Analysis of Effect of Brand Image and After Sales Service Customer Loyalty In PT. Trijaya Pratama Futures Medan

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Abstract: *The purposes of this research is to know the effect of brand image, after sales service partially, simultaneous and significant positive effect on the custumer loyalty in PT. Trijaya Pratama Futures Medan. Technic of analyzing the data by using quantitative method with the SPSS version 16.0. this research use Multiple Linear Regression Analysis. Population of the research is all the custumer of PT. Trijaya Pratama Futures Medan. The sample was taken based on the saturated sample, it is 53 respondents. Primary Data was collected by using questionaries. The result shows that the brand image, after sales service partially, and significant positive effect have simultaneous positive and significant effect on custumer loyalty at PT. Trijaya Pratama Futures Medan.*

Key Words: *Brand Image, After Sales Service and Customer Loyalty.*

1. INTRODUCTION:

In order to maintain loyalty and customer confidence in the brand, the company must do service to customers, either after or during the sale of the product purchase. The service is known as after-sales service (after sales service). After sales service is the responsibility of the seller for quality products that bargaining and can be administered in the form of consultation advanced. After role sales service aims to provide services to the standards and good quality to enhance customer confidence.

In doing after sales service company must know exactly what is desired by the customer, because the customer will be satisfied with the purchased product as well as service and good relations of the company, and encourage loyalty, customer loyalty to the product and company. As well as any product sold by the company, if the services of the company cannot satisfy the customer, the customer easily turn away from the product and other companies.

PT. Trijaya Pratama Futures in Medan is a company focused on the field of financial services, investment and national and international trade which is located at. Independence Pioneer Junction No. GS1 Jati Complex Medan.

Table 1 Number of Customers The Entry and Exit in PT. Trijaya Pratama Futures Medan

Year	Total Customer Login (Person)	Total Customer Exit (Person)
2014	56	-
2015	56	1
2016	55	2
2017	53	-

Source: PT. Trijaya Pratama Futures Medan

Based on Table 1.1 shows that the number of customers from 2014 to 2017 decline, which in 2017 only about 53 customers, it can be said that customer loyalty has declined. Based on the initial survey, some of the things that makes customer loyalty decreases fraudsters impersonate their stock investing, forex, Locco and others under the name of PT. Trijaya Pratama Futures Field which makes many clients lost money after investing. This will impact on the brand image of PT. Trijaya Pratama Futures Medan to be bad in the eyes of society and do not believe in the company. The existence of competition among other similar companies, so that the company's competitors are racing to create new innovations with the aim of improving the quality of existing services, Because customer prefer products that are practical for him.

Based on the description of the above background, the researchers will conduct research with the title "Analysis of Effect of Brand Image and After Sales Service Customer Loyalty In PT. Trijaya Pratama Futures Medan".

2. LITERATURE REVIEW:

According to Lamb (2011: 421), brand image is an overall perception about a brand that was formed by processing information from various sources every time. Brand image is built on the idea that a person experiences or experiences of the brand in question (Setiadi, 2013: 180). Brand image is a set of brand associations are formed and embedded in the minds of consumers (Rangkuti, 2014: 244). Also an overall brand image of consumer perceptions about

the brand, or how they looked at that may not be similar to the brand identity. Based on some sense it can be concluded that brand image is a set of associations perceived by consumers to the brand fixed image. Brand can be delivered through any means of communication available. According to Li (2011: 2) brand image consists of three components, namely supporting the company's image, brand image and product image.

According to Rangkuti (2014: 246), the role of after sales service aims to provide services to the standards and good quality to enhance customer confidence. In doing full service company must know exactly what the customer wants, because customers will be satisfied with the purchased product as well as service and good relations of the company, and encourage loyalty, customer loyalty to the product and company. Based on the understanding after sales service is that a company can satisfy the customers or consumers after the purchase of the goods or services of the company, so the impact on loyalty. So, after sales   service to ensure the consumer against the usage of the product or service.

Based on the formulation of the problem, then the conceptual framework of this research can be described as follows:
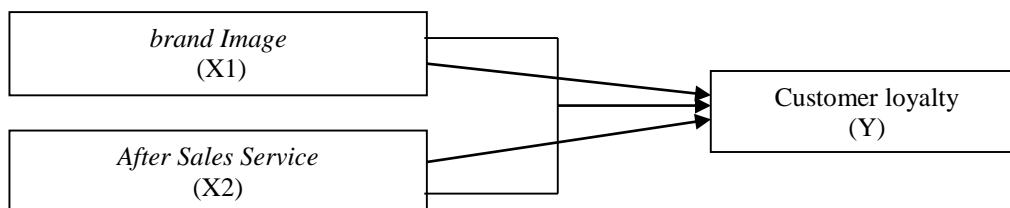

Figure 1 Conceptual Framework
Source: Adapted Writers, 2018

3. METHOD:

This research is associative with quantitative research. The research was conducted at PT. Trijaya Pratama Futures, Jln. Independence Pioneer Junction No. GS1 Jati Complex Medan. The population in this study were all customers of PT. Trijaya Pratama Futures Terrain as many as 53 customers. In this study, the authors conducted a sampling technique in Non-Probability Sampling by using census sampling or sampling saturated because the entire population sampled. Therefore, the sample in this study as many as respondents using primary data source is data obtained directly from the interviews and questionnaires to customers of PT. Trijaya Pratama Futures Medan.

