

THE EFFECT OF BRAND ENGAGEMENT, BRAND IMAGE, AND BRAND AWARENESS ON CUSTOMER LOYALTY

(Study on Telkomsel Through Social Media Facebook and Instagram)

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Abstract

Telkomsel is one of the best providers in Indonesia with loyal customers. Business competition is a challenge that must be faced by Telkomsel companies. Innovations to improve the quality of products and services are continuously carried out. This study aims to examine and analyze the effect of Brand Engagement, Brand Image, and Brand Awareness on customer loyalty. The respondents used in this study are Telkomsel customers who have or often interacted to provide comments on Telkomsel's Instagram and Facebook. Purposive sampling method was used for the sampling technique and obtained 133 respondents. The data analysis method used multiple regression. This study resulted in the findings that the variables Brand Engagement, Brand Image, and Brand Awareness have a positive and significant effect on customer loyalty.

Keywords: *Brand Engagement, Brand Image, Brand Awareness and Customer Loyalty*

Preliminary

PT Telkomsel is a cellular telecommunications operator in Indonesia. Telkomsel is the second GSM cellular telecommunications operator in Indonesia, with its postpaid service launched on 26 May 1995. Then in November 1997 Telkomsel became the first cellular operator in Asia to offer GSM prepaid services. Telkomsel is the telecommunications operator with the most cellular operator subscribers in Indonesia, with 157.4 million

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subscribers and a market share of 51% in (March 2008). Telkomsel has three GSM products, namely SimPATI (prepaid), Kartu AS (prepaid), and Kartu HALO (postpaid).

One of the conditions that must be met by a company in order to achieve success in the competition is trying to achieve the goal of creating loyalty and retaining customers. In order to achieve this goal, every company must strive to produce and deliver the goods and services that consumers want with appropriate product quality. Every company must be able to understand the wants and needs of consumers.

Along with the increase in cellular phone users from all walks of life due to the affordability of the prices offered, making an influence on operator companies regarding customer loyalty to the company due to low prices but some customers are willing to pay different prices according to the quality of the products offered, product quality also greatly affects in the loyalty of buyers of a product.

Customers tend to be loyal and even invite others to use Telkomsel products because the company provides satisfaction to customers and the performance of Telkomsel's products or services can meet customer expectations. Telkomsel users cover all walks of life, especially among young people, this proves that the quality of Telkomsel's products reflects the product's ability to carry out tasks that include reliability, progress, durability and quality of Telkomsel's products, which have a good network even in the rainy season at the same time. Telkomsel's network that reaches all remote areas is able to raise a brand image among young people who really like traveling. Some consumers become loyal because they are influenced by satisfaction while using products and services, but there are some consumers who become loyal because of the brand image.

In order to increase customer loyalty, as a company engaged in the service sector, Telkomsel launched the TelkomselSiaga Covid program. This is due to an increase in communication traffic (traffic) from consumers during Eid 2020 due to the Covid-19 pandemic. One of the reasons for the increase in data traffic during the Eid period is because more and more Telkomsel customers are sending the message "Happy Eid and Sorry to be Born and Inner Heart" through accessing video streaming or social networks, such as Facebook and Instagram. Thanks to all the preparations for improving the quality and capacity of the network that we have made, this year the traffic of data, voice, and messages during the Eid period feels smooth so that customers can communicate comfortably without interruption.

Table 1. Number of Followers of GSM Telecommunication Operator Social Media Accounts in Indonesia (quoted March 22, 2021)

Nama Perusahaan	Facebook	Instagram	
	Like	Post	Followers
Telkomsel	5.507.436	4.824	2 Juta
Indosat Ooredoo	157.484	883	116.000
XL	167.686	839	124.000
Tri	729.445	598	114.000
Axis	1.272.652	541	106.000

Source: https://instagram.com/telkomsel?utm_medium=copy_link
<https://www.facebook.com/telkomsel/>

There were 5 major brands of GSM telecommunication providers whose activities were observed in managing official social media pages. However, in this study, we will focus on comparing interactions posted on social media Facebook, and Instagram with several other cellular operator brands with the largest market share, namely Telkomsel.

