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THE INFLUENCE OF BRANDS, PROMOTION AND ONLINE MARKETING ON THE LOYALTY OF AFIFATHIN GAMIS CONSUMERS IN SIDOARJO

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Abstract

The era of globalization of the business world in Indonesia is growing very rapidly, this is due to the existence of several economic policies that are being launched by the government in the form of deregulation and debureaucracy. Qualitative research methods using SPSS. The population used is 950 and samples taken are 90 respondents using the Slovin formula. The variables in this study consist of independent variables, namely brand, promotion and online marketing, while the dependent variable is consumer loyalty. To determine the effect simultaneously and partially, multiple linear regression analysis is used. The conclusion of this research is that there is a simultaneous and partial influence of brand, promotion and online marketing on consumer loyalty of gamis afifathin. The dominant variable affecting consumer loyalty is brand.

Keywords: Brand, Promotion, Online Marketing and Consumer Loyalty.

PRELIMINARY

The period of globalization of the business world in Indonesia is growing quickly, this is because of the Public authority's financial arrangements since 1983 as liberation and de-organization. Rivalry in the business world is by all accounts getting more extreme alongside the development of the economy. The occasions have regularly gotten changes way of life, way of life and the requirements of society (Istanti, 2019). These days the general population or customers are getting more astute in choosing constantly which items to utilize and by implication compelling organizations to make an item that can meet all purchaser needs, this is additionally affected by close contest so numerous organizations are contending to can make new developments to keep up with and keep up with the maintainability of the organization.

The amount of competition forces companies to keep paying attention to the prices offered with the quality of the products produced and not only relying on well-known brands, and designs that are given can attract the hearts of consumers and can maintain the loyalty of these consumers. Lively with technological developments, Afifathin's robe also does not want to be outdone by introducing various product variants, high quality and affordable prices for all consumers in Indonesia.

According to The American Marketing Association (AMA) characterizes a brand as "a name, term, sign, image, or plan, or a blend thereof, which intends to give the personality of an item or administration being sold and separate the item from contenders." (Kotler and Keller, 2009). Brand is a resource that is utilized to produce an incentive for clients by giving fulfillment and great quality. (Kartajaya, 2010)

Promotion is one of the factors in the showcasing blend that an organization should do in advertising its items. The meaning of advancement agreeing to Kotler and Armstrong (2014: 77), Promotion is an activity in communicating the advantages of a product and can influence someone to buy the product.

According to Armstrong (2012) E-Marketing is part of E-Commerce, which is part of the company in providing information about products, producing and selling goods and services online. Meanwhile, according to Boone, Louis E. Kurtz (2008) E-Marketing is part of e-commerce with special interest by marketers, which is a strategy in the process of making, distributing, promoting and setting the price of a product online.

The meaning of shopper faithfulness is a conviction that is accepted to repurchase items that are liked by responsibility despite the fact that it is impacted by situational and business endeavors in advertising items that can make buyers change to contenders' merchandise. (Keller, 2012)

Research methods

Theoretical basis

a. Management

According to R. Terry (2010) Management is a special activity which consists of planning, organizing, mobilizing, and controlling which aims to determine and achieve goals by utilizing human resources and other sources.

b. Marketing

Marketing is a managerial process in which the people who are in it get what they want or need through the creation and exchange of the products offered and the value of the products to others. (Kotler, 2013) According to Private et al., (2008: 5) Marketing is one of the main activities carried out by entrepreneurs in their efforts to maintain their lives, to develop and also to get big profits. From some of the definitions above, it can be concluded that marketing is something that links production activities with consumption. This marketing consists of various activities that involve consumers, consumer demand, pricing, implementing new products, advertising, positioning, market analysis, feedback, reviews, distribution, sales, communication and identification of product design and development.

