

The effect of brand communication and brand image on brand loyalty through brand trust on good day drink products in Surabaya

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Info Artikel

Article history:

Received April 18th, 2022

Revised April 21th, 2022

Accepted April 25th, 2022

Keywords :

brand communication, brand image, brand trust, brand loyalty

ABSTRACT

In this era, companies are competing to be the best in the business they are in, including the beverage business. Especially now that there are more and more consumer needs and desires to fulfill their satisfaction, one of which is the coffee beverage business. In the coffee beverage business, which is currently growing very rapidly in Indonesia, it has demanded that companies be able to be the best and want to always maintain their existence, one of which is by improving the quality of taste and making it easier for consumers to consume coffee. and is seen as the most practical and preferred drowsiness reliever by all circles. This study aims to analyze the effect of brand communication and brand image on brand loyalty through brand trust in Good Day beverage products in Surabaya. The object of this research is consumers who have ever drunk Good Day beverage products in Surabaya. The research sample used in this study was 150 samples with purposive sampling technique. The data used is primary data obtained by distributing questionnaires to consumers who have used Good Day beverage products in Surabaya via google form. The data analysis technique used is SEM with the help of PLS. The results show that brand communication is significant positive for brand image, significant positive brand communication is on brand trust, brand image is significant positive for brand trust, brand trust is significant positive for brand loyalty.



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INTRODUCTION

In this era, companies are competing to be the best in the business they are in, including the beverage business. Especially now that there are more and more consumer needs and desires to fulfill their satisfaction, one of which is the coffee beverage business. In the coffee beverage business, which is currently growing very rapidly in Indonesia, it has demanded companies to be able to be the best and always want to maintain their existence, one of which is by improving the quality of taste and making it easier for consumers to consume coffee (Tariq et al., 2017). With the development of the food & beverage business, every business actor is required to compete in innovation. This can be seen by the number of coffee brands that have sprung up. The number of brands that have sprung up on coffee beverage products makes the management have to carry out good communication and fix the right strategy to reach the consumer market. One of the strategies carried out by the company's management is by looking at consumer demand for the products offered so that consumers have loyalty and desire to make purchases using these products (Ngatno, 2017).

Currently, coffee is considered a drink that is quite popular with various types of people and is seen as the most practical sleep reliever and is liked by all people. People need caffeinated drinks such as coffee which are considered to be more effective in eliminating drowsiness than energy drinks. PT. Santos Jaya Abadi who wants to answer consumer needs by issuing a type of ready-to-drink coffee, namely Good Day Ready To Drink (RTD) Coffee (Che-Hui et al., 2011). This type of ready-to-drink coffee certainly answers the wishes of consumers who want to be practical in enjoying coffee. With this convenience, consumers can enjoy coffee anywhere and anytime without the need to brew coffee manually. Good day itself is a coffee produced by PT. Santos Jaya Abadi since early 2001. At first, Good Day coffee has released many flavors to attract consumers, including Cappuccino, Coffee Freeze, Tiramissu Bliss, Funtastic Mocachino and Coffe Freeze Choco Orange. Coffee Good Day has variations in bottles, ready-to-drink boxes and available in sachets. Since its inception, Good Day coffee is well known by the public with the tagline "because there are many flavors" which reflects the many flavors

of the coffee. This image makes Good Day Coffee more easily recognized by all levels of society (Agung et al., 2019).

Coffee Good Day is a product that has the main target market for teenagers, by having this target, communication is carried out through media, be it social media or print media. In the Good Day social media approach, of course, you must use an advertising model that is attached to teenagers. Advertising models that are considered attached to teenagers such as Afgan, Chelsea Islan, Maudy Ayunda. In the Ready To Drink (RTD) business world, Good Day products do not only run alone but have several competitors such as Luwak White Coffe, Top Coffee to Nescafe (Arenggoasih, 2016). In this era, the culture of drinking coffee is very close to all levels of society. Drinking coffee now knows no time and place, it has even become part of the lifestyle for young people. Coffee drinks are now very easy to find, starting to have many variants of taste, packaging to various price variations. With the emergence of many types of coffee drinks, several brands are grouped that are able to compete in the Top Brand category (Nurdianasari & Indriani, 2017).

