ANALYSIS OF THE INFLUENCE OF BRAND IMAGE AND CUSTOMER VALUE ON CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER LOYALTYs

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Abstract
Banking Is a Very Important Instrument in a Country's Economy. The Healthy Condition of the Banking System Will Naturally Push the Economy in a Positive Direction. Bank Mandiri Is One of the Largest Banks in Indonesia, Mandiri Products and Services Have Been Widely Accepted and Utilized by the People of Indonesia in Banking Affairs. Regarding Magazine Info Bank Shows the Results of His Research on 10 Banks, Bank Mandiri Is Still Ranked Tenth or Last Rank. This Study Aims to Examine the Influence of Brand Image and Customer Value on Customer Satisfaction and Its Impact on Customer Loyalty. The Type of Research Used Is a Research With a Conclusive Design That Is the Type of Inference Research That Aims to Test a Certain Hypothesis, Either Through in-depth Research on a Problem (Descriptive Research) and to Find the Relationship Between Variables (Correlative) Between Independent Variables and Dependent Variables. The Purpose of the Study Was to Analyze the Influence of Brand Image and Value on Customer Satisfaction and Its Impact on Customer Loyalty. The Results Showed That Brand Image and Customer Value Influence to Customer Satisfaction and Also to Customer Loyalty, Customer Satisfaction Also Influence to Customer Loyalty.

Keywords: brand image, customer value, customer satisfaction, customer loyalty

Introduction

Banking is a very important instrument in a country's economy. The healthy condition of the banking system will naturally push the economy in a positive direction. At this time banking is not just said to be an organization want to accumulate benefits only, but banking also affects other areas that promote economic activity.

Industrial banking services as one of the services in the marketing world is required to provide optimum quality for the performance. A company engaged in services try to show its image, because with a good image then adds value to the company and also make consumers happy and comfortable.

Customer satisfaction must be accompanied by customer loyalty, customer satisfaction concerning what is disclosed by the customer about the perception and expectation of banking

services obtained from the Bank. Kittler (2009: 139) states that satisfaction is the feeling of pleasure or disappointment of someone who arises because it compares perceived performance with the product to customer expectations. While loyalty relates to what customers do after interacting in the process of banking services. According to Tipton F (2000) consumer loyalty is a customer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases. Consumers expect to obtain maximum service or service from service providers by providing services that satisfy their expectations or even exceed their expectations. Therefore, management of the service industry needs to always improve the quality of service to consumers.

Bank Mandiri is one of the largest banks in Indonesia, Mandiri products and services have been widely accepted and utilized by the people of Indonesia in banking affairs. Magazine Info Bank (2016) shows the results of its research on 10 Banks, Bank Mandiri still occupy the tenth ranks or last rank. In this magazine survey results ISMS 2015 shows that if viewed from the top 10 banks in the quality of service based on Top Box Index, it turns out Bank Mandiri also showed last rank. Based on the above background it is necessary to conduct research on the influence of brand image and value to customer satisfaction and its impact on customer loyalty in Bank mandiri.

Research purposes

This study aims to analyze the influence of brand image and value to customer satisfaction and its impact on customer loyalty

Theoretical Framework and Hypotheses

Brand Image

Brand image is part of a recognizable but unspeakable brand, such as a symbol, custom letter or colour design, or customer perception or a product or service represented by a brand Ferrinadewi E (2008: 165). Companies in the face of business competition must be able to build a positive brand image. According to Sugiarti (2013: 55), the factors that form the image of the brand are: (i) image maker (ii) product image (iii) user image, and (iv) brand image is one factor customer willingness to connect with company.

Putrid N.A et al (2016) in his research stated that brand image is able to influence customer satisfaction by creating superior and competitive products, and creating affordable products, so as to enable the company to survive in various economic conditions. Arfianti (2014) in his research stated the brand image affect the customer satisfaction. Hosseini (2010) in his research in Iran in his investigation of the impact of the brand image on employee loyalty found that employees feel satisfied working in the company as long as the company has a strong brand image. Kambiz S and Naimi S. S (2014) in his study found an influence between brand image and satisfaction. Onyancha G.K (2013) in a study in Kenya at Commercial Bank found that brand image has a very strong relationship to satisfaction.