Multiple linear regression analysis is used to determine how much influence the independent variable (brand image and after sales service) on the dependent variable (customer loyalty).

$$Y = \alpha + \beta1X1 + \beta2X2 + \text{€}$$

Information :
Y   =   Customer loyalty (Dependent Variable)
α   =   constants
▪   =   Regression coefficient (Multiple Regression)
X1   =   *brand Image*(Independent Variable)
X2   =   *After Sales Service*(Independent Variable)
€   =   error term

4. DISCUSSION:

The results of multiple regression analysis can be seen in the following table:

Table 2 Regression

Model		Coefficients unstandardized		T	Sig.	collinearity Statistics	
		B	Std. Error			tolerance	VIF
1	**(Constant)**	**3,548**	2,250	1,577	.121		
	brand Image	**.283**	.089	3,174	.003	.512	1,951
	After Sales Service	**.608**	.079	7,713	.000	.512	1,951

a. Dependent Variable: Customer Loyalty
Source: Results of Treatment SPSS Version 16.0

Based on Table 2 was obtained by linear regression as follows Y = 3.548 + 0.283 X1 + 0.608 X2 + e. Interpretation of the multiple linear regression equation is:

a.   If everything on the independent variables are considered zero then the value of customer loyalty (Y) is equal to 3.548.
b.   If an increase in brand image1, then the customer loyalty (Y) will increase by 0.283.
c.   If an increase in after sales servicesebesar 1, then the customer loyalty (Y) akanmeningkat at 0.608.

Compliance Test (Test Goodness of Fit)
Simultaneous Significant test (test F)

F test (simultaneous test) was conducted to see the effect of independent variables on the dependent variables simultaneously. Method used is to look at the level of significant (= 0.05). If the significance value less than 0.05 then H0 is rejected and Ha accepted.

Table 3 Test Simultaneous

ANOVAb						
Model		Sum of Squares	df	mean Square	**F**	**Sig.**
1	Regression	1264.611	2	632 305	**101 248**	**.000a**
	residual	312 257	50	6245		
	Total	1576.868	52			
a. Predictors: (Constant), After Sales Service, Brand Image						
b. Dependent Variable: Customer Loyalty						

Source: Results of Treatment SPSS Version 16.0

Based on Table 3 above it can be seen that count 101.248 while table by 3.18 which can be seen at α = 0.05 (see Appendix Table F). Significant probability is much smaller than 0.05 is 0.000 <0.05, the regression model can be said that in this study the brand image and after sales service simultaneously significant effect on customer loyalty.

Partial Significant test (t test)

Partial test (t) indicates how much the independent variables individually explain the variations of this testing is done by using a significance level of 5%.

Table 4 Partial Test
Coefficientsa

Model		Coefficients unstandardized		**T**	**Sig.**	collinearity Statistics	
		B	Std. Error			tolerance	VIF
1	(Constant)	3,548	2,250	1,577	.121		
	brand Image	.283	.089	**3,174**	**.003**	.512	1,951
	After Sales Service	.608	.079	**7,713**	**.000**	.512	1,951

a. Dependent Variable: Customer Loyalty
Source: Results of Treatment SPSS Version 16.0

Based on Table 4 above it can be seen that:

1) Brand image influence on customer loyalty.
   Significant testing with the decision-making criteria:
   Ha accepted and H0 is rejected if t> t table or Sig. t <α
   H0 is rejected and Ha accepted if t <t table or Sig. t> α
   count 3.174 whereas significant table of 1,675 and 0,003, so t 3.174> 0.003 table significant 1,675dan <0.05, H0 Ha accepted and rejected, stating brand image partially significant effect on customer loyalty.

2) After sales service to influence customer loyalty.
   Significant testing with the decision-making criteria:
   Ha accepted and H0 is rejected if t> t table or Sig. t <α
   H0 is rejected and Ha accepted if t <t table or Sig. t> α
   count 7.713 whereas significant table of 1,675 and 0,000, so t 7.713> table significant 1,675dan 0.000 <0.05, H0 Ha accepted and rejected, stating after sales service take effect partially significant toward customer loyalty.

