

Factors Affecting Gen Z Brand Loyalty Toward E-Commerce Application

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Abstract

Introduction/Main Objectives: The purpose of this paper is to determine the influence of brand awareness, perceived quality, perceived value, brand personality, organizational association, and brand uniqueness in E-commerce applications on consumer brand loyalty by examining the perception and loyalty of Gen Z in Indonesia towards the brands of E-commerce applications.

Background Problems: This research is motivated by technological developments in E-commerce applications and the large number of E-commerce brands in Indonesia, which creates high competition.

Novelty: This research focuses on the factors that influence Generation Z's loyalty to the many E-commerce application brands.

Research Methods: In this research, the population is Gen Z, who use E-commerce applications for shopping. The data collection technique used a questionnaire that was distributed, and then 184 data were tested. The data analysis method uses multiple linear analyses. The data analysis method in this research was carried out using IBM SPSS Statistics version 26.

Findings and Results: The research results show that for Gen Z in Indonesia, brand awareness, perceived value, organizational association, and brand uniqueness are influential factors in generating consumer loyalty towards E-commerce brands.

Conclusion: The research results show that E-commerce service providers must use strategies to increase customer loyalty, such as building relationships with customers, guaranteeing that products sold on the platform are of good quality, and building brand uniqueness so they have an advantage over other E-commerce service providers.

Keywords: Brand loyalty, Brand equity, Gen Z, E-commerce

Introduction

The results of the 2020 population census have been released by *Badan Pusat Statistik Indonesia*, and provide demographic data for Indonesia which has experienced significant changes from the results of the previous census in 2010. The results of the population census conducted in 2020 recorded that the majority of Indonesia's population comes from Generation Z (Gen Z), amounting to 74.93 million people out of a total of 270.20 million people, or 27.94% of the total population of Indonesia. Generation Z is the generation born between 1997 and 2012, currently estimated to be 8 – 23 years old.

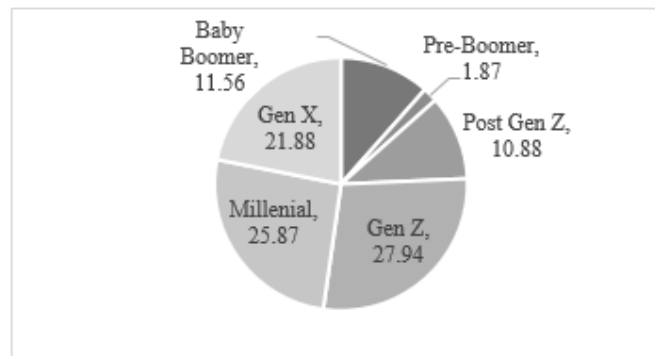


Figure 1. Indonesian Population Composition by Generation

Different from previous generations, Generation Z is also known as the internet generation. This is because Generation Z was born when the internet started to enter and (Christiani, 2020) developed rapidly in their lives (Tapscott, 2009). Generation Z's ability to adapt to technological advances will attract and make it easier for this generation to interact with the brands they like (SIRCLO, 2019). Generation Z is also a big influence and has a lot of involvement in online shopping activities.

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Competition is part of business, every business field definitely has intense competition within it, including in the field of shopping, especially online-based shopping which is currently also called E-commerce. The large number of E-commerce applications that can be found makes business competition in the E-commerce sector increasingly fierce in competing to become the best online-based trading service provider, and E-commerce is also competing to improve its brand value.

The high level of competition between E-commerce applications makes customer loyalty one of the main focuses for E-commerce service provider companies to maintain good relationships, considering how easily consumers switch from users of one application to another application brand.

One strategy in facing competition between E-commerce applications is to increase the reputation of each E-commerce to gain a place in the minds of every potential customer and make customers loyal to the E-commerce. It's not just reputation that needs to be improved, with competition in the wider business, good brand equity is also needed. The role of a brand is no longer just a name or differentiator from competing brands, more than that, the brand has become a determining factor in competitive advantage. Aaker (1997) explains that a brand can have a very strong position and become capital or equity.

Brand equity according to Kotler and Keller (2009) is the added value of a product or service. Good brand equity management is not only used to improve the brand image, but is also focused on making consumers loyal to the brand. Brand equity is built not only through the marketing function (Schreuer, 2000). The higher brand equity is expected to increase consumer intentions and behavior to buy and use certain products or services. According to Rangkuti (2002), if consumers have the opinion that a certain brand is different from competing brands, then the brand image will stick so that it can create loyalty to that particular brand which will ultimately create customer loyalty.

Oliver (1999) stated that brand loyalty is a consumer's commitment to make repeat purchases in the future. Therefore, with the development of the internet, which has resulted in the emergence of many E-commerce service providers offering attractive promotions, it can make customers uncertain about which service provider they want to use for online shopping. So implementing a marketing strategy is very important to create trust in the brand of the E-commerce service provider.