Top Brand itself is an indicator of brand strength. Brands that are recognized as Top Brand indicators must be able to meet several criteria. The criteria are having a Top Brand Index of at least 10% and must occupy the top 3 positions in the product category. The Top Brand Index can be formulated into 3 variables, namely Mind Share, Market Share, and Commitment Share. Mind Share is to explain how strong the brand is in the minds of consumers from that category. Next is Market Share which shows how strong the sales of the product are in the market. And finally the third variable, namely Commitment share which explains the strength of the brand to create consumer desire to make repeat purchases in the future. To determine the value of each of these variables, 3 parameters are used, namely Top of Mind Awareness, Last Usage, and Future Intention. . The following is an explanation of the Top Brand Good Day Table in the Ready To Drink (RTD) Coffee category (Ahmad Mabkhot & Shaari, 2017).

According to Zehir et al. (2011), the expectation of brand communication is to convey an audience to a brand, which can be maximized by increasing knowledge about the brand. Here, Good Day beverage products always continue to innovate, one of which is by reaching the digital world. The goal is to develop in the digital world sector so that brands can evaluate how far they can make efforts for better digitization. In addition, to see how maximal communication to consumers is via digital. Innovations made by PT. Santos Jaya Abadi bore fruit with Good Day being able to win the Indonesia Digital Popular Brand Award in 2018.

Brand image is explained as a consumer's view, offering includes the meaning that consumers associate with specific product or service attributes (Francisco et al., 2009). How to strengthen the brand image of PT. Santos Jaya Abadi always conducts product introduction events to high school and vocational schools. The purpose of holding this event among students is to bring Good Day products closer to being accepted by students.

Brand loyalty according to Mowen and Minor (Hasanah, 2009) is a condition when consumers are satisfied with a brand, then there is a commitment to a brand and will continue to make purchases in the future. Brand Loyalty is a consumer's description of satisfaction due to perceived price quality. The loyalty carried out by consumers is because the products produced by Good Day have good quality and make the culture of drinking coffee a lifestyle for teenagers. Trust is an understanding of consumers' understanding of a particular brand so that they are sure to fulfill what they want (Zhou et al., 2012). PT Santos Jaya Abadi always tries to find out what coffee connoisseurs want right now. By maintaining quality and meeting consumer expectations.

In competition in this sector, other companies also sell coffee in Ready To Drink (RTD) packaging. With intense competition in the ready-to-drink coffee sector, it is a challenge for coffee companies to compete to become a leader. With the innovation from competitors, namely Luwak White Coffee, which displays ready-to-drink coffee products that are friendly to all circles, consumers will have comparisons in choosing products. One of the reasons is the rapid development of digital so that consumers understand more quickly in finding product information. So, Good Day can explain the product well to consumers by maintaining the quality of taste and innovation. In order to minimize trust in consumers. Good Day has the slogan "live with many flavors" so that consumers can easily remember the brand image of Good Day's coffee products. Based on this explanation, the researcher is interested in conducting a study on "influence of brand communication and brand image on brand loyalty through

brand trust on good day drinking products in surabaya". Based on the formulation of the problem above, the purpose of this study is to determine the effect of:

1. Brand Communication on Brand Image on Good Day beverage products in Surabaya.
2. Brand Communication on Brand Trust on Good Day beverage products in Surabaya.
3. Brand Image of Brand Trust on Good Day beverage products in Surabaya.
4. Brand Trust on Brand Loyalty on Good Day beverage products in Surabaya.

Hypothesis Development

The Influence of Brand Communication on Brand Image

According to Chinoma (2016) brand image is influenced quite strongly by brand communication. By maximizing what strengthens the brand image by being influenced by good communication, marketers can gain brand trust for customers. According to Narayanan et al (2010), communication has a central role in creating brand image. Part of the responsibility of marketers is to communicate and disseminate information about the attributes of both the advantages of the brand and its benefits to customers in brand communication.

Furthermore, marketers need to communicate with other customers to inquire about their experience with a brand, such as customer satisfaction experiences. By using a brand, consumers will be made happy by the brand and want to buy the brand again. All of them foster a good brand image in the minds of consumers. Because it can be assumed that if the level of brand communication is high, the brand image will also be higher. Previous empirical results have found a significant relationship between brand communication and brand image (Narayanan & Shmatikov, 2010).

H1: Brand communication has a significant effect on brand image

Effect of Brand Communication on Brand Trust

According to Chinoma (2016), perhaps the insignificant relationship between brand communication and brand trust can be explained by the fact that consumers usually increase trust in a brand for a certain period of time, for example after being satisfied with the brand.

