

Perceived Brand Value And Consumer Involvement On Brand Loyalty

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Abstract. *This study aims to find out: (1) The Effect of Perceived Brand Value on Brand Loyalty in Suzuki Brand Motorcycle Users in Kolaka Regency. (2) The influence of Consumer Involvement on increasing Brand loyalty for Suzuki Brand Motorcycle Users in Kolaka Regency. This study adopts a quantitative methodology; to collect data, it makes use of observation, literature review, and questionnaire distribution. All riders of Suzuki Brand Motorcycles in Kolaka Regency make up the study's population. whereas 120 persons made up the study's sample. Testing With SPSS 25.0, this research tool does validity and reliability tests. This study employed data analysis methods, specifically, the evaluation of the measurement model (outer model) and the examination of the structural model (inner model) using Smart PLS 4.0. A t-statistic value of 6,545 with a P-Value of 0.000 and a t-statistic value of 2,375 with a P-Value of 0.019, respectively, show that there is a positive and significant relationship between the variable perceived brand value and brand loyalty, and between the variable consumer involvement and brand loyalty.*

Keywords: *Brand loyalty, Consumer Involvement, Perceived Brand Value.*

Abstrak. Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh Perceived Brand Value Terhadap Brand Loyalty Pada Pengguna Sepeda Motor Merek Suzuki Di Kabupaten Kolaka. (2) Pengaruh Keterlibatan Konsumen terhadap Peningkatan Loyalitas Merek Pengguna Sepeda Motor Merek Suzuki di Kabupaten Kolaka. Penelitian ini mengadopsi metodologi kuantitatif; Pengumpulan data menggunakan observasi, kajian literatur, dan penyebaran kuesioner. Populasi penelitian adalah seluruh pengendara Sepeda Motor Merek Suzuki di Kabupaten Kolaka. sedangkan 120 orang menjadi sampel penelitian. Pengujian Dengan SPSS 25.0, alat penelitian ini melakukan uji validitas dan reliabilitas. Penelitian ini menggunakan metode analisis data yaitu evaluasi model pengukuran (outer model) dan pengujian model struktural (inner model) dengan menggunakan Smart PLS 4.0. Nilai t-statistic sebesar 6,545 dengan P-Value sebesar 0,000 dan nilai t-statistic sebesar 2,375 dengan P-Value masing-masing sebesar 0,019 menunjukkan bahwa terdapat hubungan yang positif dan signifikan antara variabel persepsi nilai merek dengan loyalitas merek. , dan antara variabel keterlibatan konsumen dan loyalitas merek.

Kata Kunci: Loyalitas merek, Keterlibatan Konsumen, Perceived Brand Value .

INTRODUCTION

Transportation has become an important part of human life in modern times like today. Along with technological developments and developments in all fields. The development of transportation facilities is also taking place rapidly. In terms of transportation, motorcycles are the most popular means of transportation. In general, people buy motorcycles to enjoy two functions, namely as a means for daily activities such as moving from one place to another and transporting goods, and other functions are to get certain satisfaction for someone (Savitri, 2019)

From year to year, the number of sales of motor vehicles, especially motorcycles, continues to increase in line with the increasing number of motorized vehicle users in Indonesia (Global Economic Monitor World Trend Plus). With the increasing demand for the needs of motorcycle vehicles, motorcycle manufacturers strive to provide the best in meeting consumer needs. Various efforts are made, one of which is by maintaining competitive advantage.

Competitive advantage is mostly done through increasing perceived brand value and consumer involvement (Wijaya, 2017). Both of these are done in order to create brand loyalty. Brand loyalty is a pattern of behavior.

consumers who frequently stick with one brand or product and make repeated purchases over time. This is consistent with what Bahruddin & Zuhro (2016) said. Consumer loyalty is a type of loyalty that involves using a product or service repeatedly. When a consumer is highly satisfied with the product or service they are using, they tend to recommend it to others so that they can experience the same level of satisfaction. This implies that loyalty, specifically, allegiance to a specific object. Research shows that brand loyalty is strongly influenced by perceived brand value and consumer involvement (Brilina & Ritonga, 2016).

Perceived brand value positively affects consumer satisfaction with a brand. The creation of value perceived by customers will have an impact on repeat purchases. It can be said that customer value is an exchange between the benefits in a product or service with the sacrifices we have spent to get the goods and the benefits of these goods / services (Alvonco, 2014).