Customer loyalty can be created because customers are satisfied with the product, it can be in the form of goods or services purchased (Kabadayi& Price, 2014). Loyal customers are more valuable in the near future and in the long term, they are thinking about future business. The success of Telkomsel in maintaining its position as a market leader in this industry is very interesting to observe. Telkomsel has made a lot of investments aimed at the readiness of 5G services by holding offline and online events. These steps are Telkomsel's efforts to gain a good brand image with customers through public education about 5G services, especially how to use the technology to support daily activities. Customer loyalty is one of the important keys for companies to win the market with tight business competition because in competition the company will maintain its sustainability, by retaining customers (Yavas et al., 2014). One of the efforts made by Telkomsel to maintain customer loyalty is to engage customers by utilizing social media so as to create brand awareness in the minds of Telkomsel customers.

In the midst of intense competition in the telecommunications industry, in Indonesia, there are 4 major players who dominate the market share of the telecommunications industry. The following are customers of Indonesian telecommunications operators in the 2016 version of Databoks, Katadata Indonesia:

Table 2. Mobile Operator Customers in Indonesia 2020

Operator	Number of Customers (Million)
Telkomsel	170,1
Ooredoo	60,4
XL Axiata	56,8
Tri	36

Source: <https://inet.detik.com/telecommunication/d-5243261/yang-terbaik-di-q3-2020-indsat-telkom-atau-xl>

From Figure 1.2, it can be seen that Telkomsel is still the king of cellular phone operators in Indonesia until 2020. In the third quarter 2020 financial report, Telkomsel's subscribers totaled 170.1 million. With the widest Base Transceiver Station (BTS) network to remote areas of the archipelago, Telkomsel's customers are able to outperform other operators. The tendency of people to use more than one phone card makes the number of cellular subscribers in Indonesia exceed the total population of Indonesians.

If you look at the current phenomenon, it can be seen that there are several telecommunications services in Indonesia that allow customers to easily change providers according to their wishes. This shows that, it is likely that the churn rate of providers in Indonesia will increase if the company cannot compete with its competitors.

Table 3. Prepaid Card Customer Complaints

No	Customer complain
1	Connection quality
2	Misleading promotion
3	There is no socialization to customers when there is a change in service
4	Call center cannot be contacted/not connected
5	Annoying promo SMS (short messaging service)
6	Credit is deducted without notification to consumers
7	Delay in filling up pulse vouchers or Internet quota
8	Number blocking without prior confirmation

Source: www.pikiran-rakyat.com 2017

These complaints can lead to a potential churn rate which results in a decrease in the number of customers. Companies need to continue to improve the quality of their products in order to maintain and increase the number of customers and win the competition with other similar products. This triggers the company to provide quality products that can satisfy consumer needs and loyalty.

As has been studied by various research sources, that customer loyalty is influenced by various factors. This is supported by the results of research by Hollebeek, 2011 that brand

engagement is defined as a consumer's motivation and thoughts, which are related to the brand depending on the context characterized by specific stages, namely cognitive, emotional and behavioral that interact directly with the brand. Brand engagement occurs when customers try to increase their knowledge and social interaction with the company's brand or other customers to find out more information about the company's brand (Wirtz et al., 2015).

Engagement can actually occur through conversation patterns or customer comments on Telkomsel's official social media, not just the number of posts, likes and followers. This result means that customer engagement has an effect positive and significant to customer loyalty. The interpretation of these results is that if customer engagement increases, consumer loyalty will also be higher. The results of this study are in line with the research of So & Wang (2014); Vivek et al., 2012) and the research of Hapsari et al., (2015) but different from EviRahmawati's research, Sanaji (2015) suggests that brand engagement has no effect on customer loyalty.

In general, consumers tend to buy Telkomsel products because they are known for convenience considerations when using the product. Consumers have started to be smart in choosing the providers offered, so that consumers can recognize different characteristics that cannot be found from other provider design products. According to Kotler and Keller (2009:179) Brand Awareness is the ability to recognize or remember a brand in sufficient detail to make a purchase. Research that supports a positive relationship between Brand Image and Customer Loyalty is Chao, et al (2015) which shows that there is a positive and significant influence between Brand Image on Customer Loyalty. However, there are other studies which state that there is no significant effect between brand image and customer loyalty. This research was conducted by Halim, et al (2014).