Aaker (1991) developed a consumer-based brand equity (CBBE) model that is built on brand awareness, brand associations, perceived quality, brand loyalty, and brand assets (such as patents, trademarks, etc.).

Studies on the effect of brand equity on customer loyalty have yielded mixed results. For instance, Su & Chang (2017) found that among American college students, brand awareness, perceived value, organizational associations, and brand uniqueness are factors that contribute to customer loyalty but that not all brand equity dimensions have the same influence. On the other hand, studies by Huang et al. (2017) reveal that brand equity does correlate with customer loyalty, but that this correlation is mediated by customer participation.

The formulation of the problem in this research is does the brand awareness, perceived value, perceived quality, brand personality, organizational association, and brand uniqueness influence consumer brand loyalty in E-commerce?

Literature Review and Research Hypotheses

Consumer Brand Loyalty

According to Aaker and Hasan (2009), brand loyalty is a metric reflecting the emotional investment consumers have in and devotion to a particular brand. According to the research of Lamb et al. (2001), brand loyalty is defined as "a persistent preference for one brand over others." According to research by Ahmed and Moosavi (2013), people are more likely to continue purchasing a brand they are loyal to. Brand loyalty can be broken down into two categories: actions and beliefs. Attitude loyalty, as opposed to behavioral loyalty, is defined as a customer's willingness to buy and advocate a brand's products without necessarily repeating their buying behavior (Nam, et al., 2011). Customer Types (1) Those Who Buy Based on Price Alone (2) Regular Customers (3) Delighted Customers (4) Fans of the Brand (5) Devoted Customers Customers who buy from you again, stay with you, and recommend you to others are all signs of loyalty, say Kotler and Keller (2009).

Brand Awareness

Business can take advantage of brand rivalry to establish a distinct personality for their products. Currently, brands are a major factor in the competitive landscape (Chamid in Ichsan, 2017). Creating recognition for a product or service is an important part of brand management. When consumers have a positive association with the E-commerce brand, they are more likely to shop there (Chamid in Ichsan, 2017). This is because consumers are more likely to make a purchase from a reputable company.

Brand awareness, as defined by David Aaker in Handayani, et al., (2010), is the degree to which potential customers are aware that a given brand is associated with a given category of goods. Brand awareness, on the other hand, is defined by Shimp (2003) as the ease with which a consumer can recall a specific brand when thinking of a given product category. Experts have helped academics understand that brand awareness is the consumer's recollection of a brand, knowledge of its content, comprehension of its product, and perception of its uniqueness relative to competing brands. Consumers are more likely to consider and ultimately choose a brand for purchase and consumption if they are familiar with that brand.

Based on the work of Aaker, Siahaan, and Yuliati (2016) Brand awareness may be measured along four different dimensions: how much of an impact a brand has on consumers' daily lives, how easily consumers can recall and identify

that brand, and how widely known that brand is. Top of Mind is the brand that is stated first by customers or that initially emerges in consumers' minds, or this brand is the major brand of different brands that exist in consumers' minds. What we mean when we talk about "brand recall" is the ability to remember a brand name without any external cues. When people are familiar with a brand, they are more likely to recognize the company's products. At the bottom of the brand awareness pyramid is "Unaware of Brand," when customers have no idea that a certain brand even exists.

Su and Chang's (2017) study demonstrates that people are more loyal to brands that they are familiar with. Consistent with the findings of Girard and Pinar's (2020) study, the results showed that consumers' familiarity with a brand significantly influenced their loyalty to that brand.

H₁: Brand Awareness has a positive effect on consumer brand loyalty.

Perceived Quality

Perceived quality, as defined by Keller (2009), is the extent to which a consumer considers a product or service to be superior to similar offerings and to achieve the desired results. Perceived quality is defined as a consumer's estimation (perception) of a product's overall superiority by Zeithaml (2006). A buyer's perception of a product's quality is based on factors including price, brand name, advertising, corporate reputation, and place of manufacture rather than on the buyer's actual understanding of such features. Tjiptono and Chandra (2015) state that a customer will have a favorable impression of a product's quality if their actual experience of that product's quality (experience quality) matches their expectations of that quality (anticipated quality). Total perceived quality can be low even if the quality experienced objectively is very good if customers' expectations are overly optimistic. Perceived quality, according to Zeithaml et al. (2006), involves multiple components. It's a way to gauge how well a service meets its clients' needs by polling them on their thoughts about the experience they had with the product or service. A company's responsiveness includes its speed in providing fast or responsive service and its clarity in providing fast or responsive service with an easy-to-understand delivery method; a company's reliability includes its ability to provide services that meet consumer expectations regarding speed, time, no errors, sympathetic attitude, and so on; a company's responsiveness includes its speed in providing fast or responsive service and its clarity in providing fast or responsive service; and a company's assurance includes a guarantee and certainty obtained from employees' polite attitudes. The goal is to get a clear picture of what exactly it is that people want. Research by Su and Chang (2017) suggests that perceived quality partially has a beneficial effect on consumer brand loyalty. This study agrees with findings by Girard and Pinar (2020) that show a favorable correlation between consumers' impressions of a brand's quality and their commitment to that brand. This allows us to form the following hypothesis:

H₂: Perceived Quality has a positive effect on consumer brand loyalty.

