



## The Influence Of Brand Awareness And Brand Image On Brand Loyalty (Study of Lion Air airline customers who have a Lion Air Passport Club in the Jakarta City area)

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**Abstract:** The aim of this research is to determine and analyze: (1) Brand Awareness; (2) Brand Image; (3) Brand Loyalty and (3) The Influence of Brand Awareness and Brand Image on Brand Loyalty among Lion Air airline customers who have a Lion Air Passport Club in the City area. Jakarta, both simultaneously and partially. The research method used in this research is a descriptive survey and an explanatory survey, the unit of analysis in this research is Lion Air airline customers who have a Lion Air Passport Club in the Jakarta City area with a sample of 50 people. The type of investigation is causality, and the time horizon in this research is cross-sectional. Based on the research results, it was found that according to the brand awareness of Lion Air airline customers who have a Lion Air Passport Club in the Jakarta City area is generally relatively adequate, the Brand Image of Lion Air airline customers who have Lion Air The passport club in the Jakarta City area is appropriate and sufficient to meet the needs, brand loyalty of Lion Air airline customers who have a Lion Air Passport Club in the Jakarta City area is appropriate, as well as Brand Awareness and Brand Image (Brand Image) towards Brand Loyalty of Lion Air airline customers who have a Lion Air Passport Club in the Jakarta City area. However, partially Brand Awareness is more dominant in influencing Brand Loyalty than Brand Image. Because Brand Awareness influences Brand Loyalty, it is the first priority in improving employee performance. Therefore, Lion Air Group is advised to improve the quality of service in order to increase appropriate and good Brand Awareness, so that customers can feel satisfaction in using Lion Air Group airlines..

**Keywords:** Brand Awareness, Brand Image, Brand Loyalty

### INTRODUCTION

In this modern era, competition in the service business world is increasingly fierce. This can be seen in the number of businesses operating in the service sector. In everyday life, people cannot be separated from the service sector, especially transportation. There are various types of transportation including land transportation, sea transportation and air transportation. All

means of transportation compete to satisfy their customers so that they become loyal customers for their company.

The aviation industry in Indonesia developed rapidly after the implementation of Government Regulation no. 30 of 1999 concerning air transportation, where the presence of airlines with a low-cost concept (or known as Low Fare Airlines) has triggered aviation growth in the country. The development and growth in the number of passengers is quite significant. Starting with 4 airlines before 2000, currently there are 22 airlines that have regular flight permits. The number of passengers increased from 16.1 million at the beginning of 2000 to 109 million at the end of 2017. The growth of the Indonesian aviation market with an increase in the number of passengers reaching more than 50% per year has had an impact on changes in market structure and customer behavior (Passenger behavior) thereby changing patterns and levels. competition in the aviation industry (Ditjen Hubud, 2007).

Low cost airlines or low cost carriers are currently the prima donna in the world aviation market. The presence of budget airlines or LCC answers the needs of middle class consumers as an alternative means of transportation for traveling even on a limited budget. Evangelho and Huse (2007) reveal that LCC (low cost carrier) or low cost airlines is a marketing strategy model introduced by Southwest Airlines in 1970. Some of the characteristics of low cost carrier (LCC) airlines or low cost airlines are standardization of cabins and aircraft fleet, eliminating the business class type in service, reducing or eliminating in-flight services (or in other words, services are still provided but the costs are outside the ticket price), simplifying the ticketing process through IT technology by using electronic tickets, operating on short-haul flights (point to point), simplifying or eliminating mileage programs (members), using secondary airports (other than the main airport) to minimize airport service costs during rush hour, maximizing aircraft fleet use to minimize fleet maintenance costs.

Lion Air Indonesia is a company operating in the aviation services sector. This airline is always loyal to providing the best service to consumers and tries to make continuous improvements, with its positioning "low cost carrier" has demonstrated its existence in the transportation services business. With the best service provided by the company, it is hoped that consumers will become loyal and have more confidence in choosing Lion Air Indonesia flight services as the best flight service.

