THE EFFECT OF BRAND EQUITY ON CUSTOMER SATISFACTION

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Abstract: This study aims to find out how big the influence of brand equity that consists of (brand awareness, brand association, perceived quality and brand loyalty) to customer satisfaction Oppo smartphone at STEI Rawamangun. The research method used is quantitative with quantitative decriptive approach with sample survey method, that is the technique of collecting and analyzing data by looking for opinions or opinions from the subjects studied (respondent) by using questionnaire. This research uses purpsosive sampling technique that is sample determination technique with certain consideration. The sample in this research is STEI students who use Oppo smartphones. The sample used in this study as many as 100 people with the help of slovin formula. Analysis used is test of validity, reliability test and coefficient of determination.The results of partial calculations show that (1) The amount of influence of brand awareness on customer satisfaction is 9.73%, (2) The amount of influence of brand association on customer satisfaction is 4.57%, (3) The magnitude of the effect of perceived quality on customer satisfaction is 6 , 15% (4) The amount of influence of brand loyalty to customer satisfaction is 7.23. And the results of simultaneous calculations show that (5) Collectively brand awareness, brand association, perceived quality and brand loyalty have an effect on customer satisfaction is equal to 73.2%.

Keyword: Brand Equity, brand awareness, brand association, perceived quality, brand loyalty, Customer Satisfaction

INTRODUCTION

In modern times like today, developments in technology and information have also led to progress in the world of marketing. One product that has attracted quite a lot of attention in the development of science and technology in the telecommunications sector is the smartphone product. It cannot be denied that the current era of modernization is encouraging people to be more open and familiar with the outside world. With smartphones, it will be easier for people to get to know the outside world, both nationally and globally. The large demand for smartphone products has led to competitive competition for smartphone

manufacturers throughout the world. This will make it difficult for producers to seize target market share. The dynamic nature of consumer tastes will encourage manufacturers to innovate and develop in producing smartphone products, so that they are still able to meet consumer needs.

In Indonesia itself, currently the competition for smartphones with dual camera technology can be said to be dominated by Asian manufacturers, especially from China. Oppo, Vivo, Huawei, LG, Asus, Lenovo are some of the Asian vendors who have so far competed in the market with dual camera smartphones. Apart from the Asian brand, the Apple brand, which is an American manufacturer, has also released products with dual camera technology. If you look at the market in Indonesia, you can say that they are quite enthusiastic about smartphones that have dual technology, from dual SIM card slots to dual cameras. It could be said that there will be a fierce battle to become the "champion" in the smartphone class. Oppo Smartphone is a cellphone brand originating from China that entered Indonesia in 2013. With the tagline "Selfie Expert", Oppo through its F1 series smartphones, namely Oppo F1, F1 Plus, and F1s, has succeeded in attracting Indonesian selfie lovers by relying on quality. The front camera is capable of 16MP. The reason for choosing the Oppo Smartphone company as a topic for conducting research is because the Oppo Smartphone brand is a product that has just appeared in Indonesia, but the Oppo Smartphone company has been able to compete with its competitors, whose competitors have already entered Indonesia and sold their products.

From the Top Brand Award data for the Smartphone category, the top position in 2017 was the Samsung Smartphone brand with 38.2% and followed by the iPhone with 15.0%. Meanwhile, the Oppo Smartphone brand is in third place with a gain of 9.5%. This proves that the Oppo Smartphone is able to compete with its competitors, whose competitors have already entered the Indonesian market. The Oppo Smartphone brand was able to occupy third position after successfully eliminating previous brands such as: Asus, Lenovo and Smartfren. Brand equity is a collection of assets related to the brand name and symbol so that it can add value to the product or service. The assets contained in the brand include: brand awareness, brand association, perceived quality and brand loyalty. (Aeker David in Sopiah and Sangadji, 2016 :77). (Shama et al., in Sopiah and Sangadji, 2016: 77) explains that brand equity is related to consumer behavior which is measured by brand awareness, brand association, perceived quality and brand loyalty which are elements of brand equity.

Several previous studies have examined brand equity, brand awareness, brand associations, perceived quality, brand loyalty and customer satisfaction: (Ali, Rivai Zainal, et al., 2022)(Wydyanto & Rafqi Ilhamalimy, 2021)(Hamdan et al., 2022)(Ali, Hamdan, et al., 2022)(Septika et al., 2022)(Ali, Hamdan, et al., 2022)(Waluya & Iqbal, 2019)(Wydyanto & Rafqi Ilhamalimy, 2021), (Irwan Hadi Muhammad. 2016), (Maudy Marla Tanihattu. 2015).

