

BAB V

PENUTUP

5.1.Kesimpulan

Pada bagian ini akan menjelaskan mengenai hasil penelitian tentang pengaruh kepercayaan pelanggan dan Nilai yang dirasakan pelanggan terhadap Kepuasan pelanggan dan Loyalitas merek. Berdasarkan hasil penelitian yang telah dilakukan dan telah dijelaskan pada bab IV, maka didapatkan kesimpulan sebagai berikut:

1. Kepercayaan pelanggan mempengaruhi nilai yang dirasakan pelanggan.
2. Kepercayaan pelanggan mempengaruhi kepuasan pelanggan.
3. Kepercayaan pelanggan mempengaruhi loyalitas pelanggan.
4. Nilai yang dirasakan pelanggan mempengaruhi kepuasan pelanggan.
5. Nilai yang dirasakan pelanggan mempengaruhi loyalitas merek.
6. Kepuasan pelanggan mempengaruhi loyalitas merek.
7. Nilai yang dirasakan pelanggan memediasi pengaruh antara kepercayaan pelanggan dengan kepuasan pelanggan.
8. Nilai yang dirasakan pelanggan memediasi pengaruh antara kepercayaan pelanggan dengan loyalitas merek.
9. Kepuasan pelanggan memediasi pengaruh antara nilai yang dirasakan pelanggan terhadap loyalitas merek.
10. Kepuasan pelanggan memediasi pengaruh antara kepercayaan pelanggan terhadap loyalitas merek.

5.2.Implikasi Manajerial

Berdasarkan penelitian yang telah dilakukan, peneliti dapat memberikan saran kepada pihak perusahaan OPPO guna meningkatkan kepuasan dan loyalitas konsumen. Oleh karena itu, berikut saran dari peneliti untuk meningkatkan kepuasan dan loyalitas dari Konsumen:

1. Merek OPPO dapat lebih memperhatikan kepercayaan pelanggan dengan memberikan layanan dan produk yang sesuai dengan kebutuhan pelanggan pada masanya. Perkembangan jaman membuat kebutuhan yang diinginkan pelanggan semakin banyak sehingga OPPO dapat meningkatkan kepuasan dari pelanggannya melalui produk-produknya yang selalu berimprovisasi mengikuti perkembangan jaman yang ada untuk memberikan kepuasan saat pelanggan membeli produk.
2. Merek OPPO dapat memperhatikan nilai yang dirasakan pelanggan dengan memberikan atau menawarkan nilai yang sesuai dengan harga produk smartphone OPPO. Dengan mengeluarkan produk dengan harga yang konsisten sesuai dengan kualitas produk seperti bahan dan prosesor hal ini meningkatkan kepuasan dari pelanggan sehingga pelanggan tidak merasa uang yang dibelanjakan sia-sia.
3. Merek OPPO dapat mempertimbangkan untuk memberikan kepuasan untuk pelanggan dengan memberikan kepercayaan kepada pelanggan seperti melihat dari kebutuhan yang diperlukan pelanggan, serta memberikan pengalaman yang baik mengenai nilai dari produk yang akan dibeli oleh pelanggan sehingga hal ini akan meningkatkan loyalitas dari pelanggan.

5.3.Keterbatasan Penelitian

Berdasarkan dari penelitian yang dilakukan, ditemukan kelemahan dalam penelitian yaitu olah data yang dilakukan dengan regresi sederhana sehingga tidak mempertimbangkan interaksi antar variabel. Hal ini membuat beta hanya melihat

pengaruh parsial antar variabel tanpa mempertimbangkan pengaruh variabel secara simultan atau bersamaan dengan variabel lain dalam olah data.

5.4.Saran untuk penelitian selanjutnya

Berdasarkan penelitian yang dilakukan dan melihat kelemahan penelitian yang ada, berikut merupakan saran untuk penelitian selanjutnya yaitu pada pengujian uji regresi, peneliti selanjutnya dapat mempertimbangkan untuk juga melakukan uji regresi linear berganda. Sehingga hasil olah data dapat menunjukkan beta yang mempertimbangkan kontribusi dari variabel lain dalam penelitian.



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LAMPIRAN 1 SURAT PENGANTAR KUISIONER



SURAT PENGANTAR KUESIONER

Hal: Permohonan Pengisian Kuesioner Penelitian
Yth. Saudara/i
Di tempat

Dengan hormat,

Saya yang bertanda tangan di bawah ini:

Nama : Patricius Theo Findi
NPM : 190325111
Program Studi : Manajemen
Fakultas : Bisnis dan Ekonomika
Universitas : Atma Jaya Yogyakarta

Pada saat ini saya sedang melakukan penelitian untuk keperluan skripsi saya dengan topik “Pengaruh Kepercayaan pelanggan dan Nilai yang dirasakan pelanggan terhadap Kepuasan pelanggan dan Loyalitas merek pada penggunaan produk OPPO”. Dengan ini saya memohon kesediaan saudara/I untuk mengisi kuesioner terlampir. Seluruh informasi yang dibagikan akan dirahasiakan dan tidak untuk disebarluaskan