c. Marketing Management

5 According to Tjiptono (2002) Promoting is a social and administrative movement where people or gatherings get what they need and need by making, offering and trading merchandise of significant worth with others or different gatherings. In the interim, agreeing to Assauri (1999) Marketing is a movement in giving and conveying labor and products to the correct individual, spot, and cost through the right advancement and correspondence. Promoting the executives as a craftsmanship and science to choose markets and targets and get and keep up with them which are planned so as to fulfill their clients. Instructions to oversee or sort out exercises, abilities, labor, and assets, and different viewpoints will incredibly decide the achievement or disappointment of the association. accomplish showcasing objectives and targets to produce benefit for the organization (enny istanti, ruchan sanusi, 2020, P.108)

d. Brand

Brand is an asset that creates value for customers by providing a level of satisfaction and appreciating quality. (Kartajaya, 2010)

e. Promotion

Promotion is information that can provide information that can convince consumers of the goods and services it sells. (Manap, 2016) The definition of promotion is an activity that provides information about the advantages of a product and seduces consumers to buy the product. (Philip Kotler and Gery Armstrong, 2001)

f. Online Marketing

Online marketing is an activity in planning a sales strategy. (Asri, 1991) Another assessment in regards to internet advertising is a social and administrative cycle for people or gatherings to get their necessities and needs through on the web (Kotler, 2002)

g. Consumer Loyalty

The definition of consumer loyalty is a belief that is determined wholeheartedly to buy back the preferred product. (Keller, 2012)

Type and Scope of Research

This investigation utilizes a quantitative methodology with a poll. The area of the afifathin robe in Sidoarjo. This research is limited to the independent variables consisting of brand, promotion and online marketing, while the dependent variable is consumer loyalty.

Hypothesis

1. That the variables Brand, Promotion, and Online Marketing simultaneously and significantly have an effect on consumer loyalty gamis afifathin.
2. That the variables of Brand, Promotion, and Online Marketing partially and significantly influence consumer loyalty gamis afifathin.
3. That the brand variable has a dominant influence on consumer loyalty gamis afifathin

Population and Sample

Population is the area of generalization of an object or subject based on the qualities and characteristics that have been determined and conclusions drawn. (Sugiyono., 2016) The population in this study using purposive sampling by taking 950 from consumers who have purchased afifathin gamis more than 5x. Accidental Sampling is a random sampling technique. (Sugiyono., 2008) The test is essential for the number and attributes of a populace. (Sugiyono, 2018). The sample of this study was 90 using the Slovin formula.

Operational Definition and Research Variables

Research variables are attributes of groups of research objects that vary from one group to another (Sugiyono, 2009). The research variables can be divided into 2, namely:

1. Independent variable

a. Variable Brand (X1)

Brand indicators according to Baack, (2005) is

1. Brands are remembered
2. Preferred brand
3. Brand selected

b. Promotion

Promotion indicators according to Armstrong (2012) that is:

1. *Advertising* (advertising),
2. *Sales promotion* (sales promotion),
3. *Personal selling* (personal sales),
4. *Public relations* (public relations),
5. *Direct marketing* (direct sales).

c. Online marketing

There are four pointers of web based advertising concurring to Keller (2012) that is:

1. Email
2. Polling form papers
3. Organization blog
4. Site

d. Consumer Loyalty

According to Nila Kasuma Dewi, SE, Gus Andri, SE., MM, Sepris Yonaldi, SE., (2012), The indicators of consumer loyalty are:

1. The frequency of consumers in making product purchases
2. Keep buying products without paying attention to competitors.
3. Deliver positive information (word of mouth) about product attributes to others.
4. Buy products without consideration of price.
5. Keep using the product even if you receive negative information about the product
6. Ease of getting the product
7. Product reputation

Data source

The information wellspring of this exploration came from respondents who purchased the gamis Afifathin in Sidoarjo. The information got are as essential information and optional information

Data collection

The research data collection techniques are:

a. Observation

According to Sugiyono (2016: 203), observation is looking directly at the field used to determine the feasible factors using survey interviews. This study uses observational data by making direct observations on the Afifathin gamis producer in Sidoarjo to support the correctness of the data.

b. Interview

According to Sugiyono (2016: 194), interviews are to conduct a preliminary study to determine the problems that must be researched, and to find out more in-depth things from respondents and the number of respondents is small / small. In this study using the interview method through question and answer with several buyers or customer gamis afifathin in Sidoarjo which is related to brand, promotion and online marketing variables on consumer loyalty.

c. Questionnaire

According to Sugiyono (2016: 199), a survey is an information assortment procedure by giving a bunch of inquiries or composed proclamations to respondents to reply. The poll was given to afifathin gamis purchasers in Sidoarjo during the pre-review to discover how much impact the brand, advancement and internet advertising rice has on the unwaveringness of gamis afifathin customers in Sidoarjo. This investigation utilizes a survey strategy by giving a bunch of inquiries or composed explanations to the respondent to be replied.

