The Influence of Promotion on Customer Loyalty through Brand Image as Intervening Variable

Sri Mulyati[1], Ria Marginingsih[2*],
Tubagus Achmad Darodjat[3], Sineenat Suasungnern[4]

ria.marginingsih@gmail.com[2*]

Universitas Islam 45[1,2*], Bekasi, Indonesia
Rajamangala University of Technology Krungthep[3,4], Bangkok, Thailand

ABSTRACT

The purpose of this study is to ascertain how promotions affect consumer loyalty at the CoffeeLabs Store, using brand image as a mediating variable. Customers who had bought products from the CoffeeLabs Store constituted the study's population, and 120 responses were gathered using non-probability sampling techniques. The SmartPLS 4.0 tool was utilized to do a Partial Least Square (PLS) analysis of the data. Based on the findings of the hypothesis test, the study's findings show that every hypothesis is accepted. The study's findings indicate that, with brand image acting as a mediating variable, promotions have a favorable and noteworthy impact on consumer loyalty.

Keywords : **Brand Image; Promotion; Customer Loyalty; Coffee Shop; Marketing**

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana promosi mempengaruhi loyalitas konsumen di CoffeeLabs Store, dengan menggunakan citra merek sebagai variabel mediasi. Pelanggan yang telah membeli produk dari CoffeeLabs Store merupakan populasi penelitian ini, dan 120 tanggapan dikumpulkan dengan menggunakan teknik pengambilan sampel non-probabilitas. Software SmartPLS 4.0 digunakan untuk melakukan analisis Partial Least Square (PLS) terhadap data. Berdasarkan hasil uji hipotesis, temuan penelitian menunjukkan bahwa setiap hipotesis diterima. Temuan penelitian menunjukkan bahwa, dengan citra merek yang bertindak sebagai variabel mediasi, promosi memiliki dampak yang positif dan penting terhadap loyalitas konsumen.

**Kata Kunci** : **Citra Merek; Promosi; Loyalitas Pelanggan; Kedai Kopi; Pemasaran**

INTRODUCTION

Customer loyalty is essential for companies that maintain business continuity as well as the continuity of business activities. According to Hurriyat (2019), Customer loyalty has a crucial role for the company; maintaining loyal customers can have a positive impact on increasing the company's revenue as well as maintaining the survival of the company in the future. Therefore, a company must continue to innovate and create strategies that are able to attract loyal customers. Loyal customers are customers who are very satisfied with the products and promotions provided, so they introduce the product to anyone they know. Kotler & Keller (2016) stated that customer loyalty is a deeply held commitment to buy or support a preferred product or service in the future, even though situational influences and marketing efforts have the potential to cause customers to switch off. Meanwhile, according to Griffin (2019), customer loyalty is said to be loyal if the customers show regular purchase behavior even though there is a condition where consumers are required to make purchases twice in a specific time. Loyalty can be seen from how often customers make purchases of a product.

Based on observations made by researchers, the amount of sales revenue has fluctuated, and the amount of income earned is unstable. The decline in sales of CoffeeLabs shop products shows that some customers switch to other coffee shops. Customer loyalty is dynamic and can change due to various factors, namely health conditions, changes in stages in the life cycle, café promotional activities, changes in income, subjective norms, etc. (Tjiptono & Chandra, 2020). Based on the results of a pre-survey conducted by researchers, out of 20 CoffeeLabs customers, it can be seen that 65% of customers say that they do not often make purchases at CoffeeLabs shops, 60% of customers say that they would move to another store if another shop offers a lower price. It can be concluded that CoffeeLabs customers do not have a commitment to CoffeeLabs products yet, which will impact decreasing sales. If left unchecked, the CoffeeLabs shop will lose customers and suffer losses. This is in line with research conducted by Fatihudin & Firmansyah (2019), which states that loyalty is used for the loyalty or willingness of customers to consistently consume the same products and product providers and make it the first choice of various existing choices.

Farisi & Siregar (2020) explained that customers will be faithful and loyal when the company can provide a level of promotion that is easily accessible and provides satisfaction, so the higher the promotion given will provide positive customer loyalty. According to Brata et al., (2017: 435) & Ananda (2018: 77), promotion is an action that plays a vital role in presenting information and increasing product usefulness in encouraging consumer interest when buying the products offered. If promotions are always carried out, it will attract customers and retain existing customers. Promoting weekly promotions will encourage customer retention, while unique exhibitions and promotions can usually attract new customers (Tjiptono & Chandra, 2020: 488). According to Cardia et al., (2019: 677), promotion is a way for companies to introduce and attract customer interest in a product because a promotion strategy can increase customer loyalty. Based on research conducted by Ananda (2018:77), Cardia et al., (2019:6776), Yanto & Herman (2020:111), Wahyu & Murti (2021:63), Perdana & Firdiyansyah (2022:178) explain that promotions have a significant effect on customer loyalty.