Su and Rao (2010) stated that one of the goals of brand communication is to expose the audience to the brand. The effect of such exposure is to increase consumer awareness and higher memory. So that customers buy brands that they feel are satisfactory (Sääksjärvi & Samiee, 2011). Satisfaction with brand performance is likely to lead to positive brand attitudes. Brand attitude encapsulates that consumers are attached to the brand and ultimately leads to brand trust and loyalty. For this reason marketers spend a lot of time creating and maintaining what has been produced (Grace & O'cass, 2005).

H2: Brand communication has a significant effect on brand trust

Effect of Brand Image on Brand Trust

According to Chinoma (2016) between brand image and brand trust, marketers must look at both brand trust and brand image to create brand trust by consumers. If you pay attention to both, it is expected that consumers will be able to be loyal to the brand because they are considered trustworthy and have a good brand image.

The literature still explains that brand image is often reflected by thoughts about brand associations stored in consumers' memory (Lee et al., 2003). With this, it is better to convey the brand image and the more significant the assertiveness or trustworthiness of the branded product and the attributes of the customer (Bennett et al., 2005). With this, brand image can function as an important substitute for product attribute information which in turn instills customer confidence in a brand (Pavlou et al., 2007). Then when the higher the customer has confidence, the higher the customer trust in the brand. Previous research also supports a positive relationship created between brand image and brand trust (Cretu & Brodie, 2007).

H3: Brand image has a significant effect on brand trust

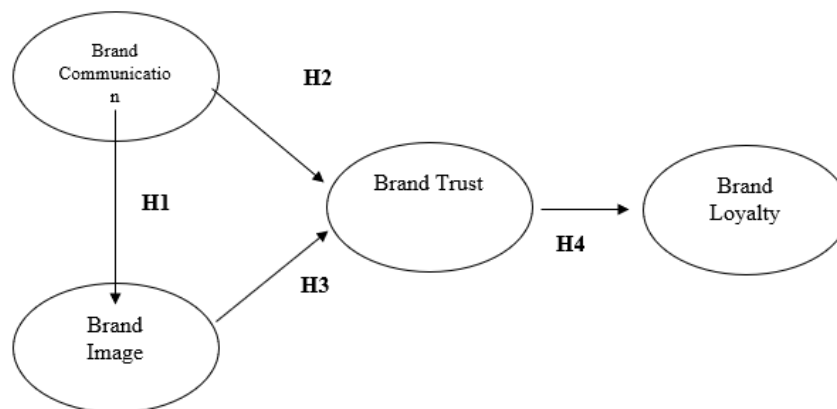
Effect of Brand Trust on Brand Loyalty

Brand trust and brand loyalty have a strong relationship. The implication is that these findings result in brand communication having a strong influence on trust and brand loyalty through brand image according to Chinoma (2016). This may be due to the fact that customers are more likely to trust and be more loyal to brands that have a good image. According to Agustin et al (2005), uncertainty can

decrease as trust arises in an environment where consumers already know that they can rely on trusted brands. When a brand has the ability to meet the continuous interests and expectations of the best customers, customer trust will increase in the brand. For example, customers can conclude whether the brand is functionally reliable, if the quality is credible then consumers will think to trust the brand . A trustworthy brand is a brand that consistently keeps its promises to consumers through superior work. Therefore, it can be said that the higher the level of customer brand trust, the higher the customer's brand loyalty. With this, brand trust is a process that customers think is good and well thought out about a brand and is seen as its superiority and credibility.

H4: Brand trust has a significant effect on brand loyalty

Based on the picture, this study examines the variables that affect brand loyalty on Good Day Products in Surabaya, namely brand communication variables, brand image, through brand loyalty. These variables influence each other, which can strengthen or weaken the relationship between variables, which will then have an impact on brand loyalty to Good Day product consumers in Surabaya. The figure shows that brand communication (X1), brand image (X2), has an effect on brand loyalty (Y2) through brand trust (Y1).



Research Fremework
Source: Chimona, Richard (2016)

RESEARCH METHODS

In this study there are several variables, including brand communication, brand image, brand trust, and brand loyalty, therefore this research is a causal research. According to Sugiyono (2016) causal research is a relationship that has a causal nature by the independent variable (which affects) and the dependent variable (which is influenced). Causal research is intended to understand and analyze brand communication, and brand image in its influence on brand loyalty through brand trust.