Information investigation procedure

Information handling in this examination utilizing the SPSS program (Factual Program of Sociology). The information investigation utilized is the Information Quality Test, where the information produced from the utilization of examination instruments can be assessed through legitimacy and dependability tests. Every one of these tests is to decide the precision of the information

Validity test

According to Arikunto, (2013), Legitimacy is an action that shows the legitimacy of an instrument. A substantial instrument has high legitimacy and can quantify what is wanted and the other way around, an instrument that is less legitimate implies that it has low legitimacy so it can't gauge what is needed and explored.

Reliability Test

According to Imam Ghozali, (2013) Unwavering quality test is a survey estimating apparatus that is a pointer of a variable or develop. A poll is supposed to be dependable or solid if the responses to the inquiries are steady after some time.

RESEARCH RESULT

Validity Test Results

Variable / Indicator	Validity test		Information
	The value of r	r table	
Brand (X1)			1
X1.1	0.543	0.205	Valid
X1.2	0.589	0.205	Valid
X1.3	0.62	0.205	Valid
Promotion (X2)			
X2.1	0.581	0.205	Valid
X2.2	0.485	0.205	Valid
X2.3	0.543	0.205	Valid
X2.4	0.358	0.205	Valid
X2.5	0.339	0.205	Valid
Online Marketing (X3)			
X3.1	0.429	0.205	Valid
X3.2	0.528	0.205	Valid
X3.3	0.387	0.205	Valid
X3.4	0.571	0.205	Valid
Consumer Loyalty (Y)			
Y1	0.406	0.205	Valid
Y2	0.313	0.205	Valid
Y3	0.353	0.205	Valid
Y4	0.393	0.205	Valid
Y5	0.327	0.205	Valid
Y6	0.507	0.205	Valid
Y7	0.442	0.205	Valid

The r table value obtained is 0.205. From the table r count each variable is greater than r table so it can be concluded that the indicators on the statement instrument are declared valid."

Reliability Test

Variable / Indicator	Reliability Test		Information
	Alpha Value		
Brand (X1)	0.884		Reliable
Promotion (X2)	0.605		Reliable
Online Marketing (X3)	0.866		Reliable
Consumer Loyalty (Y)	0.712		Reliable

From the table it can be seen that the Cronbach alpha value for each variable is more than 0.6. This condition means that all of these variables are reliable and can be used in further analysis.

Multiple Linear Regression

Multiple Linear Regression Equation

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	17,386	2,976			5,842	,000
	X1	,319	,174	,196		1,831	,007
	X2	,082	,125	,071		,657	,013
	X3	-,069	,154	-,047		-,446	,657

a. Dependent Variable: Y

$$Y = 17,386 + 0,319X1 + 0,082X2 - 0,069X3$$

a. A constant of 17.386 means that the independent variable Brand, Promotion and Online Marketing is a constant value, then the dependent variable is Consumer Loyalty of 17.386.

b. Brand (x1) coefficient value of 0.319. This means that if the Brand increases by one unit, then the Consumer Loyalty will increase by 0.319 units.

c. Promotion (X2) coefficient value is 0.082, meaning that if Promotion increases by one unit, then Consumer Loyalty will increase by 0.082 units.

d. Online Marketing (X3) coefficient value of -0.069, meaning that if Online Marketing increases by one unit, then Consumer Loyalty will decrease by 0.069 units.

HYPOTHESIS TEST

F test

Model		ANOVA			F	Sig.
		Sum of Squares	Df	Mean Square		
1	Regression	69,539	3	23,180	11,578	,021b
	Residual	1263,583	86	14,693		
	Total	1333,122	89			

From the consequences of testing the model together (at the same time), it was gotten that the Fcount esteem was 11,578 with a meaning of 0.021 and this worth was a lot more modest than $\alpha = 0.05$, it is presumed that Ho is dismissed and H1 is acknowledged. This implies that the factors Brand, Advancement and Internet Promoting Work all the while (together) influence the Shopper Devotion variable.