The results of this research show that brand equity variables consisting of brand awareness, brand associations, perceived quality and brand loyalty have a significant influence, both partially and simultaneously, on smartphone customer satisfaction in Ambon City.

METHOD

This research uses quantitative methods with a quantitative descriptive approach. Because the research model built is causal or the relationship between variables and objects in this research. More clearly (Sugiyono, 2017:7) explains that quantitative research methods are called positivistic methods, because they are based on the philosophy of positivism. This method is a scientific or se. scientific method, because it meets scientific principles, namely concrete or empirical, objective, measurable, rational and the relationship between symptoms is causal. The relationship between symptoms is causal (causal) in question, because there are independent variables (variables). influencing) and dependent (influenced) (Sugiyono, 2017:

37). The descriptive approach is a descriptive analysis method used to analyze data by describing or illustrating the data that has been collected as it is without intending to make conclusions that apply to the general public or generalizations (Sugiyono, 2017: 147).

The research method used to support the strategy in this research is the sample survey method, namely a data collection and analysis technique by seeking opinions or thoughts from the subjects studied (respondents) using a questionnaire. The approach used is a correlational approach, namely to determine whether there is an influence or not and how big the influence is between the variables studied.

The population in this research is Oppo smartphone customers in Narmada District, Lombok, West Nusa Tenggara and the target is Narmada people who use Oppo brand smartphones. The selection of consumers as samples (respondents) in this study used a pursive sampling technique. Pursposive sampling (Sugiyono, 2017:85) is a technique for determining samples with certain considerations. Certain considerations are intended in selecting respondents who have certain characteristics that are closely related to the characteristics of the population, namely people who use Oppo smartphones.

Widiyanto (2013:112) explains that because the population in this study is unknown, the moe formula is used to determine the sample size, as follows:

$$n = \frac{z^2}{4(moe)^2}$$

Information:

n   = number of samples

z   = Level of confidence required in determining a 95% sample (so z= 1.96)

Moe   = Margin of error, namely the maximum level of error that can be tolerated, determined at 10%

Based on the formula above, the following calculations are obtained:

$$n = \frac{z^2}{4(moe)^2}$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 96,04 \; atau \; 97$$

From the results of the formula calculation above, the number of samples studied was 97 respondents.

The research statistical analysis method was chosen and adapted to the research objectives, namely by using the coefficient of determination analysis method with partial and simultaneous hypothesis testing. This research uses a coefficient of determination, because the form of the research conceptual framework is causal or a cause and effect relationship. The influence of variable X on variable Y.

RESULTS AND DISCUSSION

1. Coefficient of Partial Determination of Brand Awareness on Customer Satisfaction

Table 1. Test Results of the Partial Determination Coefficient of Brand Awareness on Customer Satisfaction

Correlations

Control Variables				Kesadaran_Merek	Kepuasan_Pelanggan
Asosiasi_Merek Persepsi_Kualitas Loyalitas_Merek	& &	& Kesadaran_Merek	Correlation	1.000	.312
			Significance (2-tailed)	.	.002
			Df	0	95
		Kepuasan_Pelanggan	Correlation	.312	1.000
			Significance (2-tailed)	.002	.
			Df	95	0

Source: Data Processing Results (2023)

KD $= (r)^2$ x 100%
$= (0,312)^2$ x 100%
$= 0,0973$ x 100%
$= 9,73\%$

The partial determination coefficient value of brand awareness is 9.73%. This means that variations in brand awareness explain variations in customer satisfaction by 9.73%. Meanwhile, the remainder was influenced by other variables outside the research, amounting to 90.27%.

2. Coefficient of Partial Determination of Brand Association on Customer Satisfaction

Table 2. Test Results of the Partial Determination Coefficient of Brand Association on Customer Satisfaction

Correlations

Control Variables				Asosiasi_Merek	Kepuasan_Pelanggan
Kesadaran_Merek Persepsi_Kualitas Loyalitas_Merek	& &	& Asosiasi_Merek	Correlation	1.000	.214
			Significance (2-tailed)	.	.035
			Df	0	95
		Kepuasan_Pelanggan	Correlation	.214	1.000
			Significance (2-tailed)	.035	.
			Df	95	0

Source: Data Processing Results (2023)

KD $= (r)^2$ x 100%
$= (0,214)^2$ x 100%
$= 0,0457$ x 100%
$= 4,57\%$

The partial determination coefficient value of brand association is 4.57%. This means that variations in brand associations explain variations in customer satisfaction of 4.57%. Meanwhile, the remainder was influenced by other variables outside the research, amounting to 95.43%.

