THE INFLUENCE OF BRAND IMAGE AND CUSOMER PERCEIVED VALUE TOWARDS CUSTOMER LOYALTY AT DREAMS ORGANIZER

PENGARUH CITRA MEREK DAN NILAI PERSEPSI PELANGGAN TERHADAP LOYALITAS PELANGGAN PADA DREAMS ORGANIZER

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Abstract: There are several businesses that are currently hype in Indonesia, one of them is a business in the creative and entertainment industry, namely the Event Organizer, and the role of event organizers is quite important for some people. This research aims to determine the influence of brand image and customer perceived value at Dreams Organizer in Manado. This is an associative research with 100 people as respondents if the total population 1047 clients of Dreams Organizer who use their services repeatedly. The sampling technique is Non Probability Sampling or Purposive Sampling and using questionnaire for collecting the data. The result of this research indicate that; brand image and customer perceived value simultaneously has positive and significant effect toward the customer loyalty at Dreams Organizer.

Keywords: brand image, customer perceived value, customer loyalty

Abstrak: *Ada beberapa bisnis yang saat ini sedang hype di Indonesia, salah satunya adalah bisnis di industri kreatif dan hiburan yaitu Event Organizer, dan peran event organizer cukup penting bagi sebagian orang. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek dan nilai persepsi pelanggan pada Dreams Organizer di Manado. Penelitian ini merupakan penelitian asosiatif dengan 100 orang sebagai responden jika total populasi 1047 klien Dreams Organizer yang menggunakan jasanya secara berulang. Teknik pengambilan sampel adalah Non Probability Sampling atau Purposive Sampling dan pengumpulan data menggunakan kuesioner. Hasil penelitian ini menunjukkan bahwa; citra merek dan nilai yang dirasakan pelanggan secara simultan berpengaruh positif dan signifikan terhadap loyalitas pelanggan pada Dreams Organizer*

Kata Kunci: *citra merek, nilai persepsi pelaggan, loyalitas pelanggan*

INTRODUCTION

Research Background

Today the competition in the business world is very tight, this is indicated by the number of companies trying to seize market share and new markets through various ways and innovations that are displayed in the products or services they produce. In this continuous competition, a company or organization can have an advantage if it can create and produce products and services that can truly meet expectations and satisfy the customers. According to Megananda and Wijaya (2009), Event Organizer is a service business that is legally appointed by its client, in order to organize a whole series of events, from planning, preparation, execution to evaluation in order to help realize the goals expected by clients by creating events. Increasingly tighter competition tends to use more marketing strategies as a competitive tool by looking at the image of a company, and how

customers get value from the company. Companies can influence consumers through the products or services offered to consumers and thus creating a consumer's desires to use the services that have been chosen on the other occasion.

In major cities in Indonesia including Manado itself there are so many business of event or wedding organizers that have just started or are developing, one of which is Dreams Organizer, which has been formed since November in 2014 and still exists until now by having so many clients who entrust this organizer to organize events after events from their clients. Dreams organizer is a team that helps to plan everything related to an event. Such as an example of a wedding, they will coordinate starting from when to hold a meeting with the family, all vendors, and rehearsals, until when the prospective bride and groom must take care before the event is held. They also help plan and organize events on the day of the event, such as arranging vendors and managing the amount of money that the clients have to spend for the event.

One of the important elements and become the main strategy in attracting customer attention is to build a good image of the company itself. Brand image is the impression that consumers and the public have on a brand as a reflection of the evaluation of the brand concerned. Many consumers, especially millennials, buy 4 products for their own reasons. Customers do not buy or use a product or service just because the product/service has the best quality, but because of what the owner has strived for and produces a brand that is well known to many people. There is also a matter that determines whether this company can be the right choice for users/customers, namely the value that will be obtained when using the services of event organizers.

Research Objectives
1. To identify the positive effect of brand image and customer perceived value on customer loyalty in Dreams Organizer Manado.
2. To identify the positive effect of brand image on customer loyalty in Dreams Organizer Manado.
3. To identify the positive effect of customer perceived value on customer loyalty in Dreams Organizer Manado.

