Artikel Penelitian

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The Impact of Brand Personality towards Customer Loyalty at Pt. Agro Makmur Raya Medan

Pengaruh Kepribadian Merek Terhadap Loyalitas Pelanggan Pada Pt. Agro Makmur Raya Medan

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Abstract: *The aim of this research is to analyse the impact of brand personality towards customer loyalty at PT. Agro Makmur Raya, Medan. The research method that the writer use is descriptive method and correlative research. To answer the problem, data is collected by questionnaire to 50 respondents that consist of the customers of PT. Agro Makmur Raya. The SPSS Version 22 is to use to test the data. The writer uses some methods to analyse the data gained, such as: validity, reliability, descriptive method, normality test, correlation test, regression equation, determination of coefficient analysis and z test. Based on the SPSS Version 22 analysis, some conclusions can be made, i.e: 10 questionnaires that the writer use have a good data of reliability and the data are normally distributed. While the correlation test found that the brand personality has strong and positive impact towards customer loyalty at PT. Agro Makmur Raya, Medan. For the determination of variable x and variable y is 76.6% shows that the value of customer loyalty is impact by the value of brand personality. From the test of hypothesis, we can found that for the Alternative hypothesis (Ha) is accepted and null hypothesis (Ho) is rejected. Based on the result of the analysis, it is concluded that there is impact between brand personality and customer loyalty at PT. Agro Makmur Raya, Medan.*

Abstrak: Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kepribadian merek terhadap loyalitas pelanggan pada PT. Agro Makmur Raya Medan. Metode penelitian yang penulis gunakan adalah metode deskriptif dan penelitian korelatif. Untuk menjawab permasalahan tersebut, data dikumpulkan melalui kuesioner kepada 50 responden yang merupakan pelanggan PT. Agro Makmur Raya. SPSS Versi 22 digunakan untuk menguji data. Penulis menggunakan beberapa metode untuk menganalisis data yang diperoleh, seperti: validitas, reliabilitas, metode deskriptif, uji normalitas, uji korelasi, persamaan regresi, analisis koefisien determinasi dan uji z. Berdasarkan analisis SPSS Versi 22 dapat diambil beberapa kesimpulan yaitu: 10 kuesioner yang penulis gunakan mempunyai reliabilitas data yang baik dan data berdistribusi normal. Sedangkan uji korelasi menemukan bahwa kepribadian merek mempunyai pengaruh yang kuat dan positif terhadap loyalitas pelanggan di PT. Agro Makmur Raya Medan. Untuk determinasi variabel x dan variabel y sebesar 76,6% menunjukkan bahwa nilai loyalitas pelanggan dipengaruhi oleh nilai kepribadian merek. Dari pengujian hipotesis diketahui bahwa untuk Hipotesis Alternatif (Ha) diterima dan Hipotesis Null (Ho) ditolak. Berdasarkan hasil analisis disimpulkan bahwa terdapat pengaruh antara kepribadian merek terhadap loyalitas pelanggan pada PT. Agro Makmur Raya Medan.

BACKGROUND

In the past few years personal branding has been discussed exhaustively throughout the Net. The difference between today and over ten years ago when it was first mentioned by Tom Peter (1997, p.1), is the rise of social technologies that have made branding not only more personal, but within reach.

Branding is the expression of the essential truth or value of an organization, product, or service. It is communication of characteristics, values, and attributes that clarify what this particular brand is and is not. A brand will help to encourage someone to buy a product, and it directly supports whatever sales or marketing activities are in play. Personal branding, by definition, is the process by which we market ourselves to others. The brand personality construct is seen to be a component in which consisting of the human characteristics people associate with brands (Aaker 1997). Every brand has a personality. It's part of how consumers perceive the brand and how the brand differentiates itself from the competition. Accurately understanding brand personality is important to brand success. Customer loyalty is both an attitudinal and behavioral tendency to favor one brand over all others, whether due to satisfaction with the product or service, its convenience or performance, or simply familiarity and comfort with the brand.

Companies are more aware that brand is an important factor in the competition and become a valuable corporate asset. Product explains the core attributes as an interchangeable commodity, while the brands describes its customers specification. According to Farhat and Mustafa Khan (2011, p.1): "Brand Personality thus influence consumers' loyalty to consumable goods".