Quoted on the page <https://www.liputan6.com/bisnis/read/3378815/lion-air-masih-rajai-pasar-penumpang-pesawat-di-indonesia>, Lion Air Indonesia still dominates domestic flights throughout 2017 where the share Lion Air's market was 34% with 33,131,053 passengers. Then followed by Garuda Indonesia with 19,601,133 passengers or 20%. Meanwhile, the largest international passenger market share is held by Garuda Indonesia with 4,833,194 passengers or 39 percent. Followed by Indonesia AirAsia with 3,273,758 passengers or 26 percent. Meanwhile for air cargo, in 2017 it was recorded at 729,194 tonnes or an increase of 1.8 percent compared to 2016 which amounted to 715,936 tonnes. The Air Transport Directorate also recorded the number of international airline passengers flying to Indonesia in 2017. The number of passengers carried by foreign airlines amounted to 19,061,737 passengers with cargo reaching 384,936 tons.

Competition between airlines in the low cost carrier aviation market makes consumer choices increasingly high, encouraging companies to strengthen their brands and develop strategies to strengthen brand positions in the market. Brand positioning helps companies to deliver superior value to customers and consumers. Rise and Trout (1986) in Manhas (2010) reveal three reasons why positioning is important. First, because consumers currently live in an over-communicated society, so there is a lot of information that consumers must receive. Second, in the minds of consumers a defense system has been developed to deal with information overload. Third, to be able to reach consumers' minds, this must be done by forming a focused and simple message. Consumers will first recognize the product and the

benefits that can be felt then compare it with other products before making a purchasing decision.

Customer loyalty to a brand is a very important concept, especially in conditions of very tight competition with low growth. In such conditions, brand loyalty is very necessary for the company to survive. In addition, efforts to maintain brand loyalty are a more effective strategic effort than efforts to attract new customers. For companies, brands are one of the important assets in marketing a product or service. So in marketing, the company will try to build and maintain the brand so that its existence can be known and acknowledged by consumers. Intense competition has resulted in many brands becoming unknown or remembered by consumers. This is because consumers are starting to switch to other products that are better in the eyes of consumers. Trust in a brand plays an important role in creating consumer loyalty towards a particular brand

Brand loyalty is influenced by two factors, namely brand awareness and brand image.

Peter and Olson (2000:190) state that brand awareness is a general communication goal for all promotional strategies. By creating brand awareness, marketers hope that whenever a category need arises, the brand will be brought back from memory and then used as a consideration for various alternatives in decision making. Peter and Olson (2000:190) state that the level of brand awareness can be measured by asking consumers to state which brand names consumers consider familiar. Whether recall or brand awareness is sufficient depends on where and when a purchasing decision is made. The right brand awareness strategy depends on how well-known the brand is in the eyes of consumers. Sometimes the goal of promotion is to maintain an already high level of brand awareness. Brand awareness describes the existence of a brand in the minds of consumers which can determine the category (Durianto et al, 2004:6).

Brand image can be defined as a perception that appears in the minds of consumers when remembering a brand of a particular product. There are several definitions of brand image, here are some definitions of brand image according to experts:

According to the American Marketing Association in Kotler and Keller (2008: 258) defines a brand as a name, term, sign, symbol, or design, or a combination thereof, which is intended to identify goods or services from one seller or group of sellers and differentiate them from goods or services. competitor.

According to Kotler and Armstrong (2008:275), a brand is a name, term, sign, symbol or design, or a combination of these that shows the identity of a product or service from one seller or a group of sellers and differentiates that product from competitors' products.

According to Ginting (2011:99) defines a brand as a name, term, sign, symbol, design or combination thereof to mark the product or service of one seller or group of sellers and to differentiate it from competitors.

Loyalty is expressed as attitudes, behavioral measures, and composites. Attitudinal measures indicate tourists' repurchase intentions and commitment to an object (Atilgan et al., 2005; Russell-Bennett et al., 2007), while behavioral measures indicate tourists' repeat visits to a destination (Pappu et al., 2005). Composite measures combine behavioral and loyalty dimensions (Boo et al., 2009; Konecnik & Gartner, 2007; Pike, 2010; Qu et al., 2011). A number of marketing and tourism studies support the view that strong brand loyalty is an indicator of high customer brand awareness, a favorable brand image, and perception that the brand is quality (e.g., Agarwal & Rao, 1996; Boo et al., 2009; Kim & Kim, 2004; Nguyen, Barrett, & Miller, 2011; Pike et al., 2010).