Perceived Value

Customer-perceived value (CPV) is defined by Kotler and Keller (2009) as the "difference between a customer's evaluation of an offering's benefits and costs and the customer's evaluation of the offering's alternatives." Products are considered valuable by customers if they help them in some way, as stated by Zeithaml (1988). Perceived value is a customer's total appraisal of the benefits of a product based on perceptions connected to what they will receive and what they will be provided.

Perceived value has four primary components, as stated by Sweeney and Soutar (2001): A product's utility can be broken down into four categories: (1) emotional value, which is the utility derived from the positive feelings or affective emotions that arise from using the product; (2) social value, which is the utility derived from the product's ability to improve the customer's social self-concept; (3) quality/performance value, which is the utility derived from the customer's perception of the product's quality and expected performance; and (4) price/value of money, which is the utility derived from the product due

Perceived value increases customer loyalty, according to studies by Su and Chang (2017). Also, Sebastian and Pramono (2021) discovered that the effect of perceived value on consumer brand loyalty was positive and statistically significant.

H₃: Perceived Value has a positive effect on consumer brand loyalty.

Brand Personality

According to Aaker (1997), brand personality is a set of human traits connected with a brand. According to Aaker, there are three types of human characteristics that contribute to a brand's identity: first, the emotional connection or loyalty that customers feel toward the brand; second, the organization's image to pique customers' interest (such as using celebrities in advertising to create a glamorous product image); and third, the characteristics of the product itself (such as its category or distribution method). Brand personality, as defined by Kotler and Keller (2009), is a composite of several characteristics that consumers connect with a product or service. Customers' brand preferences generally reflect how they wish to present themselves to the world.

Based on their findings, Aaker identified five characteristics that define a brand's identity. The "Big 5" character traits are pleasantness (showing a pleasant or exciting personality), competence (description of a reliable, competent, and efficient personality), sophistication (description of a personality dimension that forms a satisfying experience), ruggedness (description of a tough personality), and sincerity (expressed in honesty in quality, authenticity of products, and brand identification with simple traits).

Su and Chang's (2017) study shows that brands with distinct personalities have more loyal customers. Consistent with these findings, Ong et al. (2017) found that consumers who identify with a brand are more loyal to that brand.

H4: Brand Personality has a positive effect on consumer brand loyalty.

Organizational Association

Customers will have faith in the brand and feel comfortable purchasing it if the company has positive connotations (Chakraborty, 2019). When consumers have positive feelings about the organization behind a brand's marketing, it is said to have a positive organizational association (Netemeyer, et al., 2004). Organizational associations, such as customer care, innovation, striving for high quality, success, visibility, community orientation, and worldwide brand status, are often a significant basis for difference and choice (Aaker, 1996; Burt and Davies, 2010).

Durianto et al. (2004) identify six factors that contribute to an organization's reputation: (1) Social orientation, wherein organizations that participate in community activities and care about the environment are viewed favorably by the community; (2) Perceived quality is an element that customers take into account when making a purchase decision. (3) Product innovation is critical to attracting customers and making customers loyal to the product, and companies must be able to communicate the quality of their products to earn customers' trust. (5) Long market presence and consistent success can instill confidence in buyers, as can positive reviews of the product. An increase in sales that reflects the company's success in conquering the market will make customers more confident in utilizing the product; (6) Local versus worldwide, companies can present themselves as brand specialists in local and worldwide marketplaces. Customers won't have any trouble locating the merchandise.

According to studies conducted by Su and Chang (2017), organizational association is a positive and substantial predictor of brand loyalty, particularly when it comes to fast fashion brands. Consistent with these findings, Romaniuk's (2013) study found that consumers' brand loyalty increases when they feel a connection to an organization.

H5: Organizational Associations has a positive effect on consumer brand loyalty.

Brand Uniqueness

Brand uniqueness, as defined by Ye et al. (2012), is the quality that makes a brand stand out from the competition and ultimately increases brand loyalty. According to Tian et al. (2001), the pursuit of willful or deliberate difference to others is the ultimate goal of consumers' counter conformity motivation, which they define as the motivation to differentiate oneself through consumer goods and the visual appearance of these goods.

The urge to differentiate oneself from others (avoidance of similarity) is a strong indicator that consumers are looking for a product, service, or brand that offers something special. According to research by Tian et al. (2001), consumers who want to break away from social conventions and reestablish their individuality often lose interest in or stop using products that are widely utilized by others.