<https://bit.ly/bantuSkripsiTheo>

Dukungan Saudara/I untuk berpartisipasi dalam kuesioner ini dengan jujur dan objektif sangat berarti bagi penelitian yang sedang saya jalani. Atas kesediaannya, saya ucapkan terima kasih

Yogyakarta, 26 Maret 2023

Hormat saya



Patricius Theo Findi



LAMPIRAN 2 KUISIONER



Profiling

Jenis Kelamin

- Pria Wanita

Umur

- >18 18 – 28
 29 – 39 40 – 50
 51 - 60

Merupakan pembelian merek OPPO ke?

- 1 2 dan seterusnya

Filter

Apakah Anda pernah membeli produk OPPO?

- Pernah Tidak pernah

Apakah anda memiliki produk OPPO?

- Punya Tidak punya

Kuesioner

Responden dimohon menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu **STS** (sangat tidak setuju), **TS** (tidak setuju), **N** (netral), **S** (setuju) dan **SS** (sangat setuju).

Kepercayaan Pelanggan

No.	Pertanyaan	Alternatif Jawaban				
1.	Saya percaya bahwa OPPO memperhatikan kebutuhan saya sendiri	STS	TS	N	S	SS
2.	Saya merasa bahwa produk OPPO dapat dipercaya	STS	TS	N	S	SS
3.	Saya yakin dengan produk dan layanan OPPO	STS	TS	N	S	SS
4	Saya merasa OPPO memiliki kemampuan untuk menyediakan produk dan layanan yang baik	STS	TS	N	S	SS

Nilai yang Dirasakan Pelanggan

No.	Pertanyaan	Alternatif Jawaban				
1.	OPPO menawarkan nilai bagus untuk harganya	STS	TS	N	S	SS
2.	Nilai keseluruhan brand OPPO itu tinggi	STS	TS	N	S	SS
3.	Pengalaman pada brand OPPO sepadan dengan uangnya	STS	TS	N	S	SS

Kepuasan Pelanggan

No.	Pertanyaan	Alternatif Jawaban				
1.	Saya puas dengan keputusan saya untuk membeli produk OPPO	STS	TS	N	S	SS
2.	Saya lebih suka produk OPPO	STS	TS	N	S	SS
3.	Saya memiliki perasaan positif tentang produk OPPO	STS	TS	N	S	SS
4.	Pengalaman dalam menggunakan brand OPPO seperti yang saya harapkan	STS	TS	N	S	SS
5.	Pilihan saya untuk membeli produk OPPO adalah bijaksana	STS	TS	N	S	SS

Loyalitas Merek

No.	Pertanyaan	Alternatif Jawaban				
1.	Saya akan mengatakan hal-hal positif tentang produk OPPO kepada orang lain	STS	TS	N	S	SS
2.	Saya akan merekomendasikan produk OPPO kepada seseorang yang mencari nasihat saya	STS	TS	N	S	SS
3.	Saya akan mendorong teman dan kerabat untuk membeli produk OPPO	STS	TS	N	S	SS
4.	Saya akan membeli produk dari merek OPPO lagi dalam beberapa tahun kedepan	STS	TS	N	S	SS

LAMPIRAN 3 FORMULIR GOOGLE FORM





Pengaruh kepercayaan pelanggan dan Nilai yang dirasakan pelanggan terhadap Kepuasan pelanggan dan Loyalitas merek pada penggunaan produk OPPO

Halo
Semua!

Terimakasih karena sudah membuka link ini dan meluangkan waktu untuk membantu mengisi kuisioner ini yang akan sangat membantu saya dalam menyelesaikan skripsi saya. Sebelumnya, perkenalkan saya Patricius Theo Findi, mahasiswa Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk menyelesaikan skripsi saya yang berjudul "Pengaruh Kepercayaan Pelanggan dan Nilai yang Dirasakan Pelanggan Terhadap Kepuasan Pelanggan dan Loyalitas Merek pada Penggunaan Produk OPPO"

Sebelumnya berikut adalah kriteria yang harus dipenuhi untuk dapat mengisi kuisioner ini, yakni:

1. Pernah membeli produk OPPO
2. Pernah memiliki produk OPPO

Saya meminta bantuan saudara/i untuk mengisi kuisioner ini dengan jujur karena akan sangat berarti bagi penyelesaian skripsi saya. Kerahasiaan identitas saudara/i juga akan saya jaga kerahasiaannya. Terimakasih atas bantuannya!

theoindt28@gmail.com [Ganti akun](#)

Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Apakah anda pernah membeli produk OPPO? *

- Pernah
- Tidak pernah

Berikutnya

Kosongkan formulir



Pengaruh kepercayaan pelanggan dan Nilai yang dirasakan pelanggan terhadap Kepuasan pelanggan dan Loyalitas merek pada penggunaan produk OPPO

