



THE EFFECT OF BRAND COMMUNICATION, BRAND IMAGE AND BRAND TRUST ON BRAND LOYALTY IN PRORIS PRODUCTS IN TANGERANG INDONESIA

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Abstract

The purpose of this study is to explore the influence of communicative brands, brand image, brand trust and brand loyalty for proris products in Tangerang. The respondents used were 95 Tangerang residents aged 25 years to 45 years. Data were analyzed using Structural Equation Model (SEM). This study highlights the significant positive impact of brand communication on brand image, brand communication on brand loyalty, brand image on brand trust, brand trust on brand loyalty and the negative effect on brand communication on brand trust and the negative effect of brand image on brand loyalty. Although the main purpose of this study is to test theoretically driven hypotheses, these findings have a number of valuable implications for the organization. This study shows that theoretically marketers tend to get consumer brand trust only when consumers consider brands to have a good image through brand communication. Thus brand communication that does not build a good brand image will not gain consumer brand trust. For the next study, it is better to add variable brand involvement, brand experience and brand satisfaction.

Keywords: Brand communication, Brand Image, Brand Trust, Brand Loyalty, Proris, Indonesia

INTRODUCTION

Talking about a product has become the habit of the Indonesian people. If the product is good, then promotion from the mouth is a very effective way. Usually this method is done by women. The place where they talk about a good product is usually done in a gathering of mothers or organizations they participate in. Talking about communication brands will not escape the linkage of a brand image of the product. Brand Image builds itself if the benefits of a product can be perceived directly by consumers. The more consumers can feel the benefits of the product, then the trust of the product will also be formed. When consumers already believe in a product, then consumers will continually buy the same product.

Brand loyalty is an interesting focal point for researchers and marketing practitioners (Irem and Mesut, 2012). Many companies seek to build brand loyalty from their consumers (Russell-Bennett, McColl-Kennedy, & Coote, 2007) and Worthington, 2012). Brand loyalty has been used by marketers as a powerful weapon strategic to offer sustainable competitive advantage (Keller & Lehmann, 2007); Runyan and Droge, 2008; Jones and Kim, 2011). It is also debated in the literature that there is still an important problem that the continued success of the company is its ability to retain current customers and make them loyal to their brands (Russell-Bennett et al., 2007). It further said that the cost of attracting new customers has been found to be up to six times higher than the cost of maintaining the old one (Rosenberg and Czepiel, 1983). In addition, loyal customers are usually less sensitive to prices (Krishnamurthi and Raj, 1991), and the existence of a loyal customer base gives companies valuable time to respond to competitive actions (Aaker, 1991). In addition, a large number of loyal customers are competitive assets for a brand, and have been identified as the main determinants of their equity.

Taking into account the above description, the authors conducted a study of the effect of brand communication, brand image, brand trust and brand loyalty in product managers in Tangerang Indonesia. Theorists were produced and marketed by PT. Pharos Indonesia, having its address at Jalan Limo 40, Permata Hijau RT 08/10 Senayan, Kebayoran Lama, Indonesia.

Proris is a drug known to help relieve fever and other symptoms of illness, such as pain, headache, or toothache in children. Proris has a composition in the form of Ibuprofen which is known as a cure for fever and pain. Ibuprofen is a propionic derivative which belongs to the group of NSAIDs or NSAIDs (non-sterile anti-inflammatory drugs) with analgesic (pain relief) and antipyretic (reduce fever) activity. When the body is inflamed (inflammation), the body secretes chemicals for inflammation, one of which is prostaglandin, which is formed by the aid of enzymes called cyclooxygenase (COX) 1 and COX-2 enzymes. The ibuprofen drug works by inhibiting prostaglandin by inhibiting COX-1 and COX-2 enzymes. For this reason, ibuprofen is

used to relieve inflammation and reduce fever, and relieve pain. Because the content of Ibuprofen has anti-inflammatory, fever-lowering and anti-pain properties, the researchers chose proris as research material. In general Proris can be purchased freely at the nearest pharmacy or drug store. However, we still have to pay attention to the rules for using the Proris Ibuprofen drug in accordance with the instructions contained in the drug packaging. Paying attention to the exact rules of use and dosage of Proris Ibuprofen can make us get maximum results related to the use of the drug Proris.