This research includes several variables, such as:

1. Exogenous variables: Brand communication (X1), Brand image (X2)
2. Intervening variables: Brand trust (Y1)
3. Endogenous variables Brand loyalty (Y2)

Variable Operational Definition

Brand Communication

Brand communication is the process of delivering messages on a brand that is interpreted by consumers who are able to foster curiosity and a desire to be able to feel the benefits of a particular brand. better that is:

1. Awareness
2. Knowledge
3. Like
4. Preferences
5. Conviction
6. Purchase

Brand Image

Brand image is the ability of consumers to remember and recognize the attributes that exist in a brand that is stored in the memory of consumers. This will help consumers to make purchasing decisions.

The indicators that make up the brand image are:

1. Image maker (Corporate Image)
2. Product/consumer image (Product Image)
3. User Image (User Image)

Brand Trust

Brand trust can be defined as the level of stimulation generated by the brand. Brand trust is one of the important things so that consumers are not easy to switch to other brands. Ferrinadewi (2008) suggests, there are three activities carried out by companies to measure brand trust, namely:

1. Fulfilling consumer promises (Achieving Result)
2. Acting with integrity
3. Concern (Demonstrate Concern)

Brand Loyalty

Brand loyalty is a feeling that exists between consumers towards the brand, where consumers will find it difficult to move to another brand. This is the case because of the trust that consumers place in the brand. Consumers who have high loyalty can make repeated purchases over a long period of time. These characteristics include the theory which explains that the dimensions of brand loyalty consist of four types, namely:

1. Cognitive (Cognitive)
2. Affective
3. Conative (Conative)
4. Action

This study uses a Likert scale with a scale of 1 to 5. According to Sugiyono (2016) the Likert scale is used as a measure of a person's attitudes, opinions and perceptions of social phenomena. The scale used to answer questions using the following values:

1. Strongly Disagree (SD): Score (1)
2. Disagree (D): Score (2)
3. Neutral (N): Score (3)
4. Agree (A): Score (4)
5. Strongly Agree (SA): Score (5)

Population, Sample and Sampling Technique

According to Sugiyono (2015), the population consists of objects/subjects in the generalization area and has certain characters and qualities to study and draw conclusions from there. Therefore, the population used in this study are all who have used Good Day beverage products. The sample is a certain part of the population selected. stated that a sample with a size of 100-150 is the minimum sample when using the covariance structure model. In this study, there are subgroups of the population, namely some of the customers and guests (at least 150) who have used Good Day beverage products.

The sampling technique used in this research is non-probability sampling, namely the purposive sampling method. Non-probability sampling is a sampling method that does not provide equal opportunities for each individual or member who is a sample (Sugiyono, 2016). According to Sekaran (2016), the technique for taking samples is purposive sampling, namely sampling based on certain considerations and the selection of subjects is in the most advantageous place to provide the necessary information. The sample in this study was determined by having characteristics such as:

1. At least 17 years old, it is assumed that at that age, you can make your own choices and be responsible for them.
2. Domiciled in Surabaya.
3. Have taken Good Day products in the past month.

Technical Analysis

This study uses the Structural Equation Modeling – Partial Least Square (SEM PLS) analysis technique. According to Joseph F. Hair et al., (2016) PLS is used in theory development in exploratory research. By focusing on explaining the variance of the dependent variable when examining the model. PLS is an alternative SEM analysis technique used is not normally multivariate distribution. In this PLS SEM, the value of the latent variable is estimated to be the same as the linear combination of manifest variables related to the latent variable. According to the advantages of SEM PLS, it is able to handle conditions where the factors are indeterminacy and inadmissible solutions. In SEM PLS there are 3 models, namely, outer model, inner model and weight relation.

Convergent Validity Test

Assessed in convergent validity on the correlation between component value and contract value or can be said to be assessed based on the loading factor. According to Abdillah and Hartono (2015) a correlation that can be said to be convergent validity is fulfilled, namely when the loading value is greater than 0.5 to 0.6.

Discriminant Validity Test

According to Abdillah and Hartanto (2015) the validity test is measured by looking at the cross loading and comparing the measurement constructs that are larger than the other metrics. The way to see discriminant validity is by comparing the AVE with the correlation construct with other constructs. If the AVE square root value of each construct is greater than the correlation value between the construct and other constructs in the model, it is said to have a good discriminant validity value.

Reliability Test

The latent variable is said to have good reliability if the value of composite reliability is greater than 0.7 and Cronbach's Alpha value is greater than 0.7. According to Abdillah and Hartono (2015) Cronbach's Alpha is a statistical technique used to measure internal consistency in instrument reliability testing, while composite reliability is a statistical technique for conducting reliability tests with Cronbach's Alpha.