Su and Chang's (2017) study shows that consumers are more loyal to brands that stand out. Consistent with the findings of Shen, et al. (2014), this study discovered that consumers are more loyal to brands that stand out from the crowd. This allows us to form the following hypothesis:

H6: Brand Uniqueness has a positive effect on consumer brand loyalty.

Theoretical Framework

Based on literature review, a research framework is needed to develop research hypotheses, the independent variable can assume to affect the dependent variable. The researcher can obtain the research framework as follows:

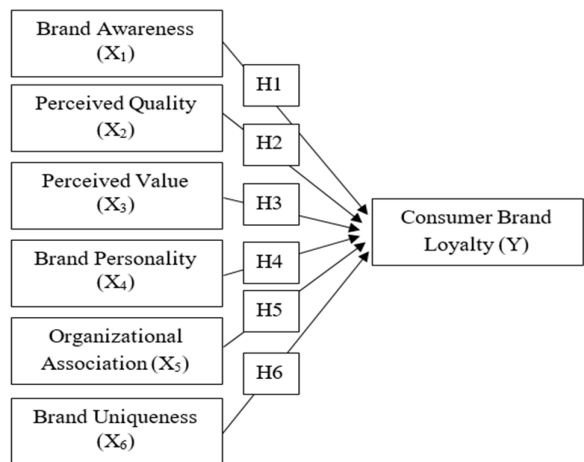


Figure 2. Research Framework

Based on Figure 2, this model aims to examine the relationship between Brand Awareness towards Consumer Brand Loyalty (H1), Perceived Quality towards Consumer Brand Loyalty (H2), Perceived Value towards Consumer Brand Loyalty (H3), Brand Personality towards Consumer Brand Loyalty (H4), Organizational Association towards Consumer Brand Loyalty (H5), Brand Uniqueness towards Consumer Brand Loyalty (H6).

Methodology

Sample and Data Collection

This research uses causal quantitative research methods. According to Sugiyono (2016), the causal quantitative approach method is an approach in research that looks for relationships between one variable and other variables that have cause and effect. This research tests the stated hypothesis and looks for the influence between the independent variable and the dependent variable.

Purposeful sampling was used in this study. Because the population size is unknown, purposive sampling is used here so that researchers may select samples with greater precision. The sample in this research is Generation Z, with an age range of 15-26 years, who are users of E-Commerce services. Online questionnaires were distributed and used to collect data. There were 184 participants that met the criteria and contributed to the analysis of this data. In Table 1 we can see the results of our investigation of the respondents' make-up:

Table 1. Analysis of respondent characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	56	30,4%
	Female	128	69,6%
Age	15 - 17 years	12	6,5%
	18 - 20 years	50	27,2%
	21 - 23 years	83	45,1%
	24 - 26 years	39	21,2%
Occupation	Student	130	70,7%
	Employee	41	22,3%
	Entrepreneur	6	3,3%
	Others	6	3,3%
Duration of using E-Commerce applications in the Last 3 Months	Less than 3 times	49	26,6%
	More than 3 times	135	73,4%
Most Used E-Commerce Application	Tokopedia (GoTo Groups)	15	8,2%
	Shopee (Sea Groups)	152	82,6%
	Bukalapak (PT. Bukalapak.com)	1	0,5%
	Lazada (Alibaba Group)	9	4,9%
	Blibli. (Djarum Group)	2	1,1%
	Others (Tiktok Shop)	5	2,7%

Source: Primary data processing 2023

Measurement

Each of the seven factors (brand recognition, quality perception, value perception, brand character, organizational affiliation, brand differentiation, and consumer brand loyalty) was scored on a 5-point Likert scale. Previous research instruments were adapted to be used as question items for each variable (Su and Chang, 2017). Table 2 displays the indicators used to measure each variable.

Table 2. Variable measurement indicators

Variable	Indicator	Statement
Brand Awareness (X1)	1. Top of Mind	1. I know about the E-Commerce X application very well.
	2. Brand Recall	2. When I think of E-Commerce applications, X is one brand that often comes to my mind.
	3. Brand Recognition	3. X is an E-Commerce brand that I am very familiar with.
	4. Unware of Brand	
Perceived Quality (X2)	1. Good Quality	1. The E-Commerce X application offers products of excellent quality.
	2. Consistent	2. The E-Commerce X application offers products with consistent quality.
	3. Reliability	3. E-Commerce X application offers very reliable products.
Perceived Value (X3)	1. Quality/Performance Value	1. E-Commerce X application is the best value for money.
	2. Price/Value of Money	2. All things considered (price, time, and effort), X is a great E-Commerce application for making purchases.
		3. Considering what I paid for the E-Commerce X app, I feel like I got my money's worth.
Brand Personality (X4)	1. Excitement	In the following variables, respondents are expected to provide an assessment level of 1–5 regarding the E-Commerce applications that they often use. 1. Excitement 2. Attractiveness 3. Up-to-dateness 4. Sophistication
	2. Attractiveness	
	3. Up-To-Dateness	
	4. Sophistication	
Organizational Association (X5)	1. Trust the company	1. I trust the company that owns the E-Commerce X application.
	2. Liking the company	2. I like the company that owns the E-Commerce X application.
	3. The company has credibility	3. The company that owns the E-Commerce X application has high credibility.
Brand Uniqueness (X6)	1. The brand is different	1. X is different from other E-Commerce applications.
	2. The brand stands out	2. X really stands out from other E-Commerce applications.
	3. Brand is unique	3. X is unique from other E-Commerce applications.
Consumer Brand Loyalty (Y)	1. Repeat Purchase	1. I consider myself loyal to the E-Commerce X application.
	2. Retention	2. X would be my first choice when considering an E-Commerce application.
	3. Referrals	3. I intend to continue purchasing on the E-Commerce X application.
		4. I would recommend the E-Commerce X application to others.