3. Coefficient of Partial Determination of Quality Perceptions on Customer Satisfaction

Table 3. Results of Partial Determination Coefficient Test of Quality Perceptions on Customer Satisfaction

Correlations

Control Variables			Persepsi_Kualitas	Kepuasan_Pelanggan
Kesadaran_Merek	& Persepsi_Kualitas	Correlation	1.000	.284

Asosiasi_Merek & Loyalitas_Merek		Significance (2-tailed)	.	.005
		Df	0	95
	Kepuasan_Pelanggan	Correlation	.284	1.000
		Significance (2-tailed)	.005	.
		Df	95	0

Source: Data Processing Results (2023)

KD $= (r)^2$ x 100%
$= (0,248)^2$ x 100%
$= 0,0615$ x 100%
$= 6,15\%$

The coefficient of partial determination of perceived quality is 6.15%. This means that the variation in perceived quality in explaining the variation in customer satisfaction is 6.15%. Meanwhile, the remainder was influenced by other variables outside the research, amounting to 93.85%.

4. Coefficient of Partial Determination of Brand Loyalty on Customer Satisfaction

Table 4. Test Results of the Partial Determination Coefficient of Brand Loyalty on Satisfaction Pelanggan

Correlations

Control Variables				Loyalitas_Merek	Kepuasan_Pelanggan
Kesadaran_Merek & Asosiasi_Merek & Persepsi_Kualitas	&	Loyalitas_Merek	Correlation	1.000	.296
			Significance (2-tailed)	.	.003
			Df	0	95
		Kepuasan_Pelanggan	Correlation	.296	1.000
			Significance (2-tailed)	.003	.
			Df	95	0

Source: Data Processing Results (2023)

KD $= (r)^2$ x 100%
$= (0,296)^2$ x 100%
$= 0,0723$ x 100%
$= 7,23\%$

The partial determination coefficient value of brand loyalty is 7.23%. This means that the variation in perceived quality in explaining the variation in customer satisfaction is 7.23%. Meanwhile, the remainder was influenced by other variables outside the research, amounting to 92.77%.

Simultan Determination Coefficient Analysis

Simultan coefficient of determination testing was carried out to measure variations in the variables of brand awareness, brand association, perceived quality and brand loyalty in explaining or explaining variations in customer satisfaction variables. The results of the simultaneous determination coefficient can be seen in Table 5. below.

Table 5. Coefficient of Determination Test Results (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855a	.732	.720	2.088

a. Predictors: (Constant), Loyalitas_Merek, Kesadaran_Merek, Asosiasi_Merek, Persepsi_Kualitas

Source: Data Processing Results (2023)

KD = R *Square* x 100%
    = 0,732 x 100%
    = 73,2%

Based on the results above, a value of 73.2% was obtained. This means that 73.2% of the variation in the variables of brand awareness, brand association, perceived quality and brand loyalty explains the variation in the customer satisfaction variable. Meanwhile, the remaining value of the coefficient of simultaneous determination, namely 26.8%, is influenced by variations in other variables outside this research.

F Statistical Test Results (Simultan)

The simultaneous statistical test in this research aims to determine the joint influence of the independent variables (brand awareness, brand association, perceived quality and brand loyalty) on the dependent variable (customer satisfaction). The decision making criteria are, if the alpha level (a = 0.05) < significance, then it is declared to have a significant influence, but if the alpha level (a = 0.05) > significance, then it is declared to have no significant influence. The following are the results of the F-count test in Table 6 below.

Tabel 6. Hasil Uji Statistik F (Simultan)

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1128.783	4	282.196	64.721	.000b
	Residual	414.217	95	4.360		
	Total	1543.000	99			

Source: Data Processing Results (2023)

a. Dependent Variable: Kepuasan_Pelanggan
b. Predictors: (Constant), Loyalitas_Merek, Kesadaran_Merek, Asosiasi_Merek, Persepsi_Kualitas

Based on Table 6 above, the significance value obtained is 0.000, which is smaller than the alpha value (a = 0.05) used. This means that together the variables of brand awareness, brand association, perceived quality and brand loyalty have a significant effect on customer satisfaction.

t Statistical Test Results (Partial)

The partial test aims to partially test the influence of the independent variables (brand awareness, brand association, perceived quality and brand loyalty) on the dependent variable (customer satisfaction). The decision making criteria are, if the alpha level (a = 0.05) < significance, then it is declared to have a significant influence, but if the alpha level (a = 0.05) > significance, then it is declared to have no significant influence. Below you can see the partial test results in Table 7 below.

