# Analysis of the Effect of Brand Resonance and Brand Trust on Brand Loyalty

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**ABSTRACT**

*Business competition for the products or goods sold. Companies utilize existing resources to obtain superior products. With these resources obtained, you can improve the quality of human resources to meet company needs. The purpose of this research is to analyze whether digital marketing and product quality can influence consumer purchasing decisions on 3Second products in Solo Raya. This research is a quantitative research using a non-probability sampling technique using a purposive sampling method where in this study not all members of the population can be used as a sample, but there are several criteria used so that a person can be used as a sample. The results of this study indicate that digital marketing has no influence on consumer purchasing decisions because it has a t-statistic value <1.96, namely 1.394 and p-values > 0.05, namely 0.164, while product quality has a positive and quite significant influence on purchasing decisions. consumers because it has a t-statistic value > 1.96 which is 6.877 and p-values < 0.05 which is 0.000.*

**Keywords**: *Brand Resonance, Brand Trust, Brand Loyalty*

**ABSTRAK**

*persaingan bisnis terhadap produk atau barang yang dijual Perusahaan memanfaatkan sumber daya yang ada untuk memperoleh produk unggulan. Dengan sumber daya tersebut diperoleh dapat meningkatkan kualitas sumber daya manusia untuk memenuhi kebutuhan perusahaan. Tujuan dari penelitian ini digunakan untuk menganalisis apakah resonansi merek dan kepercayaan dapat mempengaruhi loyalitas merek pada pengguna Motor honda di Blora. Penelitian ini adalah penelitian kuantitatif dengan teknik pengambilan sampel non- probability dengan metode purposive sampling dimana pada penelitian ini tidak semua anggota dalam populasi dapat dijadikan dalam satu sempel, melainkan adanya beberapa kriteria yang digunakan agar seseorang dapat dijadikan sempel. Hasil pada penelitian ini menunjukkan bahwa resonansi merek memiliki pengaruh positif dan signifikan terhadap loyalitas merek karena memiliki nilai t-statistic < 1,96 yaitu 1,394 dan p-values > 0,05 yaitu 0,164, sedangkan kepercayaan merek memiliki pengaruh positif dan signifikan terhadap loyalitas merek karena memiliki nilai t-statistic > 1,96 yaitu 6,877 dan p-values < 0,05 yaitu 0,000.*

**Kata kunci**: *Resonansi Merek, Kepercayaan Merek, Loyalitas Merek*

## INTRODUCTION

In this era, there is a lot of business competition for products or goods sold (Fan & Yang, 2020). Companies utilize existing resources and to obtain excellent products. With these resources obtained to improve the quality of human resources to meet the needs of

the company. one example of business competition in Indonesia is business in the industrial sector, especially automotive, sales in this industry are growing rapidly every year. Because it is influenced by the need or can also be public demand for transportation that continues to be adequate. PT Astra Honda Motor is a company engaged in manufacturing, assembling and distributing Honda brand and type motorcycles (Sari et al., 2024). And this company is the only one in Indonesia that has the rights as the Sole Agent Brand Holder (ATPM) of Honda motorcycles. PT Astra Honda Motor (AHM) is a pioneer of the motorcycle industry in Indonesia which was founded on June 11, 1971 with the initial name PT Federal Motor.

At that time, PT Federal Motor only assembled, while the components were imported from Japan in the form of CKD (completely knocked down). The first type of motorcycle produced by Honda was the business type, S 90 Z with a 4-stroke engine with a capacity of 90cc. The amount of production in the first year for one year was only 1500 units, but then jumped to around 30 thousand in the year and continues to grow until now. Motorcycles continue to grow and become one of the mainstay modes of transportation in Indonesia (Riansyah & Luterlean, 2022; Dabuke et al., 2023). Sales of Honda do not escape the quality of service provided to consumers, and give consumers confidence in the products they buy. Understanding consumer satisfaction by expecting good and satisfying quality, with motorcycle sales service providers giving a good or sympathetic impression to consumers and getting to know each consumer during the service delivery process.