The analysis of this research uses the multiple linear regression method. The data analysis method in this research was carried out using IBM SPSS Statistics version 26.

Result and Discussion

Research Instrument Test

Validity Test

The validity test of the instrument in this research was carried out with the use of the SPSS version 26 program, where the test was carried out by looking at the corrected item-total correlation (r computed) value for each question item. In this case, the statement item is considered valid if the estimated r value is statistically significant and the value is higher than the r value in the table. For this test, the question item is considered valid if the estimated r value is greater than 0.145, which is the r table value for a trial sample of 180 respondents ($\alpha = 5\%$).

Table 3. Result of validity test

Variabel	Indicator	$R_{\text{calculated}}$	R_{table}	Conclusion
BA	BA1	0.847	0.145	Valid
	BA2	0.872	0.145	Valid
	BA3	0.696	0.145	Valid
PQ	PQ1	0.906	0.145	Valid
	PQ2	0.916	0.145	Valid
	PQ3	0.916	0.145	Valid
PV	PV1	0.860	0.145	Valid
	PV2	0.841	0.145	Valid
	PV3	0.837	0.145	Valid
BP	BP1	0.911	0.145	Valid
	BP2	0.927	0.145	Valid
	BP3	0.932	0.145	Valid
	BP4	0.937	0.145	Valid
OA	OA1	0.868	0.145	Valid
	OA2	0.903	0.145	Valid
	OA3	0.866	0.145	Valid
BU	BU1	0.802	0.145	Valid
	BU2	0.837	0.145	Valid
	BU3	0.894	0.145	Valid
BL	BL1	0.845	0.145	Valid
	BL2	0.820	0.145	Valid
	BL3	0.860	0.145	Valid
	BL4	0.808	0.145	Valid

Source: Primary data processed by SPSS

Table 3 shows that all indicators used in measuring the variables used in this study have $R_{\text{calculated}}$ greater than $R_{\text{table}} = 0.145$ (R_{table} value for $n = 180$). So all of these indicators are valid.

Reliability Test

After all statement items are declared valid, the test continues with the reliability test. The reliability test used is the Cronbach's Alpha reliability test where the instrument is declared reliable if the Cronbach's alpha value is > 0.6 (Ghozali, 2018). The reliability test results for each instrument can be seen in the following table:

Table 4. Result of reliability test

Variable	Cronbach's Alpha	Role of Tumb	Conclusion
BA	0.734	0.6	Reliabel
PQ	0.899	0.6	Reliabel

PV	0.799	0.6	Reliabel
BP	0.945	0.6	Reliabel
OA	0.853	0.6	Reliabel
BU	0.798	0.6	Reliabel
BL	0.851	0.6	Reliabel

Source: Primary data processed by SPSS

Table 4 shows that the AC for brand awareness is 0.734, which is more than the threshold of 0.60 established by Alpha Cronbach's Theorem. Perceived quality has an AC value of 0.899, which is higher than the threshold of 0.60. AC's value for perceived worth is 0.799, which is greater than the threshold of 0.60. Brand AC is 0.945, which is higher than the cutoff of 0.60. Association coefficient for organizations is 0.853, which is more than 0.60. The AC for brand originality is 0.798, which value is more than 0.60. With an AC of 0.851, consumer brand loyalty is significantly higher than the industry average of 0.60. It follows that the tools employed in this study can be trusted.

Classic Assumption Test

Normality Test

Normality testing, as defined by Ghozali (2018), involves examining the Kolmogorov-Smirnov statistic and a graphical representation of the data to determine whether or not the residuals follow a normal distribution. If the Asymp. Sig (2-tailed) residual variable is greater than 0.05, or 5%, then the study results are considered normally distributed, or pass the normality test. When this value drops below 5%, it indicates that the data is not regularly distributed.

Table 5. Result of normality test

	Asymp. Sig (2-tailed P)	Result	Conclusion
Unstandardized Residual	0.200	P > 0.05	Normal

Source: Primary data processed by SPSS

Based on the results of **Table 5**, the Kolmogorov-Smirnov test shows that the data is normally distributed. The standardized residual value is normally distributed if the sig. value > alpha (0.05), namely $0.200 > 0.05$, which shows that the value has a normal distribution.