Syahfudin and Ruswanti (2015) in his study stated that bank managers should continue to maintain the quality of service and brand image of their bank to increase customer satisfaction and loyalty.

Customer Value

Kotler (2007) argues that customer value is the difference between total customer value and total customer cost. Sugiarti T, et al (2013) found that customer value contributed to customer satisfaction in his study in South Kalimantan against 150 Hypermarts. Wang et.al. (2004) found the role of customer value to customer satisfaction, brand loyalty and customer behavior based on CRM performance. Kotler (2002) states that brand loyalty is one of the brand assets, which shows the high value of a loyalty, because to build many challenges that must be faced and takes a very long time. Woodruff RB (1997) states perceived value occurs through a customer shopping process once repeated expenditures or expenditures

Customer satisfaction

Kottler (2009: 139) states that satisfaction is the feeling of happiness or disappointment of someone who arises because it compares perceived performance with the product to customer expectations. According Tipton F (2010: 147) customer satisfaction is the level of one's feelings after comparing performance he/she felt compared to his/her expectations. Generally, customer expectation is an estimates or beliefs of customers about what will be received when he bought or consume a product (goods or services).

Murni Y (2018) found that customer satisfaction had a positive and significant effect on customer loyalty in his research in online stores. Novianti, Endri and Darlius (2018) in their study in Medika Farma Pharmacy, Cikarang in Indonesia found that there was a significant direct effect on customer satisfaction to customer loyalty.Customer satisfaction has an influence on loyalty (Chu et al., 2012; Siddiqi, 2011). According to a study by Mohammad Muzahid Akbar and Noorjanah Pares (2009) states that customer satisfaction has a significant effect on customer loyalty. Satisfaction is one of the causes of loyalty (Dharmayanti, 2006). Iqbal, M.A (2013) stated that attitude have a positif effect on cutomer satisfaction and customer satisfaction have a positive influence on future behaviour, loyalty and behaviour of displacement.

Loyalty

According to Tipton, F (2000) consumer loyalty is a customer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases. Durian to S (2010: 126) customer loyalty is a measure of customer attachment to a brand. This measure is able to provide an idea of whether or not the customer may switch to another product brand, if the product brand is found to be a change, whether it involves price or other attributes. Customer loyalty indicates repetitive purchasing of a product and service (Cronin Jr et al., 2000). Lovelock et al (2010: 151) also adds the notion of loyalty as a customer's progress to continuing to support a company over

the long term, buying and using its products and services on an exclusive voluntary basis recommending the company's products to friends and friends.

According to Vijay and Theo (2008: 71), customer loyalty is also defined as the great likelihood of customers repurchasing customers and their willingness to become partners for the company, in this case the partner is understood to be willing to buy more products or services and provide recommendations positive and willing to inform the company if there is a mistake in the service or product.

Development of Hypotheses and Frameworks of Thought

Development of Hypotheses and Frameworks of Thought

Based on the previous theoretical review, the research hypothesis is proposed as follows:

H1: Brand image affects customer satisfaction

H2: Brand image affects customer loyalty

H3: Customer value affects customer satisfaction

H4: Customer value affects customer loyalty
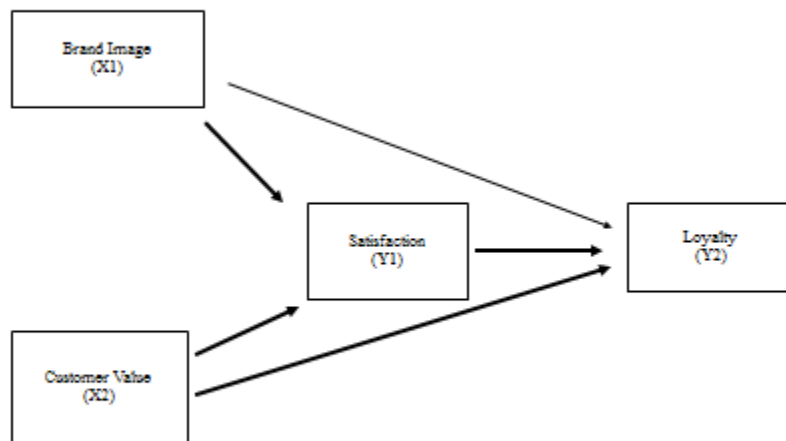
H5: Customer satisfaction affects customer loyalty

Figure 2.1. Framework

Research methods

This research uses a quantitative approach with explanative or causal design that aims to explain how one variable affects or is responsible for changes in the variable.

Cross-sectional research is a type of research that collects information / questionnaire only once in a given time to the sample. Cross-sectional data is collected at once at one time and only once by distributing questionnaires to the respondents.

Survey method is the collection of information based on the questionnaire of respondents. Thus, this research belongs to survey method in which the researcher uses questionnaire instrument to obtain data to researcher subject in a relatively short period of time.

Research Results and Discussion

Test Validity and Reliability

Based on the results of data processing in the table below, all indicators show that their validity is above 0.361 (for 30 respondents). Similarly, the reliability test for the three variables is reliable because the value of coronach alpha is above 0.6 ie brand image (0.775), customer value (0.777), customer satisfaction (0.775) and customer loyalty (0.777)

Tabel. 4.1. Test the validity and reliability of brand image, customer value, customer satisfaction and customer loyalty

Variabel	Indikator	Validitas	Cronbach's Alpha
Brand image	Easy to say	0,928	0,775
	It has various service fasilities	0,716	
	Easy to remember	0,855	
Customer value	Can be used for various transaction	0,899	0,777
	Give a gift	0,842	
	Good and reliable	0,751	
Customer satisfaction	Satisfied with the service	0,788	0,775
	Provide good information	0,902	

	Talk about good things	0,799	
Costumer Loyalty	Commitment and repead transaction	0,810	0,777
	Recommend to others	0,810	
	Not Moving	0,879	

Source: Result of SPSS processin

Classic Assumption Test

Normality Test

Tabel. 4.2. Test of Normality, Brand Image, Customer Value, Customer Satisfaction and Customer Loyalty

One-Sample Kolmogorov-Smirnov Test

		X1	X2	Y1	Y2
N		48	48	48	48
Normal Parameters[a,b]	Mean	13.50	12.73	12.71	12.00
	Std. Deviation	1.414	1.660	1.443	1.530
Most Extreme Differences	Absolute	.189	.149	.188	.188
	Positive	.147	.149	.188	.188
	Negative	-.189	-.143	-.187	-.188
Kolmogorov-Smirnov Z		1.309	1.032	1.304	1.299
Asymp. Sig. (2-tailed)		.065	.237	.067	.068

a. Test distribution is Normal.

b. Calculated from data.