Honda companies provide services according to accurately and reliably which means timely performance, error-free service, trustworthiness indicates being able to meet consumer expectations. In order to be embedded in the minds of consumers, companies must also pay attention to brand resonance. Brand resonance is the final and ultimate relationship between brands and consumers where loyalty can play a key role Gunduzyeli (2022) in (Wibisono & Khasanah, 2020). According to Farjam & Hongyi, (2015) in (Wibisono & Khasanah, 2020) brand resonance underlies the final relationship that a brand understands and the spread that makes consumers feel in tune with a particular brand.In addition, in meeting customer needs, what the Honda company must do is have quality product performance and be consistent with what is provided. With the hope that customers will make repeat purchases and recommend to others (Suntoro & Silintowe, 2020; Naggar & Bendary, (2017). Khasanah et al. (2021) has the opinion that brand trust has a significant influence on brand loyalty. The purpose of this study is to analyze the effect of brand resonance and brand trust on brand loyalty of Honda product users in Blora Regency.
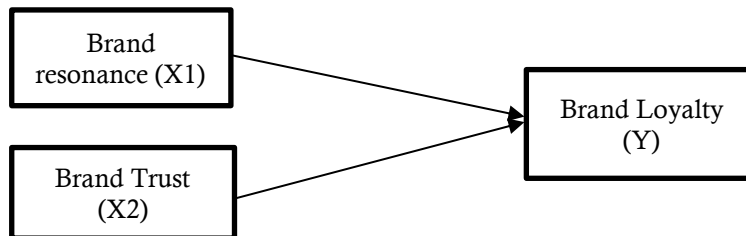
**LITERATURE REVIEW**

Brand resonance is a concept to characterize brand relationships. Brand resonance signifies a person's nature to have a relationship with a brand or can be defined as a person feeling a similarity or connection with a brand. (Duman et al., 2018).According to Hoppe, (2018) in Hapsari, (2022) Brand resonance is a concept suggested to be able to characterize brand relationships, brand resonance refers to the nature of the consumer's relationship to the brand or more specifically the extent to which a person feels that he or she relates to a brand and feels a connection to the brand. Brand trust is consumer confidence in certain brands and is very important for companies in order to establish good relationships with their consumers (Dharmayana & Rahanatha, 2017).

According to Rahayu & Harsono (2018) Brand trust that provides value to consumers to increase purchases for consumers repeatedly, of course there will be consumers loyal to the brands they consume and recommend to people. According to Schiffman and Kanuk Murtiningsih et al. (2016) Brand loyalty is a consistent consumer preference to make purchases on the same brand in a specific product or service category. Brand loyalty is a strong commitment to subscribe or buy a brand consistently in the future. In order to satisfy customers, more and more marketers are trying to understand consumer behavior, then this understanding can be used to form the basis for determining strategies in meeting

customer needs and desires (Eldine & Muniroh, 2018; Supriyanto et al., 2021). Customer loyalty is the facilities and services provided by the company to achieve customer satisfaction through continuity so that these consumers become regular customers (Sitanggang et al., 2019).

$H_1$: Brand resonance has a positive and significant effect on loyalty to Honda motorcycle users in Blora.

$H_2$: Brand trust has a positive and significant effect on loyalty to Honda motorcycle users in Blora.

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┌──────────────┐
│   Brand      │
│ resonance(X1)│──────┐
└──────────────┘      │      ┌──────────────┐
                      └─────▶│ Brand Loyalty│
┌──────────────┐      ┌─────▶│     (Y)      │
│  Brand Trust │──────┘      └──────────────┘
│     (X2)     │
└──────────────┘
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**Figure 1.** Research Framework

## METHODS

This research method uses quantitative research methods. According to (Sugiyono, 2015) Quantitative data is research in the form of numbers that are measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion. The data used in this research is primary data. The sources in this research were obtained directly from Honda motorbike users in Blora through a questionnaire distributed directly by the researcher. The population in this study were Honda motorbike users in Blora. Researchers used purposive sampling because the samples taken had special criteria, namely Honda motorbike users. The data collection method used by researchers was an online questionnaire with the help of Google Form facilities. The data analysis method in this research uses Partial Least Square (PLS) analysis. According to (YIM, 2019) in (Hamid et al., 2019) Partial Least Square (PLS) analysis is a multivariate statistical technique that compares the dependent variable and the independent variable. Data analysis in this research uses the help of the SmartPLS application software.