R-Squared Uji Test

The inner model is a structural model that explains the causal relationship between latent variables that have been made based on the substance of the theory according to Abdillah et al (2015: 188). This test uses R-Square which is used to measure the level of variation that changes in the independent variable to the dependent, so the higher the value of R-Squared, the better the proposed research model. The T-statistic score is > 1.96 .

ANALYSIS AND DISCUSSION

Overview and Research Objects

Based on this discussion, it displays primary data obtained from distributing questionnaires via google form to respondents who use Good Day products. In this study obtained a sample of 150 respondents, all respondents have been selected are those who have met the requirements and in accordance with the characteristics that have been determined by the researchers, namely: over 17 years old, domiciled in the city of Surabaya and have drank Good Day products in 1 year. last month.

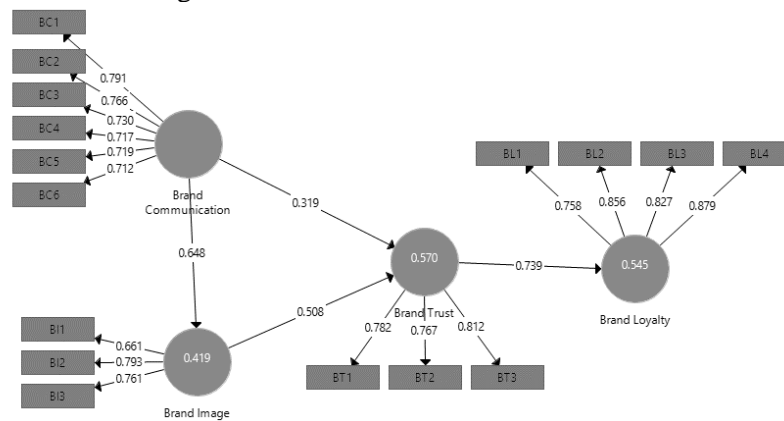
Characteristics of Respondents

Based on the table below 4.1 below shows that as many as 91 people with a percentage of 60.7% were male respondents while as many as 59 people with a percentage of 39.3% were female respondents. So it can be concluded that most of the respondents in this study were male. Based on the results of Table 4.2 below, it can be seen that the number of respondents aged 17 years is 150 people, with a percentage of 100%. Based on the results of Table 4.2, the criteria for the characteristics of the respondents in this study have been met. Based on Table 4.3 below shows the data of respondents who are students / students as many as 122 respondents with a percentage of 81.3%, then respondents who have jobs as civil servants / private as many as 6 respondents with a percentage of 4%, and the last respondent who has a job as entrepreneurs as many as 20 respondents with a percentage of 13.3%,

Domicile of Respondents. Based on the results of Table 4.4 below, it can be seen that the majority of the respondents who live in the city of Surabaya are 150 people, with a percentage of 100%. Based on the results of Table 4.4, the criteria for the characteristics of the respondents in this study have been met. Using Products in the Last 1 Month Based on the results of Table 4.5, it can be seen that the number of respondents who have used Good Day beverage products in the last 1 month is 150 people, with a percentage of 100%. Based on the results of Table 4.5, the criteria for the characteristics of the respondents in this study have been met.

Partial Least Square (PLS) Analysis

Here are the results of the PLS images that have been tested:



Gambar 1 Outer Model

Evaluation of the Outer Model

The results of the evaluation of the outer model above (the measurement model) have tested convergent validity (convergent validity), discriminant validity (discriminant validity) and composite reliability. The following is an explanation of the results of each test:

Convergent Validity

In the results of the first evaluation that has been carried out in the outer model is convergent validity. The way to measure convergent validity is to use the value from the outer loading. An indicator can be said to meet convergent validity if it is able to have an outer loading value of > 0.5. The following are the results of the outer loading of each indicator on the dimensions and research variables:

Table 1 The Value Of The Outer Loading Of Each Indicator

	Brand Communication	Brand Image	Brand Loyalty	Brand Trust
BC1	0.791			
BC2	0.766			
BC3	0.730			
BC4	0.717			
BC5	0.719			
BC6	0.712			
BI1		0.661		
BI2		0.793		
BI3		0.761		
BL1			0.758	
BL2			0.856	
BL3			0.827	
BL4			0.879	
BT1				0.782
BT2				0.767
BT3				0.812

Source: Smart PLS Appendix

Based on Table 1, it can be seen that these indicators show the value of the largest cross loading on the variable or dimension compared to other variables and dimensions. So all of these indicators already have good discriminant validity in compiling the variables and their respective dimensions.