This research is a development of the research conducted by Richard Chinomona in his journal entitled Brand Communication, Brand Image and Brand Trust as the antecedents of Brand Loyalty in Gauteng Province of South Africa in 2016. In this research Richard used 4 variables: Brand Communication, Brand Image, Brand Trust and Brand Loyalty. While this study uses 4 variables, namely Brand Communication, Brand Image, Brand Trust and Brand loyalty for Proris products.

LITERATURE REVIEW

Brand Communication

A brand is a name, term, sign, image, or combination of all of them, which functions to identify a company's goods or services and distinguish them from competing goods (American Marketing Association, AMA). According to Jones and Kim (2011) brands are assets and sources of competitive advantage for producers and retailers. Brands offer customers tangible examples of their brand statement through products and / or experience, which they provide to the market for consumers (Runyan and Droge, 2008).

Brand communication is when ideas or images of a product or service are marketed so that specificities are identified and recognized by many consumers (Jones and Kim, 2011). Advertising professionals in business companies communicate brand not only to build brand recognition, but also to build a good reputation and a set of standards that the company must strive for or maintain (Sahin et al. 2011). The extant literature shows that brand communication has been consistently found to play an important role in creating a positive brand attitude (Keller and Lehman, 2006). Therefore, the main integrative element in managing brand relationships with customers and creating positive brand attitudes such as brand satisfaction and brand trust (Azize, Cemal, & Hakan, 2012). According to (Zehir, Şahin, Kitapçı, & Özçahin, 2011), Zehir et al. (2011), the purpose of brand communication is to expose the audience to a brand, where the effect can be maximized in terms of increased awareness and higher memory, so that customers will buy a brand that has the highest memory; and to satisfy customers to the optimum level. Several previous studies have shown that brand communication can directly

influence customer satisfaction for a brand (Panda, 2004; Grace and O'Cass, 2005; (Zehir et al., 2011); (Azize et al., 2012);Sahin et al. 2011).

Brand Image

Brand image has been defined as the consumer's mental picture of supply and that includes symbolic meanings that are associated by consumers with specific attributes of products or services (Muturi, Omwenga, & Owino, 2017);(Salinas and Pérez, 2009; Bibby, 2011). Sääksjärvi and Samiee (2012) define brand image as a series or total number of brand associations held in consumer memory which leads to perceptions of brands while Low and Lamb, (2000), define them as reasons or reasons. consumer emotional perception is attached to specific brands. In other words, this is seen as a brand representation in the minds of consumers that is related to supply or a series of perceptions about brands that shape consumers reflected by brand associations (Cretu & Brodie, 2007). Thus, brand image is the soul of the product or service. In the business market, brand image can also be expected to play an important role, especially where it is difficult to differentiate products or services based on real quality features (Syah, 2013);(Mudambi, Doyle and Wong, 1997; Shankar, Azar, and Fuller 2008). Usually transmitted to consumers, making them believe in products at a certain level, and then helping them to make purchasing decisions (Torres and Bijmolt, 2009).

Brand Trust

Trust can be defined as the degree to which consumers believe that a particular brand has confidence in satisfying its desires (Mario, 2017);(Zhou et al., 2011). In this case, consumers are willing to rely on brands that they believe are benefits (Carroll & Ahuvia, 2006). According to Pavlou, Liang and Xue (2007), brand trust is the willingness of the average consumer to depend on the ability of the brand to carry out the functions stated. Existing marketing literature reveals that trust is more prominent in situations of uncertainty, information asymmetry and fear of opportunism (Chiu, Huang and Yen, 2010). Thus, the role of trust is to reduce uncertainty and information asymmetry and make customers feel comfortable with their brand (Gefen, Karahanna and Straub, 2003; Pavlou, Liang and Xue, 2007). For example, if people are aware of the utilitarian and hedonic values of their brands, their trust will increase (Carroll & Ahuvia, 2006).