To support this research, researchers conducted preliminary observations (2022) to see the real conditions regarding the variables that will be studied. The results of preliminary observations in December 2022 regarding the perception of brand loyalty in Lion Air airline products for 11 respondents can be described as follows:

**Tabel 1. Preliminary Observation Results of brand loyalty Lion Air Airline Products**

<b>PERTANYAAN</b>	<b>% LOYAL</b>
Buy Lion Air airline products because the prices offered are very cheap	58,8%
Buy Lion Air airline products because you have been used to using this airline for every flight destination you take	38,6%
Buy Lion Air airline products because you feel satisfied in enjoying the flight services provided	29,9%
Using Lion Air airline products because I like Lion Air aviation products	23,6%
Buy Lion Air airline products even though many people have problems with their flight services	41,8%
Buy Lion Air airline products and will provide recommendations to everyone to buy that airline product	21,8%

Source: Preliminary Survey December 2022

Based on the results above, it appears that there is disloyalty regarding buying Lion Air airline products because they are used to using this airline for every flight destination, Buying Lion Air airline products because they feel satisfied in enjoying the flight services provided, Using Lion Air airline products because he likes aviation products at Lion Air, and buys Lion Air airline products and will provide recommendations to everyone to buy that airline's products. The overall brand loyalty presentation ranges from 21.8% to 58.8%.

From the description above regarding things that can influence consumer satisfaction, researchers are interested in examining further the causes of this disloyalty. The title of the proposed research is "The Influence of Brand Awareness and Brand Image on Brand Loyalty (Study on Lior Air Airline Products According to Lion Air Airline Customers Who Have a Lion Air Passport Club in the Jakarta City Area).

The problem formulation contains article questions that must be explained in the discussion and answered in the conclusion.

1. What is the influence of the brand awareness on brand loyalty on Lior Air Airline Products According to Lion Air Airline Customers Who Have a Lion Air Passport Club in the Jakarta City Area?
2. What is the effect of brand image on brand loyalty on Lior Air Airline Products According to Lion Air Airline Customers Who Have a Lion Air Passport Club in the Jakarta City Area?

## **METHOD**

This research uses an expanatory approach. The object of this research is Customers Who Have a Lion Air Passport Club in the Jakarta City Area. This data is used to obtain accurate information from queationaire, as well as other data needed in this research which is sourced from 50 Customers Who Have a Lion Air Passport Club in the Jakarta City Area which was analyzed using path analysis. (Roswinna, et al, 2023); Anggraeni, et al (2023); Anggraeni, et al (2023); Pratiwi Puteri, et al (2023); Fitri Anggraeni, et al (2023); Deden, et al (2023); Agus Mulyana, et al (2023); Agus Mulyana, et al (2023).

## **RESULTS AND DISCUSSION**

To reveal the influence of a variable or set of variables on other variables, Path Analysis can be used. In this path analysis, the magnitude of the influence of one variable on other variables, both directly and indirectly, can be known. Before making a decision regarding the magnitude of the influence of a variable on other variables, hypothesis testing is first carried out, either as a whole or individually.

To find out whether the independent variable is the influence of brand awareness and brand image on customer brand loyalty in Lion Air airline customers who have Lion Air passports in the Bandung City area, this was done using path analysis. (path analysis) and the software used is SPSS release 26. The steps taken are to calculate the correlation between variables, so that the results obtained are as shown in table 2 below.

**Table 2. Correlation Matrix Between Variables**  
**Correlations**

		Brand Loyalty	Brand Awareness	Brand Image
Pearson Correlation	Brand Loyalty	1.000	.570	.580
	Brand Awareness	.570	1.000	.440
	Brand Image	.580	.440	1.000
Sig. (1-tailed)	Brand Loyalty	.	.000	.000
	Brand Awareness	.000	.	.000
	Brand Image	.000	.000	.
N	Brand Loyalty	50	50	50
	Brand Awareness	50	50	50
	Brand Image	50	50	50

Source: SPSS output results

Next, based on the results of the correlation matrix calculation, the path coefficient, the overall influence from X1 to X2 and the path coefficients of other variables outside of variables X1 to X2 as in table 3 below.