Creating repeated buying conditions in the market so as to form the initial thinking of consumer buying interest in the market in looking for product providers is the hope of creating brand engagement, brand image and brand awareness. Customer loyalty is the customer's attachment to a brand, store, manufacturer, service provider, or other entity based on a favorable attitude and good response such as repeat purchases (Amin Widjaja, 2008). Customer loyalty is one of the main goals pursued in modern marketing.

Sutanto's research (2011) suggests that brand image has a positive effect on customer loyalty. The stronger the brand image in the customer's mind, the stronger the customer's

confidence to remain loyal or loyal on the products he buys so that it can lead a company to continue to benefit from time to time.

Aida's research (2014) shows that brand awareness has an influence on the consumer satisfaction variable, that the higher the brand awareness owned by the customer, the higher the level of satisfaction. The results of research on the effect of brand awareness on customer loyalty still give different results, because of differences in results, further research is carried out in the hope of explaining the relationship between brand awareness and loyalty of old and new customers. For the differences that have occurred before, it is hoped that this research will provide an explanation for the effect that occurs between brand awareness on customer loyalty. The brand awareness variable has an influence on the customer loyalty variable by 14.4%. This shows that the better the brand awareness owned by the customer, the higher the level of customer loyalty.

So and Wang's research (2014); Vivek et al., 2012) and the research of Hapsari et al., (2015) suggest that brand engagement has a positive and significant effect on customer loyalty. These results indicate that the more often consumers are involved in sharing, commenting or liking posts on social media, the more loyal they are to the products discussed on social media.

Theoretical Basis

Brand Engagement

Brand Engagement is defined as the level of a consumer's individual motivation, related to the brand and context-dependent thinking characterized by specific stages, namely cognitive, emotional and behavioral that interact directly with the brand (Hollebeek, 2011).

The Marketing Science Institute (MSI, 2010, in Evi Rahmawati, 2015:248) defines brand engagement as a manifestation of customer behavior towards company brands outside of purchasing activities resulting from individual customer motivations such as word of mouth, recommendations, interactions between consumers, blogging, writing reviews and other similar activities. Consumer involvement will create a psychological system between consumers and products. This is based on the activities that customers do with the product during pre-marketing. The more often the involvement of a product, the higher the motivation of customers to choose and be loyal to a product.

According to Hollebeek 2011 Brand Engagement indicators are as follows:

1. Engagement is a process at the physical, cognitive, and emotional levels, where the engagement effort consists of repetitive steps and does not consist of just one activity and aims to create a long-term relationship that benefits both parties.
2. Trying to involve customers, aimed at developing mutually beneficial relationships with customers.
3. Interact with customers individually in 2-way communication according to context and content, time and channel. In this case the interaction must be able to provide feedback so that it shows the company's concern for customers.
4. Able to create interactive dialogues and customer emotional experiences.
5. Able to influence customer decisions in making purchases. Able to see, hear, understand, and immediately respond to customer needs and solve customer problems.

Brand Image

According to Tjiptono (2011: 112) Brand Image is a description of consumer associations and beliefs about certain brands. To see how big the customer's perception of the product when thinking about the product, there is something called a brand image indicator. According to Biel (2004) in Sulistyari (2012:4), the following 3 indicators make up a brand image, including:

1. Corporate Image

Is an image that is formed within the company or a group of associations to build an image and play a major role in influencing the decisions of the audience or consumers before buying the product. If the company has a good image in the eyes of the public, then its products tend to be preferred and easily accepted.

2. Product Image

Is an image that is formed in a product, which includes product attributes, benefits and uses for consumers and guarantees. Without a strong and positive product image that does not match the needs or desires of consumers, it will be very difficult for the company to attract new customers and maintain the existing market.