Research conducted by Eliasari & Sukaatmadja (2017) shows that perceived brand value affects brand loyalty. The perceived brand value of consumers of a product/service is a strategic weapon in attracting and retaining customers and is one of the most important factors in achieving business success. Therefore, the higher the value of a product, it will give a positive thought to one's perception of the product which will encourage consumer willingness to make repeated purchases.

In addition to perceived brand value, there are still many other variables that affect brand loyalty, one of which is consumer involvement. Quester & Lim (2013) explain that consumer engagement includes in it what is thought and felt related to the product. In this case, it can be related to aspects of meeting needs, aspects of benefits obtained from products or ethical aspects. The definition of consumer involvement according to Solomon (2016) defines consumer behavior as the study of the process of involvement when individuals or groups choose, buy, use, or dispose of products, service, ideas or experience to meet their needs and desires. Research conducted by Utami & Saputri (2020) shows that consumer involvement has an effect on brand loyalty.

LITERATURE REVIEW

The definition of consumer involvement according to Solomon (2016) defines consumer behavior as the study of the process of involvement when individuals or groups choose, buy, use, or dispose of products, service, ideas or experience to meet their needs and desires.

The perceived brand value of consumers of a product/service is a strategic weapon in attracting and retaining customers and is one of the most important factors in achieving business success.

Consumer loyalty is a type of loyalty that involves using a product or service repeatedly or continuously. This is because people who are satisfied with the product or service they are using tend to recommend it to others so that they, too, can experience the same level of satisfaction.

RESEARCH METHODS

Researchers employed a quantitative research methodology in this study, using statistical formulas to aid in the analysis of the data and information gathered. According to Hartono (2011), a quantitative approach to research focuses primarily on numerical data that has been processed using statistical techniques.

The population in this study was all people who used Suzuki brand motorcycles in Kolaka County. The sampling used the Hair formula, therefore the sample in this study was 120 respondents who used Suzuki brand motorcycles in Kolaka Regency.

The sampling technique used in this research is *accidental sampling*. According to Sugiyono (2015) sampling accidental or sampling by chance, that is anyone who by chance or incidentally meets the researcher can be used as a sample on condition that they meet the criteria.

In this study, data collection was carried out through literature studies and questionnaire distribution.

According to Raihan (2017) instrument testing is a basis used to measure a variable through predetermined indicators with the aim of obtaining data in the form of numbers (quantitative). Using the SPSS version 25 program, the validity and realizability of each variable were tested in this study.

Validity Test

Validity testing in this study was conducted with 30 respondents. The distribution table r is used to calculate the crucial correlation coefficient in this test, and a significance threshold of 5% is used. The value of R -table is then changed to 0.306. The significance test is carried out by comparing the r -count value and the r -table value. If the r -count value is more than the r -table, the statement is true. The findings of the validity testing carried out on this study using SPSS 25 are shown in the following table.

Table 1 Validity Test Results

Variable	Indicators	r- calculate	r-table (5%)	Information
<i>Perceived Brand Value (X1)</i>	X1.1	0.426	0.306	Valid
	X1.2	0.915	0.306	Valid
	X1.3	0.880	0.306	Valid
	X1.4	0.890	0.306	Valid
<i>Consumer Involvement (X2)</i>	X2.1	0.558	0.306	Valid
	X2.2	0.589	0.306	Valid
	X2.3	0.774	0.306	Valid
	X2.4	0.769	0.306	Valid
	X2.5	0.613	0.306	Valid
<i>Brand loyalty (Y)</i>	Y1	0.544	0.306	Valid
	Y2	0.873	0.306	Valid
	Y3	0.913	0.306	Valid

(Source: SPSS Primary Data Processed, 2023)

The validity test results presented in Table 1 indicate that the r -count value exceeds the r -table value of 0.306. Consequently, it is concluded that the 12-item instrument statement is valid.

Reliability Test

It is regarded as reliable if a subject consistently or steadily responds to a questionnaire or indicator throughout time. The degree of consistency and stability of measuring instruments or research tools used to measure a concept or construct is known as reliability, according to (Abdillah & Hartono, 2015). The alpha cofactor (α) is calculated using a constant interval in the reliability test. If a construct's Cronbach Alpha score is more than 0.6, it is deemed dependable. In other words, according to Sugiyono, (2017), the device is practical and functional.

The subsequent table presents the results of the reliability assessments performed in this study utilizing SPSS.