The existence of a promotional strategy can improve the company's brand image

and will be remembered in the minds of consumers. Based on research conducted by Yoepitasari & Khasanah (2018: 56), Laksono & Magnadi (2019:71), Anggraini et al., (2020:37), Oktavianti & Budiarti (2021:124), Tan (2021:338), Kurniawan et al., (2022: 2449) explain that promotion has a significant effect on brand image. According to Fatihudin & Firmansyah (2019: 42), brand image is a guide that consumers use to evaluate products when they do not know enough about a product. Consumers tend to choose products that are well known both through the experience of using the product and based on information obtained through various sources. According to Tan (2021:331), Pasaribu (2019:40), Musapat & Armia (2017:96), Winata & Andjarwati (2019:327), brand image also plays a mediation role.
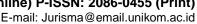
Another factor that influences customer loyalty is the brand image. Brand image is a brand that customers always remember. When the brand image is strong and positive, the brand will always be remembered forever, and customers will likely repurchase the brand (Sultoni, 2020: 30). Based on the results of a pre-survey conducted by researchers from 20 CoffeeLabs shop customers, it can be seen that above 70% of customers said that the CoffeeLabs shop brand is not one of the superior shops among the public, 65% of customers said that the CoffeeLabs shop brand is not accessible to remember in the minds of buyers. According to Kurniawati & Suharyono (2014: 4), Yunaida (2017: 806), Ananda Ari Ma'ruf (2018: 76), Nissin & Budiono (2019: 629), Yanto & Herman (2020:111), Wahyu, & Murti (2021:63), Prime & Firdiyansyah (2022:178) explain that brand image has a significant effect on customer loyalty. This is different from the research conducted by Rizal et al., (2020: 39) & Milasari (2021:249) explains that brand image does not have a significant effect on customer loyalty. Based on the results of the description above, researchers are interested in examining the Influence of Promotion on Customer Loyalty through Brand Image as an Intervening Variable in CoffeeLabs Shops.

RESEARCH METHOD

The method used in this research is quantitative, which explains the relationship between several research variables. The variables are brand image (X1) (Kotler & Keller, 2013) and promotion (X2) (Kotler & Armstrong, 2019:117). The independent variable is customer loyalty (Y) (Griffin, 2019:31) as the dependent variable. The research was conducted at the CoffeeLabs shop in Jl. Bunga Rampai Raya No. 19, Klender, Kec. Duren Sawit, City of East Jakarta 13460. Meanwhile, this research was conducted in June 2022 until it was completed. The population in this study includes all customers or consumers who have purchased CoffeeLabs products. The sampling technique used by researchers is a non-probability sampling technique that does not provide equal opportunities for every member of the population selected to be sampled. The non-probability sampling technique used is purposive sampling. Purposive sampling is a technique with specific considerations (Sugiyono, 2021). The reason researchers use purposive sampling techniques is that not all samples have criteria that match those determined by researchers. In this study, the criteria for sampling were determined by the author, namely, CoffeeLabs shop customers who have purchased CoffeeLabs shop products two (2) times or more.

The determination of the number of samples is based on the opinion of Hair et al., (2010: 101), who states that the sample size should be 100 or larger. The minimum number of samples is at least five times the number of indicators to be analyzed, and it

would be better if the number of samples was ten times the number of indicators to be analyzed. From the formula, the number of samples can be calculated as follows: the number of indicators x 10 = 12 x 10 = 120 samples. This number is further used in descriptive and regression analysis. Data is processed using SEM-PLS software for several statistical tests, including descriptive analysis, validity and reliability tests, and hypothesis testing. Hypotheses were tested using a variant-based Structural Equation Modeling (SEM) known as PLS-SEM.

RESULTS AND DISCUSSION

Results

Respondent Profile

The following are the results of a questionnaire about the data characteristics of respondents that have been determined including gender, age of respondents, respondents' occupations and how many times respondents have made purchases. Meanwhile, 120 respondents were obtained by distributing questionnaires online via Google Forms, as shown in Table 1.