According to Tjiptono (2011:112) indicators of brand image are:

1. Professional Impression

According to the Big Indonesian Dictionary, there are definitions of the word image and professional. Image is a picture, appearance or impression. The image you have about people, about a person, organization or product, the mental impression caused by a word, phrase or sentence, which is a typical basic element in prose or poetry. Profession is a job based on certain knowledge or education. Professional, with regard to work, with regard to expertise, requires special skills to do it, requires payment to do it. Professionalism is a quality, quality and behavior that is in a profession. Each product has a professional impression or expertise in the eyes of consumers. A good professional impression will lead to loyalty to the product.

2. Modern Impression

It is a technology that always keeps up with the times. In a product, the modern impression must be simple and not boring, so that it is easily remembered by the public.

3. Attention to Consumers

In a product, attention must be paid to consumers so that the product can meet the wants and needs of consumers. So that consumers are satisfied with the product.

Brand Awareness

According to (Aaker, 2013:205) Brand Awareness is the ability of consumers to recognize and recall a brand that is part of a particular product category. Brand Awareness indicators according to (Aaker, 2013 :205):

1. Brand awareness can indicate a brand with a sense of familiarity or familiarity, and people like things that are known or familiar in the environment.
2. Name awareness can be a signal presence, commitment and substance, attributes that can be critical even to industrial buyers of big-ticket goods and consumer buyers of durable goods.
3. Brand excellence will determine if it is remembered at a critical time in the process. The initial stage, such as selecting an advertising agency to decide which brand to choose. Brand awareness is a key of brand assets or an opening key to enter other elements. So if the awareness is very low, it is almost certain that the brand equity is also low (Duriyanto et al, 2004: 6).

Customer loyalty

Griffin (2003) stated that “loyalty is defined as non-random purchase expressed over time by some decision making unit”. In his translation, Griffin says that loyalty is a fixed purchase that is expressed over time by several decision-making units. If a person is a loyal customer, he or she will exhibit regular buying behavior that is expressed from time to time by several decision-making units. Priansa (2017) defines customer loyalty as a long-term customer commitment, which is implemented in the form of loyal behavior and attitudes towards the company and its products, by consuming regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by customers. this will affect the existence of the company. Furthermore, Tjiptono and Candra (in Priansa, 2017) state that customer loyalty is a customer's commitment to a product or service which is reflected in a very positive attitude and a form of repeat purchase behavior made by the customer consistently over the long term. long time.

Characteristics of Customer Loyalty

According to Griffin (2003:223) customer loyalty has the following indicators:

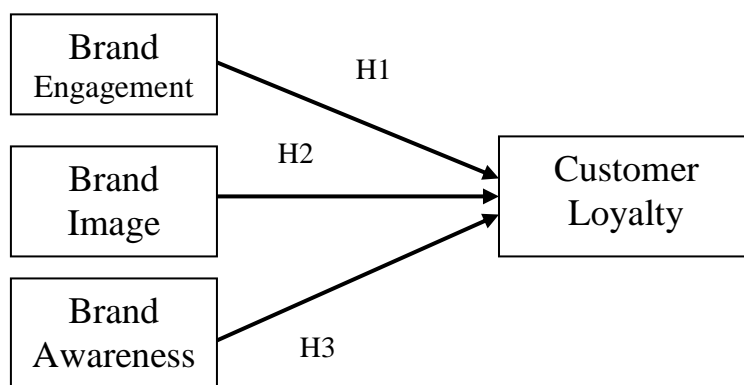
- a. Have a commitment to the brand.
- b. Dare to pay more for this brand when compared to other brands.
- c. Recommend the brand to others.

Zithaml and Bitner (in Priansa, 2017) state that the characteristics of customer loyalty based on the behavioral and attitude dimensions are:

- a. Recommending positive things for the company to others. Loyal customers will spread positive stories about products or services within the same company and invite others to use them.
- b. Doing more business with the company in the future. Loyal customers try to see opportunities by doing business with the company in the future. Loyal customers also make transactions more often.
- c. Considering the company as the first choice in the future. Loyal customers feel that the product or service in a company is good enough in providing the needs needed by customers so they will be willing to refuse offers from other companies.