**Table 3. Path Coefficients**

Path coefficient X1 to Y	$pyx_1$	0.570
Path coefficient X2 to Y	$pyx_2$	0.580

Source: SPSS output results

Calculation results for multiple determination coefficients ( $R^2_{Y.X1, X2}$ ). The correlation coefficient ( $R_{Y.X1, X2}$ ), the coefficient of other variable determination of Y ( $p^2_{y\epsilon}$ ), and the coefficient of other variable paths against Y ( $P_{y\epsilon}$ ), detailed by Table 4. Following:

**Table 4. Multiple Determination Coefficients and Path Coefficients for Other Variables**

Determination Multiple ( $R^2$ )	$R^2_{Y.X1, X2}$	0.622
Multiple Correlation Coefficient	$R_{Y.X1, X2}$	0.723
Determination of Var. Different to Y	$P^2_{y\epsilon}$	0.378
Path Coefficient X2 Var. Different to Y	$P_{y\epsilon}$	0.440

Source: SPSS output results

This means that the influence of variables X1 and X2 together on variable Y is 0.622 or 62.2% of variables X1 and Based on the theoretical framework that there is an influence between brand awareness and brand image on customer brand loyalty at Lion Air airline customers who have Lion Air passports in the Bandung City area, we will then test the hypothesis Overall, it is in the form of table 5 as follows:



**Table 5. Simultaneous Test Results X1 and X2 against Y ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	609.035	2	304.5189	25.704	.000 <sup>b</sup>
	Residual	556.824	47	11.847		
	Total	1165.859	49			

a. Dependent Variable: loyalitas merek

b. Predictors: (Constant), citra merek, kesadaran merek

Source: SPSS output results

From table 5 above, it can be seen that the Fcount value is 25,704 with sig. The level of 0.00 is smaller than 0.05, so it can be concluded that the results of simultaneous testing are proven or significant, so that it can be continued with further analysis with partial testing.

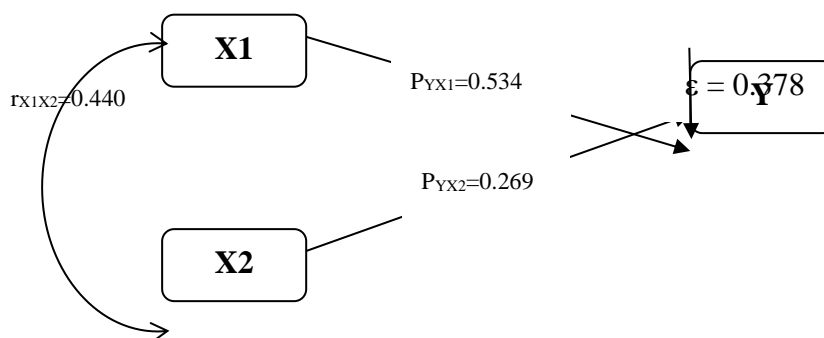
Meanwhile, the results of the causal relationship or direct influence of X1 and X2 on Y can be seen in table 6 below.

**Table 6. Influence of variables X1 and X2 on Y and influences outside variables X1 and X2**

Path Analysis Interpretation		
Explanation	Effect	%
Influence of X1, X2 on Y	0.622	62.2
Influence Outside X1, X2	0.378	37.8
<b>Total</b>		100

Source: SPSS output results

From the test results it can be seen that brand awareness and brand image influence customer brand loyalty in Lion Air airline customers who have Lion Air passports in the Bandung City area, namely 62.2%, while the remaining 37.8% is influenced by other factors not researched by the author, namely service quality, consumer satisfaction, customer loyalty, marketing mix. However, if seen partially, brand awareness dominantly influences customer brand loyalty rather than competence. From the results of hypothesis testing, a diagram of the causal relationship between variables X1, X2 and Y can be depicted as follows.:



**Figure 1: Causal Diagram Between Brand Awareness (X1), Brand Image (X2) and Customer Brand Loyalty (Y)**

As in Figure 1 above, it can be seen that brand awareness dominantly influences customer brand loyalty with a path coefficient of 0.534 with a tcount of 4.355 with a ttable value at the significance level  $\alpha (0.05) = 1.96$ , rather than image brand (brand image) of 0.269 with a tcount of 2.194 with a ttable value at the significance level  $\alpha (0.05) = 1.96$ , and these two variables are proven to influence customer brand loyalty, as seen in Table 7 below.

**Table 7. Partial Path Coefficient Testing**

Symbol Path Coefficient		t <sub>test</sub>	t <sub>table</sub>	Summary
PYX <sub>1</sub>	0.534	4.355	1.96	Ho Reject There is an influence of brand awareness on customer brand loyalty
PYX <sub>2</sub>	0.269	2.194	1.96	Ho Reject There is an influence of brand image on customer brand loyalty

Source: SPSS output results

Based on the results of the calculations above, it can be revealed that brand awareness of customer brand loyalty among Lion Air airline customers who have Lion Air passports in the Jakarta area, both directly and indirectly, can be seen in Table 8. below this:

**Table 8. Direct and Indirect Influence of Brand Awareness on Customer Brand Loyalty**

Path Analysis Interpretation			
	Explanation	Effect	%
X <sub>1</sub>	Direct Effect to Y	0.28516	38.5156
	Indirect Effect via X <sub>2</sub> to Y	0.08188	8.18782
<b>Total</b>		0.36703	46.7034

Source: SPSS output results

From the table above, it can be seen that the contribution of brand awareness to customer brand loyalty is directly 38.5156% with a t-count coefficient of 4,355, while the t-table value is at a significance level of  $\alpha(0.05) = 1.96$ , because tcount > ttable value, and indirectly through the brand image variable is 8.18782%. Meanwhile, the contribution of brand awareness to customer brand loyalty as a whole reached 46.7034%. It can be concluded that brand awareness has a significant direct effect on customer brand loyalty. This empirical evidence provides an indication that in In order to increase customer brand loyalty, it is necessary to improve brand awareness factors, because brand awareness factors are closely related to increasing customer brand loyalty. The path coefficient shows a positive and significant value, meaning that the better brand awareness provided will result in increased customer brand loyalty. This shows that brand awareness has an influence on customer brand loyalty, so the contribution of brand awareness is very significant.

The research results show that in general the brand awareness received influences customer brand loyalty. Lion Air airline customers who have Lion Air passports in the Jakarta area. In this case, Lion Air airline customers who have a Lion Air passport in the Jakarta area must have brand awareness based on customer perception which is divided into 2 forms, namely direct brand awareness and indirect brand awareness.

From the description above, it shows that providing brand awareness has an influence on brand loyalty. This shows that the brand awareness given to Lion Air airline customers who have Lion Air passports in the Jakarta area makes a real contribution to their welfare.

Likewise, from the results of the calculations above, it can be revealed that the influence of brand image on customer brand loyalty. Lion Air airline customers who have Lion Air passports in the Jakarta area, both directly and indirectly, can be seen in table 9 below:

**Table 9. Direct and Indirect Influence of brand image on customer brand loyalty**

Path Analysis Interpretation			
Exp		Pengaruh	%
X <sub>2</sub>	Direct Effect to Y	0.07236	7.2361

	Indirect Effect via X <sub>1</sub> to Y	0.08188	8.18782
<b>Jumlah</b>		0.15424	15.4239

Source: SPSS output results

From the table above it can be seen that the contribution of brand image to customer brand loyalty is directly 7.2361% with a coefficient tcount of 2.194, while the ttable value is at the significance level  $\alpha (0.05) = 1.96$ , because tcount > ttable value, and indirectly through the brand awareness variable of 8.18782%. Meanwhile, the contribution of brand image to customer brand loyalty as a whole reached 15.4239%. It can be concluded that brand image has a significant direct effect on customer brand loyalty. This empirical evidence provides an indication that in order to increase customer brand loyalty, it is necessary to improve the competency factor, because the brand image factor is closely related to increasing customer brand loyalty. The path coefficient shows a positive and significant value, meaning that the better the brand image in the sense of the formation of attitudes depending on the interaction between the circumstances or environmental conditions of the work itself and oneself, the greater the customer's brand loyalty.