Table 1. Descriptions of Research Respondents

Categories	Details	Amount	Percentages (%)
Gender	Men	55	45,83%
	Women	65	54,17%
	Total	**120**	**100%**
Generation	Gen Z	109	90,84%
	Gen Y	10	8,33%
	Gen X	1	0,83%
	Total	**120**	**100%**
Occupation	Student	80	66,67%
	Employee	20	16,67%
	Entrepreneur	7	5,83%
	Others	13	10,83%
	Total	**120**	**100%**
Purchase to	2th	42	35%
	3th	42	35%
	4th	21	17,5%
	>4 times	15	12,5%
	Total	**120**	**100%**

Source: Processed Data, 2023

Table 1 shows that respondents with male gender as many as 55 respondents (45,83%) and respondents with female gender as many as 65 respondents (54.17%). Respondents Generation Z, as many as 109 respondents (90,84%); Generation Y, as many as 10 respondents (8.33%); and Generation X, as many as one respondent (0,83%). In this study, the highest number of respondents was Generation Z, with 106 respondents or as much as 83.34%. This happens because coffee shops are now preferred by young people and have become a lifestyle in society. Besides, coffee shops can be a place to hang out, do

JURISMA: Jurnal Riset Bisnis dan Manajemen
Volume 14 Nomor 2 (October 2024)
E-ISSN: 2338-292X (Online) P-ISSN: 2086-0455 (Print)
E-mail: Jurisma@email.unikom.ac.id

JURISMA

assignments, or work; there is a diverse coffee drink menu that makes young people comfortable and interested in visiting coffee shops. This is in line with research conducted by Hardiyanti & Puspa (2021: 99), explaining that many young people currently visit coffee shops; they come to hang out and enjoy a cup of coffee in a café with a modern concept that offers a different concept.

Based on occupation, it shows that student as many as 86 respondents (66,67%), respondents with employee jobs as many as 20 respondents (16,67%), respondents with entrepreneurial jobs as many as seven respondents (5,83%), and respondents with other jobs as many as 13 respondents (10,83%). Based on interviews with customers who visit the CoffeeLabs shop, it can be seen that the dominant customers are the student level. They come to hang out at the CoffeeLabs shop because the CoffeeLabs shop provides a comfortable place, and the price is relatively cheap for students. In this study, the highest number of respondents made product purchases 2 and 3 times, with 42 respondents or as much as 35%.

Outer Model Measurement

Validity and reliability tests are carried out when measuring the outer model. The loading factor determines the convergent validity and AVE tests with the condition that the scores are above 0.7 and 0.5 respectively (Hair, 2014). Table 2 presents the results of the validity test.

Table 2. Outer Model Measurement Results

Constructs/items	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Brand Image				
X1.1	0.811			
X1.2	0.858			
X1.3	0.772	0.908	0.910	0.686
X1.4	0.838			
X1.5	0.820			
X1.6	0.866			
Promotion				
X2.1	0.786			
X2.2	0.778			
X2.3	0.710			
X2.4	0.854			
X2.5	0.803	0.936	0.939	0.635
X2.6	0.810			
X2.7	0.789			
X2.8	0.854			
X2.9	0.817			
X2.10	0.758			
Loyalty				
Y.1	0.725			
Y.2	0.852			
Y.3	0.818			
Y.4	0.795	0.929	0.932	0.668
Y.5	0.827			
Y.6	0.833			
Y.7	0.828			

Y.8	0.853

Source: Processed Data, 2023

Table 2 shows the results of the loading factor, composite reliability test, and Cronbach alpha test for the construction of the brand image, promotion, and customer loyalty, all of which are above 0.7. Furthermore, the AVE value of the brand image, promotion, and customer loyalty variables is above 0.5, so it can be concluded that this research instrument is valid and reliable. Therefore, the prerequisite test of the tested variables is valid and reliable so that the structural model test can be carried out.

Inner Model Measurement

Inner model evaluation is done by looking at the Determination Coefficient, which aims to measure how far the model can explain the dependent variable's variance. The value of the Determination Coefficient is 0 and 1. The Determination Coefficient (R^2) value approaches the value of 1. The R^2 value explains how much the independent variable hypothesized in the equation can explain the dependent variable. Chin provides the criteria for R Square values of 0.67, 0.33, and 0.19 as strong, moderate, and weak (Chin, 1998; Ghozali & Latan, 2015). Based on the test results, it is known that the relationship between constructs based on the R-Square value of the Customer Loyalty variable (Y) is 0.725. This value shows that the brand image and promotion variables affect customer loyalty by 72.5%, while other variables outside of this study influence the remaining 27.5%.

Hypothesis Test Results

The results of the hypothesis test in this study are presented in Table 3.

