study uses primary data with data collection methods through questionnaires distributed to 96 respondents. The data analysis technique uses inferential analysis with multiple linear regression and uses the Statistical Product and Service Solution (SPSS) version 26.0 program. The results showed that Product Quality positively and significantly affected BaliFiber Customer Loyalty with a path coefficient value of 0.178 and a significant t of 0.019. Brand Image has a positive and significant effect on BaliFiber Customer Loyalty with a path coefficient value of 0.330 and a significant t of 0.000. Brand Trust positively and significantly affects BaliFiber Customer Loyalty with a path coefficient value of 0.443 and a significant t of 0.000.

Keywords: Product Quality, Brand Image, Brand Trust And Customer Loyalty

INTRODUCTION

Digital technology is growing rapidly accompanied by the growth of internet service users in the community, making internet service providers compete in promoting their products. This competition can certainly be seen in terms of price competition, products, and public images of these products. The factor of rapid technological development in the fields of telecommunications, information and media makes the internet service business a basic need for the community. The internet as a communication medium makes its use mandatory in people's daily lives.

Along with changes in lifestyle and the needs of people who are increasingly dynamic and want access to high-speed internet use at an economical price. The internet is a relationship between various computer devices and networks in the world that have differences in operating systems and applications used by utilizing the relationship between advances in communication media (telephone and satellite) that use standard protocols in communication, namely the TCP/IP protocol which contains information and as a means of data communication which can be in the form of sound, images, video and text (Winarso and Jufriyanto 2019).

In facing the need for quick and easy access to information, PT. Bali Towerindo Sentra Tbk as one of the telecommunication tower companies gave birth to an internet network known for providing paid internet services known as BaliFiber. Balifiber is a broadband internet and cable TV service based on 100% optical fiber that has super fast speeds at economical prices. Balifiber internet capacity or bandwidth is quite diverse. Starting from broadband internet packages of 10mbps to 100mbps. (<https://inet.detik.com/advertorial-news>) (accessed October 18, 2021).

In the midst of intense competition in providing internet services, BaliFiber must have the right and effective marketing strategy so that the quality of its products is in demand by the public and is able to become an internet *service provider* that is able to compete with other international service providers. The following is customer data using BaliFiber provider in West Jakarta Area.

Table 1. Number of BaliFiber Internet and Cable TV Products Customers in 2017-2020 in West Jakarta

Year	Number of Customers	Customer Depreciation
2017	3.153	
2018	2.520	-20%
2019	2.751	-9%
2020	2.442	-11%

Source :Sales Manager West Jakarta Area and processed by the author 2021

In table 1. above can be seen the number of users spread across the West Jakarta area in 2017 the number of customers using BaliFiber internet services amounted to 3,153 users, in 2018 decreased by 20% to 2,520 users, then a decrease also occurred in 2019 - 2020 by 19%. In addition, the quality of BaliFiber felt by some of its customers has been complained by its customers on Instagram social media. Some users have complained about access to the internet and cable TV networks that have experienced disruptions recently. Like @mIndanggrain account, he complained in the comment section of BaliFiber <https://www.instagram.com/balifiberid/>'s Instagram post (accessed on October 20, 2021) with a tweet "Lately, the network has slowed, please improve the quality of the product. Don't let us down with BaliFiber". Complaints not only come from me @mIndanggrain but there are 20 similar comments complaining about the quality of products from BaliFiber. Other factors that can affect customer loyalty can be caused by competition in providing internet service providers, especially in Indonesia, especially Jabodetabek, there are internet *service providers* that have mastered the market share of internet service providers and cable TV. Among them are:

Table 2. List of ISP Competitors

Provider Company					
No	Provider		No	Provider	Provider Company
		PT. Telkom			PT. Mora Telematics
1	IndiHome	Indonesia	6	Oxygen Home	Indonesia
2	Mega Vision	PT. Excellent Multimedia	7	Biznet Home	PT. Biznet Network
3	First Media	PT. First Media Production	8	GIG	PT. Indosat Ooredoo
4	Transvision	PT. Trans Media	9	Icon	PT. PLN (Persero)
5	CBN	EN. Cyberindo Aditama	10	Mega Vision	PT. Excellent Multimedia