Multicollinearity Test

The purpose of the multicollinearity test, as explained by Ghozali (2018), is to determine if the regression model discovers any correlations between the independent variables. A variable's tolerance is calculated by determining how much of its variation is not explicable by changing any of the other independent variables. A high VIF value (because $VIF = 1/\text{tolerance}$) is equivalent to a low tolerance value. The cut-off value that is often employed to identify the presence of multicollinearity is a tolerance value > 0.10, and the same is true for a VIF value < 10.

Table 6. Result of multicollinearity test

Variable	Tolerance	VIF	Conclusion
Brand Awareness	.798	1.253	Non – Multicollinearity
Perceived Quality	.630	1.587	Non – Multicollinearity

Perceived Value	.494	2.024	Non – Multicollinearity
Brand Personality	.709	1.411	Non – Multicollinearity
Organizational Association	.447	2.239	Non – Multicollinearity
Brand Uniqueness	.558	1.793	Non – Multicollinearity

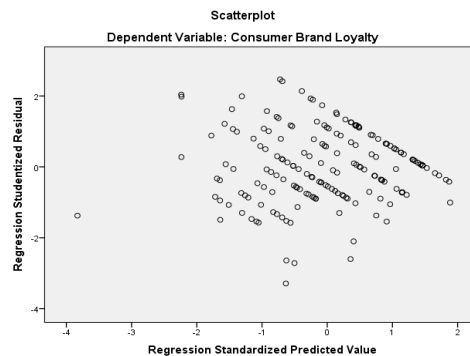
Source: Primary data processed by SPSS

Table 6 displays the results of a multicollinearity test; all of the independent variables have tolerance values greater than 0.01, including Brand Awareness (0.798), Perceived Quality (0.630), Perceived Value (0.494), Brand Personality (0.709), Organizational Association (0.447), and Brand Uniqueness (0.558). Brand Awareness has a VIF of 1.253, Quality Perception has a VIF of 1.587, Value Perception has a VIF of 2.024, Brand Personality has a VIF of 1.411, Organizational Association has a VIF of 2.239, and Brand Uniqueness has a VIF of 1.793, and the VIF of all independent variables is less than 10.00. This indicates that there is no multicollinearity between Brand Awareness, Perceived Quality, Perceived Value, Brand Personality, Organizational association, and Brand Uniqueness or what is termed non-multicollinearity.

Heteroscedasticity Test

To determine if the residuals of one observation are unequal to those of another observation in the regression model (Ghozali, 2018). The heteroscedasticity test in this investigation made use of scatter plots. Examining the relationship between the studentized residual (SRESID) and the standardized predicted value (ZPRED) might help reveal any hidden patterns. If, on a scatter plot graph, the dots spread randomly and do not create a specific pattern, this shows that the assumption of homogeneity is satisfied or heteroscedasticity does not exist.

Figure 3. Result of heteroscedasticity test



Source: Primary data processed by SPSS

In the scatter plot graph, the dots are randomly distributed both above and below the number 0 (zero) on the Y axis and do not form a particular pattern, meaning that the homogeneity assumption is met or heteroscedasticity does not occur.

Coefficient of Determination

The coefficient of determination quantifies the extent to which the known independent factors account for the observed variation in the dependent variable. The value of R² might be anything from 0 to 1. If the value is near to 1, it suggests that the independent variable offers practically all the information needed to predict the dependent variable. On the other hand, a decreasing R² value indicates that the explanatory power of the independent variables is diminishing with respect to the dependent variable (Ghozali, 2018).

Table 7. R square model

R	R Square	Adjusted R Square	Std. Error of the Estimate
.741 ^a	.550	.535	1.848

Source: Primary data processed by SPSS

Adjusted R square model 0.535 means that 53.5% of the variance in Consumer Brand Loyalty is influenced by Brand Awareness, Perceived Quality, Perceived Value, Brand Personality, Organizational Association, and Brand Uniqueness, while the remaining 46.5% of the variance in Consumer Brand Loyalty is influenced by other factors. Beyond Brand Awareness, Perceived Quality, Perceived Value, Brand Personality, Organizational Association, and Brand Uniqueness.

Multiple Linear Regression

The relationship between independent and dependent variables may be studied and modeled with the help of regression analysis, a statistical method. Multiple regression analysis is a statistical technique used in conjunction with the SPSS program to make predictions about the relationship between a dependent variable (Consumer Brand Loyalty; Y) and a set of independent variables (Brand Awareness; X1), (Brand Perceived Quality; X2), (Brand Perceived Value; X3), (Brand Personality; X4), (Organizational Association; X5), and (Brand Uniqueness; X6).