Source: Result of SPSS processing

From the table above can be seen that the data is normally distributed, this is because the results of significance (Asymp.Sig) of each variable obtained results greater than 0.05. In the above output, according to the Kolmogorov Smirnov Z method, the K-S Z values for the four variables are respectively of brand image = 0.065, customer value = 0.237, customer satisfaction = 0.067 and customer loyalty of 0.068.
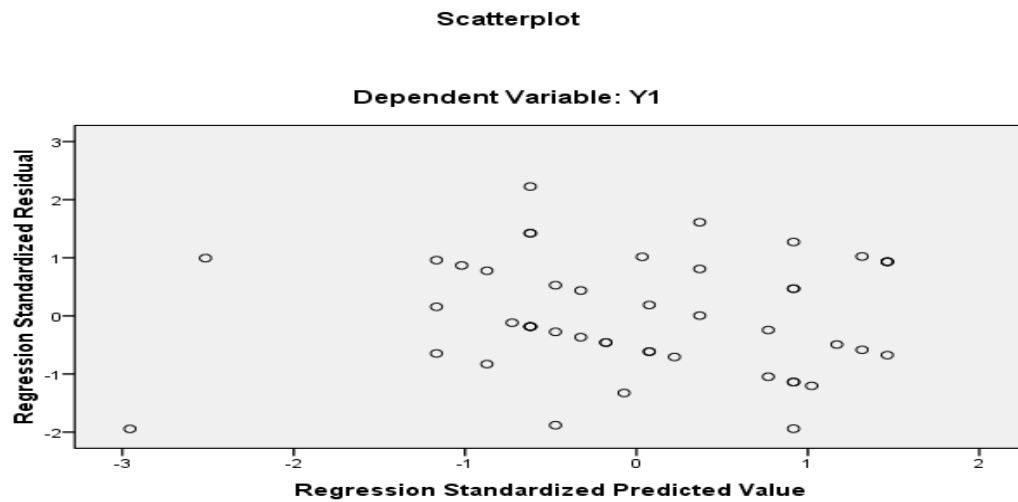
Heteroskedastistas test

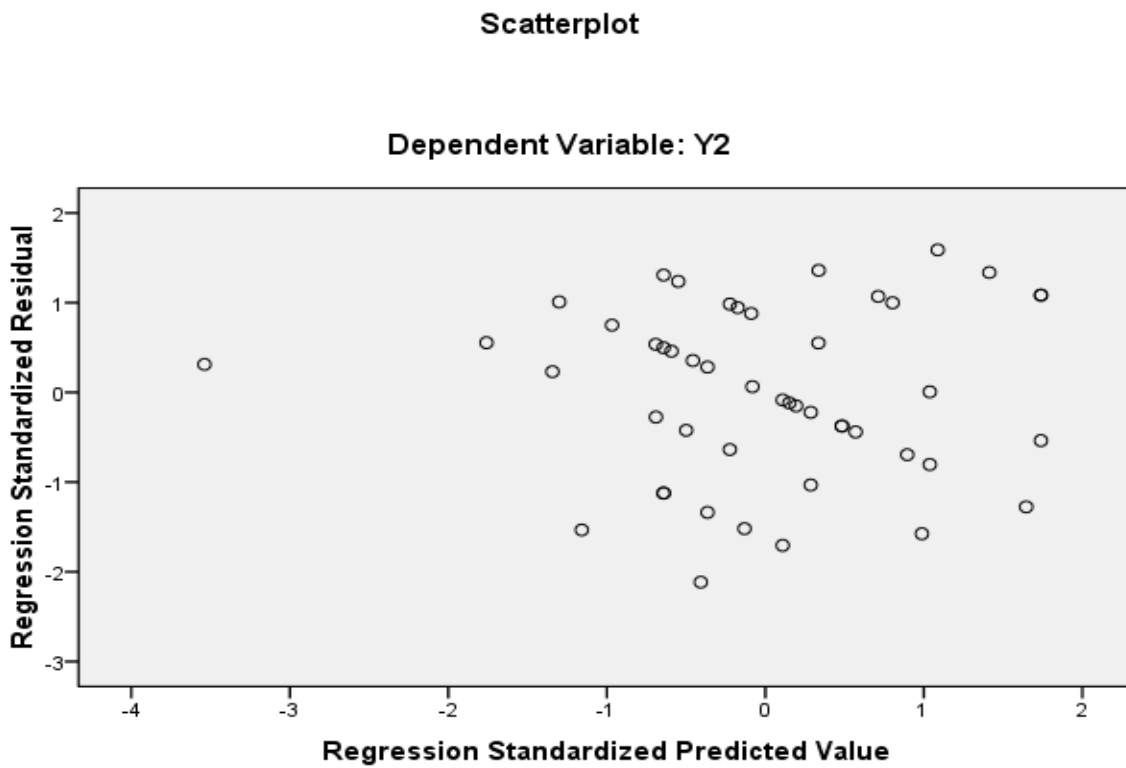Figure 4. 1. Heteroscedasticity Test Results Model 1

Figure 4. 2. Heteroscedasticity Test Results Model 2

From these figures it can be seen that the points spread randomly for path model1 as well as model 2, it can be concluded that there is no heterokedastity in the regression model. Then it can be concluded that the regression model is eligible to predict interest.