T test

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	17,386	2,976			5,842	,000
	X1	,319	,174	,196		1,831	,007
	X2	,082	,125	,071		,657	,013
	X3	-,069	,154	-,047		-,446	,657

From the estimation results, the tcount for the Brand variable is 1.831 with an importance level of 0.007 under 0.05, so Ho is dismissed and H1 is acknowledged. For the advancement variable 0.657 with an importance level of 0.013 which is more modest than 0.05, then, at that point Ho is dismissed and H1 is acknowledged. For the Web based Promoting variable - 0.446 with an importance level of 0.657 more prominent than 0.05, Ho is acknowledged and H1 is dismissed. This implies that the brand free factor halfway significantly affects the reliant variable Buyer Faithfulness

Dominant Test

		Dominant Test		Standardized
		Unstandardized Coefficients		Coefficients
Model		B	Std. Error	Beta
1	(Constant)	17,386	2,976	
	X1	,319	,174	,196
	X2	,082	,125	,071
	X3	-,069	,154	-,047

Of the three independent variables consisting of Brand, Promotion, and Online Marketing, it can be seen that the Brand variable has the largest β (beta) coefficient value, namely 0.196. In conclusion, the independent variable that has the dominant effect on Consumer Loyalty is the brand variable.

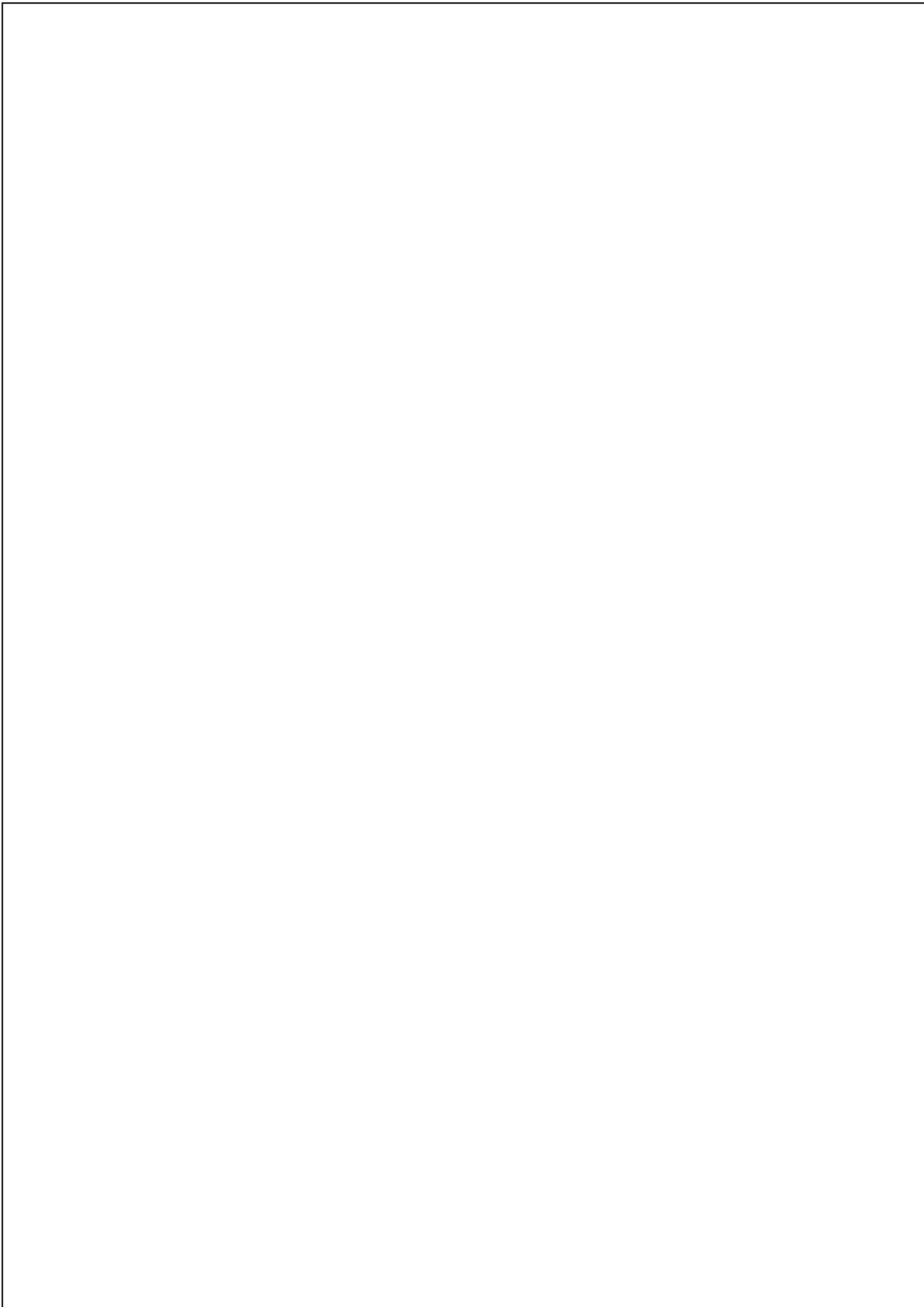
CONCLUSION

Based on the results of the research and discussion used according to the hypothesis, conclusions can be drawn:

1. The aftereffects of the F test investigation acquired the F worth of 11,578 with a meaning of 0.021. Accordingly the worth of $F_{count} (11,578) > F_{table} (2.71)$ and the subsequent importance esteem is 0.021 and this worth is a lot more modest than $\alpha = (0.05)$, this implies that the factors of Brand, Advancement and Web based Advertising at the same time (together) affect the Shopper Dependability variable. Subsequently the primary theory which expresses that the factors Brand (X1), Advancement (X2), and Web based Showcasing (X3) at the same time influence Purchaser Faithfulness (Y) Afifathin Sidoarjo's gamis is demonstrated. Also, the three autonomous factors and the reliant variable have a degree of relationship in the "Medium" classification.