PT. Agro Makmur Raya is a company running its business in palm oil under M&M brand which also faced the branding problem. M&M is process by hygienically and free of cholesterol. M&M brand is made from 100% palm oil to produce a high quality product and it is a source of betacarotene (vitamin A) and vitamin E. M&M brand is suitable for cooking and frying. The quality of oil is maintain from the temperature a high frying temperatures resulting fried crispy and perfect. The price of the product itself is about Rp 9,500/liter, which is quite affordable. But although the company has a good quality in its product and offered the product with affordable price, there are much competitor in business which is their product are more popular that make company's sales decreased. Nowadays, customers can easily gather the information about the identity of the product that customers want to know before they decide to buy. When the writer joined herself in this company and had preliminary interview with customers which is one of our target markets in low up to middle incomes, the writer found that customer is not loyal with the company product because they are lack of information about M&M product since it is not easy to find. For those customers whom are ever used the product, they know the quality of product but the new customers, they more interested with competitor company's product such as Bimoli and Filma which are easier to get the information about the quality and most popular in Medan. Therefore, this condition is a challenge for PT. Agro Makmur Raya settle its' sales problem.

Brakus et al. (2009) confirm that "brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations. "Globalization and saturation of markets has led to fierce competition for limited market share and increased level of competition. This is driven by the fact that functional product benefits are becoming interchangeable which makes it more difficult for companies to differentiate on functional product features (Fransen and Lodder, 2010).

A consistency of brand personality is the foundation for a strong long term relationship between a company and its customer. Most of the customers are more likely to engage with a brand personality if it is closely aligned with their own personality and values. According to According to Farhat and Mustafa Khan (2011,p.1): "Customer's loyalty, therefore, might be strengthened or retained by keeping in consideration various other factors through communicating a good brand relationship by involving

the concept of brand personality, thus, enhancing the customer relationship building with social and resource exchanges and thus positively affecting the satisfaction of the customer. The theoretical framework will help the researches to further investigate into the concept of brand personality enhancing the customer loyalty." Considering that the significant importance of brand in today competitive era, companies should put an eye on their brand in order to draw their intention to purchase to win the competition.

METHOD

Research design is the structure used in the research in order to find out the answer to the problems faced. It includes how the writer will elaborate the structure of problem and how the analysis of data is applied. The plan of the research design is the overall scheme or program of the research. In this research study, the research design used by the writer to analyze the impact of brand personality towards customer loyalty at PT. Agro Makmur Raya are as follows:

Descriptive Method

Descriptive method is a method with the aim to determine, collect, classify, analyze, and interpret the obtained data so the writer can describe the results in the skripsi. The purpose of doing this method is to test the hypothesis or to answer the question that is relevant with the current status or subject that being examined. In this research, the writer will use questionnaire and interview for collecting data.

Correlative Research

Correlative Research is designed to gather evidence about the influence relationship between two variables that exist in the research or study. The main sources of data for correlation research are interrogating respondents through questionnaires.

Population is the set of individuals, items or data from which a statistical sample is taken and also called universe. According to Arikunto (2006:276): "If the subject of the research is less than 100, it is better to take all the samples, so that the research is considered as population research. But, if the subject is more than 100, then we can get about 10-15% or 20-25% or more of population."There are 60 customers of PT.Agro Makmur Raya. As the population is not more than 100 people, the writer will take the whole population as the sample by using census sampling in which all the sample will be used to represent population.

Data Analysis Method
Validity Test

According to Arikunto (2006, p.198), Validity is a measurement that shown the level of validity. An valid instrument have a high validity, on the other hand a less valid instrument has a low validity. The purpose of using this test is to test the degree to which evidence and theory support the interventions and determine the degree of support for the conclusion that the causal variable caused the effect. The feedbacks of the questions can be tested for its validity by using correlation coefficient formula.

$$r = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}}$$

Where:

$x = X - \bar{X}$

$y = Y - \bar{Y}$

X = Average score of x

Y = Average score of y

The scale used for the result of r (validity) is:

0.00 – 0.20	Low validity
0.21 – 0.40	Low but sure validity
0.41 – 0.60	Moderate validity
0.61 – 0.80	High validity
0.81 – 1.00	Very high validity

Reliability

The test of reliability is counted from the results of questionnaire for variable x and variable y. The purpose of using this test is to determine the precision of measurement (consistency) as measured by the variable of repeated measurements of the same object.