THEORETICAL FRAMEWORK

Marketing
According to Stanton (2012), marketing is the entire business activity aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of consumers. Marketing is used by consumers to fulfill the integrity, 7 while for companies help an organization inform its products to the public so that the public understands in using the products of the company.

Brand Image
According to Kotler and Keller (2016), that brand image as a perception of a brand as reflected by the brand association contained in the minds of consumers. Image is a view or perception and the accumulation of the mandate of trust given by individuals, will experience a process of sooner or later forming a broader and abstract public opinion. There are four indicators of brand image, which is quality of the product or services, the reputation of the company, services provided, and how the company do their marketing activities to attract people.

Customer Perceived Value
Customer perceived value is a tradeoff between perceived benefits and perceived sacrifices. According to Kotler and Keller (2016), Customer perceived value is the difference between evaluating the customer's perspective on all benefits and overall costs and compared to existing alternatives. Consumer perception of value can be defined in some sense that value is low price, value is whatever the consumer wants from the product, value is the quality obtained for the price and 8 value is what is obtained for what has been given.

Customer Loyalty
According to Tjiptono (2008), customer loyalty is repurchase that successfully makes its products or services are the only available option, and there are three indicators of customer loyalty; repurchase, retention, and referrals. Customer loyalty means customers continue to make purchases or use of certain services on a regular basis. Customer loyalty in general can be interpreted as one's loyalty to a particular product, whether a particular product or service. The commitment that accompanies the repeated purchase is a situation where consumers do

not want to move even though the product or service is being scarce in the market and consumers voluntarily recommend the product or service to colleagues, family or other consumers.

Previous Research

Ogba and Tan (2009) examined how brand image can influence customer loyalty as well as impact on customer commitment to market offering within Chinese mobile phone market. A quantitative approach was employed, using 26-item, 7-point Likert scaled questionnaire administered to 250 participants with 40 percent usable response rate. Data was analysed using exploratory factor analysis, Cronbach α internal consistency, ANOVA and correlation analysis for scale suitability, usability, reliability and test of association. The outcome from the study was the reduction of 26-25 scale items and high reliability of scale items at 0.942αs for further studies. Further behavioural analyses show that brand image have positive impact on customer expression of loyalty and commitment to market offering.

Abbas et al. (2021) indicated the impact of Brand Image on Customer Loyalty with the Mediating Role of Customer satisfaction and Brand Awareness. A questionnaire is filled by the 300 respondents that are selected through non-probability to measure customer satisfaction and their loyalty to their favorite Brand. The respondent filed the questionnaire according to their favorite brand. In the study 22 statements and 5 points, Likert Scaled survey questionnaire was filled by the 300 respondents. The results were made by using different methods. The result is based on the statistics test which displays that the Image of the brand and customer Loyalty is very significant with Customer Satisfaction and Brand Awareness, but Brand Image is insignificant with Brand Awareness.

Ramadhan and Siagian (2019) aimed: 1) to Know whether the Customer Perceived Value affect Customer Relationship Management 2) to Know whether the Customer Relationship Management affect Loyalty and 3) to Know whether the Customer Perceived Value affect Loyalty mediated by CRM. This research is a quantitative approach, associative type. In this study, the population studied were 120 customers who were already members of Abbott Family Club loyalty as well who contacted via customer service on Pediasure Vanilla 850gr dairy products. And with samples that can describe population, then in determining the sample of this study using the technique non probability sampling with method Convenience Sampling.
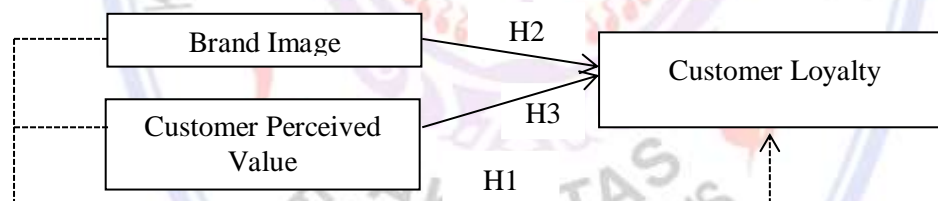
Conceptual Framework

Figure 1 Conceptual Framework
Source: Data processed (2021)

Research Hypothesis

H1: Brand Image and Customer Perceived Value have simultaneously effect on Customer loyalty in Dreams Organizer Manado

H2: Brand Image has significant effect on Customer Loyalty in Dreams Organizer Manado

H3: Customer Perceived Value has significant effect on Customer Loyalty in Dreams Organizer Manado

RESEARCH METHOD

Research Approach

This research is using quantitative research method with an associative study. According to Sujarweni (2014), quantitative research is a type of research that produces findings that can be achieved or obtained using statistical procedures or other means of measurement.