Conceptual Framework

Figure1. Conceptual Framework



Hypothesis

Brand Engagement Relationship to Customer Loyalty

Customer loyalty represents a customer's deep commitment to consistently repurchase certain brands (Oliver, 1999). Meanwhile, brand engagement represents the customer's relationship with the brand outside of purchasing activities (So et al., 2014b). Some researchers state that brand engagement can increase loyalty and purchase decisions (Hollebeek, 2011; Patterson et al., 2006). Through a strong psychological relationship accompanied by an interactive customer experience with a brand outside of purchasing activities (Brodie et al., 2011). Customers who have high engagement tend to increase their liking towards a product, company, or brand, which indicates loyalty to these things (Vivek et al., 2012; So et al., 2014b). Because the relationship between customer and company engagement is important to achieve a company's competitive advantage as a way to form loyalty without reason (Reitz, 2012).

H1: Brand Engagement Has a Significantly Positive Effect on Customer Loyalty.

Relationship of Brand Image to Customer Loyalty

The relationship between brand image and customer loyalty lies in the desires and preferences of customers (preference) for a brand is a consumer attitude. In many ways, attitudes toward a particular brand often affect whether consumers will be loyal or not. Good perception and consumer confidence in a particular brand will create customer buying interest and even increase customer loyalty to a particular brand. The liaison theory between

brand image and customer loyalty is quoted from Freddy Rangkuti (2002) which says if customers assume that a certain brand is physically different from competing brands, the brand image will be attached continuously in the minds of customers so that they can form loyalty to a particular brand called with brand loyalty.

H2: Brand Image Has a Positive Effect on Customer Loyalty.

Relationship of Brand Awareness to Customer Loyalty

Brand awareness shows the ability of a potential buyer to recognize or recall that a brand is part of a particular product category (Durianto et al, 2001). Efforts to achieve brand awareness, both at the recognition and recall levels involve two activities, namely trying to obtain brand identity and trying to associate it with certain product categories or classes (Surachman, 2008:9).

H3: Brand Awareness Has a Positive Effect on Customer Loyalty.

Research Methods

The population in this study are customers who use Telkomsel providers who follow and often interact with Telkomsel's official Facebook and Instagram accounts. The sampling technique in this study is a purposive sampling technique. Based on Sugiyono (2008) purposive sampling technique is one type of sampling technique commonly used in scientific research. Purposive sampling is a sampling technique by determining certain criteria. Using the Slovin formula we get:

$$n = \frac{N}{1 + N \sigma^2} \quad n = \frac{200}{1 + 200 (0,05)^2}$$

$n = 133,3$ is rounded up to 133.

The types and sources of data used are primary data. Primary data are data sources that directly provide information to respondents. The primary data used in this study were obtained from questionnaires (Sugiyono, 2008). The questionnaire conducted in this study was a closed questionnaire. A closed questionnaire is that the researcher has provided answer choices and the respondent just has to choose the one that suits the conditions they are experiencing (Arikunto, 2010). The reason for choosing a closed questionnaire is that the results are easy to process using a computer, the respondent does not need to write or write expressing his thoughts in writing, and filling out a closed questionnaire did not take

much time. The method of data analysis in this research is to apply multiple linear regression. Multiple linear regression analysis aims to determine the effect of the independent variables together on the dependent variable. The calculation of multiple linear regression analysis in this study was assisted by the SPSS 22 program.

Operational definition

Brand Engagement (X1)

- a. Trying to involve customers (X1.1)
- b. Interact with customers individually in 2-way communication (X1.2)
- c. Able to create interactive dialogue and customer emotional experience.(X1.3)
- d. Able to influence customer decisions in making purchases. (X1.4)
- e. Able to see, hear, understand, and immediately respond to customer needs and solve customer problems. (X1.5)

Brand Awareness (X2)

- a. Brand awareness can indicate a brand with a sense of familiarity or familiarity, and people like things that are known or familiar in the environment. (X2.1)
- b. Name awareness can be a signal of presence, commitment and substance, attributes that can be of great importance even to industrial buyers of big-ticket goods and consumer buyers of durable goods. (X2.2)
- c. Brand excellence will determine if it is remembered at a critical time in the process. (X2.3)

Brand Image (X3)

- a. Professional Impression (X3.1)
- b. Modern Impression. (X3..2)
- c. Attention to consumers (X3..3)

Customer Loyalty (Y)

- a. Have a commitment to the brand. (Y1.1)
- b. Dare to pay more for the brand when compared to other brands. (Y1.2)
- c. Recommend the brand to others (Y1.3)

Research Instrument Test

Validity Test

This test is used to test the data population, the dependent variable, the independent variable is normally distributed or not. According to Ghozali (2018: 57) the validity test is used to test the accuracy of a measuring instrument that can reveal the measured variables. Validity test is used to measure whether a questionnaire is valid or not.