In order to prove its Reliability, the writer will use Cronbach Alpha Formula, which is:

$$\alpha = \left(\frac{k}{k-1}\right)\left(\frac{1-\sum \delta^2. \, b}{\delta^2.t}\right)$$

$$\sigma^{2 \cdot t} = \sum x^2 - \frac{(\sum x)^2}{N}$$

Where:

α = alpha (regression value)

K = individual item

$\delta^2. b$ = the variance for the item

$\delta^2. t$ = the variance total

X = independent variable

N = total respondents

The result of Reliability is being interpreted by below information, named:

$\alpha < 0.6$: Poor data reliability

$0.61 \le \alpha \le 0.80$: Acceptable data reliability

$\alpha > 0.81$: Good data reliability

Normality Test

What is meant by sample normality test or the test whether the sample being used is normal or not, is actually by conducted tests on normally or not the distribution of the data to be analyzed? If researches have two different values of the variables therefore normality test should also be done for both variables. The Kolmogorov-Smirov test can be modified to serve as a goodness of fit test. This is equivalent to setting the mean and variance of the reference distribution equal to the sample estimates, and it is known that using these to define the specific reference distribution changes the null distribution of the test statistic.

Ho: $\mu1 = \mu2$ or Ha: $\mu1 \ne \mu2$

a.   If the Z test yields a significance level of less ($<$) than 0.05, it means that the distribution is not normal.

b.   If the Z test yields a significance level of more ($>$) than 0.05, it means that the distribution is normal.

Coefficient of correlation

The test of correlation is counted from the results of questionnaires from variable x and variable y. The writer uses the correlation formula according to Pearson's product moment coefficient. The purposes of this test is to examine the strengh an the direction of the relationship between two variables.

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

Where:

r_{xy} = the level of correlation between variable x and variable y

n = total sample

X = independent variable (brand personality)
Y = dependent variable (customer loyalty)
The scale used for the results is:
$r_{xy} = -1$ = perfect negative correlation
$-0.99 \leq r_{xy} \leq -0.70$ = strong negative correlation
$-0.69 \leq r_{xy} \leq -0.50$ = medium relative correlation
$-0.49 \leq r_{xy} \leq -0.01$ = weak negative correlation
$r_{xy} = 0$ = no correlation
$+0.01 \leq r_{xy} \leq +0.49$ = weak positive correlation
$+0.50 \leq r_{xy} \leq +0.69$ = medium positive correlation
$+0.70 \leq r_{xy} \leq +0.99$ = strong positive correlation
$r_{xy} = +1$ = perfect positive correlation

Regression Equation

Regression analysis is a statistical technique that analysis the linear relationships between two variables by estimating coefficients for an equation for a straight line. One variable is designated as a dependent variable and the other is called an independent or predictor variable. The writer uses the linier regression method as follows:

$$Y = a + bX$$

$$a = \frac{\sum x^2 \sum y - \sum x \sum xy}{n \sum x^2 - (\sum x)^2} \qquad b = \frac{n \sum xy - \sum x \sum xy}{n \sum x^2 - (\sum x)^2}$$

Determination of Coefficient Analysis

Ater the coefficient of the correlation being formulated, to find out the effect or influence of the independent variable (variable x) toward dependent variable (variable y), the writer will use the formula below:

$$D = (r_{xy})^2 \times 100\%$$

Where:
D = Determination of Coefficient
r_{xy} = the level of correlation between variable X and variable Y

The higher percentage of this determination, it means that the greater the variable x influence variable y.

Z test

The test is used to test the hypothesis, whether to be accepted or to be rejected. In this term, the writer uses Z Test such as:

$$Z = \frac{r}{1/\sqrt{n-1}}$$

Where:
Z = test statistic
r = correlation value
n = number of respondent

The scale used for the result of Z Test of hypothesis is:
$Z_{count} < Z_{table}$: Null Hypothesis (Ho) is accepted and Alternative Hypothesis (Ha) is rejected.
$Zc_{ount} > S_{table}$: Alternative Hypothesis (Ha) is accepted and Null Hypothesis (Ho) is rejected.

If the value of the Zcount falls between –Ztable and +Ztable, the null hypothesis (H0) will not rejected or it means null hypothesis will be accepted and alternative hypothesis will be rejected. But, if the value of Zcount is less than –Ztable or more than + Ztable, the null hypothesis (H0) will be rejected and the alternative hypothesis (Ha) will be accepted.

RESULTS
The Linear Regression equation can be shown as follows:

Table 1. Correlation Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,626	1,788		,350	,728
	TotalX	,538	,053	,825	10,104	,000

a. Dependent Variable: TotalY

The Test of Determination
This test is to determine the correlation index or how strong the impact of variable x towards variable y. The calculation for coefficient of determination is as follows:

Table 2. Determination Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,825[a]	,680	,674	2,86104

a. Predictors: (Constant), TotalX

Source: Output SPSS V.22

The determination test resulting the calculation indicates that 68% in the variable Y, Customer Loyalty is impact by the value of variable X, Brand Personality. The remaining 32% reflects the impact from the other factors.