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 Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Apakah anda memiliki produk OPPO? *

Punya


Tidak punya

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)





Pengaruh kepercayaan pelanggan dan Nilai yang dirasakan pelanggan terhadap Kepuasan pelanggan dan Loyalitas merek pada penggunaan produk OPPO

theofindi28@gmail.com [Ganti akun](#)

✉ Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Jenis Kelamin *

Pria

Wanita

Merupakan pembelian handphone merek OPPO ke? *


1


2 dan seterusnya

Kembali


Berikutnya


Kosongkan formulir





Pengaruh kepercayaan pelanggan dan Nilai yang dirasakan pelanggan terhadap Kepuasan pelanggan dan Loyalitas merek pada penggunaan produk OPPO

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 Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Saya percaya bahwa OPPO memperhatikan kebutuhan saya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya merasa bahwa produk OPPO dapat dipercaya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya yakin dengan produk dan layanan OPPO *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya merasa OPPO memiliki kemampuan untuk menyediakan produk dan layanan yang baik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

OPPO menawarkan nilai bagus untuk harganya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Nilai keseluruhan brand OPPO itu tinggi *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Pengalaman pada brand OPPO sepadan dengan uangnya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya puas dengan keputusan saya untuk membeli produk OPPO *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya lebih suka produk OPPO daripada merek lain *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya memiliki perasaan positif tentang produk OPPO *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Pengalaman dalam menggunakan brand OPPO seperti yang saya harapkan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Pilihan saya untuk membeli produk OPPO adalah bijaksana *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya akan mengatakan hal-hal positif tentang produk OPPO kepada orang lain *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya akan merekomendasikan produk OPPO kepada seseorang yang mencari nasihat saya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya akan mendorong teman dan kerabat untuk membeli produk OPPO *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya akan membeli produk dari merek OPPO lagi dalam beberapa tahun kedepan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Kembali

Kirim

Kosongkan formulir



Variabel	Indikator Pertanyaan
Customer Trust	I believe that the brand is concerned about my interest
	I feel that the brand is trustworthy
	I have confidence in the products and services of the brand
	I feel that the brand has the ability to provide good products and services
Customer perceived value	This brand offers good value for the price
	The overall value of the brand was high
	The experience on the brand was worth the money
Customer satisfaction	I am satisfied with my decision to buy the brand
	I prefer this brand
	I have positive feelings regarding the brand
	The experience in using the brand is exactly what I needed
	My choice to purchase this brand was wise
Brand loyalty	I would say positive things about this brand to other people
	I would recommend this brand to someone who seeks my advice
	I would encourage friends and relatives to do purchase the brand
	I would do more business with this brand in the next few years

The logo of Universitas Atma Jaya Yogyakarta is a light blue emblem. It features a stylized open book at the base, with a sunburst or starburst pattern above it. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a semi-circle along the top edge of the emblem.

LAMPIRAN 5 HASIL PENGISIAN RESPONDEN

Apakah anda pernah membeli produk OPPO?	Apakah anda memiliki produk OPPO?	Jenis Kelamin	Merupakan pembelian handphone merek OPPO ke?
Pernah	Punya	Wanita	1
Pernah	Punya	Pria	1
Pernah	Punya	Pria	1
Pernah	Punya	Wanita	2 dan seterusnya
Pernah	Punya	Wanita	1
Pernah	Punya	Wanita	2 dan seterusnya
Pernah	Punya	Wanita	2 dan seterusnya
Pernah	Punya	Pria	1
Pernah	Punya	Wanita	2 dan seterusnya
Pernah	Punya	Pria	1
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Pernah	Punya	Pria	1
Pernah	Punya	Pria	1
Pernah	Punya	Wanita	2 dan seterusnya
Pernah	Punya	Pria	1
Pernah	Punya	Wanita	2 dan seterusnya
Pernah	Punya	Pria	2 dan seterusnya
Pernah	Punya	Pria	1
Pernah	Punya	Wanita	2 dan seterusnya
Pernah	Punya	Wanita	1
Pernah	Punya	Wanita	1
Pernah	Punya	Wanita	1
Pernah	Punya	Pria	1

Pernah	Punya	Pria	1
Pernah	Punya	Wanita	1
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Pernah	Punya	Pria	2 dan seterusnya
Pernah	Punya	Pria	1
Pernah	Punya	Pria	2 dan seterusnya
Pernah	Punya	Wanita	1
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Pernah	Punya	Wanita	2 dan seterusnya
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Pernah	Punya	Pria	1
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Pernah	Punya	Pria	2 dan seterusnya
Pernah	Punya	Wanita	1
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Pernah	Punya	Pria	2 dan seterusnya
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Pernah	Punya	Wanita	1
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Pernah	Punya	Pria	2 dan seterusnya
Pernah	Punya	Wanita	1
Pernah	Punya	Wanita	2 dan seterusnya
Pernah	Punya	Pria	1
Pernah	Punya	Wanita	2 dan seterusnya
Pernah	Punya	Pria	1
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Pernah	Punya	Wanita	2 dan seterusnya
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Pernah	Punya	Wanita	2 dan seterusnya
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Pernah	Punya	Wanita	2 dan seterusnya
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Pernah	Punya	Pria	1
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Pernah	Punya	Pria	2 dan seterusnya
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Pernah	Punya	Wanita	2 dan seterusnya
Pernah	Punya	Pria	1
Pernah	Punya	Pria	2 dan seterusnya
Pernah	Punya	Pria	1
Pernah	Punya	Wanita	2 dan seterusnya
Pernah	Punya	Wanita	2 dan seterusnya
Pernah	Punya	Pria	1