Table 8. Multiple linear regression

Variable	B Coefficient	T	Sig.	Conclusion
(Constant)	4.280	3.816	.000	
Brand Awareness	.145	2.109	.036	Significance
Perceived Quality	.016	.217	.828	No Significance
Perceived Value	.389	4.381	.000	Significance
Brand Personality	-.105	-2.430	.016	Significance
Organizational Association	.360	3.986	.000	Significance
Brand Uniqueness	.272	3.318	.001	Significance
F Calculated	36.022			
F Sig.	0.000			Significance
R	.741			
R Square	.550			

Source: Primary data processed by SPSS

The data from multiple linear regression analysis shows that of the six variables that influence brand loyalty, there is one variable, namely perceived quality, which does not have a significant effect, and then one variable, namely brand personality, has a negative but significant effect. And the variables brand awareness, perceived value, organizational association, and brand uniqueness have a positive and significant effect on consumer brand loyalty. Then the multiple linear regression equation is found as follows:

$$Y = 4.280 + 0.145 X_1 + 0.389 X_3 + -0.105 X_4 + 0.360 X_5 + 0.272 X_6 + e$$

Hypotheses Test

Partial Regression Coefficient Test (t-test)

The t test is designed to evaluate how much effect an independent variable independently has in explaining the dependent variable (Ghozali, 2018). Brand Awareness (X1), Perceived Quality (X2), Perceived Value (X3), Brand Personality (X4), Organizational Association (X5), and Brand Uniqueness (X6) were tested for their potential to independently affect Consumer brand loyalty (Y). Level of Brand Loyalty (Y) Among Consumers. When the significance level is more than 0.05, the independent variable does not explain or impact the dependent variable, and when it is less than 0.05, it does.

Brand awareness. The findings of a multiple regression analysis are shown in table 8, where the brand awareness variable has a t sig. of 0.036 (less than 0.05). What this suggests is that there is a link between the brand awareness variable and customer brand loyalty. This means that H1 is the correct hypothesis to test.

Perceived quality as Seen by the Audience. Multiple regression analysis shows that the perceived quality variable has a significance level of 0.828 (t sig. > 0.05; see table 8). This suggests that the perceived quality variable does not have a major influence on customer brand loyalty. So, it may be argued that H2 is rejected.

Perceived value. Multiple regression analysis shows that the perceived value variable has a t sig. of .000 (less than 0.05), as shown in table 8. This indicates that the variable of perceived value has a substantial impact on consumer commitment to a certain brand. Therefore, it follows that H3 is true.

Brand personality. Table 8 displays the results of a multiple regression analysis, which shows that the brand personality variable has a t sig. of 0.016, which is less than the significance level of 0.05. That's why it's important to consider brand personality when attempting to increase customer loyalty. Therefore, it follows that H4 is correct.

Association of Organizations. The t sig. for the organizational association variable is 0.000, and the t sig. value is less than 0.05, as shown in table 8 of the multiple regression analysis findings. Brand loyalty among consumers is significantly impacted by the organizational association variable. Therefore, it is reasonable to accept H5.

Brand Uniqueness. According to table 8, the t sig. for the brand-uniqueness variable is 0.001 and the t sig. value is less than 0.05 based on the findings of multiple regression analysis. In other words, the degree to which a brand is distinct from competitors does influence customer loyalty. Thus, it follows that H6 is approved.

Simultaneous Regression Coefficient Test (f-Test)

The F-Test is used to see if there is a statistically significant relationship between consumer brand loyalty (Y) and the six independent variables of brand awareness (X1), perceived quality (X2), perceived value (X3), brand personality (X4), organizational association (X5), and brand uniqueness (X6). The independent variable does not explain or affect the dependent variable if the significance value is greater than 0.05. When the p-value is less than 0.05, it is assumed that the independent variable has some bearing on the dependent variable..

Table 9. F test model

Model	ANOVA ^a					
	Sum of Squares	df	Mean Square	F	Sig	
1	Regression	738.334	6	123.056	36.022	.000 ^b
	Residual	604.660	177	3.416		
	Total	1342.995	183			
a. Dependent Variable: Consumer Brand Loyalty						
b. Predictors: (Constant), Brand Awareness, Perceived Quality, Perceived Value, Brand Personality, Organizational Association, Brand Uniqueness						

Source: Primary data processed by SPSS

Based on **table 9** above, it is known that the F test results show a Count value of 36.022 and a significance value (Sig) of $0.000 < 0.05$, so it can be concluded that the hypothesis is accepted, or in other words that brand awareness (X1), Perceived Quality (X2), Perceived Value (X3), Brand Personality (X4), Organizational Association (X5), and Brand Uniqueness (X6) simultaneously have a significant effect on Consumer Brand Loyalty (Y).