Model Path Analysis Test Result I

The results of testing independent variables brand image and customer value of consumer satisfaction, seen in Table 4.3 as follows:

Table. 4.3. Result of Testing Influence of Brand Image and Customer Value to Customer Satisfaction.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	5.782	1.935		2.988	.005
X1	.114	.137	.112	.830	.411
X2	.423	.117	.487	3.626	.001

a. Dependent Variable: Y1
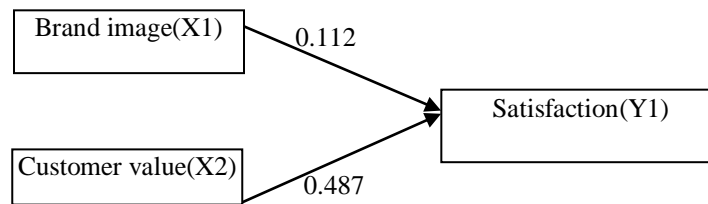
Source: Result of SPSS processing

Figure 4.3. Path AnalysisModel 1

Based on Table and figure 4.3 above, the coefficients of each independent variable used can be determined as follows:

$$Y1 = 0.112X1 + 0.487X2$$

Sig value from the influence of brand image to customer satisfaction obtained sig value of 0.411 where the value is greater than the value of significance in this study that is 0.05. This means that brand image has no significant effect on customer satisfaction with beta value of 0.112 and shows a direct relationship between the two variables. Similarly, Hsiung's research, LC (2011) found that brand associations that are components of the brand image have no significant effect on customer satisfaction, the same is demonstrated by research by Saad N. M and Ahmad ZBAW (2017) the brand image of a store does not show significant results to customer satisfaction.

The sig value of customer value to customer satisfaction shown in Table 4.3 is 0.001 where the value is smaller than the significance value of 0.05. It means that customer value significantly influence customer satisfaction with beta value equal to 0.487 and show the direct relationship between the two variables. This is in line with previous research as demonstrated by Sugiarti T, et al (2013) found that customer value contributed to customer satisfaction in his study in South Kalimantan against 150 Hyper marts as well as Wang et.al. (2004) found the role of customer value to customer satisfaction based on CRM performance

4.4. Test Path Analysis Results Model 2

The results of testing the independent variables of brand image, customer value and customer satisfaction to customer loyalty as shown in Table 4.4 as follows:

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.277	2.099		1.085	.284
	X1	.088	.137	.082	.646	.522
	X2	.311	.132	.338	2.368	.022
	Y1	.359	.148	.339	2.432	.019