Table 3. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (Stdev)	T Statistics (Lo/Stdevl)	P Values	Conclusion
Promotion -> Customer loyalty	0.819	0.454	0.128	26.514	0.000	**Accepted**
Brand image -> Customer loyalty	0.481	0.431	0.039	21.180	0.000	**Accepted**
Promotion -> Brand image -> Customer loyalty	0.411	0.405	0.110	3.741	0.000	**Accepted**

Source: Processed Data, 2023

Based on Table 3, first hypothesis: promotion has a positive and significant influence on customer loyalty as indicated by the results of the original sample value of 0.819 with p-value (0.000 ≤ 0.05). This proves that the better and more attractive the promotion offered by a company, the higher the level of customer loyalty of the CoffeeLabs shop. The second hypothesis: brand image has a positive and significant influence on customer loyalty, characterized by the results of the original sample value of 0.481 with p-value (0.000 ≤ 0.05). This proves that the first hypothesis in this study explains that the

better the brand image of a company, the higher the level of customer loyalty of CoffeeLabs shops. Third hypothesis: promotion positively and significantly influences customer loyalty, with brand image as a mediating variable. Based on the test results, the original sample value is known to be 0.411 and p-value ($0.000 \leq 0.05$), so this proves that the third hypothesis in this study is accepted, that brand image can mediate the influence of promotion on customer loyalty at CoffeeLabs, meaning the hypothesis is accepted.

Discussion

The Influence of Promotion (X2) on Customer Loyalty (Y)

The discussion about the effect of promotions on customer loyalty is to answer the formulation of the problem and the hypothesis that states that promotions have a positive effect on customer loyalty. Based on the results of research conducted on CoffeeLabs shop customers, it was found that promotions have a positive effect on customer loyalty. Based on the results of the research that has been conducted, it can be seen that the promotion variable has a positive and significant influence on brand image. This result is in line with research conducted by Ananda (2018:77), Wahyu & Murti (2021:63), Perdana & Firdiyansyah (2022:178) that promotion has a significant influence on customer loyalty. This means that the number of promotions the company gives will increase customer loyalty and opportunities to increase sales.

Based on research data, it is known that the CoffeeLabs shop has implemented various strategies in building relationships with customers in order to increase customer loyalty. Some of the strategies that have been carried out include: (a) building good relationships with customers through the community; (b) promoting through social media, catalogs, brochures and offline marketing; (c) creating attractive advertisements. Although advertising and promotions have been carried out, customers think that the CoffeeLabs shop is still considered to rarely provide attractive promotions through its social media, even the CaffeLabs shop's social media is often inactive and less informative. In fact, advertising on social media is very important for selling a product (Armanto & Gunarto, 2022:45), so companies need to carry out promotions to increase sales and retain customers, as well as a strategy to attract potential customers.

The Influence of Brand Image (X1) on Customer Loyalty (Y)

The discussion on the influence of brand image on customer loyalty is to answer the formulation of the problem and hypothesis stating that brand image has a positive effect on customer loyalty. This means that if the company's brand image is good, customer loyalty will increase, and vice versa if the company's brand image is not good, customer loyalty will decrease. The importance of brand image in a company so that it is always remembered in the minds of customers is also an advantage for the company. The brand image owned by the company will also affect customer loyalty, because a good brand image will attract new customers and retain old customers.

Based on the results of research conducted on CoffeeLabs shop customers, it was found that brand image has a positive effect on customer loyalty. Based on the descriptive statistical data test results, respondents think that the CoffeeLabs shop has distinctive characteristics and an attractive logo. Although the CoffeeLabs shop brand has yet to be well-known, it already has a good brand image in customers' minds. Based on these results,

it can be stated that brand image has a good influence on customer loyalty. Accordance with previous research by Yanto & Herman (2020), Prime & Firdiyansyah (2022), Agustin & Rinaldi (2022) explain that brand image has a significant effect on customer loyalty. From the results of research and discussions that have been carried out, it can be seen that brand image variables have a positive and significant effect on customer loyalty. However, this study's results differ from the research conducted by Rizal, et al., (2020) and Milasari, (2021) explained that brand image does not have a significant effect on customer loyalty.

The Influence of Promotion (X2) on Customer Loyalty (Y) with Brand Image as Mediation variable (Z)

Brand image which is an independent variable, can actually be a mediating variable between promotion variables and customer loyalty Based on Table 3, the effect of promotion with brand image as a mediator on customer loyalty is 0.411 and significant at 0.00, it can be said that the mediation relationship has a positive and significant effect with p-value ($0.000 \leq 0.05$), and this proves that the third hypothesis in this study states that brand image can mediate the effect of promotion on customer loyalty at CoffeeLabs shop.

CONCLUSION

All hypotheses in this study are accepted based on the results of the hypothesis test in Table 3. The results of this study indicate that Brand image and promotion have a positive and significant effect on customer loyalty, and the promotion variable has the most significant effect on customer loyalty. So, a company needs to approach consumers through a promotional strategy that refers to activities aimed at communicating products to target customers so that the products offered have an appeal in the minds of consumers. In addition, an attractive promotional strategy can improve the company's brand image. It has been proven that brand image has a positive and significant effect and can mediate the promotion variable on customer loyalty.

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