Table 7. Results of the t statistical test (partial)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.714	1.503		-.475	.636
	Kesadaran_Merek	.269	.084	.249	3.206	.002
	Asosiasi_Merek	.182	.085	.177	2.133	.035
	Persepsi_Merek	.285	.099	.284	2.889	.005
	Loyalitas_Merek	.269	.089	.263	3.015	.003

Source: Data Processing Results (2023)

Based on the t test results in the table above, the partial influence of each variable will be explained as follows:

a. The brand awareness variable has a β value of 0.249 and a significance level of 0.002. Where the significance level of 0.002 is smaller than 0.05. This means that brand awareness partially has a positive and significant effect on customer satisfaction.

b. The brand association variable has a β value of 0.177 and a significance level of 0.035. Where the significance level of 0.035 is smaller than 0.05. This means that partially brand associations have a positive and significant effect on customer satisfaction.

c. The quality perception variable has a β value of 0.284 and a significance level of 0.005. Where the significance level of 0.005 is smaller than 0.05. This means that partially perceived quality has a positive and significant effect on customer satisfaction.

d. The brand loyalty variable has a β value of 0.263 and a significance level of 0.003. Where the significance level of 0.003 is smaller than 0.05. This means that partially brand loyalty has a positive and significant effect on customer satisfaction.

Researcher Findings

The discussion of the results of this research concerns the results of the analysis of the conceptual framework model that was built. The conceptual model built is the influence of brand equity on Oppo Smartphone customer satisfaction. The following is a picture of the conceptual framework for the influence of brand equity on Oppo Smartphone customer satisfaction.
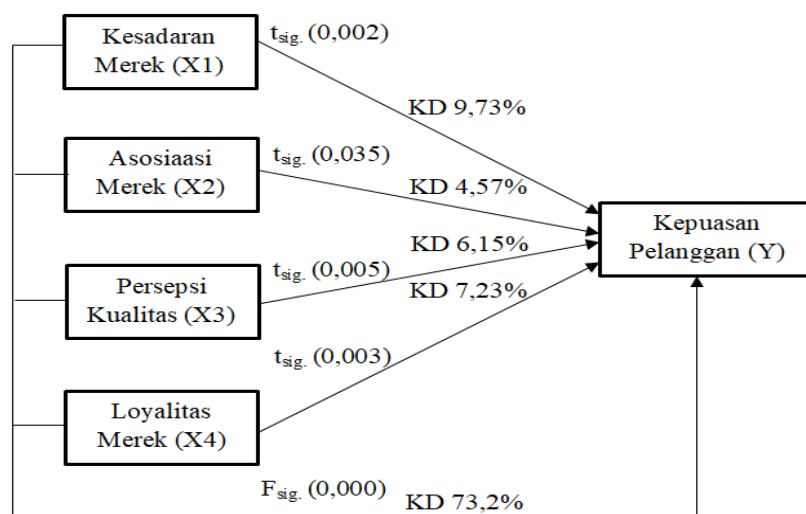

Figure 1. Conceptual framework of the Coefficient of Determination, t and F

1. The Effect of Brand Awareness on Customer Satisfaction

The resulting significance value is 0.002, meaning 0.002 is smaller than 0.05. Thus, brand awareness has a significant effect on customer satisfaction. This means that brand awareness has been proven to significantly influence customer satisfaction. This is because customers feel confident and confident that Oppo is the only Smartphone brand that has guaranteed quality, so it will increase customer satisfaction.

The results of this research are supported by (Ali, Rivai Zainal, et al., 2022)(Wydyanto & Rafqi Ilhamalimy, 2021)(Hamdan et al., 2022)(Ali, Hamdan, et al., 2022)(Septika et al., 2022)(Ali, Hamdan, et al., 2022)(Waluya & Iqbal, 2019)(Wydyanto & Rafqi Ilhamalimy, 2021),(Umami & Darma, 2021)(Rafqi Ilhamalimy & Ali, 2021) who state that brand awareness has a significant influence on customer satisfaction.

2. The Influence of Brand Association on Customer Satisfaction

The resulting significance value is 0.035, meaning 0.035 is smaller than 0.05. Thus, brand association has a significant effect on customer satisfaction. This means that brand associations are proven to be able to significantly influence customer satisfaction. This is because the customer's impression of Oppo as a Smartphone brand can be defined in the customer's mind, that the Oppo Smartphone brand has a good brand image, thereby increasing self-confidence and satisfaction when customers use Oppo.