a. Dependent Variable: Y2

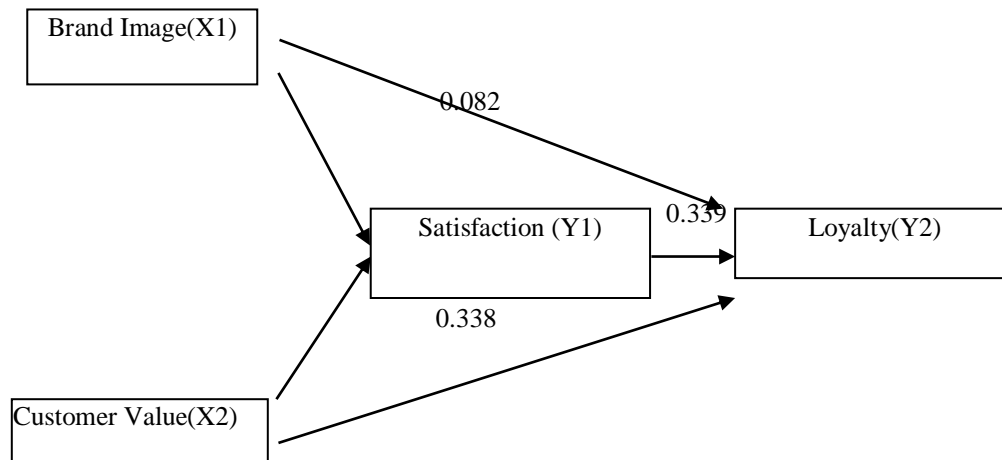Source: Result of SPSS processing

Figure 4.4. *Path* Analysis Model 2

Based on Table and figure 4.4 above, the coefficients of each independent variable used can be determined as follows:

$$Y2 = 0.082X1 + 0.338X2 + 0.339Y1$$

The value of sig from the influence of brand image to customer loyalty obtained sig value of 0.522 where the value is greater than the value of significance in this study that is 0.05. This means that the brand image has no significant effect on customer loyalty with the beta value of 0.082. Similarly, Kumowah, RC, SLHV Joyce Lapian and Johan Tumiwa (2016) suggest that store brand image has no significant effect on customer loyalty, as Kambiz S and Naimi SS (2014) have found brand image does not show results that affect customer loyalty.

The sig value of customer value to customer loyalty is 0.022 where the value is smaller than the value of significance 0.05. It means that customer value significantly influence customer loyalty with beta value equal to 0.338 and show direct relationship between the two variables. This is in line with previous studies as shown by Wang et al (2004) found the role of customer value to customer loyalty based on CRM performance. Woodruff RB (1997) states perceived value occurs through a customer shopping process once repeated expenditures or expenditures.

The sig value of customer satisfaction to customer loyalty is 0.019 where the value is smaller than the value of significance 0.05. This means that customer satisfaction significantly affects customer loyalty with beta value of 0.339 and shows a direct relationship between the two variables. This is in line with previous studies as demonstrated by Chu et al(2012); Siddiqi(2011) which states that customer satisfaction has an influence on loyalty. The same is true of Mohammad Muzahid Akbar and Noorjanah Parvez (2009) researches that customer satisfaction

has a significant effect on customer loyalty. Satisfaction is one of the causes of loyalty, Dharmayanti(2006).

Conclusions

Managerial implications

In improving customer loyalty we recommend that the bank should consider the value of customers and customer satisfaction because these two variable each have a strong and significant effect to customer loyalty. Therefore the bank should analyze overtime and motivate the staff for giving the the service excellent for their customer.

5.2 Contribution to theory

The result of research show that customer value have a significant effect to satisfaction. This study supports previous research as shown by Sugiarti T, et al (2013) found that customer value contributed to customer satisfaction in his study in South Kalimantan against 150 Hyper marts, as did Wang et.al (2004) found the role of customer value to customer satisfaction based on CRM performance

Customer value have significantly influence customer loyalty. This is in line with previous studies as shown by Wang et al (2004) found the role of customer value to customer loyalty based on CRM performance. Woodruff RB (1997) states perceived value occurs through a customer shopping process once repeated expenditures or expenditures.

Customer satisfaction has a positive effect. This is in line with previous research as demonstrated by Chu et al 2012; Siddiqi (2011) who stated that customer satisfaction has an influence on loyalty. The same is true of Mohammad Muzahid Akbar and Noorjanah Parvez (2009) found that customer satisfaction has a significant effect on customer loyalty. Satisfaction is one of the causes of loyalty Dharmayanti(2006).

Limitations of Research

The results of this study do not examine other variables that affect loyalty such as service quality, technology or other variables. The results of this study were conducted using non probability sampling ie convenience sampling so it can not be generalizes for every banking.

5.4 Advanced Research Directives

Further research should be developed with the object of research using probability sampling so that the results can be generalized for each banking. Subsequent research can also explore other other independent variables that have not been studied in this research.

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