Brand loyalty

The importance of brand loyalty has been recognized in the marketing literature for at least three decades (Chang, Chen, & Lan, 2013). Cross-examination of the existing literature shows

that brand loyalty leads to certain marketing benefits such as reduction, marketing costs, more new customers, and greater trade leverage (Algesheimer et al., 2005). In addition, brand loyalty is a prerequisite for company competitiveness and profitability (Chaudhuri and Holbrook, 2001). For this reason, every company wants to have a brand with high customer loyalty (Morrison and Crane, 2007). Thus, brand loyalty is considered in the marketing literature as one way in which consumers express satisfaction with the performance of products or services received (Delgado-Ballester, Munuera-Aleman, & Yague-Guillen, 2003); (Coulter, Price, & Feick, 2003). According to (Chang et al., 2013), brand loyalty shows consumer preferences for buying a single brand name in a product class as a result of perceptions of brand quality and not price. The existing branding literature conceptualizes brand loyalty to have two dimensions namely brand loyalty behavior and attitude (Dholakia, Herrmann, & Algesheimer, 2005);(Algesheimer et al., 2005). Brand behavior loyalty is defined as a firm commitment to repurchase or repatronize preferred products or services in the future, even though there are situational influences and marketing efforts that have the potential to cause switching behavior (Morrison & Crane, 2007).

HYPOTHESES DEVELOPMENT

To test empirically the reciprocal relationship between brand communication on brand image, brand trust and brand loyalty, a conceptual model was developed based on marketing reviewed and specifically the brand management literature. In this model conceptualized brand communication is a predictor while brand image and brand trust are mediators. Brand loyalty is a single result variable. Figure 1 illustrates this conceptual research model. Relationships hypothesized between research constructs will be discussed later.

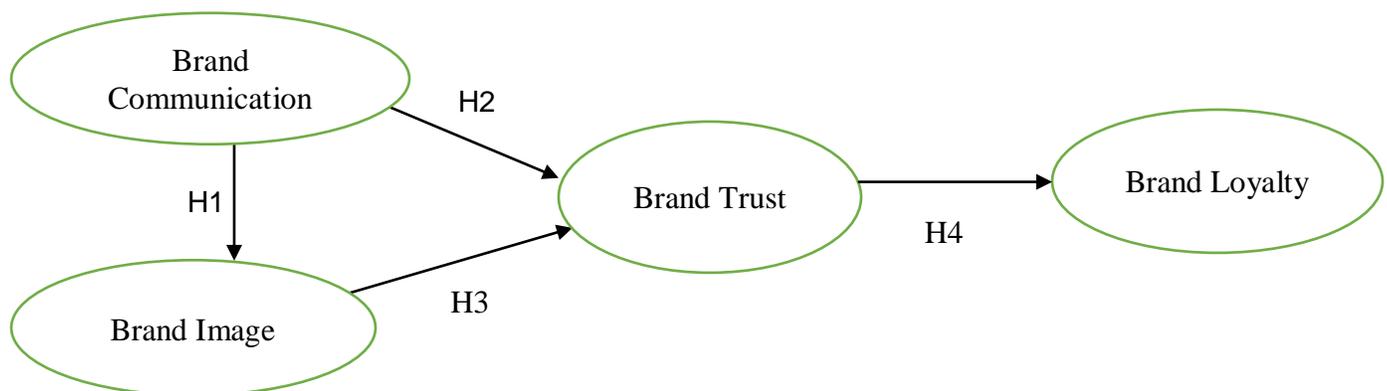


Figure 1. Proposed Research Model

Brand communication and brand image

Communication plays an important role in building a brand image. One of the responsibilities of marketers is to communicate and disseminate information about brand attributes and benefits to customers in the pre-entering stage and / or further experience stage (Chaudhuri, 2002).

First, marketers need to communicate the inherent superiority of the brand (aspect of functionality) to customers (Su and Rao, 2010). This serves to reflect the relevant attributes of the product or service and how brands can resolve consumer demand for consumption and help them solve or avoid problems they encounter (Salinas and Pérez, 2009). In addition, brand communication functions to disseminate brand external superiority (symbolism). The purpose of this is to communicate relevant attributes that can satisfy or meet consumers' inner needs, such as the search for self-esteem and the social identity of consumers (Wua, Yeh and Hsiao, 2011). In addition, marketers need to communicate the experience of other customers with a brand, for example, experience customer satisfaction using brands and how this brings happiness and pleasure that makes them want to buy back a brand. All in all, this fosters the brand's image in the customer's mind. Therefore, it can be said that the higher the level of brand communication, the higher the expected level of brand image that the customer will conceptualize. Previous empirical evidence has found a positive relationship between brand communication and brand image (for example, Narayanan and Manchanda, 2010). Therefore, based on ongoing discussions and empirical evidence this study argues that:

H1: Brand communication has a significant positive effect on brand image in Tangerang Indonesia.