Table 2 Reliability Test Results

Variable	Cronbach's Alpha	Crisis Value	Information
<i>Perceived Brand Value</i>	0.814	0,600	Reliable
<i>Consumer Involvement</i>	0.762	0,600	Reliable
<i>Brand loyalty</i>	0.824	0,600	Reliable

(Source: SPSS primary data processed, 2023)

Table 2 demonstrates the validity of the reliability tests conducted on the statement items. The results indicate that the Cronbach's Alpha reliability coefficients for the instruments, namely Perceived Brand Value (0.814), Consumer Involvement (0.762), and Brand Loyalty (0.824), meet the necessary criteria, confirming their reliability.

The research data for this study were processed using the Structural Equation Modeling (SEM) approach, which is based on the Partial Least Square (PLS) algorithm. Structural equation modeling (SEM) is a technique for evaluating and estimating causal links with factor analysis and integrated route analysis (Abdillah & Hartono, 2015). Partial least squares (PLS) is a pretty powerful analytical tool because it is not based on many assumptions. Indicators with scale categories, ordinals, and intervals up until ratios can be employed in the same model; data also do not need to be normally multivariate distributed; neither do samples need to be large (Gozali, 2014).

RESULTS AND DISCUSSION

Hypothesis testing is carried out based on the results of inner model testing, which also includes r-square output. The assessment of the impact direction and magnitude of the product innovation intelligence and market orientation paths on competitive advantage relies on the initial sample estimate value (Titing et al., 2023). When the initial sample estimate value is close to +1, it indicates a stronger effect (Hair *et al.*, 2017). These values can be observed in the bootstrapping results. Given that the data in this study pertain to social issues, the researchers opted for the following rules of thumb, which call for a moderate level of accuracy: good accuracy but not overly stringent criteria, including t-statistics > 1.64 with a positive beta coefficient, and a significance level of 0.05 or 5%.

The value of testing the hypothesis of this study can be seen in the *Coefficient Path* table and the results of this research model can be seen in the following figure:

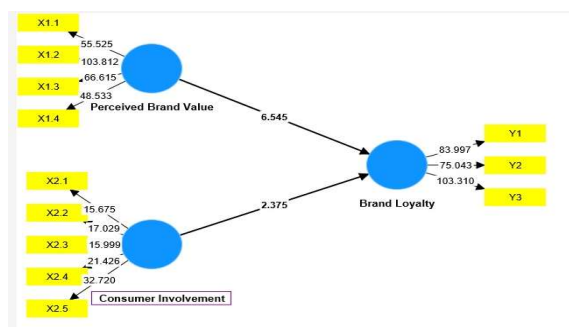


Figure 1 Research Model Results

Table 3 Path Coefficient Results

Hypothesis	Original Sample Estimate (O)	Mean Of Sub Sample (M)	Standard Deviation (STDEV)	T-Statistic (O/ STERR)	P Value
Perceived Brand Value - >Brand loyalty	0.681	0.682	0.104	6.545	0.000
Consumer Involvement - >Brand loyalty	0.231	0.233	0.097	2.375	0.019

(Source: SmartPLS primary data processed, 2023)

First hypothesis (H₁)

According to calculation results utilizing Smart PLS 4.0, the original sample estimate perceived brandvalue for Brand Loyalty is positive value of 0.681 and T-Statistic is 6.545 with P Value value of 0.000. The results suggests that the perceived brand value variable has a positive and significant impact on brand loyalty because the rule of thumb used in this study is >1.64 with a P-Value less than 5% (0.05). This makes it possible to accept the First Hypothesis (H₁). As a result, the First Hypothesis (H₁) claims that perceived brand value has a favorable impact on brand loyalty for Suzuki Brand Motorcycles in Kolaka Regency.

Second hypothesis (H₂)

According to calculation results utilizing Smart PLS 4.0, the initial sample estimate value of customer participation towards brand loyalty is positive value of 0.231 and T-Statistic is 2.375 with P-Value 0.019. The Second Hypothesis (H₂), which holds that the Consumer Involvement variable has a favorable and significant impact on Brand Loyalty, is supported by these findings. The P-Value for the threshold used in this investigation was less than 5% (0.05) and was set at $> 1,657$. This Second Hypothesis (H₂) must be accurate in order for Suzuki Brand Motorcycles in Kolaka Regency to experience an increase in brand loyalty as a result of consumer engagement.

1. *Perceived Brand Value Affects Brand Loyalty*

According to the study's findings, the first hypothesis is that Suzuki brand motorcycle riders in Kolaka Regency have a positive and substantial relationship between perceived brand value and brand loyalty. The acceptance of this hypothesis is confirmed by respondents' assumptions about perceived brand value which can be seen in table 4.6 regarding the assessment of respondents who have an average answer of 4.4 and are at a very high level. *Perceived* brand value in Suzuki motorcycle users in Kolaka Regency tends to be well shown by indicators of perceived brand value according to Rofianah *et al.* (2016), namely emotional value, social value, quality / performance value, and price / value of money, so that this also affects *brand loyalty*.