## RESULTS AND DISCUSSION

The first stage of testing is the validity test, this test aims to assess whether an indicator can be considered adequate or not in the context of convergent validity. By carrying out this test, researchers can evaluate the extent to which the indicator is able to correctly reflect the concept being measured, and whether the indicator is consistent and convergent with other indicators that should measure a similar concept. The results of this test can provide a deeper understanding regarding the suitability of indicators in measuring the variables of interest, which in turn influences confidence in the convergent validity of the measurement instruments used in research.
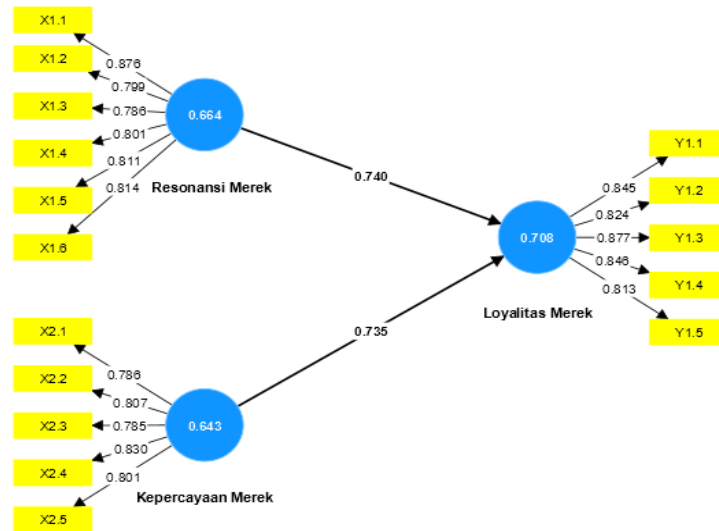
**Figure 1.** Validity test

**Table 1.** Outer Loding Result

|  | Brand Trust | Brand Loyalty | Brand Resonance |
|---|---|---|---|
| X1.1 |  |  | 0,876 |
| X1.2 |  |  | 0,799 |
| X1.3 |  |  | 0,786 |
| X1.4 |  |  | 0,801 |
| X1.5 |  |  | 0,811 |
| X1.6 |  |  | 0,814 |
| X2.1 | 0,786 |  |  |
| X2.2 | 0,807 |  |  |
| X2.3 | 0,785 |  |  |
| X2.4 | 0,830 |  |  |
| X2.5 | 0,801 |  |  |
| Y1.1 |  | 0,845 |  |
| Y1.2 |  | 0,824 |  |
| Y1.3 |  | 0,877 |  |
| Y1.4 |  | 0,846 |  |
| Y1.5 |  | 0,813 |  |

Based on testing the validity of factor loading, it is known that all loading values are> 0.7. However, according to (Ghozali & Latan, 2015) in early stage research from the development of a measurement scale, a loading factor value of 0.5 - 0.6 is still considered adequate. From the data above, it means that it has met the validity requirements based on the loading value, so that it can be used for further analysis. *Discriminant validity* Discriminant validity is carried out to ensure that each concept of each latent model is different from other variables. An indicator is declared to meet discriminant validity if the average variance extracted (AVE) value>0.5 (Ghozali, 2018). The AVE values in this study are as follows:

**Table 2.** Eve range Variance Extracted (EVE)

| Variable | Average variance extracted (AVE) |
|---|---|
| Brand Resonance | 0,664 |
| Brand Loyalty | 0,708 |
| Brand Trust | 0,643 |

Based on the table 2, then it can be seen that the AVE value for the Brand Resonance variable is 0.664, the AVE value of brand loyalty is 0.708, and the brand trust variable is 0.643. This shows that all variables in this study have an AVE value above 0.5 so that these variables can be said to be valid. Cronbach's alpha is used to measure the lower limit of the reliability value of a construct while composite reliability is used to measure the true value of the reliability of a construct. A variable can be said to be reliable if the composite reliability value is > 0.7 (Ghozali, 2018). The composite reliability value in this study is as follows:

**Table 3.** Cronbach's alpha dan Composite reliability

| Variable | Cronbach's alpha | Composite reliability | Description |
|----------|------------------|----------------------|-------------|
| Brand Resonance | 0,899 | 0,922 | Reliable |
| Brand Loyalty | 0,897 | 0,924 | Reliable |
| Brand Trust | 0,861 | 0,900 | Reliable |

Based on the tabel 3, then it can be seen that the composite reliability value is> 0.7. Namely with the brand loyalty variable of 0.942, the brand resonance variable of 0.922, and the brand trust variable of 0.900. From this, each variable in this study can be said to be reliable. The composite reliability test above can be strengthened by using Cronbach's alpha value. It is known that the Cronbach's alpha value is> 0.7. Namely with the brand loyalty variable of 0.897, the brand resonance variable of 0.899, and the brand trust variable of 0.861. This shows that the variables in this study can be said to be reliable. The Multicollinearity Test has criteria with an inner variance inflation factor (VIF) value <5 to know the regression model is free from Multicollinearity.

**Table 4.** Multicollinearity Test

| Brand Loyalty | |
|---------------|-------|
| Brand Resonance | 1,378 |
| Brand Trust | 1,378 |

Based on the test results in table 4, the correlation value between variables shows VIF < 5, with details of the Brand Resonance variable (XI) on brand loyalty (Y) of 1.378 and Brand Trust (X2) on brand loyalty (Y) of 1.378. It can be concluded that the regression model of this study is free from multicollinearity or non-multicollinearity.
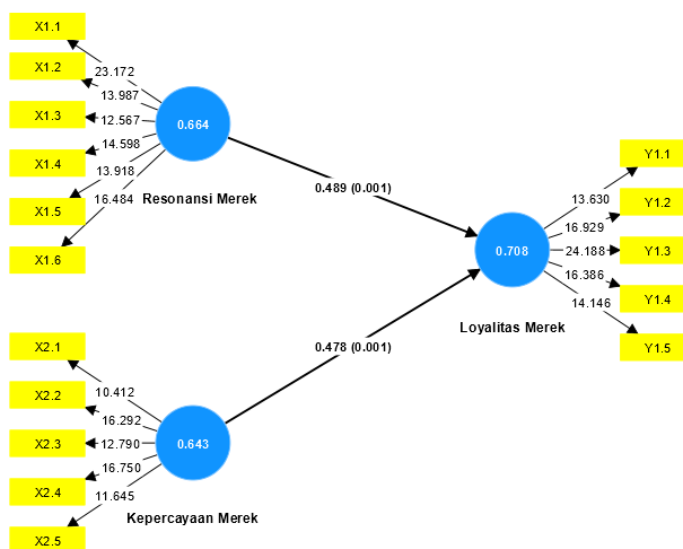


**Figure 1.** Coefficient of Determination (R2)

Based on the coefficient of determination, it is used to measure how much the dependent variable is influenced by other variables. The classification of the correlation coefficient is, 0 (no correlation), 0 - 0.49 (weak correlation), 0.50 (moderate correlation),

0.51 - 0.99 (strong correlation), and 1.00 (perfect correlation) (Ghozali, 2018). The results of the R-square value in this study are as follows:

**Table 5.** Coefficient of Determination (R Square)

| | R-square |
|---|---|
| Brand Trust | 0,714 |

Based on the table 5, then shows the R-Square value of the Brand Loyalty variable of 0.714 or 71.4%. This value means that the brand loyalty variable can be explained by the brand resonance variable, and brand trust by 71.4%. while the remaining 28.6% is influenced by other variables outside the study. The effect size test (f2) is used to determine the proportion of variance of certain exogenous variables to endogenous variables. The results of the f2 value recommended by experts are 0.02 (small), 0.15 (sufficient), and 0.35 (large) (Ghozali, 2018). The results of the $f^2$ value in this study are as follows:

**Table 6.** F Square Test

| | Brand Loyalty |
|---|---|
| Brand Resonance | 0.580 |
| Brand Trust | 0.606 |

Based on the table 6, Then it can be seen that brand resonance has a positive and quite significant effect on consumer brand loyalty because the F square value is 0.580. And for brand trust, it also has a positive and quite significant effect on consumer brand loyalty because it has an F square value of more than 0.35, namely 0.606. The Q Square test or goodness of fit test is carried out to measure the accuracy of the sample regression function in statistically estimating the actual value. The following are the results of the Q-Square value:

**Table 7.** Q-Square Test

| Model | Value |
|---|---|
| Q² (=1-SSE/SSO) | 0.464 |

The results obtained from the analysis in table 7 are the resulting Q-Square value of 0.464 which means> 0.05. Thus the goodness of fit model in this study has a good model. Hypothesis testing is a method of making decisions based on data analysis. Hypothesis testing aims to determine whether there is a clear and reliable influence between the independent variable and the dependent variable. To see the results of the hypothesis test in this study, it can be done by looking at the results of the t-statistic and p value.