Source :Sales Manager West Jakarta Area and processed by the author 2021

From table 2 it can be seen how very competitive competition in providing internet and cable TV services. Of course, each competitor has advantages and disadvantages in offering its products. Each of these advantages and weaknesses is certainly a consideration for consumers in making their choices, especially with the many *internet service providers* that make more and more

choices varied. Currently, consumers in Indonesia have become more critical and selective in making choices in making decisions to meet their needs for the internet. Of course, this will have an impact on market competition that is equally competitive.

A business company must realize the importance of customer position in the continuity of their business, of course, in maintaining the continuity of the business each company is required to develop consumer loyalty. Customers who consume a product can certainly be said to be people who have a direct relationship with the provider company. According to Griffin in (Damayanti 2021) "customer loyalty is a commitment to endure deeply to repurchase or resubscribe selected products or services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behavior change".

Customer loyalty is used in a business context, to describe the willingness of customers to always use the company's products in the long term, especially if they use them exclusively, and recommend company products to friends and colleagues (Lovell, et al., 2010: 76) in (Regita 2021).

To make consumers loyal to a product. So, the thing that must be the concern of manufacturers is product quality, brand image and brand trust. As an internet service provider, BaliFiber is required to provide adequate product quality so as to increase user loyalty. In research conducted by (Sidi, 2018) showing that product quality has an influence on consumer loyalty, he also stated that "to increase customer loyalty, it is recommended that Hj.S store management improve product quality, or at least maintain product quality". This is in line with research conducted by Dennisa & Santoso (2016) that "Product quality will greatly determine the speed or failure of a company because by having good product quality, consumers will be interested in trying the product and will affect the level of customer loyalty" Consumers will feel satisfied if the results of their evaluation show that the products they provide are of high quality so that it will cause loyalty to use such products. Especially in the world of internet service providers, BaliFiber is still a new contestant in the internet service market.

Another factor that also determines the level of customer loyalty is brand ideal, according to Keller (2014) Brand image is a representation of the overall perception of the brand and is formed from information and past experience with the brand. Brand image is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand, will be more likely to make purchases (Hendrianto 2015). In research conducted by Amilia (2017) that brand image can affect consumer loyalty attitudes. The company's brand image has an important role in determining consumer loyalty (Ratna, 2016). This is reinforced by research conducted by (Dennisa and Santoso 2016) showing the results of the analysis that has been done that brand image has a positive and significant effect on customer loyalty at Cosmedic Beauty Clinic. This influence indicates that the higher the Cosmedic brand image, the higher the customer loyalty. Conversely, the lower the Cosmedic brand image, the lower the customer loyalty.

Customers who are accustomed to using a particular brand tend to have consistency with the brand image. Brand image itself has a meaning to an image of a product in the minds of consumers en masse. Everyone will have the same branding of a brand. The stronger the brand image in the minds of customers, the stronger the customer's confidence to remain loyal or loyal, to the products they buy so that it can lead a company to continue to benefit from time to time. Competition is increasing among brands operating in the market.

If the quality of the product and brand image have been met by the company. Brand trust also affects customer loyalty, with perceptions of reliability from a consumer point of view based on experience, or more on sequences of transactions or interactions characterized by meeting expectations of product performance and satisfaction" (Putra 2018). According to Fandy Tjiptono (2014), customer trust (brand trust) is the willingness of consumers to trust or rely on brands in risk situations due to the expectation that the brand concerned will provide positive results. Trust

is defined as the perception of reliability from a consumer point of view based on experience, or more on the sequence of transactions or interactions characterized by the fulfillment of product performance expectations and satisfaction" (Apriliani 2019).

According to Kottler and Keller (2018), "Loyalty is a deeply held commitment to buy or re-endorse a preferred product or service in the future despite the influence of the situation and marketing efforts potentially causing customers to switch". Customer loyalty as a strong commitment to repurchase a product or service consistently in the future, thereby causing repetition of the same brand or buying the same brand, although situational conditions and marketing efforts have a potential influence on selection behavior (Rafif and Mawardi 2017).