In here the writer will test the hypothesis already developed for study by using z-test formula and comparing the result with z-table in the appendix, also the null hypothesis (Ho) and alternative hypothesis (Ha) will be tested for rejection or acceptance and the significance of error used in this case is 5%.
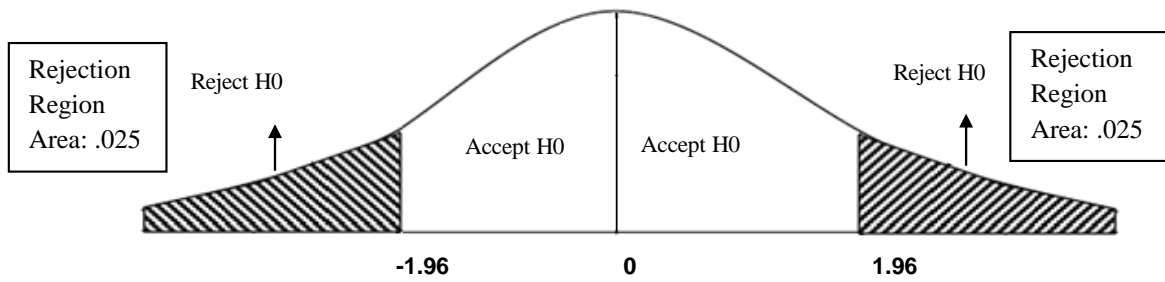
Figure 1. Decision rule for Test of Hypothesis

$$z = \frac{r}{1/\sqrt{n-1}}$$

$$z = \frac{0.825}{1/\sqrt{50-1}} = 5.89$$

From the calculation above, the result is z-count > z-table (5.89 > 1.96). The writer can conclude that Alternative hypothesis (Ha) is accepted and Null hypothesis (Ho) is rejected. So, it means that brand personality has impact towards customer loyalty at PT.Agro Makmur Raya, Medan.

DISCUSSION

From the validity test for variable X and Y, the results are:

Question No.	Variable	Pearson Correlation Value
1	X	0.904
2	X	0.791
3	X	0.975
4	X	0.922
5	X	0.929
6	X	0.826
7	X	0.718
8	X	0.849
9	X	0.882
10	X	0.947
11	Y	0.883
12	Y	0.939
13	Y	0.921
14	Y	0.862
15	Y	0.811
16	Y	0.893

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Validity shows a range from 0.718 to 0.975, which mean high validity and very high validity since the range for 0.61 to 0.80 is high validity and 0.81 to 1.00 is very high validity. So it means that the ten questions at the questionnaire is acceptable to be used at the next test of data quality. While the reability test for variable X is 0.964 and Y is 0.943 which means good data reliability and all of the questions are consistent and can be trusted.

Normality test for variable X is 0.19 and for variable Y is 0.74 means that the significance is above 0.05 so there is no significant difference between the data to be tested with normal data standard, which means data that we tested are normal distributed.

Correlation test is 0.825. The correlation test between brand personality and customer loyalty is positive which is 0.825. This means that the brand personality has strong and positive impact towards customer loyalty at PT.Agro Makmur Raya, Medan.

The regression shows that: $y = 0.626 + 0.538x$. It means that with every 1 point increased on brand personality can also increase customer loyalty by 0.538. This means if the brand personality is good, it has impact on the customer loyalty itself at PT.Agro Makmur Raya.

Determination test is 68%. The determination of variable x and variable y is 68% shows that the value of variable y (customer loyalty) is impact by the value of variable x (brand personality). The remaining 32% reflects the impact from the other factors.

Test of hypothesis (z-test) is 5.89. From the calculation, the result is z-count > z-table (5.89 > 1.96). The writer can conclude that Alternative hypothesis (Ha) is accepted and Null hypothesis (Ho) is rejected. So, it means that brand personality has impact towards customer loyalty at PT.Agro Makmur Raya, Medan.

CONCLUSION

The writer concludes that there is impact between brand personality and customer loyalty at PT.Agro Makmur Raya, Medan. Null hypothesis is rejected and alternative hypothesis is accepted which stated "Brand Personality has impact towards Customer Loyalty at PT. Agro Makmur Raya, Medan".

RECOMMENDATION

Writers suggested companies to create the right brand personality is because it can help the company in facing the market competition which is getting tight and won the competition and this also will certainly effect on the increasing of the loyalty from the customers.

Although the honesty of this company get the results of good answers, the company should keep on improving their honesty so that it can be the competitive advantage of the company itself.

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