Based on the results of the analysis by looking at *the outer loading* value shows that *perceived brand* value is more dominantly influenced by social value indicators. Suzuki, which was able to dominate motorcycle sales in Indonesia until the end of 2010, means that it is able to provide a good perception of value in the community. which means Suzuki motorcycle users in Kolaka Regency have the ability to improve customers' social self-image. This can happen because the experience of using Suzuki motorcycles helps customers in the mobility of daily activities. When customers perceive the higher social value of Suzuki motorcycles, they exhibit greater brand loyalty behaviors such as saying positive things and making them the first choice when making motorcycle purchases. The results of research conducted by Yeh *et al.* (2016) which states that social values have a positive and significant influence on brand loyalty.

This is consistent with research by Eliasari & Sukaatmadja (2017) that demonstrates how brand loyalty is influenced by perceived brand value. One of the most crucial elements in attaining commercial success is understanding how consumers perceive the brand value of a product or service. This perception serves as a strategic tool for luring and keeping customers. Therefore, the higher the value of a product, it will give a positive thought to a person's perception of the product which will encourage consumer willingness to make repeated purchases.

The results of this study are also corroborated by a number of earlier investigations, including research by Mandasari & Rastini (2015) and research by Gunawan (2019), both of which found that perceived value influences brand loyalty in a favorable way. Therefore, it can be stated that with a positive impact on perceived brand value and brand loyalty, people will continue to buy motorcycles under the Suzuki brand.

2. Consumer Involvement Affects Brand Loyalty

The study's findings support the acceptance of the second hypothesis, affirming a positive and statistically significant relationship between consumer involvement and brand loyalty among Suzuki motorcycle users in Kolaka Regency. The acceptance of this hypothesis is confirmed by respondents' responses regarding consumer involvement in *brand loyalty* in Suzuki motorcycle users in Kolaka Regency, which is seen regarding the assessment of respondents who have an average of 4.4 and are at a very high level. Consumer *involvement* in Suzuki motorcycle users in Kolaka Regency is well shown by indicators of *Consumer involvement* according to Guthrie & Kim (2019), namely *interest, pleasure, sign, risk, and probability error*, so that it also affects how brand loyalty.

Based on the results of the analysis by looking at *the outer loading* value shows that consumer involvement is more dominantly influenced by risk indicators, which means that consumers always choose products that have quality and do not provide any risk in meeting their needs. Quality in products is one of the benchmarks for consumers how products can satisfy their needs and can be loyal to the brand. When manufacturers create a brand, there are quality standards used in the production process. This standard is a guarantee against risks in products (Temporal, 2001).

Consumer engagement with a brand also includes cognitive and affective aspects. Consumers seek knowledge about the product or brand cognitively. High involvement will make consumers experience strong affective responses such as strong emotions and feelings (Peter & Olson, 2010).

Respondents think that Suzuki products have good consumer engagement or contain a high element of involvement because buying a motorcycle requires a commitment to consumer choice for a long time. Research conducted by Cruz *et al.* (2017) mentions how the level of involvement is influenced by consumer needs for certain types of product.

This is also in line with the opinion of Mandasari & Rastini (2015) consumer involvement has a significant positive effect on brand loyalty. So it can be concluded that consumer involvement affects brand loyalty. For this reason, by creating loyalty in a product, it is necessary to involve consumers so that the products sold can be well distributed so that consumers remain loyal to the products sold in a company, for example such as Suzuki brand motorcycle products.

CONCLUSION

Based on the results of the initial hypothesis test, it has been established that brand loyalty among Suzuki Brand Motorcycle Users in Kolaka Regency is positively and significantly impacted by the elements within the perceived brand value construct.

The results of the second hypothesis test assessed the positive and significant influence between consumer involvement construct variables on brand loyalty in Suzuki Brand Motorcycle Users in Kolaka Regency.

The following study can expand on this research qualitatively using the findings of this one in order to more fully define phenomena connected to characteristics of perceived brand value and customer involvement in brand loyalty. And if research with a title like the one above is conducted to replace the subject of the study, such as in larger corporations and other industries, it is anticipated that additional variables such as social value, quality/performance value, interest, probability error, and e-marketing would be included.

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