This study aims to investigate the impact of Product Quality, Brand Image, and Brand Trust on BaliFiber Customer Loyalty in the West Jakarta area. By analyzing these variables, this study is expected to provide in-depth insight into the factors that influence customer loyalty in the telecommunications industry. This goal is also in line with the benefits of research, which involves contributing to the academic world by being a reference for future research in similar fields. For researchers, this research provides additional knowledge and real experience in implementing marketing concepts, especially in the context of Customer Loyalty. In addition, for telecommunication service companies such as PT. Bali Towerindo Tbk, especially the BaliFiber brand, this research is expected to provide valuable discourse in analyzing consumer behavior towards Product Quality, Brand Image, and Brand Trust. The implications of this research can help companies in devising more effective marketing strategies, focusing on customer needs, and facing increasingly fierce competition in the telecommunications industry.

RESEARCH METHODS

The research method to be used in this study is quantitative descriptive research method. This type of research is used to describe and analyze the phenomenon or characteristics of a population or object of study in detail and detail. The object of research in this study is customer loyalty BaliFiber Area West Jakarta, focusing on the influence of product quality, brand image, and brand trust on customer loyalty.

The source of the data to be used comes from a questionnaire distributed to BaliFiber provider users in the West Jakarta area. The data collected is primary data, namely data obtained directly from respondents through questionnaires.

The population of this study is all customers or users of BaliFiber internet and cable tv services in the West Jakarta area. The population in 2020 was 2,442 users. The research sample was taken as many as 96 respondents using the Non Probability Sampling method, especially purposive sampling. This technique allows researchers to select respondents who meet certain criteria, namely BaliFiber customers who have been using internet services for more than one year.

Data collection techniques are carried out through questionnaires containing questions related to product quality variables, brand image, brand trust, and customer loyalty. The collected data will be analyzed using statistical analysis methods with the help of IBM SPSS Statistics 26 software.

The hypothesis in this study involves testing the effect of the independent variable (product quality, brand image, brand trust) on the dependent variable (customer loyalty). Hypothesis testing is carried out through multiple linear regression analysis, F test, coefficient of determination (R^2) test, and t test to see the significance of the influence of individual independent variables on the dependent variable.

RESULTS AND DISCUSSION

Normality Test Results

One Sample Kolmogorov–Smirnov Test, or Normality Test is used to determine the distribution of the population, whether it follows the distribution theoretically (*normal, poisson, or uniform*). Which aims to test whether in the regression model, the bound variable and the independent variable both have a normal distribution. The distribution data is said to be normal if the level of significance value is $> \alpha = 0.05$ and if the opposite is $< \alpha = 0.05$ then it is said to be abnormal. Below is presented a table of results from the Normality Test in this study.

Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardize
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,48280748
Most Extreme Differences	Absolute	,068
	Positive	,068
	Negative	-,055
Test Statistic		,068
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS output 26. Coefficients, linear regression. Processed 2022

The results from Table 3 above show that the values *Asymp Sig. (2- tailed)* is 0.200. Which means that the regression model in this study is a dependent variable as well as *independent* has a normal sample distribution based on its significance value $> \alpha = 0.05$. So it can be said that the distribution of Consumer Loyalty results derived from Product Quality, Brand Image, and Brand Trust is normally distributed at a significance level of $\alpha = 0.05$.

Multicollinearity Test Results

The multicollinearity test is used to determine whether or not there is a deviation from the classical assumption of multicollinearity, namely the existence of a linear relationship or the value of *variance inflation factor (VIF)*, if the *Tolerance* value > 0.1 or $VIF < 10$, then it can be said that multicollinearity does not occur in the model studied. To find out whether multicollinearity occurs can be seen in table 4 below:

Table 4. Multicollinearity Test
Coefficients^a

Model	Unstandardize		Standardize		Collinearity	
	B	Std. d	Beta	t	Say. Tolerance	BRIG HT
1 (Constant)	,547	1,497		,365	,716	
Kualitas_Produk	,135	,056	,178	2,390	,019	,675 1,482
Citra_Merek	,822	,210	,330	3,912	,000	,527 1,898
Kepercayaan_Merek	1,209	,216	,443	5,611	,000	,602 1,661

a. Dependent Variable: *Loyalitas_Pelanggan*

Source: SPSS output 26. Coefficients, linear regression. Processed 2022

Based on table 4. (*Coefficients*) can be seen that the *variance inflation factor* (VIF) of each *independent* variable has the following values:

- a) The VIF value for the Product Quality (X1) variable is $1.482 < 10$ and the tolerance value is $0.675 > 0.10$.
- b) The VIF value for the Brand Image (X2) variable is $1.898 < 10$ and the tolerance value is $0.527 > 0.10$.
- c) The VIF value for the Brand Trust (X3) variable is $1.661 < 10$ and the tolerance value is $0.602 > 0.10$.

Thus it can be concluded that the regression equation model does not occur multicollinearity and can be used in this study.

Heteroscedasticity Test

In a good Regression Heteroscedasticity test should not occur Heteroscedasticity, this test aims to test whether a regression model has an inequality of variance from one observation to another. A good regression model is one of homokedasticity, or no heteroscedasticity. In this study, researchers used the Heteroscedasticity Test with the glacier test where the test results can be seen in the table below:

Table 5. Glejser Test (Heteroscedasticity) Coefficientsa

Model	Unstandardized Coefficients		Standardizedt		Say.
		BStd. Error	Beta		
1	(Constant)	3,179	1,020		3,118 ,002
	Kualitas_Produk	-,079	,043	-,194	-1,858 ,066
	Citra_Merek	-,063	,085	-,097	-,742 ,460
	Kepercayaan_Merek	,026	,092	,037	,288 ,774

a. Dependent Variable: ABS_RES

Source: SPSS output 26. Coefficients, linear regression. Processed 2022

Table 5 above explains that the results of each independent variable, namely Product Quality (X₁), Brand Image (X₂), and Brand Trust (X₃) using the glacier model obtained significant results greater than 0.05 which means that the data in this study did not occur heterokedasticity problems so that this study can be continued.

Autocorrelation Test

A good regression equation is one that has no autocorrelation. If there is autocorrelation, the equation becomes not good for production. One measure in determining the presence or absence of autocorrelation problems is to use the *Durbin-Watson* (DW) test. Where the results of autokeralsi testing can be seen in the table below:

Table 6. Autocorrelation Test

		Model Summary ^b			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	,809a	,654	,643	2,06141	2,135

a. Predictors: (Constant), Kepercayaan_Merek, Kualitas_Produk, Citra_Merek

b. Dependent Variable: Loyalitas_Pelanggan

Source: SPSS output 26. Coefficients, linear regression. Processed 2022

Based on table 6 it can be explained that the values *Durbin-Watson* is 2.135. Where the K value or number of independent variables is 3 and the N value or the number of respondent data = 96. So that the value of $dL = 1.603$ and the value of $dU = 1.732$ then the value of $4-dU = 2.313$. If included in the criteria so that the results of $dU < DW < 4-dU$ ($1.713 < 2.135 < 2.313$) which means that the regression model obtained does not occur autocorrelation.

Double Linear Regression Analysis

Multiple linear regression analysis is a form of analysis that discusses the extent of the influence of the independent variable (X) on the dependent variable (Y). Where for the independent variables Product Quality (X1), Brand Image (X2) and Brand Trust (X3) and the dependent variable is Customer Loyalty (Y). In calculating the regression coefficient in this study using the SPSS 26 program. Below are the output results presented in Table 7 as follows:

Table 7. Multiple Linear Regression Coefficients

		a				
Model		Unstandardized Coefficients		Standardize	t	Say.
		B	Std. Error	Beta		
1	(Constant)	,547	1,497		,365	,716
	Kualitas_Produk	,135	,056	,178	2,390	,019
	Citra_Merek	,822	,210	,330	3,912	,000
	Kepercayaan_Merek	1,209	,216	,443	5,611	,000

a. Dependent Variable: Loyalitas_Pelanggan

Source: SPSS output 26. Coefficients, linear regression. Processed 2022

Based on table 7, it is known that the multiple linear regression equation is known in the column *Standardized Coefficient* are as follows:

$$Y = 0.178X1 + 0.330X2 + 0.443X3$$

Information:

Y = Customer Loyalty

X1 = Product Quality

X2 = Brand Image

X3 = Brand Trust

The interpretation of the results of the regression equation in this study is as follows:

b1 The Product Quality regression coefficient (X1) has a positive contribution of 0.178 to the Customer Loyalty variable. If the product quality variable increases by 1%, the customer loyalty variable will increase by 0.178 or 17.8%. Assuming if other independent variables are constant.

b2 Brand Image regression coefficient (X2) has a positive contribution of 0.330 to the Customer Loyalty variable. If the brand image variable increases by 1%, then the customer loyalty variable will increase by 0.330 or 33.0%. Assuming if other independent variables are constant.

b3 The Brand Trust regression coefficient (X3) has a positive contribution of 0.443 to the Customer Loyalty variable. If the product quality variable increases by 1%, then the customer loyalty variable

will increase by 0.443 or 44.3%. Assuming if other independent variables are constant.

Test F

To test the significance of the influence of the independent variable, namely Product Quality, Brand Image, and Brand Trust on the dependent variable, namely Customer Loyalty, the ANOVA test (Test F) was used. In the research model has a joint influence on the dependent variable (Customer Loyalty). The test using ANOVA analysis with SPSS 26.0 program processing obtained the following data:

Table 8. Model Feasibility Test (Test F)

ANOVA						
Model		Sum of	df	Mean Square	F	Sig.
1	Regression	740,389	3	246,79658,078		,000b
	Residual	390,944	92	4,249		
	Total	1131,333	95			

a. Dependent Variable: Loyalitas_Pelanggan

b. Predictors: (Constant), Kepercayaan_Merek, Kualitas_Produk, Citra_Merek

Source: SPSS output 26. ANOVA. Processed 2022

As shown in *output Data Table Anova* In Table 8 above, it can be explained that the value of F_{count} of 58,078, because F_{count} greater than F_{table} ($58.078 > 2.7035$) then it can be concluded that there is an influence on all independent variables on the dependent variable. Based on the results of program-assisted calculations SPSS 26 obtained value $Sig = (0,000)$ smaller than $alpha$ or the error limit rate obtained is 5% ($\alpha = 0.05$). The meaning of Sig values in the table *Anova*, the model is said to be significant because it is below the value limit $alpha$ specified $0.000 < 0.05$.

So it can be concluded that in this study the model is said to be significant and feasible to be used in this study based on value Sig It is found that all independent variables can explain any change in the value of the dependent variable because it has a significant effect.

Coefficient of Determination (R2)

Coefficient of Determination (R2) analysis is used to determine how much the ability of the independent variable developed in the study is able to explain the dependent variable.

Table 9. Coefficient of Determination (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,809a	,654	,643	2,061

a. Predictors: (Constant), Kepercayaan_Merek, Kualitas_Produk, Citra_Merek

b. Dependent Variable: Loyalitas_Pelanggan

Source : Output SPSS 26 Model Summary. Processed 2022

In Table 9 it can be seen that the Coefficient of Determination (R2) is 0.643. This means that the relationship between the independent variable and the dependent variable is 0.643 which means that 64.3% of the variation in Customer Loyalty is influenced by Product Quality, Brand Image, and Brand Trust. While 35.7% was explained by other factors outside the regression model analyzed in this study.

Research Hypothesis Test (Test t)

This test is used to determine the significance of the effect of the independent variable partially or individually on the dependent variable. The effect can be estimated with significant values and t calculations obtained. To find out whether Product Quality (X1), Brand Image (X2), and Brand Trust (X3) have a significant effect on Customer Loyalty (Y).