KEP 1	KEP 2	KEP 3	KEP 4	NDP 1	NDP 2	NDP 3	KP 1	KP 2	KP 3	KP 4	KP 5	LM 1	LM 2	LM 3	LM 4
3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3
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4	2	2	1	1	2	3	1	2	2	2	3	2	2	2	2



Uji validitas dan reliabilitas Variabel Kepercayaan Pelanggan

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.907	.908	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KEP1	12.28	5.295	.770	.615	.888
KEP2	12.23	5.072	.805	.661	.875
KEP3	12.28	5.046	.828	.692	.867
KEP4	12.24	5.041	.763	.612	.891

Uji validitas dan reliabilitas Variabel Nilai yang dirasakan pelanggan

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.849	.849	3

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NDP1	8.04	2.897	.751	.574	.757
NDP2	8.17	3.198	.671	.450	.834
NDP3	7.99	3.107	.735	.554	.774

Uji validitas dan reliabilitas variabel Kepuasan pelanggan

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.931	.936	5

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP1	15.32	12.168	.860	.742	.907
KP2	15.82	11.860	.797	.651	.925
KP3	15.24	13.767	.808	.681	.919
KP4	15.28	13.549	.835	.731	.914
KP5	15.37	13.152	.834	.707	.913

Uji validitas dan reliabilitas variabel Loyalitas merek

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.936	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LM1	11.32	9.678	.828	.718	.919
LM2	11.43	8.989	.888	.802	.899
LM3	11.45	9.180	.863	.751	.907
LM4	11.49	8.440	.814	.672	.928

Uji Regresi Linear Sederhana I

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	KepercayaanPelanggan ^b		Enter
a. Dependent Variable: KepuasanPelanggan			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 ^a	.678	.676	.50658
a. Predictors: (Constant), KepercayaanPelanggan				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.473	1	85.473	333.068	.000 ^b
	Residual	40.547	158	.257		
	Total	126.020	159			
a. Dependent Variable: KepuasanPelanggan						
b. Predictors: (Constant), KepercayaanPelanggan						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.184	.225		-.819	.414
	KepercayaanPelanggan	.988	.054	.824	18.250	.000
a. Dependent Variable: KepuasanPelanggan						

Uji Regresi Linear Sederhana II

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	NilaiDirasakanPelanggan ^b		Enter
a. Dependent Variable: KepuasanPelanggan			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 ^a	.763	.761	.43501
a. Predictors: (Constant), NilaiDirasakanPelanggan				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.121	1	96.121	507.948	.000 ^b
	Residual	29.899	158	.189		
	Total	126.020	159			
a. Dependent Variable: KepuasanPelanggan						
b. Predictors: (Constant), NilaiDirasakanPelanggan						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.138	.168		.817	.415
	NilaiDirasakanPelanggan	.921	.041	.873	22.538	.000
a. Dependent Variable: KepuasanPelanggan						

Uji Regresi Linear Sederhana III

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	KepercayaanPelanggan ^b		Enter
a. Dependent Variable: NilaiDirasakanPelanggan			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.631	.629	.51424
a. Predictors: (Constant), KepercayaanPelanggan				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.595	1	71.595	270.737	.000 ^b
	Residual	41.782	158	.264		
	Total	113.378	159			
a. Dependent Variable: NilaiDirasakanPelanggan						
b. Predictors: (Constant), KepercayaanPelanggan						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.340	.228		1.491	.138
	KepercayaanPelanggan	.904	.055	.795	16.454	.000
a. Dependent Variable: NilaiDirasakanPelanggan						

Uji Regresi Linear Sederhana IV

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	KepercayaanPelanggan ^b		Enter
a. Dependent Variable: LoyalitasMerek			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 ^a	.598	.595	.63155
a. Predictors: (Constant), KepercayaanPelanggan				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.758	1	93.758	235.064	.000 ^b
	Residual	63.020	158	.399		
	Total	156.778	159			
a. Dependent Variable: LoyalitasMerek						
b. Predictors: (Constant), KepercayaanPelanggan						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.419	.280		-1.494	.137

	KepercayaanPelanggan	1.034	.067	.773	15.332	.000
a. Dependent Variable: LoyalitasMerek						