**Table 8.** Example

| Variable | Original sample (O) | T statisticsv (\|O/STDEV\|) | P values |
|---|---|---|---|
| Brand Resonance -> Brand Loyalty | 0,489 | 3,379 | 0,001 |
| Brand Trust -> Brand Loyalty | 0,487 | 3,375 | 0,001 |

Based on the data from table 8, it shows; The effect of brand resonance on brand lotality, table 8 shows the t-statistic value of 3.379 with an effect of 0.489 and a p-value of 0.001. With a t-statistic value> 1.96 and a p-value <0.05, it can be concluded that hypothesis one is accepted where there is a positive and significant influence between brand resonance on brand loyalty in Honda motorcycle users in Blora. The effect of brand trust on brand loyalty, table 8 shows the t-statistic value of 3.375 with an effect of 0.487 and a p-value of 0.001. With a t-statistic value> 1.96 and a p-value <0.05, it can be concluded that hypothesis two is accepted where there is a positive and significant influence between brand trust on customer loyalty of Honda motorcycle users in Blora.

The discussion of the effect of brand resonance on brand loyalty is to answer the hypothesis that brand resonance is expected to affect the brand loyalty of Honda motorcycle users. The results show that the t-statistic of the effect of brand resonance on brand loyalty> 1.96, which is 3.379 and with a p-value <0.05, which is 0.001. From the

statistical results, it proves that the effect is positive and significant. From these results, it shows that Honda is able to establish a good and mutually beneficial relationship or bond with its consumers, so that consumers feel happy, behave loyal, and feel proud which will later become attached to the Telkomsel brand. The results of this study are in line with research conducted by (Leni et al., 2019) and (Shieh & Lai, 2017) which states that brand resonance mediated by brand satisfaction has a positive effect on brand loyalty. Furthermore, H1 which states that brand resonance has a positive and significant effect on brand loyalty is proven.

The second hypothesis in this study is brand trust on brand loyalty. The results show that the t-statistic of the effect of brand trust on brand loyalty> 1.96, which is 3.353 and with a p-value <0.05, which is 0.001. From these data it can be concluded that brand trust has a positive and significant influence on brand loyalty in Honda motorcycle users in Blora.This research is in line with research conducted by (Nasir et al., 2020), shows the result that brand trust has a significant effect on brand loyalty. This can happen because Honda is a large company and has been trusted for a dozen years so that its performance can be relied on by its customers. Thus this research is in line with previous research. Furthermore, H2 which states that brand trust has a positive and significant effect on brand loyalty is proven.

## CONCLUSION

The study's results and subsequent discussion affirm the validity of the first hypothesis, establishing that brand resonance indeed exerts a noteworthy influence on the brand loyalty of Honda motorbike users. The research outcomes reveal a positive and statistically significant correlation between brand resonance and brand loyalty. Honda, as evidenced by the findings, successfully cultivates strong connections with its consumers through effective brand resonance strategies. This connection fosters feelings of happiness, loyalty, and pride among consumers, ultimately bolstering brand loyalty. The second hypothesis, which posited that brand trust plays a role in shaping brand loyalty, was also substantiated by the study's results. The research highlights a positive and significant impact of brand trust on brand loyalty within the context of Honda motorbike users in Blora. The study underscores the importance of brand resonance and trust in influencing the brand loyalty of Honda motorbike users. It suggests that the company's efforts in building positive relationships and instilling trust among consumers contribute significantly to fostering loyalty and pride in the brand. These insights could inform strategic decisions for Honda and provide valuable considerations for other businesses aiming to enhance brand loyalty in competitive markets.

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