Reliability Test

According to Sugiyono (2017:130) states that the reliability test is the extent to which the measurement results using the same object will produce the same data. According to Sugiyono (2017:130) if the correlation is 0.7 or more, it is said that the item provides a fairly high level of reliability, but on the contrary if the correlation value is below 0.7, it is said that the item is less reliable.

Results and Discussion

Table 4. Characteristics of Respondents

Characteristics of Respondents	Persentase
Age	
15- 25 years old	72.9%
26-30 years old	7,5%
31-35 years old	9,8%
>35 years old	9.8%
Gender	
Man	33.8%
Woman	66,2%
JOB	
College Student	44,4%
<i>FreshGraduate</i>	0,8%
Not working	3%
government employees	4,5%
Business Woman	3,8%
Employee	7,5%
Student	10,5%
Online Entrepreneur	2,3%
<i>Flight Attendant</i>	1,5%
Teacher	2,3%
Lecturer	1,5%
<i>Freelance</i>	0,8%
Bank employees	0,8%
Grab	0,8%
Housewife	5,3%
Businessman	3%

Characteristics of Respondents	Persentase
Seller	0,8%
Dentist	0,8%
Waitress	0,8%
Entrepreneur	5,3%

Source: Data processed by researchers, 2021

Table 4. shows that research respondents are dominated by ages 15-25 years with a percentage showing 72.9%. This study explains that the majority of Telkomsel provider users are dominated by female respondents with a total percentage of 66.2%. The table states that the most types of work are students with a percentage of 44.4%.

Descriptive Analysis

Table 5. Descriptive Analysis of Brand Engagement Variables (X1)

Indicator	Answer					Mean
	STS	TS	N	S	SS	
X1.1	5	19	33	33	43	3,68
X1.2	2	20	31	39	41	3,71
X1.3	3	8	45	33	44	3,80
X1.4	1	7	24	39	62	4,16
X1.5	2	8	26	44	53	4,20

Source: Data processed by researchers, 2021

Based on table 5, there are 5 statements to measure the Brand Engagement variable (X1). From these 5 statements, it can be seen that the statement item has the lowest mean value, namely statement item number 1, which is 3.68 with a dominant answer of "strongly agree". The highest mean value found in the statement item number 5 is 4.20

Table 6. Descriptive Analysis of Brand Image Variables (X2)

Indicator	Answer					Mean
	STS	TS	N	S	SS	
X2.1	3	61	7	36	71	4,24
X2.2	1	4	21	38	69	4,28
X2.3	3	5	11	32	82	4,39
X2.4	1	1	10	32	89	4,56
X2.5	1	1	12	33	86	4,52

Source: Data processed by researchers, 2021

Based on table 6, there are 5 statement items to measure Brand Image (X2). From these 5 statements, it can be seen that the statement item that has the lowest mean value is

statement item number 1, which is 4.24 with the dominant answer being "strongly agree". The highest mean value found in item number 4 is 4.56 with the dominant answer "strongly agreeing".

Table 7. Descriptive Analysis of Brand Awareness Variables (X3)

Indikator	Jawaban					Mean
	STS	TS	N	S	SS	
X3.1	2	31	8	38	72	4,32
X3.2	0	3	26	39	63	4,25
X3.3	1	7	40	31	54	3,98
X3.4	0	5	27	38	63	4,20
X3.5	1	4	20	40	68	4,28

Source: Data processed by researchers, 2021

Based on table 7 there are 5 statements to measure the Brand Awareness variable (X1). From these 5 statements, it can be seen that the statement item has the lowest mean value, namely statement item number 3, which is 3.98 with a dominant answer of "strongly agree". The highest mean value found in the statement item number 1 is 4.32