2. The consequences of the t-test investigation for Brands acquired tcount 1.831 and t table 1.66. Subsequently $(1.831) t_{count} > (1.66) t_{table}$ with an importance level of 0.007 under 0.05, so H_0 is dismissed and H_1 is acknowledged. This implies that Brand autonomous factors mostly influence the reliant variable Buyer Steadfastness. The consequences of the investigation for Advancement acquired t esteem 0.657 and t table 1.66. Along these lines $(0.657) t_{check} < (1.66) t_{table}$ with an importance level of 0.013 under 0.05, so H_0 is acknowledged and H_1 is dismissed. This implies that the advancement autonomous variable somewhat has no and huge impact on the reliant variable Customer Dedication. The aftereffects of the investigation for internet showcasing got tcount 5.845 and t table 1.66. Consequently $5.845 t_{count} > 1.66 t_{table}$ with an importance level of 0.000 under 0.05, so H_0 is dismissed and H_1 is acknowledged. This implies that internet showcasing autonomous factors in part significantly affect the reliant variable Customer Reliability.
3. From the partial and simultaneous testing, the independent variable (X) which consists of Brand, Promotion and Online Marketing which dominantly affects Consumer Loyalty is the Brand variable (x1), (proven) has a dominant or significant effect with the largest Beta value which is equal to 0.196 compared with the independent variable Promotion (x2) and Online Marketing (x3).

Suggestion

1. From the research results, it is known that the independent variables of Brand, Promotion and Online Marketing simultaneously have a significant effect on Consumer Loyalty of Gamis Afifathin Sidoarjo.
2. Loyalty of Afifathin Sidoarjo gamis consumers, it is hoped that the company will be able to maintain a good working atmosphere and environment, so that consumers remain loyal in buying and using afifathin robe.
3. From the research results it is known that the independent variables Brand, Promotion and Online Marketing have a partial effect on Afifathin Sidoarjo Gamis Consumer Loyalty, so if the company wants to grow, it is expected that the company leader can quality and quantity as well as timeliness in the production of Afifathin Sidoarjo gamis so as to create or make consumers remain loyal in buying the robe afifathin Sidoarjo.
4. Since Brand is the prevailing variable in impacting Purchaser Unwaveringness. Thus, the proprietor of the afifathin gamis in Sidoarjo is required to keep up with the quality and amount of the afifathin gamis item by more tight quality control of the afifathin gamis item.



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