Uji Regresi Linear Sederhana V

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	KepuasanPelanggan ^b		Enter
a. Dependent Variable: LoyalitasMerek			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 ^a	.821	.819	.42196
a. Predictors: (Constant), KepuasanPelanggan				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.646	1	128.646	722.521	.000 ^b
	Residual	28.132	158	.178		
	Total	156.778	159			
a. Dependent Variable: LoyalitasMerek						
b. Predictors: (Constant), KepuasanPelanggan						

Coefficients ^a				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	-.083	.149		-.561	.576
	KepuasanPelanggan	1.010	.038	.906	26.880	.000

a. Dependent Variable: LoyalitasMerek

Uji Regresi Linear Sederhana VI

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	NilaiDirasakanPelanggan ^b		Enter

a. Dependent Variable: LoyalitasMerek

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.657	.654	.58382

a. Predictors: (Constant), NilaiDirasakanPelanggan

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.925	1	102.925	301.974	.000 ^b
	Residual	53.853	158	.341		
	Total	156.778	159			

a. Dependent Variable: LoyalitasMerek

b. Predictors: (Constant), NilaiDirasakanPelanggan

Coefficients ^a	
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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.035	.226		-.155	.877
	NilaiDirasakanPelanggan	.953	.055	.810	17.377	.000

a. Dependent Variable: LoyalitasMerek



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CUSTOMER TRUST INFLUENCING CUSTOMER PERCEIVED VALUE AND BRAND LOYALTY

Bidyut Jyoti Gogoi, IIM Shillong

ABSTRACT

Branding is an important component for any firm for attaining success in the long run. Consumer stick to a brand if they find it trustworthy. Branding helps in creating association with consumers and increases profitability of the firm. Even in tough times consumers stand with the brand. Loyalty is important for firms to sustain in the long run. The paper talks about trust which helps in increasing perceived value with the brand. Trust also helps in building relationship which enhances satisfaction and helps in creating brand loyalty.

Keywords: Customer Trust, Customer Perceived Value, Customer Satisfaction, Customer Loyalty, Customer Relationship, Covid19.

INTRODUCTION

Covid19 crisis has been a threat to all business. Business houses are seen to struggle to survive in the difficult period. The first wave peaked in September 2020 and started to drop in January 2021 (Times of India, April 19, 2021; Michael Safi, 21 April 2021). Though after a long lockdown business started to operate but with the increase in number of infected persons in the second wave starting March 2021 (Michael, 2021) the lockdown was imposed again. The second wave was much larger which saw shortages of vaccines and oxygen cylinders and medicines. Barring essentials all other product manufacturers were affected by the lockdowns. In order to survive in the crisis brands started adopting new strategies fitting the requirements of the consumers (ET, Feb 5, 2021). The lockdown brought in behavioral changes in consumers due to the work from home culture and reducing income level. The changing work culture and staying locked in homes gave rise to unusual demand for products and services. The buying pattern changed along with the changing consumption pattern. As consumers were forced to stay indoors there was a rise in home delivery services (ET, Feb 5, 2021a). The crisis also led to the growth of digital transactions and payment. Brands have rapidly changed their marketing strategies. Traditionally consumers used to go to the outlets searching for their desired product or services. But with the limitations in movement it is seen that brands are trying out to reach the consumers in all possible manners. There has been a shift in the purchasing pattern too. As most of the brands are not available due to movement restriction and restriction of logistics there is a shift from buying the regular brands. Consumers are seen purchasing other brands due to non-availability of their regular brands. Moreover, local brands are gaining popularity because of good quality and their local presence and availability (ET, Feb 5, 2021b). Trust is an important factor which drives brand value. It is in this crisis that consumers are buying brands that they think are reliable and safe (ET, Dec 7, 2020). Consumers are too concerned about the health and safety of their own health and that of their family members. Trust factor is the foremost criteria when selecting a brand now.

Trust seems to influence the satisfaction level and finally influence customer loyalty. Trust also seem to influence perceived customer value and thus influence customer loyalty.

LITERATURE REVIEW

Achieving high customer retention is the key to success of a service provider and to generate profitability (Zeithaml, et al. 1996). The covid19 crisis has been a threat globally to all business. In uncertain business environment it becomes difficult to retain the loyal customers. The profitability is going down as customers are purchasing many products that is available around in the locality and which can be delivered to their location. More than brand loyalty it is the availability and good quality which matters now. Trust seems to play a key role while purchasing. Though research shows that customer satisfaction leads to positive behavioral outcomes, yet perceived value is able to predict repurchase intentions more than the customer satisfaction (Oh, 2000; woodruff, 1997). It is the value which customer perceives is worth the purchase.