Table 8. Descriptive Analysis of Customer Loyalty Variables (Y)

Indikator	Jawaban					Mean
	STS	TS	N	S	SS	
Y1	12	11	34	26	50	3,67
Y2	0	8	36	33	56	4,02
Y3	2	9	37	35	50	3,92
Y4	2	11	29	28	63	4,04
Y5	1	6	20	42	64	4,20

Source: Data processed by researchers, 2021

Based on table 8 there are 5 statements to measure the Customer Loyalty variable (Y). From these 5 statements, it can be seen that the statement item has the lowest mean value, namely statement item number 1, which is 3.67 with a dominant answer of "strongly agree". The highest mean value found in the statement item number 5 is 4.20

Multiple Linear Regression Analysis

Table 9. Multiple linear regression

Coefficients		
Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	-3,513	1,849
X1	0,319	0,088
X2	0,295	0,101
X3	0,508	0,114

a. Dependent Variabel Y

Source: Data processed by researchers, 2021

In table 9, it is known that the multiple linear regression equation is as follows:

$$Y = 0.319X1 + 0.295X2 + 0.508 X3 + e$$

Information:

X1 : Brand Engagement

X2 : Brand Image

X3 : Brand Awareness

Y : Customer Loyalty

Based on the multiple linear regression equation, it can be concluded that the value of the variable x1 (brand engagement) is (0.319) which is greater than 0 – 0.25, so this value indicates a strong category. While the variable X2 (brand image) amounted to 0.295, indicating that it was greater than 0.25 – 0.5, so the following values indicate a fairly strong category. While the x3 variable (brand awareness) is 0.508, which is greater than 0.5-1, the following values indicate a fairly strong category affect customer loyalty.

Coefficient of Determination Analysis (R²)

Table 10. Coefficient of Determination

Model Summary		
Model	R	R square
1	,772	,597

a. Predictors: (Constant), x3, x2, x1

Source: Data processed by researchers, 2021

Table 10 shows that the coefficient of determination (R²) is 0.597 or 59%. The contribution of the independent variables of brand engagement, brand image and brand awareness to customer loyalty is 59% while the remaining 41% is explained by other variables not examined in this study.

t test

Table 11. t test

Coefficients			
	Model	T	Sig.
1	(Constant)	-1.900	,060
	X1	3.623	,000
	X2	2.928	,004
	X3	4.455	,000

a. Dependent Variable: Y

Source: Data processed by researchers, 2021

The following table states that the following results are obtained:

a. First hypothesis (H1)

The value of $t_{\text{count}} > t_{\text{table}}$ of the Brand Engagement variable is (3.623) with a significance of $0.000 < 0.05$, which means that the Brand Engagement variable is accepted, so that the Brand Engagement variable has a significant influence on customer loyalty at Telkomsel.

b. Second hypothesis (H2)

The value of $t_{\text{count}} > t_{\text{table}}$ of the market orientation variable is 2,928 with a significance value of $0.004 < 0.05$, which means that the brand image variable is significantly accepted, so that the brand image variable affects customer loyalty at Telkomsel.

c. Third hypothesis (H3)

The value of $t_{\text{count}} > t_{\text{table}}$ of the market orientation variable is 4.455 with a significance value of $0.000 < 0.05$, which means that the brand awareness variable is received significantly, so that the brand awareness variable affects customer loyalty at Telkomsel.

Discussion

Based on the results of the distribution of online questionnaires that have been given to 133 respondents via the google form link.

The Effect of Brand Engagement (X1) on Customer Loyalty (Y) at Telkomsel.

The results in this study variable brand engagement (X1) has a positive and significant influence on customer loyalty (Y). This means that the better Brand Engagement it will increase Customer Loyalty to the Telkomsel provider.

From the average results of respondents' answers, the indicator of searching for information through various sources (X1.1) is 3.68, the indicator is giving positive

comments on social media (X1.2) is 3.71 and the indicator is sharing good experiences obtained on social media pages. telkomsel. (X1.3) is 3.80, the indicator recommends Telkomsel products and services (X1.4) is 4.16, the indicator shares what is known about Telkomsel (X1.5) is 4.20. Based on these average results, respondents agree that brand engagement is an important thing in the business world.