When the trust level is 95% then the value $\alpha = 5\%$ or 0.05

df = *degree of freedom* is determined by the formula (n-k)

where:

n = number of samples

k = number of variables (dependent and independent)

Then the value of df is $96 - 4 = 92$, because the hypothesis is bidirectional, the table t value is 1.986.

Table 10. Test t Coefficients

		a				
		Unstandardized Coefficients		Standardized		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	,547	1,497		,365	,716
	Kualitas_Produk	,135	,056	,178	2,390	,019
	Citra_Merek	,822	,210	,330	3,912	,000
	Kepercayaan_Merek	1,20	,216	,443	5,611	,000

a. Dependent Variable: Loyalitas_Pelanggan

Source : SPSS Output 26. Processed 2022

Based on table 10, it can be seen that the elaboration of this research hypothesis is as follows:

1. First Hypothesis Testing

Based on the results of table 10, it can be known that the value of the regression *coefficients* of the product quality variable is positive value of 0.178, so it can be said that the product quality variable (X1) is directly proportional (positive) to the Customer Loyalty variable (Y). Based on the calculated t value of the product quality variable of 2.390, it can be seen that the t-count value is greater than the t-value of the table with df 92 and the two-sided test. Because the value of $t_{\text{is calculated}} > t_{\text{table}}$ ($2,390 > 1,986$) H_0 is rejected and H_a is accepted, and it can be said that the variable product quality affects customer loyalty. A significant value of 0.019 that is smaller than 0.05 indicates that product quality is significant to customer loyalty. So it can be said that product quality has a significant positive effect on customer loyalty.

2. Second Hypothesis Testing

Based on the results of table 10, it can be known that the value of the regression *coefficients* of the positive brand image variable is 0.178, so it can be said that the brand image variable (X2) is directly proportional (positive) to the Customer Loyalty variable (Y). Based on the t-value of the brand image variable count of 3.912, it can be seen that the t-count value is greater than the t-value of the table with df 92 and the two-sided test. Because the value of $t_{\text{is calculated}} > t_{\text{table}}$ ($3,912 > 1,986$) H_0 is rejected and H_a is accepted, and it can be said that brand image variables affect customer loyalty. A significant value of 0.000 that is smaller than 0.05 indicates that the brand image is significant to customer loyalty. So it can be concluded that brand image has a significant positive effect on customer loyalty.

3. Third Hypothesis Testing

Based on the results of table 10, it can be known that the value of the regression *coefficients* of the brand trust variable is positive at 0.330, so it can be said that the Brand Trust variable

(X3) is directly proportional (positive) to the Customer Loyalty variable (Y). Based on the t-count value of the brand trust variable of 5.611, it can be seen that the t-count value is greater than the t-value of the table with df 92 and the two-sided test. Because the value of t is calculated $> t_{table}$ ($5.611 > 1.986$) H_0 is rejected and H_a is accepted, and it can be said that the variable of brand trust affects customer loyalty. A significant value of 0.000 that is smaller than 0.05 indicates that brand trust is significant to customer loyalty. So it can be said that brand trust has a significant positive effect on customer loyalty.

Discussion

The Effect of Product Quality (X1) on BaliFiber Customer Loyalty (Y)

Based on the results of the research conducted by the researchers, it was found that Product Quality consisting of indicators of Adjustment, Quality of Performance, Quality of Conformity, Durability, Reliability and Ease of Repair. This is evidenced from the test t test variable Product Quality on Customer Loyalty shows $t_{count} > t_{table}$ ($2.390 > 1.986$) regression coefficient of 0.178 and a significant value of 0.019 which is smaller than 0.05. This positive influence means that the better the Product Quality that BaliFiber provides to its customers in providing internet services (ISP) then the higher the Customer Loyalty to BaliFiber Internet service Products and vice versa, the worse the Product Quality provided by BaliFiber, the lower the BaliFiber Customer Loyalty in the West Jakarta Area. According to the average result mean Product Quality (X_1) overall in identifying Product Quality from BaliFiber Provider through dissemination using questionnaires, Product Quality gets a good score. From the largest mean obtained from the third statement which states that BaliFiber has good signal quality compared to other providers getting an average value of 4.42.