Customer Trust

Trust is a key driver in developing a bond between the customer and the service provider and development of a committed relationship (So et al., 2016b). Social exchange theory illustrates that trust between the customer and the brand helps in mutual interaction (Cheng & Chen, et al. 2017). The mutual interaction between the customer and the brand helps in building up strong relationship. Strong relation relationship aids in customer satisfaction. A strong relationship also aids in increasing the customer perceived value. Positive customer trust aids in developing brand loyalty (Palacios-Florencio, et al. 2018; Veloutsou, 2015). It all depends on consumers, the more the trust the more the brand loyalty (Huang, 2017). Based on the discussion the following hypotheses are developed.

H₁: Customer trust has a positive influence on customer perceived value

H₂: Customer trust has a positive influence on customer satisfaction

H₃: Customer Trust has a positive influence on brand loyalty

Customer Perceived Value

Measuring customer perceived value is important due to growing interest of customers on value driven services (El-Adly & Eid, 2015). Customer perceived value is the benefits of using a product after deducting the costs associated (Zeithaml, 1988). Equity theory also talks about the customer perceived value considering all monetary and non-monetary transactions (Bolton & Lemon, 1999; Yang & Peterson, 2004). Experience from all customer transactions, positive and negative add to the customer perceived value. Customers compare the perceived value while making any purchases. The behavioral model (Fishbein & Ajzen, 1975) shows that the cognitive evaluation like the perceived value leads to affective outcomes like satisfaction (Cronin et al., 2000). It is seen that customer perceived value has a strong influence on the purchase intention

(Baker, et al. 2002; Grewal, et al. 1998; Oh, 1999; Zeithaml, 1988). Research shows perceived value has a positive effect on customer satisfaction and loyalty (Chen & Tsai, 2008; Cronin, et al. 2000; Yang & Peterson, 2004) and patronage (Chen & Dubinsky, 2003). Based on the discussion the following hypotheses are proposed.

H₄: Customer perceived value has a positive influence on customer satisfaction.

H₅: Customer perceived value has a positive influence on brand loyalty.

Customer Satisfaction

Customer satisfaction is key to success of a firm. Customer satisfaction is the customer evaluation of the expected versus the actual performance (Churchhill & Surprenant, 1982). Customer satisfaction is transaction specific like assessment after a specific occasion and also overall assessment of the entire service encounters and experience (Rosen & Surprenant, 1998). Satisfaction helps in developing a long-lasting relationship with customers and help gain positive support for the brand. Customer satisfaction is the outcome of the judgment of the customers on the services provided by the organization (Yang & Peterson, 2004; Chen & Tsai, 2008). Satisfaction helps to develop a positive image of the brand. Customer satisfaction has a positive and direct influence on customer loyalty (Fornell, 1992). Customer satisfaction helps in building loyal customers, positive WOM and sustained profitability (Greenwell et al., 2002; Liu & Jang, 2009). Based on the discussion the following hypothesis is proposed.

H₆: Customer satisfaction has a positive influence on brand loyalty.

Brand Loyalty

Customer loyalty is the key to sustain long in the competitive environment (Krishnamurthi & Raj, 1991). Customer loyalty is an outcome of both attitudinal and behavioural response (Chen & Tsai, 2008). Loyalty helps in creating competitive advantage (Lee & Cunningham, 2001). Loyalty programmes are designed in order to attract and satisfy customers (Tanford et al. 2012).

Based on the literature review a conceptual framework is designed as depicted in Figure 1.

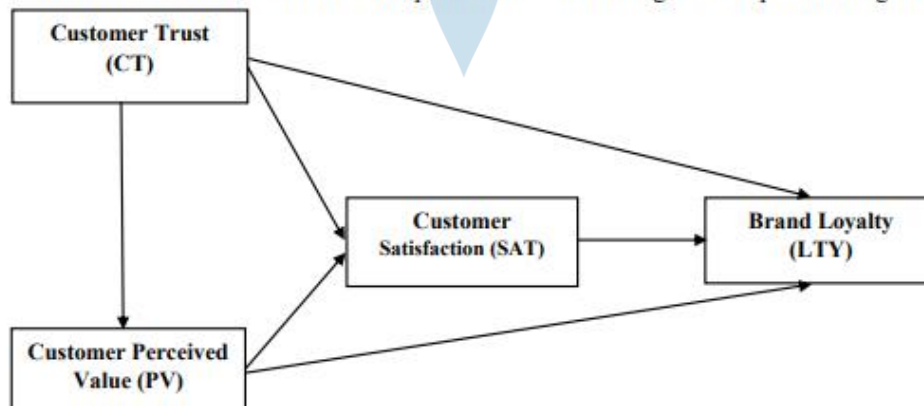


Figure 1
THE CONCEPTUAL FRAMEWORK

METHODOLOGY

Data Collection and Descriptive Statistics

Data was collected from respondents who bought any branded item. The sample size is 201. Out of the total respondents 67.2% of the respondents were male, and 32.8 % of the respondents were female. 1.5% of the respondents were in the age group less than 18 years, 70.1% of the respondents were in the age group 18 years to 28 years, 20.9% of the respondents were in the age group 29 years to 39 years, 4.5% of the respondents were in the age group 40 years to 50 years, 3% of the respondents were in the age group 51 years to 60 years. 55.7% of the respondents were graduate and 44.3% of the respondents were postgraduate. 62.7% of the respondents were student, 23.9% of the respondents were salaried, 10.4% of the respondents were businessperson and 3% of the respondents were homemakers. 53.2% of the respondents have an annual income of less than 5 LPA, 21.9 % of the respondents have an annual income of 5 LPA to 10 LPA and 24.9 % of the respondents have an annual income of 11 LPA to 20 LPA.