Discriminant Validity

The next analysis carried out on the outer model is discriminant validity or discriminant validity. In measuring discriminant validity, the cross loading value is used. It can be explained that the indicator to achieve discriminant validity is if the value of the cross loading indicator on the variable is the largest value when viewed from the indicators on other variables. The following is a table of cross loading indicator values for each variable:

Table 2 Cross Loading Value

	Brand Communication	Brand Image	Brand Loyalty	Brand Trust
BC1	0.791	0.515	0.590	0.567
BC2	0.766	0.503	0.583	0.499
BC3	0.730	0.450	0.464	0.473
BC4	0.717	0.389	0.484	0.412
BC5	0.719	0.522	0.534	0.471
BC6	0.712	0.479	0.453	0.437
BI1	0.389	0.661	0.347	0.405
BI2	0.545	0.793	0.540	0.584
BI3	0.489	0.761	0.544	0.577
BL1	0.563	0.537	0.758	0.621
BL2	0.617	0.576	0.856	0.591
BL3	0.587	0.511	0.827	0.614
BL4	0.572	0.557	0.879	0.626
BT1	0.448	0.495	0.477	0.782
BT2	0.457	0.591	0.511	0.767
BT3	0.602	0.593	0.717	0.812

Source: Smart PLS Appendix

Table 2 shows that the value of the cross loading indicator in each variable has the largest cross loading value when compared to other variable indicators. So that all indicators have met discriminant validity. So it can be said that the indicator has the right discriminant validity in compiling each variable. In addition to using the outer loading value, validity testing on Smart PLS can also be done by looking at the AVE value described in the following table:

Table 3 AVE value

	Average Variance Extracted (AVE)
Brand Communication	0.547
Brand Image	0.549
Brand Loyalty	0.691
Brand Trust	0.620

Source: Smart PLS Appendix

From the table above, it can be seen that not all AVE values that have been generated by the reflective construct are above 0.5, so the brand communication and brand image variables do not meet. The next result of convergent validity is construct reliability by looking at the output of composite reliability or Cronbach's alpha. The criteria can be said to be quite reliable if the value of composite reliability or Cronbach's alpha is more than or equal to 0.3, but it is better if 0.7. The following is the output of cronbach's alpha.

Table 4 Reliability Test

	Composite Reliability	Cronbach's Alpha
Brand Communication	0.879	0.834
Brand Image	0.784	0.592
Brand Loyalty	0.899	0.850
Brand Trust	0.899	0.697

Source: Smart PLS Appendix

Based on the results of the data output above, the value of composite reliability produces a very good set of variables, which exceeds the value of 0.7, it can be said that all indicators in the series of variables are reliable or have met the reliability test standards. Furthermore, there is a value from Cronbach's Alpha which results in one of the variables not meeting the requirements, namely brand image with a value of 0.592.

Evaluation of the Inner Model

In the evaluation below, namely the inner model (structural model), there is an image of the PLS model that has been tested and can explain the results of the R-square and hypothesis testing:

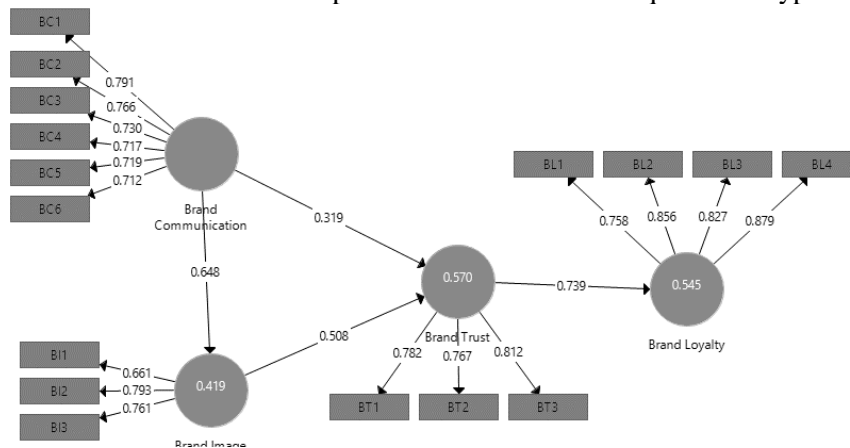


Figure 2 Model Algorithm

R-Square . Value

The R-Square is the first evaluation in the inner model. Based on data processing using PLS, the results of the R-Square are as follows:

Table 5 R Square Nilai

	<i>R Square</i>
Brand Image	0.419
Brand Loyalty	0.545
Brand Trust	0.570

Source: SmartPLS Appendix

Based on the results of Table 5, the R Square value for the brand image variable is 0.419, which means that the percentage of the brand image variable influenced by the brand communication variable is 41.9%. Other factors explain the remaining 58.1% outside the research model. Furthermore, the R-Square value for the brand loyalty variable is 0.545 which means that the percentage of the brand loyalty variable that is influenced by the brand trust variable is 54.5%. Other factors explain the remaining 45.5% outside the research factors. While the R-Square value for brand trust is 0.570 which means that the percentage of the brand trust variable is influenced by brand communication and brand image variables is 57%. Other factors explain the remaining 43% outside the research model.

Hypothesis Testing

The next evaluation is to test the hypothesis. If the value of the t-statistic > 1.96 then the hypothesis can be accepted. Here is a picture of the inner model:

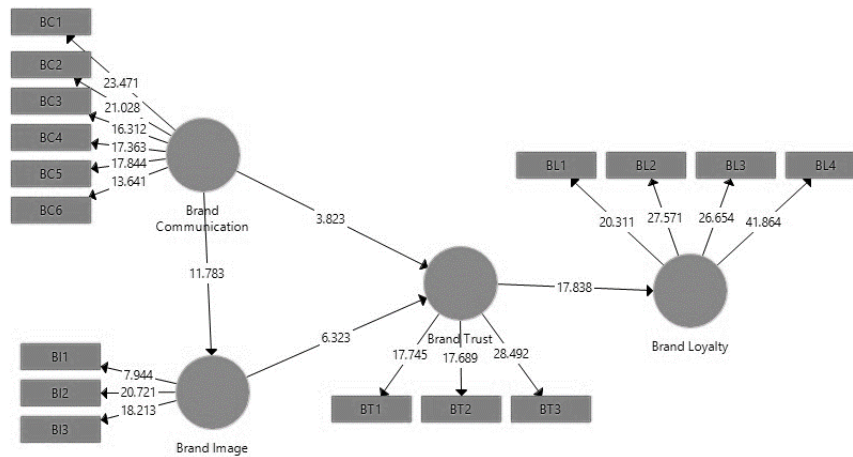


Figure 3 inner model

From Table 6 below, the results of hypothesis testing will be explained as follows:

Table 6 Coefficient of Influence and T-Statistic

Hipotesis	Pengaruh	Koefisien	t-statistic	Keputusan
Direct relationship				
H1	Brand Communication -> Brand Image	0.648	11.21	Terima
H2	Brand Communication -> Brand Trust	0.319	3.870	Terima
H3	Brand Image -> Brand Trust	0.508	6.019	Terima
H4	Brand Trust -> Brand Loyalty	0.739	17.746	Terima

Source: SmartPLS Appendix

Hypothesis 1

The magnitude of the influence of the brand communication coefficient on brand image is 0.648 and the t statistic is 11.21, the number is greater than 1.96. So these results have a positive influence between brand communication on brand image. In other words, the higher the brand communication, the higher the brand image as well. Based on the results obtained, H1 is accepted.

Hypothesis 2

The magnitude of the influence of the brand communication coefficient on brand trust is 0.319 and the t-statistic value is 3,870, the number is greater than 1.96. So these results indicate a positive influence between brand communication on brand trust. In other words, the higher the brand communication, the brand trust will also increase. Based on the results obtained, H2 is accepted.

Hypothesis 3

The magnitude of the brand image coefficient on brand trust is 0.508 and the t-statistic value is 6,019, the number is greater than 1.96. So these results indicate a positive influence between brand image on brand trust. In other words, the higher the brand image, the brand trust will also increase. Based on the results obtained, H3 is accepted.

Hypothesis 4

The magnitude of the coefficient of the influence of brand trust on brand loyalty is 0.739 and the t-statistic value is 17.746, the number is greater than 1.96. So these results indicate a positive influence between brand trust on brand loyalty. In other words, the higher the brand trust, the brand loyalty will also increase. Based on the results obtained, H4 is accepted.