Population and Sample

According to Ary (2010), population is defined as all members of any well-defined class people, events, or objects. The population in this research are all the clients of Dreams Organizer from 2014 to the present. And the sample in this research is the client of the dreams organizer who uses the services of the company repeatedly.

Data Collection Method

Primary and secondary data are used in this research. Primary data is the first data collected by researchers through direct field data retrieval. Secondary data is additional source to get the data. Data collection techniques are carried out by distributing questionnaires with statements that have been compiled with answers that have been provided and then filled in by respondents at Dreams Organizer Manado.

Operational Definition and Measurement of Research Variables

1. Brand Image is a consumer's assessment of the company in the market about the quality of a product or service provided so that the reputation of the company is seen as good for customers
2. Customer perceived value is the customer's overall assessment of the usefulness of a product, whether what is provided by the company is acceptable and appropriate by the customer or not.
3. Customer loyalty can be defined as someone's loyalty to a product, whether certain goods or services where the customer continues to make purchases or use of certain services on a regular basis.

Data Analysis Method

The data analysis in this study uses multiple linear regression analysis. According to Sugiyono (2010), the general form of multiple linear regression mathematically is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X + e$$

Description:
Y   = Customer loyalty
X_1 = Brand image
X_2 = Customer perceived value
β_0 = Constant
β_1 and β_2 = The regression coefficient of each variable
e   = Error

Hypothesis Testing
F-Test

Testing with the f test was carried out to determine the effect of the independent variables together on the dependent variable, by comparing the number of significant levels calculated with a significant level of 0.05 as follows:
a. If f_{count} (sig) 0.05 then H_o is accepted and H_a is accepted.
b. If f_{count} (sig) > 0.05 then H_o is rejected and H_a is accepted.

T-Test

The t-statistical test is basically used to show how far the influence of one independent variable individually in explaining the dependent variable compares by means of tcount values with ttable values at =0.05 using hypothesis testing criteria and t-test:
1. $t_{count} \leq t_{table}$ (0.05), then H_o is accepted so H_a is rejected.
2. $t_{count} > t_{table}$ (0.05), then H_o is rejected so H_a is accepted.

RESULT AND DISCUSSION

Result
Validity and Reliability Test

The results of the instrument validity test gave good scores on the indicator items in each variable. Brand Image has the lowest correlation on the X1.4 indicator with a value of 0.585. The Customer Perceived Value variable has the lowest correlation on the X2.5 indicator, with a value of 0.812. While the Customer Loyalty

variable has the lowest correlation results found in the Y.5 indicator with a value of 0.672. and also from the Cronbach Alpha value for each variable, both independent and dependent variables with a reliable average, namely Brand Image which has a value of 0.796, Customer Perceived Value with a value of 0.819, and Customer Loyalty which has a value of 0.812. Thus the Cronbach Alpha value obtained from each variable is greater than 0.60, it can be said that all variables are valid and reliable so that they can be accepted and used for further statistical analysis.

Testing of Classical Assumption
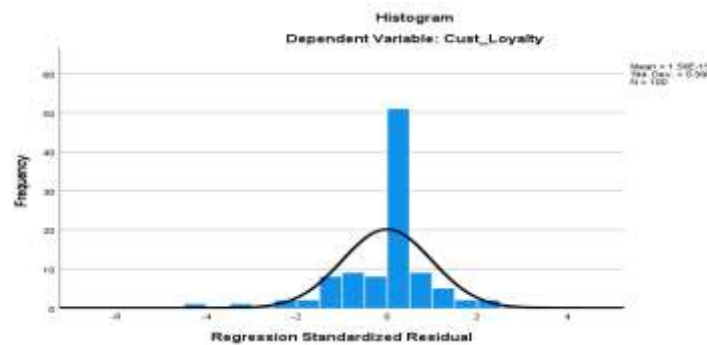**Normality Test**