Brand Communication and Brand Trust

Su and Rao (2010) state that one of the goals of brand communication is to expose an audience to a brand. The effect of such exposure is that it increases awareness and higher memory, so customers will buy brands that satisfy them to optimal levels (Sääksjärvi and Samiee, 2011). Satisfaction with brand performance tends to lead to positive brand attitudes (Shankar, Azar and Fuller, 2008). According to Low and Lamb (2000), brand attitudes summarize the meaning that consumers attach to brands and ultimately lead to trust and brand loyalty (Hoek et al, 2000). For that reason, smart marketers spend a lot of effort on brand communication to create and maintain a customer's positive attitude towards their brand (Grace and O'Cass, 2005). Therefore, it can be said that the higher the level of brand communication by the marketer, the higher the trust of the customer's brand. Previous empirical evidence has found a positive relationship between brand communication and brand trust (eg Su and Rao, 2010) and hence

brand communication can be expected to lead to brand trust in Indonesia. Therefore, it can be postulated that:

H2: Brand communication has a positive significant effect on brand trust in Tangerang Indonesia.

Brand Image and Brand Trust

Existing literature reveals that brand image is often reflected by perceptions of brands and brand associations held by customers or consumer memories (Yee, Yeung, Edwin Cheng, & Lee, 2013);(Lee & Tan, 2003). Thus, the more profitable the brand image is, the more positive the firmness or trust in branded products and attributes possessed by the customer (Russell-Bennett et al., 2007). Thus, brand image can function as an important substitute for intrinsic product attribute information, which in turn fosters customer trust in a brand (Pavlou, Liang and Xue (2007). Finally, the more confident customers are with a brand, the more likely they will trusting the brand The findings of previous studies have supported a positive relationship between brand image and brand trust (Cretu & Brodie, 2007). Similarly, in this study, it is expected that a favorable brand image will increase customer trust in a brand. brand trust (Keller & Lehmann, 2007). Therefore, based on these discussions and empirical evidence this study argues that:

H3: Brand image has a significant positive effect on brand trust in Tangerang Indonesia.

Brand Trust and Brand Loyalty

According to Agustin and Singh (2005), trust reduces uncertainty in an environment where consumers feel very vulnerable because they know they can rely on trusted brands. When a brand has the ability to continue to meet the interests and expectations of the best customers, customers tend to trust the brand. For example, customers will conclude whether the brand can be functionally reliable, if the quality is credible or brand safety before they consider trusting the brand (Bart, Shankar, Sultan, & Urban, 2003);(Bart, et al., 2005). Thus, brand trust is the result of careful and carefully thought out customer processes regarding a brand and can be seen as a lever of reliability and credibility (Chaudhuri and Holbrook, 2001). Instead, it can strengthen the repeat buying behavior of consumers and ultimately lead future brand attitudes and buying behavior or loyalty (Delgado-Ballester et al., 2003). As a result, brands that can be trusted are brands that consistently keep their promises to customers through superior performance, thereby ensuring customer brand loyalty in the process (Chang et al., 2013). Therefore, it can be said that the higher the level of brand trust by customers, the higher the customer brand loyalty expected. Previous empirical evidence has found a positive relationship between brand

trust and brand loyalty (eg Morgan and Hunt, 1994; Doney and Cannon, 1997; Chiou and Droge, 2006) and hence brand trust can be expected to lead to brand loyalty in the case of South Africa. Therefore, it can be hypothesized that:

H4: Brand trust has a significant positive effect on brand loyalty in Tangerang Indonesia.

RESEARCH METHOD

This research was conducted at Tangerang Indonesia. The population we examined was a citizen of the age of 25 years to 45 years in Tangerang - Indonesia. The aspects studied are Brand Communication, Brand Image, Loyalty Brand and Brand. The study was conducted in December 2018 to February 2019 by interviewing using a questionnaire.

This study uses data processing techniques with the Structural Equation Model that is processed using SPSS and Lisrel version 8.80. Hair, Anderson, Tatham and Black (2008) stated that respondents must be at least 5 times the questionnaire so that the number of operational questionnaires used was thirty-three, so the samples taken in this study were 95 (19 x 5) respondents and then added by 25% to anticipate dropouts, with four variables of brand communication, brand image, brand trust and brand loyalty. Data has been collected and then experienced Likert scale measurements on a scale of one to five (Sugiyono, 2012). The results of the analysis are interpreted and the final step is to conclude and give suggestions.