Overall, customer brand loyalty at Lion Air airline customers who have Lion Air passports in the Jakarta area is considered quite good, especially responsibility in handling work. The quality of work standards set has been achieved by the majority of customers. Customers always try to improve the quality of their work and work well even without supervision from superiors. Work brand loyalty can also be measured through the enthusiasm and responsibility of customers and in this case it turns out to be considered very good.

Customer brand loyalty itself can be influenced by brand awareness and brand image factors, and therefore the size of customer brand loyalty in individuals and groups depends on the efficiency and effective brand awareness and appropriate brand image, so that the better the competence and adequate brand awareness, the brand loyalty of customers will increase. This gives an indication that in an effort to improve performance, it is necessary to improve and increase brand awareness and competency factors, because brand awareness and brand image are closely related to improving performance.

Based on the results of the discussion above, it turns out that brand loyalty is influenced by these two variables, according to the opinion of Wahyudi (2002: 101) who states that brand loyalty is an evaluation that is carried out periodically and systematically and requires 5 conditions. The four basic requirements that workers/customers must have to excel in the work they do are:

1. Work ability (competence) in carrying out good work obtained from the results of work in the job;
2. Success in participating in training and development programs;
3. Job satisfaction in order to improve work discipline and motivate work and improve performance;
4. customer attitudes towards their work
5. Providing compensation either directly or indirectly.

From this opinion it turns out that brand loyalty is influenced by competence, training programs, development, job satisfaction, motivation, work discipline, customer attitudes and the application of information technology. So that increasing brand loyalty is influenced by brand awareness and customer brand image.



## CONCLUSION AND SUGGESTION

### Conclusion

Based on the results of research that has been conducted to determine the influence of brand awareness and brand image on brand loyalty of Lion Air Airline Customers Who Have a Lion Air Passport in the Jakarta Area, the following conclusions can be drawn:

1. Brand awareness according to Lion Air airline customers who have a Lion Air Passport in the Jakarta area is generally relatively inadequate, but there are still things that are not paid enough attention.
2. The brand image according to Lion Air airline customers who have a Lion Air Passport in the Jakarta area is quite high. However, there are things that need attention and improvement.
3. Brand loyalty among Lion Air airline customers who have a Lion Air Passport in the Jakarta area is relatively low, because there are several things that need to be considered.
4. Brand awareness and brand image simultaneously influence brand loyalty. Competence. However, partially brand awareness dominantly influences brand loyalty rather than brand image. And partially, the influence of brand image and brand awareness on brand loyalty is as follows:
  - a. Brand awareness influences brand loyalty, so that the higher the brand awareness according to customers, the better the brand loyalty will be.
  - b. Brand image influences brand loyalty, so that if the brand image owned by employees is right, brand loyalty will also increase.

### Suggestion

Based on the conclusions above, the author would like to propose several suggestions that can be taken into consideration by Lion Air airline customers who have a Lion Air Passport in the Jakarta area to increase brand loyalty. These suggestions include:

1. Improvement of brand awareness can be done through (1) Brand awareness through massive marketing and distribution, so that brand loyalty will increase
2. Improvements to customer brand image regarding the lack of safety improvements, service quality improvements and price improvements. Therefore, to overcome these three things, the organization should provide discounts to Lion Air Passport customers.
3. Improvements to brand loyalty so that customers remain loyal to using Lion Air airline products.
4. Because brand awareness dominantly influences performance, it is the first priority in increasing brand loyalty. So it is recommended that Lion Air Airlines be given brand awareness and brand image.
5. Due to limited research time and funds, it is recommended that in carrying out further research, namely in exploring question data, it is necessary to carry out more in-depth interviews with all respondents and by increasing the causal variables that influence brand loyalty.

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