Coefficient of Determination

Determination coefficient analysis was used to determine the percentage of large variations in the independent variables on the dependent variable. If the determination (R^2) greater or close to one, it can be said that the greater influence of independent variables on the dependent variable.

Table 5 Coefficient of Determination
Model Summary

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.896a	.802	**.794**	2.49903

a. Predictors: (Constant), After Sales Service, Brand Image
b. Dependent Variable: Customer Loyalty
Source: Results of Treatment SPSS Version 16.0

Based on Table 5 above it can be seen that the number of Adjusted R Square 0,794 which can be called the coefficient of determination in this case means that 79.4% of customer loyalty can be obtained and described by brand image and after sales service. While the rest of 100% - 79.4% = 20.6% explained by other factors or variables outside the model, such as promotions, price and others.

5. ANALYSIS:

Influence *brand Image* Customer Loyalty

The results of the regression coefficients show significant value of 0.283 and 0.003 <0.05, it indicates that the brand image and significant positive effect on customer loyalty at PT. Trijaya Pratama Futures Medan. The results are consistent with research Tomida (2016), that the brand image and significant positive effect on loyalty.

Brand image is an overall perception about a brand that was formed by processing information from various sources every time. Brand image is built on the idea that a person experiences or experiences of the brand in question (Setiadi, 2013: 180). Brand image is a set of brand associations are formed and embedded in the minds of consumers (Rangkuti, 2014: 244). Also an overall brand image of consumer perceptions about the brand, or how they looked at that may not be similar to the brand identity. Based on some sense it can be concluded that brand image is a set of associations perceived by consumers towards a particular brand. Brand image can be delivered through any means of communication available, so this is a positive impact on customer loyalty.

If a company has a positive image in the eyes of consumers, it will form a loyalty to loyalty will be formed when a person is already compare products that are used with other products similar and then feel that they have fulfilled the criteria for the products they desire.

Effect of After Sales Service Customer Loyalty

The results of the regression coefficients show significant value of 0.608 and 0.000 <0.05, it indicates that the after sales service and significant positive effect on customer loyalty at PT. Trijaya Pratama Futures Medan. The results are consistent with research Ruusen (2014), that the after sales service and significant positive effect on loyalty.

According Rangkuti (2014: 246), the role of after sales service aims to provide services to the standards and good quality to enhance customer confidence. In doing full service company must know exactly what the customer wants, because customers will be satisfied with the purchased product as well as service and good relations of the company, and encourage loyalty, customer loyalty to the product and company. As well as any product sold by the company, if the services of the company cannot satisfy the customer, then the customer easily turn away from the product and other companies. Based on the understanding after sales service is that a company can satisfy the customers or consumers after the purchase of the goods or services of the company, so the impact on loyalty . Therefore, after sales service to ensure the consumer against the usage of the product or service, so this is a positive impact on customer loyalty.

After sales service are the main factors that affect customer loyalty because customers are satisfied personal values and experience the positive mood of the after sales service will have high loyalty to the company. Loyal customers are often caused by poor after sales service or quality of service is getting slower than expected customer.

6. CONCLUSION:

Based on the analysis and discussion that has been done, the conclusions obtained are: Brand image is partially positive and significant impact on customer loyalty at PT. Trijaya Pratama Futures Medan, where the regression coefficients show significant value of 0.283 and 0.003 <0.05.

After sales service partially positive and significant impact on customer loyalty at PT. Trijaya Pratama Futures Medan, where the regression coefficients show significant value of 0.608 and 0.000 <0.05.

Brand image and after sales service simultaneously positive and significant impact on customer loyalty at PT. Trijaya Pratama Futures Medan, where Fhitung 101.248> Ftabel significant at 3.18 and 0.000 <0.05.

7. RECOMMENDATIONS:

Based on the conclusion, the author tries to give suggestions as follows: Should the management of PT. Trijaya Pratama Futures Medan still have to pay attention to the image of the brand that has been built by the management or established by the customer, and then evaluate the elements of the brand image by making customers feel safe and confident in investing so that each customer in making investment always felt safe, so customers are not deceived by fraudsters impersonate their stock investing, forex, Locco and others under the name of PT. Trijaya Pratama Futures Field which makes many customers lost money after investing, as this will impact on the brand image of PT. Trijaya Pratama Futures Medan to be bad in the eyes of the public and no confidence in the company.

The management of PT. Trijaya Pratama Futures Medan should improve after-sales service by continually innovating to improve value for customers so they can provide something better than the other competitors. The

company also must pay attention to the employees, so that employees can be meticulous in dealing with customer complaints, so the service would be considered appropriate.

PT. Trijaya Pratama Futures Medan must consider customer loyalty by providing a sense of openness from employees to customers, so that customers can increase from year to year.

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