Figure 2. Histogram Regression
Source: data processed (2021)

The graph above shows where the histogram graph provides a distribution pattern that forms a bell, which means the data is normally distributed. Another way to prove whether the data is normally distributed or not is by looking at the Normal P P-Plot of Regression Standardized Residual diagram.
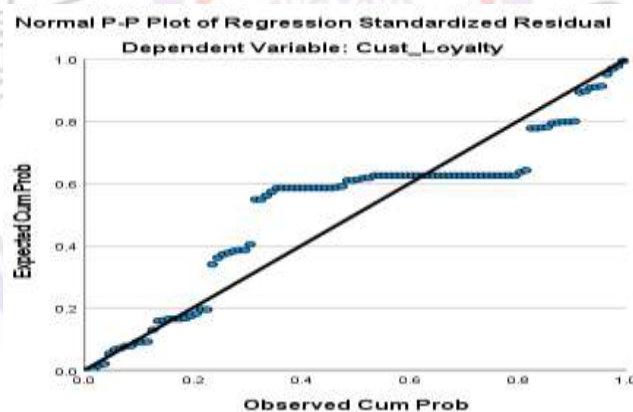

Figure 3. Normality Test
Source: data processed (2021)

Based on Figure 3, it can be seen that the data spreads around the diagonal line and the distribution follows the direction of the diagonal line on the graph. So it can be concluded that the P P-Plot graph used in this study meets the assumption of normality.

Heteroscedasticity
The scatterplot graph above is the graph displayed for the heteroscedasticity test showing the points of distribution randomly and not in a clear pattern and the points spread above and below the number 0 on the Y axis. This indicates that this regression model does not occur heteroscedasticity in the model regression so that it is feasible to use to predict the customer loyalty variable.
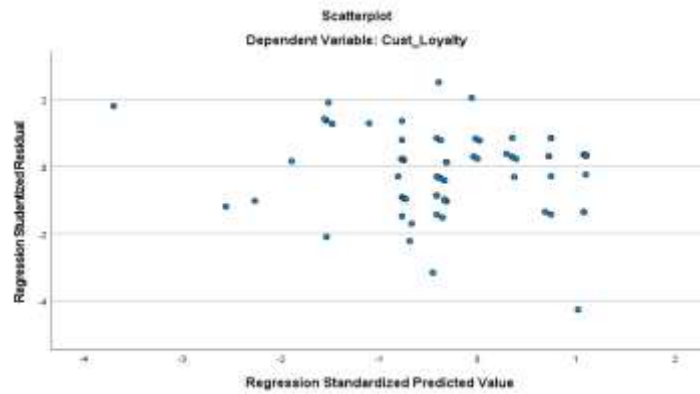
Figure 4. Heteroscedasticity Test
Source: data processed (2021)

Multicollinearity Test
Table 1. Multicollinearity Test

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Brand_Image	.300	3.332
	CPV	.300	3.332

a. Dependent Variable: Cust_Loyalty
Source: data processed (2021)

Based on the results in table 1, it can be concluded that the Brand Image and Customer Perceived Value variables do not occur multicollinearity because the Tolerance value is more than 0.1 (>0.1) and the Variance Inflation Factor value is less than 10 (<10).

Multiple Linear Regression Analysis
Table 2. Multiple Linear Regression

		Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.361	1.543		.234	.815		
	Brand_Image	.912	.121	.789	7.554	<,001	.300	3.332
	CPV	.051	.120	.044	.423	.073	.300	3.332

a. Dependent Variable: Cust_Loyalty
Source: data processed (2021)

The equation of the multiple linear regression line for the smallest method obtained based on table 2 is:
$$Y = 1.361 + 0.912 \, X_1 + 0.051 \, X_2$$
The following is an explanation of the above equation:
1. Y= Customer Loyalty; X_1= Brand Image; X_2= Customer Perceived Value.
2. The value of a constant is 1.361 where that value means that if the variables X1 and X2 are not zero, then the Customer Loyalty is 1.361.
3. The regression coefficient of the X1 variable (Brand Image) is positive, this indicates that the Brand Image variable has a positive influence on the Customer Loyalty. This means that each addition or increase of 1 unit of brand image will increase the Customer Loyalty by 0.912.
4. The regression coefficient of the X2 (Customer Perceived Value) variable is positive, this indicates that the CPV variable has a positive influence on Customer Loyalty. This means that each addition or increase of 1 unit of Customer Perceived Value will increase Customer Loyalty by 0.051.