The results of this research are supported by (Ali, Rivai Zainal, et al., 2022)(Wydyanto & Rafqi Ilhamalimy, 2021)(Hamdan et al., 2022)(Ali, Hamdan, et al., 2022)(Septika et al., 2022)(Ali, Hamdan, et al., 2022)(Waluya & Iqbal, 2019)(Wydyanto & Rafqi Ilhamalimy, 2021),(Ilhamalimy & Mahaputra, 2020) who state that brand associations have a significant influence on customer satisfaction.

3. The Influence of Perceived Quality on Customer Satisfaction

The resulting significance value is 0.005, meaning 0.005 is smaller than 0.05. Thus, perceived quality has a significant effect on customer satisfaction. This means that perceived quality is proven to be able to significantly influence customer satisfaction. This is because Oppo as a Smartphone brand can prove its superior quality compared to other Smartphone brands, so that Oppo's desired performance is in line with customer expectations.

The results of this research are supported by (Ali, Rivai Zainal, et al., 2022)(Wydyanto & Rafqi Ilhamalimy, 2021)(Hamdan et al., 2022)(Ali, Hamdan, et al., 2022)(Septika et al., 2022)(Ali, Hamdan, et al., 2022)(Waluya & Iqbal, 2019)(Wydyanto & Rafqi Ilhamalimy, 2021), (Irwan Hadi Muhammad. 2016), (Maudy Marla Tanihattu. 2015) who state that perceived quality has a significant influence on customer satisfaction.

4. The Effect of Brand Loyalty on Customer Satisfaction

The resulting significance value is 0.003, meaning 0.003 is smaller than 0.05. Thus, brand loyalty has a significant effect on customer satisfaction. This means that brand loyalty has been proven to significantly influence customer satisfaction. This is because Oppo as a smartphone brand has been able to form positive attitudes and behavior among customers, who are committed and want to repurchase other Oppo brands in the future.

The results of this research are supported by (Ali, Rivai Zainal, et al., 2022)(Wydyanto & Rafqi Ilhamalimy, 2021)(Hamdan et al., 2022)(Ali, Hamdan, et al., 2022)(Septika et al., 2022)(Ali, Hamdan, et al., 2022)(Waluya & Iqbal, 2019)(Wydyanto & Rafqi Ilhamalimy, 2021) (Irwan Hadi Muhammad. 2016), (Maudy Marla Tanihattu. 2015), who state that brand loyalty has a significant influence on customer satisfaction.

5. Simultaneous Influence of Brand Awareness, Brand Association, Perception of Quality and Brand Loyalty on Customer Satisfaction

The result of the simultaneous significance value of the variables brand awareness, brand association, perceived quality and brand loyalty on customer satisfaction is 0.000, meaning 0.000 is smaller than 0.05. Thus, brand awareness, brand associations, perceived quality and brand loyalty have a significant effect on customer satisfaction. This means that brand equity built by brand awareness, brand associations, perceived quality and brand loyalty is proven to significantly increase customer satisfaction. This is because the Oppo Smartphone brand has been able to shape positive customer attitudes and behavior in accordance with customer expectations, so that customers become satisfied.

The results of this research are supported (Ali, Rivai Zainal, et al., 2022)(Wydyanto & Rafqi Ilhamalimy, 2021)(Hamdan et al., 2022)(Ali, Hamdan, et al., 2022)(Septika et al., 2022)(Ali, Hamdan, et al., 2022)(Waluya & Iqbal, 2019)(Wydyanto & Rafqi Ilhamalimy, 2021), (Bhinawan & Ali, 2017), (Irwan Hadi Muhammad. 2016), (Maudy Marla Tanihattu. 2015) who state that brand loyalty has a significant influence on customer satisfaction.

CONCLUSION

1. The influence of brand awareness on customer satisfaction is 9.73%, the influence of brand association on customer satisfaction is 4.57%, the influence of perceived quality on customer satisfaction is 6.15% and the influence of brand loyalty on customer satisfaction is 7.23%.
2. Simultaneously, brand equity, which consists of brand awareness, brand associations, perceived quality and brand loyalty, has an influence on customer satisfaction of 73.2%.

SUGGESTION

1. Partially, the brand awareness variable has the greatest influence on customer satisfaction, for this reason the Oppo company should pay more attention and increase brand awareness.
2. Simultaneous influence has greater value than partial influence, so companies are advised to jointly increase brand awareness, brand association, quality perception and brand loyalty in order to form customer satisfaction.

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