Discussion

The Influence of Brand Communication on Brand Image

Based on the resulting hypothesis, it shows the influence of brand communication on brand image. This proves that the effect of brand communication on brand image is significant positive. So the results of this test prove that the first hypothesis on brand communication has a significant effect on brand image on Good Day beverage products and can be accepted. According to the results of this study, it is stated that if brand communication is able to be carried out properly then the brand image

will increase, on the contrary if the company fails to convey brand communication to its products, the brand image of the company will decrease in the eyes of consumers.

From the results of this study, it can be seen that if brand communication is able to run well, it will make the brand image better. The results of this study are in accordance with the results of previous research conducted by Chinoma (2016) which states that brand communication has a significant positive effect on brand image. And the results of this study are also in accordance with the theory of Narayanan et al (2010) because it can be explained that the higher the level of brand communication, the higher the level expected by the customer's brand image.

The Effect of Brand Communication on Brand Trust

Based on the resulting hypothesis, it shows the effect of brand communication on brand trust. This proves that the influence of brand communication on brand trust is significant positive. And the results of this test prove that the first hypothesis on brand communication has a significant effect on brand trust in Good Day drinks and can be accepted. According to the results of this study, if the company is able to carry out brand communication for its products and explain that their products have quality, consumers will give trust to the company.

From the results of this study, it can be explained that if brand communication is able to run well, it will make the brand image better. The results of this study are consistent who state that brand attitudes summarize that consumers will stick to the brand and will eventually lead to brand trust and loyalty. This is also in line with Su and Rao (2010) who state that one of the goals of brand communication is to expose the audience to the brand. The effect of such exposure is to promote higher consciousness and memory

The Influence of Brand Image on Brand Trust

Based on the hypothesis that has been generated, the hypothesis shows the influence of brand image on brand trust. This proves that the effect of brand image on brand trust is significant positive. So the results of this test prove that the third hypothesis on brand image has a significant effect on brand trust in Good Day drinks and can be accepted. According to the results of this study, it shows that if the brand image of a product is high, it will lead to trust from consumers.

From the results of this study, it can be seen that if the brand image is able to run well, it will make brand trust better. The results of this study are in accordance with the results of previous research conducted by Chinoma (2016) which states that brand image has a significant positive effect on brand trust. According to Pavlou et al (2007) brand image serves as the main thing to replace product information which in turn instills trust in a brand.

The Effect of Brand Trust on Brand Loyalty

Based on the assessment that has been done, the hypothesis shows the effect of brand trust on brand loyalty. This proves that the effect of brand trust on brand loyalty is significant positive. So the results of this test prove that the fourth hypothesis on brand trust has a significant effect on brand loyalty on Good Day drinks and can be accepted. According to the results of this study, if consumers have earned trust from a brand, then consumers have the opportunity to use the brand in the long term and will have the opportunity to repurchase in the future.

From the results of this study, it can be seen that if brand trust is able to run well, it will make brand loyalty better. This is which states that a trustworthy brand is a brand that consistently keeps its promises to customers through superior performance, thereby ensuring customer brand loyalty in the process. Therefore, it can be said that the higher the level of brand trust by customers, the higher the expected customer brand loyalty. According to Chinoma (2016) the relationship between brand trust and brand loyalty is very strong. By implication, these findings indicate that brand communication can have a strong influence on brand trust and brand loyalty through brand image. This may be due to the fact that customers are more likely to trust and become more loyal to a brand with a good image and reputation.

CONCLUSION

Based on the results of the analysis that has been carried out in the previous chapter, the conclusions of the researchers are as follows: This study examines the effect of Brand Communication and Brand Image on Brand Loyalty through Brand Trust in Good Day Drink Products in Surabaya. By increasing Brand Communication on Good Day beverage products in Surabaya, it can also increase the Brand Image of the product. The better the Brand Communication on Good Day beverage products in Surabaya, it can increase Brand Trust to consumers. Brand Image (BI) has an influence on Brand Trust (BT) on Good Day beverage products so that by increasing the Brand Image on Good Day beverage products in Surabaya, it will increase Brand Trust from the minds of consumers. Brand Trust in Good Day beverage products in Surabaya is able to increase Brand Loyalty from the minds of consumers. So that consumers will continue to use Good Day products. The limitation of this research is that there is still a lack of search for respondents so that it is not evenly distributed throughout the Surabaya area. The distribution of questionnaires online made it difficult to control respondents' answers, so that some questions were not answered seriously.

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