Discussion

H1: Brand Awareness has a positive effect on Consumer Brand Loyalty

Table 8 shows that the hypothesis is supported by the data from the tests conducted. A t-value of 2.109. and a B-value of 0.1450 are obtained from multiple linear regression analyses, respectively, when testing for brand awareness. The value of the brand awareness variable is less than 0.05 if the t-test results are 0.036 0.05. This evidence suggests that H1 is correct. It may be stated that brand awareness has a substantial influence on customer brand loyalty in E-Commerce. Previous studies by Su and Chang (2018) and Girard and Pinar (2020) corroborate the favorable impact of brand awareness on brand loyalty, therefore these findings are consistent with those studies. They found that those who are aware of a brand are more likely to buy products from that brand.

H2: Perceived Quality has a positive effect on Consumer Brand Loyalty

A Table 8 shows that the hypothesis is supported by the data from the tests conducted. Perceived quality has a t-value of .217 and a B-value of .016 according to the results of multiple linear regression. For t sig. results = $0.828 > 0.05$, signifying that the perceived quality variable value is more than 0.05. These findings are interpreted to mean that H2 cannot be accepted. Perceived quality was found to have no impact on a customer's loyalty to a certain brand while shopping online. Thus, this study's findings contradict those of Girard and Pinar (2020), who found that consumers' perceptions of product quality had a substantial impact on their loyalty to a certain brand. These findings, however, are consistent with those of Tong and Hawley (2009) and Buil, de Chernatony, and Martnez (2013), which demonstrate that a product's quality alone does not ensure its commercial success.

H3: Perceived Value has a positive effect on Consumer Brand Loyalty

Table 8 shows that the hypothesis is supported by the data from the tests conducted. Multiple linear regression analysis reveals that an individual's estimation of value is associated with a t-value of 4.381 and a B-value of 0.389. The perceived value variable has a value less than 0.05 if and only if t sig. outcomes = $0.000 < 0.05$. These findings are

interpreted as evidence that H3 is correct. It's safe to say that customers' opinions of a brand's worth play a major role in determining how loyal they are to that brand while shopping online. This finding is consistent with the positive correlation between perceived value and brand loyalty shown in a study by Su and Chang (2018). They found a positive and statistically significant relationship between consumers' perceptions of value and their loyalty to a certain brand.

H4: Brand Personality has a positive effect on Consumer Brand Loyalty

Table 8 shows that the hypothesis is supported by the data from the tests conducted. Brand personality has a t-value of -2.430 and a B-value of -0.105, according to the results of multiple linear regression. For t sig. results = 0.016 < 0.05, showing the brand personality variable value is less than 0.05. In the realm of online retail, brand personalities have a major, unfavorable impact on customer loyalty. These findings indicate that there is a negative relationship between brand personality and customer brand loyalty, and hence, H4 is rejected. Previous study by Su and Chang (2018) demonstrated a favorable influence of brand personality on brand loyalty, therefore these findings contradict that. According to their findings, there is a connection between a company's culture and the loyalty of its customers. The fierce rivalry in the E-Commerce market may be one reason why the appealing, cutting-edge, and sophisticated brand personality of E-Commerce applications may not help to foster brand loyalty among young users in Indonesia.

H5: Organizational Association has a positive effect on Consumer Brand Loyalty

Table 8 shows that the hypothesis is supported by the data from the tests conducted. The t value for the Organizational Association in the multiple linear regression analysis is 3.986, and the B value is 0.360. The value of the organizational association variable is less than 0.05 if the t-statistic for the findings is less than 0.000. Based on these findings, it may be concluded that hypothesis 5 is correct. Brand loyalty among online shoppers is significantly influenced by consumers' affiliations with organizations. Previous studies by Su and Chang (2018) confirm the favorable impact of organizational connections on brand loyalty, and the findings of the current study are consistent with those findings. In their research, they indicated that there is a connection between organizational affiliations and customer brand loyalty.

H6: Brand Uniqueness has a positive effect on Consumer Brand Loyalty

Table 8 shows that the hypothesis is supported by the data from the tests conducted. According to multiple linear regression analysis, the t value for Brand Uniqueness is 3.318, and the B value is 0.272. If the value of the organizational association variable is less than 0.05, as shown by t sig. results = 0.001 < 0.05, then the relationship is weak. These findings are seen as evidence that H6 is correct. It's safe to say that one of the most important factors in customer brand loyalty in the digital marketplace is how distinctive a brand is. This study agrees with the findings of Su and Chang (2018), who found that consumers are more loyal to brands that stand out from the crowd. According to their findings, distinctiveness of a brand can affect consumer commitment to that brand.

Conclusion

In conclusion, the findings of this research indicate that there are significant positive effect between brand awareness, perceived value, organizational association, and brand uniqueness toward consumer brand loyalty in E-Commerce. The findings of this research have implications for companies to increase customer awareness about their brand, increase the perceived value of the brand for customers to increase loyalty to using E-Commerce applications, build organizational associations such as innovation and up-to-date applications to increase customer trust in the company providing E-Commerce services, and create a unique brand so that it remains different and stands out from other E-Commerce applications.

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