The results of this study are in accordance with the statement stated by Sidi (2018) that quality can be used by marketers to develop brand loyalty from their consumers. The findings of this study support research conducted by Rizky and Suyanto (2020) that improving product quality will have a good impact on increasing customer loyalty. That way it means that if a product is presented according to customer expectations, it will indirectly cause a sense of loyalty to the product that the customer has obtained.

The Influence of Brand Image (X2) on BaliFiber Customer Loyalty (Y)

Based on the results of the research conducted by the researchers, it can be concluded that Brand Image has a positive and significant effect on Customer Loyalty of BaliFiber users in the West Jakarta Area. This is evidenced from the test of the t test variable Brand Image on Customer Loyalty showing $t_{count} > t_{table}$ ($3.912 > 1.986$) regression coefficient of 0.330 and probability value of 0.000 which is smaller than 0.05. This positive influence means that the more influential the Brand Image, it will affect the Customer Loyalty of BaliFiber users in the West Jakarta Area. and vice versa, the lower the Brand Image, the lower the Customer Loyalty of BaliFiber users in the West Jakarta Area. According to the average results, the mean of Brand Image (X_2) as a whole identifies that Brand Image gets a good score. The indicator that has the highest mean value is in the first indicator which states that it appears in the minds of consumers because it can meet their needs and desires in the internet network of 4.31. This indicates that Product Image will increase Customer Loyalty of BaliFiber users in West Jakarta Area.

This is supported by research conducted by Dennisa and Santoso (2016) and Apriliani (2019) that brand image has a positive and significant effect on customer loyalty. The more attached a positive brand image in the minds of customers, the higher customer loyalty will be.

The Effect of Brand Trust (X3) on BaliFiber Customer Loyalty (Y)

Based on the results of research conducted by researchers, it was found that Brand Trust consists of confidence and security indicators. This is evidenced from the variable t test test Brand Trust on Customer Loyalty of BaliFiber users in the West Jakarta Area showing $t_{count} > t_{table}$ ($5.611 > 1.986$) the regression coefficient is 0.443 and the probability value is 0.000 which is less than 0.05.

This positive influence means that the higher the Brand Trust given by BaliFiber to its Customers, the higher the Customer Loyalty to use the services of BaliFiber internet providers and vice versa, the lower the Brand Trust given by BaliFiber in providing its Internet services, the lower the Purchase Decision of Customer Loyalty of BaliFiber users in the West Jakarta Area. According to the average result mean Brand Trust (X_3) overall identifies that the Trust indicator gets a good value. From the largest mean obtained from the first statement, its users/consumers believe that BaliFiber can meet their needs for an internet network of 4.26.

This is supported by research conducted by Muttaqien and Hurriyati (2016) stating that Brand Trust has a positive and significant influence on customer loyalty. The higher the Brand Trust instilled in customers, the increased customer loyalty of the brand.

CONCLUSION

Based on the results of research that has been conducted on the influence of Product Quality, Brand Image, and Brand Trust on BaliFiber Customer Loyalty in West Jakarta Area, several conclusions can be drawn. First, the results of the analysis show that Product Quality has a positive and significant influence on Customer Loyalty. This means that the improvement in BaliFiber Product Quality contributes to an increase in the level of customer loyalty in the West Jakarta area. These findings support the first hypothesis (H1) in the study. Secondly, the analysis also shows that Brand Image has a positive and significant influence on Customer Loyalty. In other words, an improvement in BaliFiber's Brand Image has the potential to increase customer loyalty in the region.

These findings validate the second hypothesis (H2) in the study. Finally, the results of the analysis show that Brand Trust has a positive and significant effect on Customer Loyalty. Thus, increasing the level of customer trust in the BaliFiber brand can contribute to increased customer loyalty. This conclusion supports the third hypothesis (H3) in this study. Overall, these findings provide a comprehensive overview of the factors influencing customer loyalty in the telecommunications industry, particularly for BaliFiber in the West Jakarta area. The practical implications of these results can help companies to direct their marketing strategies with a focus on improving product quality, brand image, and brand trust to increase customer loyalty.

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