In this study there were one exogenous variables, namely three endogenous communication brands and variables, namely Brand Image, Trust Brand and Brand loyalty. Measurement of Brand Communication variables used by the theory of (Zehir et al., 2011);(Zehir, Sahin, Kitapci and Ozsahin, 2011), the measurement of brand image variables (Salinas and Perez, 2009), the measurement of brand trust variables using theory (Chaudhuri and Holbrook , 2001), and the measurement of brand variables using the theory of (Chaudhuri and Holbrook, 2001). This study used confirmatory factor analysis, by testing the validity of the Kaiser-Msyer-Olkin measure of sampling (KMO) and measures of sampling adequacy (MSA).

In this test the value obtained must be more than 0.500 which means that the factor analysis is suitable for use, and can be further processed. Brand communication scale consist of 6 questions and all values above 0.500 were at BI1 (0.326) and at BI3 (0.392), the brand trust scale was composed of 4 questionnaires and all values above 0.500. while the brand loyalty scale consists of 4 questionnaires and not all the above values (MSA> 0.500) were at BL4 (0.436).

RESULTS AND DISCUSSIONS

Analysis of all tests almost showed a good match, including: Chi Square, RMSEA, ECVI, AIC, CAIC, and Fit Index. There was a result of marginal fit in Critical N and Goodness of Fit. Furthermore, this study produced the path diagram as follows.

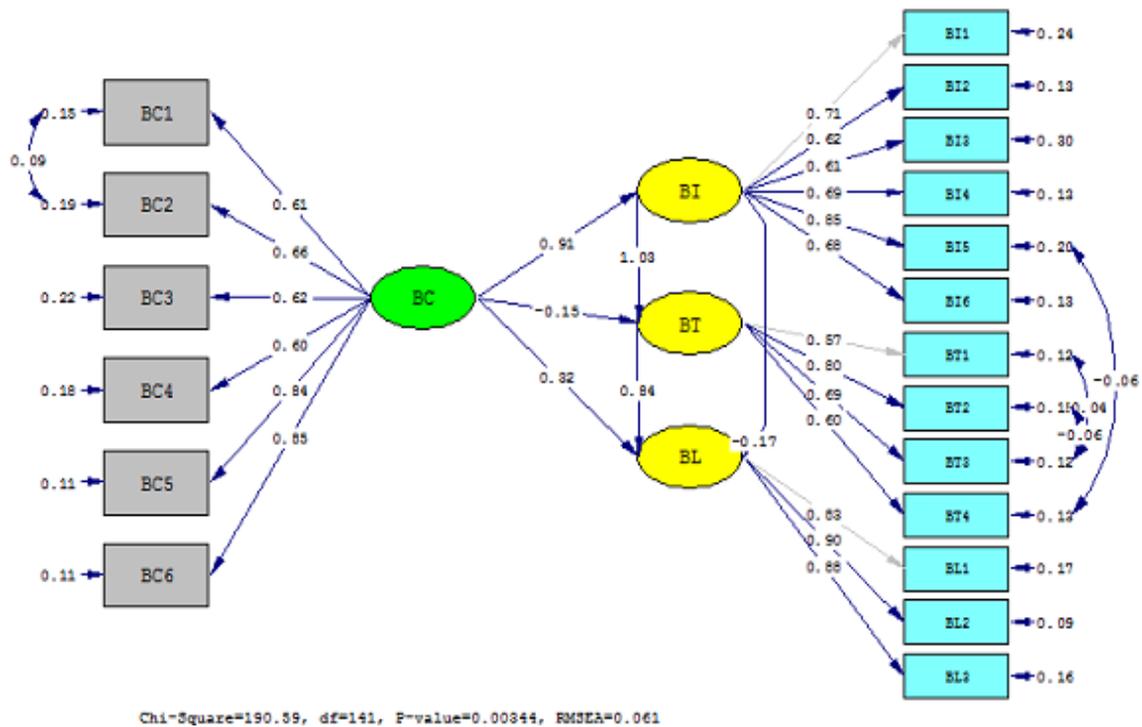


Figure 2. Path Diagram t-value

Based on Figure 2 Path Diagram T-Value is a hypothesis in this study, presented in the hypothesis testing table as follows:

Table 1. Research Model Hypothesis Testing

Hypothesis	Path	T-Value	Results
H ₁	There is a positive effect of brand communication on brand image.	8.75	Supported
H ₂	There is a negative effect of brand communication on brand trust	0.80	Not Supported
H ₃	There is Positive effect of brand communication on brand loyalty	2.12	Supported
H ₄	There is positive effect of brand image on brand trust	4.84	Supported

				Table 1...
H ₅	There is positive effect of brand trust on brand loyalty	5.26	Supported	
H ₆	Brand Image has a negative effect on brand loyalty.	0.73	Not Supported	

The purpose of this study was to determine the effect of brand communication on brand image and brand trust and consequently brand loyalty. In particular, four hypotheses postulated. To test the proposed hypothesis, data was collected from Tangerang - Indonesia. Empirical results support all the research hypotheses put forward in a significant way except H2 and H6.

Important to note about the research findings is the fact that the brand communication has a stronger effect on brand image (0.91) than on brand trust (0.15) which is not supported. Perhaps the insignificant relationship between brand communication and brand trust can be explained by the fact that consumers tend to develop trust in brands over a period of time (Abosag, East, Tynan, & Lewis, 2006);(Morgan & Hunt, 1994), for example after some positive experience and satisfaction with the brand. Brand communication has a significant relationship to brand loyalty (0.32). However, brand image greatly influences brand trust relationships (1.03). In particular, the relationship between brand trust and brand loyalty is strong (0.84). The implication, these findings indicate that brand communication can have a strong influence on brand trust and brand loyalty through brand image. Perhaps this could be due to the fact that customers tend to trust and be more loyal to brands with good image and reputation (Chiou and Droge, 2006). Research findings also reveal the fact that brand image has a insignificant relationship to brand loyalty. This means that proris products have not received a positive response from residents of Tangerang. There are several possibilities, namely, consumers have not understood the benefits of Proris products. This is as explained by (Keller & Lehmann, 2007);(Kellar, K.L, 1993) which states that information from a product will have a positive effect on consumer loyalty.

IMPLICATIONS

The business world is increasingly competitive and maintaining brand loyalty is a big challenge for marketers. Many marketing researchers and practitioners emphasize the important role of brand communication to influence brand image, brand trust, and ultimately brand loyalty. Brand image will increase consumer brand trust and loyalty. Brand communication strategies that can be adopted for marketing strategies in the business world, especially for marketing managers in Indonesia include among others, brand promotion and joint advertising.

The current study is an attempt to investigate this relationship in a context that is often overlooked. In general, the findings of this empirical study are expected to have beneficial implications for practitioners and academics. On the academic side, this study contributes significantly to the brand management literature by systematically exploring the impact of brand communication on brand image, brand trust, and brand loyalty in proris products in Tangerang-Indonesia. Overall, the current research findings provide a tentative support for the proposition that brand communication, brand image, and brand trust must be recognized as significant antecedents to obtaining and maintaining brand loyalty in Tangerang - Indonesia.

On the practitioner's side, the important influence of brand communication and the mediating role of brand image and brand trust in Tangerang - Indonesia is highlighted. Therefore this study states that marketers can benefit from the implications of these findings. For example, given the strong relationship between brand communication and brand image (0.91) and also between brand image and brand trust (1.03), marketers must pay attention to brand communication and brand image to build customer brand trust. By increasing the perception of brand image through effective brand communication, marketers will be able to gain customer brand trust. Finally, customers will be loyal to a brand that they think is trustworthy.

Overall, drawing from the research findings, one can argue that theoretically marketers tend to get consumer brand trust only when consumers consider brands to have a good image through brand communication. Thus brand communication that does not build a good brand image will not gain consumer brand trust.

CONCLUSION

Regardless of the usefulness of this study, this study has limitations. First and most significantly, this research can be strengthened by increasing sample size and including participants in other geographical areas. Second, this research is limited to only being carried out for proris products in Tangerang - Indonesia. For comparison of results, further research should reflect on replicating this research in other developing countries. It is better for the next research to add variable brand involvement, brand experience and brand satisfaction.

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