Hypothesis Testing
Table 3. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	659.204	2	329.602	104.282	<,001[b]
	Residual	306.586	97	3.161		
	Total	965.790	99			

a. Dependent Variable: Cust_Loyalty
b. Predictors: (Constant), CPV, Brand_Image
Source: data processed (2021)

Based on table 3, through one-way variance analysis (Anova) identified significant test results F (sig. F) namely Brand Image (X1) and Customer Perceived Value (X2) together with Customer Loyalty (Y) was significant, namely 0.000 or less than less of = 0.05 (>5%). This shows that these independent variables have an effect on Customer Loyalty in the multiple linear regression research model. Based on this, the statement in the hypothesis which says that Brand Image and Customer Perceived Value has a positive and significant effect on Customer Loyalty is proven.

Table 4. T-Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.361	1.543		.234	.815		
	Brand_Image	.912	.121	.789	7.554	<,001	.300	3.332
	CPV	.051	.120	.044	.423	.073	.300	3.332

a. Dependent Variable: Cust_Loyalty
Source: data processed (2021)

Based on table above, the results of the t-test (partial) are as follows:
1. The result of the partially significant test (sig.) (t-test) of the X1 (brand image) variable to Y (customer loyalty) is 0.001 which means the regression coefficient of X1 to Y is significant with a value of less than 5% (<0.05). This shows that hypothesis 1 which states that brand image has a significant effect on customer loyalty, is accepted or proven.
2. The results of the partially significant test (sig.) (t-test) of the X2 variable (customer perceived value) against Y (customer loyalty) is 0.073 which means the regression coefficient of X2 to Y is significant with a value of less than 5% (<0.05). This shows that hypothesis 2 which states that customer perceived value has a significant effect on customer loyalty, is accepted or proven.

Discussion
The Influence of Brand Image on Customer Loyalty

Brand image is one of the important factors in determining which products or services will be used by customers. The thing that needs to be done is to see whether the product or service that will be chosen is in accordance with expectations, or whether the company has good service quality so that it is considered the main choice for customers. And with the brand image owned by Dreams Organizer, so this company has a lot of regular customers both in Manado and in North Sulawesi. This result is supported by Ogba and Tan (2009) that brand image have positive impact on customer expression of loyalty and commitment to market offering.

The Influence of Customer Perceived Value on Customer Loyalty

Customer Perceived Value is one of the considerations for customers to use products or services that they have chosen to use repeatedly. Customers can feel that the value offered is different based on their personal values, needs, preferences and financial resources. In addition, the perception of value can also differ according to the situation in which it is used. This is what customers of Dreams Organizer get when they decide to use the services

of this company repeatedly. This result is supported by Ramadhan and Siagian (2019) that Customer Perceived Value significantly influenced customer Loyalty.

CONCLUSION AND RECOMMENDATION

Conclusion
After examining the findings and discussing the result, the conclusion based on this research can be formulated as follows:
1. Brand image and customer perceived value simultaneously has positive and significant effect toward the customer loyalty at Dreams Organizer Manado.
2. Brand Image partially has positive and significant effect on Customer Loyalty in Dreams Organizer Manado.
3. Customer Perceived Value partially has positive and significant effect on Customer Loyalty in Dreams Organizer Manado

Recommendation
1. The Dreams Organizer have to maintain quality. High quality service and good image that has been built up until now, in order to increase customer attractiveness to the services offered and be able to compete with other event organizer services in Manado.
2. Dreams Organizer is advised to always provide positive values to customers so that it is always the first choice and recommended in choosing event organizer services by customers.
3. This research needs to be developed further with similar research with different locations or by using different variables so that the general results of the study can be generalized. For further researchers, it is hoped that this research can be used as reference and comparison in conducting similar research in the future.

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