The existence of Telkomsel brand engagement can find out feedback from Telkomsel customers within a certain time. This research is supported by previous research, namely by (Hollebeek, 2011; Patterson et al., 2006) and Vivek et al., 2012) and research by Hapsari et al., (2015) which states that Brand Engagement has a significant positive effect on customer loyalty variables. . This happens because customer loyalty is strongly influenced by how the interaction between the company and customers on social media Instagram and Facebook.

The Effect of Brand Image (X2) on Customer Loyalty (Y) at Telkomsel.

The results of the study show the influence of brand image with customer loyalty. The liaison theory between brand image and customer loyalty is quoted from Freddy Rangkuti (2002) which says if customers assume that a certain brand is physically different from competing brands, the brand image will be attached continuously in the minds of customers so that they can form loyalty to certain brands.

From the average results of respondent's answers, the best provider indicator (X2.1) is 4.24, the superior variant indicator (X2.2) is 4.28 and the signal coverage indicator (X2.3) is 4.39, the indicator for Telkomsel provider is easy. obtained (X2.4) of 4.56, an expensive indicator with the best quality (X2.5) of 4.52. Based on these average results, respondents agree that brand image is an important thing in the business world. The existence of the Telkomsel brand image can find out the deep impression of Telkomsel customers.

This research is supported by previous research, namely by Sutanto (2011) which states that Brand Image has a significant positive influence on the Customer Loyalty variable. This happens because customer loyalty is strongly influenced by how the Telkomsel provider feels in the hearts of its customers.

The Effect of Brand Awareness (X3) on Customer Loyalty (Y) at Telkomsel.

The results of the study show that there is an influence of brand awareness with customer loyalty. The linking theory between brand awareness and customer loyalty quoted

from Durianto et al., 2001, brand awareness shows the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category.

From the average results of respondent's answers, signal strength indicators that are easy to reach (X3.1) are 4.32, innovation indicators in products and services (X3.2) are 4.25, attractive promotion indicators (X3.3) are 3.98, improved service to customers (X3.4) by 4.20, the signal indicator remains strong in all weathers (X3.5) by 4.28. Based on these average results, respondents agree that brand awareness is an important thing in the business world.

The existence of Telkomsel brand awareness can make consumers continue to make purchases. This research is supported by previous research, namely by Novalina Nur Azizah (2018) which states that Brand Awareness has a significant positive effect on the Customer Loyalty variable. This happens because customer loyalty is strongly influenced by how customers remember the brand in a product.

Effect of Brand Engagement (X1) Brand Image (X2) and Brand Awareness (X3) on Customer Loyalty (Y) in Telkomsel.

This study shows that brand engagement, brand image and brand awareness have a significant effect on customer loyalty performance. The influence of these three variables is 58.70% while the remaining 41.30% is influenced by other variables that are not observed.

From these results, the researcher stated that Telkomsel should carry out attractive promotions and respond quickly and positively on social media Instagram and Facebook so that Telkomsel's brand engagement would be good. Brand Image needs to be done so that the Telkomsel brand remains attached to the minds of customers. Brand Awareness needs to be done so that customers want to make repeated purchases and even invite their friends and family to join in buying and using Telkomsel providers. So it can be concluded that brand engagement, brand image and brand awareness have a simultaneous influence on customer loyalty. In brand engagement, it can grow customer interest in a Telkomsel brand. In improving brand image, brand perception is needed to embed a brand in the minds of customers. To increase customer loyalty, brand awareness or brand awareness is needed in the minds of customers.

Conclusions and Suggestions

From the results of the discussion and analysis of the data above, it is concluded that brand engagement has a positive and significant effect on Telkomsel customer loyalty, while brand image also has a positive and significant effect on Telkomsel customer loyalty, and brand awareness also has a positive and significant effect on Telkomsel customer loyalty and brand engagement. Image and brand awareness simultaneously affect Telkomsel's customer loyalty. So that researchers can give suggestions for Telkomsel to provide prices that are quite affordable so that customers are satisfied with the prices offered. Telkomsel should always innovate when doing promotions when there are certain events.

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