Measures

Measurement scale used for the research is as per the previous research studies conducted and consisted of 16 items. The scale used consisted of 4 factors: customer trust, customer perceived value, customer satisfaction and customer loyalty. Customer trust is a unidimensional construct consisting of 4 items adapted from (Sun & Lin, 2010). Customer perceived value is a unidimensional construct consisting of 3 items adapted from (Ryu et al. 2008). Customer satisfaction is a unidimensional construct consisting of 5 items adapted from (Chen, 2008; Chen & Chen, 2010; Cong, 2016; Cong & Dam, 2017; De Rojas & Camarero, 2008; Bhattacharjee, A., 2001). Customer loyalty is a unidimensional construct consisting of 4 items adapted from (Zeithaml et al, 1996). All questions were measured using a 5-point scale ranging from strongly disagree (1) to strongly agree (5).

Results

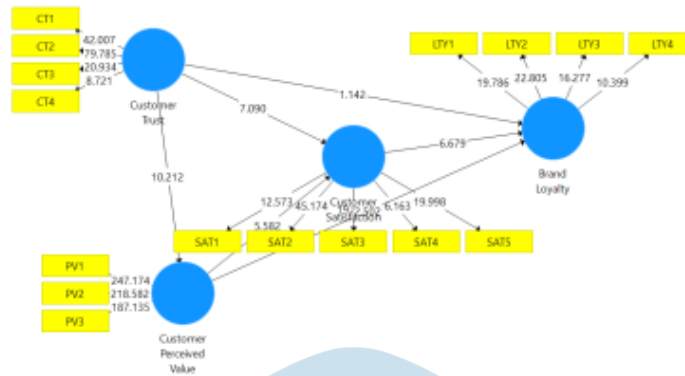


Figure 2
THE TESTED MODEL

Reliability and Validity tests

The skewness and kurtosis values are checked for normality (Kim, 2013). The skewness values range from -0.438 to 1.842 and the kurtosis values range from -1.228 to 3.588. For normality the values of skewness and kurtosis are near zero in Figure 2.

From the SEM test analysis: SRMR value is 0.096, SRMR value less than 0.10 or of 0.08 (Hu & Bentler, 1999) is considered a good fit (Henseler et al. 2015); NFI value is 0.825, NFI results in values between 0 and 1. The closer the NFI to 1, the better the fit (Lohmöller, 1989); rho A ranges from 0.696 to 0.978; rms theta value is 0.195, the rms theta measure should be close to zero to indicate good model fit (Henseler et al, 2015; Lohmöller, 1989). The r square value of customer perceived value is 0.279, customer satisfaction is 0.431 and brand loyalty is 0.399. Therefore, the model seems to be a good fit.

Table 1
CONSTRUCT RELIABILITY AND VALIDITY

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BRAND LOYALTY	0.685	0.696	0.807	0.512
CUSTOMER PERCEIVED VALUE	0.977	0.978	0.985	0.956
CUSTOMER SATISFACTION	0.806	0.830	0.866	0.564
CUSTOMER TRUST	0.814	0.826	0.884	0.662

From Table 1, the Cronbach's alpha values of the individual parameters were between 0.685 to 0.977. Cronbach alpha value of 0.7 and above is an indicator of high reliability (Nunnally, 1978). The composite reliability (CR) was in the range of 0.807 to 0.985 higher than 0.6 (Hair, et al. 2010). The average variance extracted (AVE) ranged from 0.512 to 0.956 higher than 0.5. This supports the convergent validity.

Table 2, shows that all squared correlations were less than the variances extracted by each construct, supporting the discriminant validity.

	BRAND LOYALTY	CUSTOMER PERCEIVED VALUE	CUSTOMER SATISFACTION	CUSTOMER TRUST
BRAND LOYALTY	0.716			
CUSTOMER PERCEIVED VALUE	0.485	0.978		
CUSTOMER SATISFACTION	0.601	0.555	0.751	
CUSTOMER TRUST	0.444	0.524	0.588	0.816

The diagonals are the square root of the AVE. Off-diagonals are the correlations of the latent constructs. The diagonals indicate the highest of any column or row.

Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Results
Customer Trust -> Customer Perceived Value	0.528	0.529	0.052	10.212	.000	Accept H1
Customer Trust -> Customer Satisfaction	0.414	0.415	0.058	7.090	.000	Accept H2
Customer Trust -> Brand Loyalty	0.083	0.078	0.073	1.142	0.254	Reject H3
Customer Perceived Value -> Customer Satisfaction	0.336	0.340	0.060	5.582	0.000	Accept H4
Customer Perceived Value -> Brand Loyalty	0.196	0.195	0.078	2.502	0.013	Accept H5
Customer Satisfaction -> Brand Loyalty	0.443	0.449	0.066	6.679	0.000	Accept H6

This complies with the discriminant validity requirements in Table 3.

Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Customer Perceived Value -> Brand Loyalty	0.149	0.153	0.037	4.002	0.000
Customer Perceived Value -> Customer Satisfaction					
Customer Satisfaction -> Brand Loyalty					
Customer Trust -> Brand Loyalty	0.366	0.371	0.053	6.927	0.000
Customer Trust -> Customer Perceived Value					
Customer Trust -> Customer Satisfaction	0.177	0.180	0.038	4.723	0.000

Discussion

The SEM analysis results are shown in Table 4. The path analysis shows that customer trust has a positive influence on customer perceived value. Trust increases customer expectations and commitment from the brand (Goodfriend & King, 1997; Morgan & Hunt, 1994). Trust thereby builds up confidence which increases the overall perceived customer value. The brand value increases and helps in development of positive relationship.

Customer Trust has a positive influence on customer satisfaction. Trust strengthens brand relationship with the customer. The reason is that trust is able to overcome all vulnerabilities and helps in development of positive relationship between the service provider and the customer (Rousseau et al. 1998). For maximizing customer satisfaction, it is essential to develop positive trust factor in the brand relationship.

Customer trust do not have a positive influence on brand loyalty. Trust is essential for development and enhancement of positive relationship and thereby increasing satisfaction. But the positive relationship may not always end up in developing loyalty. The value of the transaction has to be high in order to make loyal customers and spread good word of mouth.

Customer perceived value has a positive influence on customer satisfaction. Customers choose the offer that they believe has the capability to deliver the highest value (Kotler & Keller, 2016). The higher the perceived value the higher is the satisfaction level.

Customer perceived value has a positive influence on brand loyalty. A valuable offer bought gives satisfaction to the customer. The customer remembers the service experience for a long time. This experience helps the customer for the decision making while repurchase and also product recommendation. A good deal is always cherished on and is remembered by the customer. This helps in building brand loyalty.

Customer satisfaction has a positive influence on brand loyalty. Customer satisfaction leads to loyalty (Bigne et al., 2005; Yoon & Uysal, 2005). A satisfied customer goes for repurchase and increases the profitability of the brand. Customer satisfaction influences brand loyalty and helps spread positive WOM (Gogoi, 2021). It is crucial to measure the satisfaction level of customers in order to have a big pool of loyal customers.

From Table 4, the indirect effects Customer Satisfaction -> Brand Loyalty and Customer Perceived Value -> Brand Loyalty are significant which shows full mediation. Customer satisfaction fully mediates the relationship between customer trust and brand loyalty and customer perceived value and brand loyalty.

CONCLUSION

The research shows that building trust in customers is crucial for an overall profitability in the long run. Trust helps in enhancing the customer perceived value and influence the satisfaction level. Customer satisfaction helps in creating brand loyalty.

LIMITATIONS

The sample size is small and majority of the respondents fall in the age group below 40 years. A better understanding of respondents above 40 years will provide a better view of the study.

BUSINESS IMPLICATIONS

Building trust is very crucial for marketer to survive in turbulent times and in crisis. A customer usually will prefer to buy a brand that is reliable. A customer will trust a brand if it provides value that is worth the purchase. The Covid19 crisis has taught the customers to be more conscious while purchasing any product or service. This has made the marketer to be more vigilant on the quality of the product and services they offer. The brand strategies are seen to be changing to cater to the consumer requirements. Marketers need to focus more on customer satisfaction and building relationship which will build up the trust in customers.

APPENDIX

Variable	Codes	Statements
Customer Trust (CT)		
Customer Trust	CT1	I believe that the brand is concerned about my interest
	CT2	I feel that the brand is trustworthy
	CT3	I have confidence in the products and services of the brand
	CT4	I feel that the brand has the ability to provide good products and services
Customer Perceived Value (CPV)		
Customer perceived Value	CPV1	This brand offers good value for the price
	CPV2	The overall value of the brand was high
	CPV3	The experience on the brand was worth the money
Customer Satisfaction (SAT)		
Customer Satisfaction	SAT1	I am satisfied with my decision to buy the brand
	SAT2	I prefer this brand
	SAT3	I have positive feelings regarding the brand
	SAT4	The experience in using the brand is exactly what I needed
	SAT5	My choice to purchase this brand was wise
Brand Loyalty (LTY)		
Brand Loyalty	LTY1	I would say positive things about this brand to other people
	LTY2	I would recommend this brand to someone who seeks my advice
	LTY3	I would encourage friends and relatives to do purchase the brand
	LTY4	I would do more business with this brand in the next few years

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