

# **THE IMPACT OF BRAND IMAGE AND PROMOTION ON CUSTOMER LOYALTY**

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## ABSTRACT

Grab indeed is a big company that provide service of ride and food delivery. The question is whether the brand image of Grab with its product Grabfood gain customer loyalty or their promotion reach the customer loyalty or even both variables are influence customer loyalty. Some researches discussed that both variables are influences customer loyalty. On the other hand, there are researches that stated that brand image has no effect on customer loyalty as well as promotion has no impact on customer loyalty. It is important to investigate whether the brand image of Grab and its promotion able to influence the customer loyalty directly without customer satisfaction. Moreover, this study is conducted at Ponorogo regency which few of similar platform compete each other. This study aims to investigate the impact of brand image and promotion on customer loyalty. The method employed in this study is a qualitative method. Multiple regression analysis was used to analyzed the data through SPSS 20 application. The data was obtained using servey questionnaire. The population of this study is 12.422. Therefore, using Slovin technique the sample size of this 99 respondents. The result of this study indicates that promotion partially impacting customer loyalty while brand image partially has no effect on customer loyalty. Meanwhile, simultanously promotion and brand image influence customer loyalty. The level of impact of promotion and brand image are about 53.3% while the rest of it about 46.7% are impacted by other factor excluded from this study. The result of this study is quite strong, therefore, it is important for Grab to take an account on their brand image, since Grab already have an enormous promotion in several platform of media social. Brand image probably could be erupted by the Grab partner (driver) therefore it is important to maintain the relationship with the partner.

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## ARTICLE INFORMATION

### Keywords:

Brand Image, Promotion, Customer Loyalty

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## ABSTRAK

*Grab memang merupakan perusahaan besar yang menyediakan layanan transportasi dan pengiriman makanan. Pertanyaannya adalah apakah citra merek Grab dengan produk Grabfoodnya dapat menciptakan loyalitas pelanggan atau apakah promosi mereka mencapai loyalitas pelanggan, atau bahkan kedua variabel tersebut berpengaruh terhadap loyalitas pelanggan. Beberapa penelitian menyebutkan bahwa kedua variabel tersebut berpengaruh terhadap loyalitas pelanggan. Namun, di sisi lain, ada penelitian yang menyatakan bahwa citra merek tidak memiliki pengaruh terhadap loyalitas pelanggan dan promosi juga tidak berdampak pada loyalitas pelanggan. Penting untuk menyelidiki apakah citra merek Grab dan promosi mereka dapat mempengaruhi loyalitas pelanggan secara langsung tanpa melalui kepuasan pelanggan. Selain itu, penelitian ini*

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## INFORMASI ARTIKEL

### Kata kunci:

Citra Merek, Promosi, Loyalitas Pelanggan

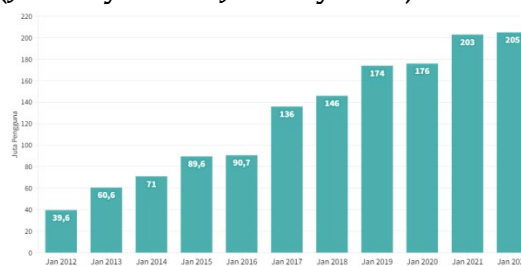
dilakukan di Kabupaten Ponorogo di mana beberapa platform serupa saling bersaing. Penelitian ini bertujuan untuk menyelidiki dampak citra merek dan promosi terhadap loyalitas pelanggan. Metode yang digunakan dalam penelitian ini adalah metode kualitatif. Analisis regresi berganda digunakan untuk menganalisis data menggunakan aplikasi SPSS 20. Data diperoleh melalui kuesioner survei. Populasi penelitian ini adalah 12.422. Oleh karena itu, dengan menggunakan teknik Slovin, ukuran sampelnya adalah 99 responden. Hasil penelitian ini menunjukkan bahwa promosi secara parsial berdampak pada loyalitas pelanggan sedangkan citra merek secara parsial tidak memiliki pengaruh pada loyalitas pelanggan. Sementara itu, secara simultan promosi dan citra merek mempengaruhi loyalitas pelanggan. Tingkat dampak promosi dan citra merek sekitar 53,3%, sementara sisanya sekitar 46,7% dipengaruhi oleh faktor lain yang tidak termasuk dalam penelitian ini. Hasil penelitian ini cukup kuat, oleh karena itu, penting bagi Grab untuk memperhatikan citra merek mereka, karena Grab sudah memiliki promosi yang besar di beberapa platform media sosial. Citra merek mungkin bisa dipengaruhi oleh mitra Grab (pengemudi), oleh karena itu penting untuk menjaga hubungan dengan mitra tersebut.

## 1. INTRODUCTION

Information technology and internet networks have become unavoidable public consumption. Based on survey results, the use of smartphones in Indonesia has increased in the last 2 years. In 2020, the use of smartphones in Indonesia reached 62.84% of the total population in Indonesia, while in 2021 it reached 65.87% of the total population in Indonesia. This means that there is an increase in smartphone usage by 3.03% of the total population in Indonesia.<sup>1</sup> This shows that Indonesians are familiar with the use of smartphones for daily activities.

<sup>1</sup> BPS Indonesia, "Survei Sosial Ekonomi Nasional (Susenas): Persentase Penduduk Yang Memiliki/Menguasai Telepon Seluler Menurut Provinsi Dan Klasifikasi Daerah 2019-2021.," Badan Pusat Statistik, last modified 2022, accessed

**Figure 1. Internet Users in Indonesia (January 2012 - January 2022)**



The graph above shows that in January 2022 the number of people in Indonesia who use the internet reached 205 million, which means 73.7% of the entire population in Indonesia. Internet service users in Indonesia in 2021 were 203 million, which means an increase of 1% in 2022. This means that the trend of internet users in Indonesia is growing

May 27, 2023, <https://www.bps.go.id/indicator/2/395/1/persentase-penduduk-yang-memiliki-menguasai-telepon-seluler-menurut-provinsi-dan-klasifikasi-daerah.html>.

rapidly, which in 2012 only amounted to 39.6 million people.<sup>2</sup>

Meanwhile, Grab is an online transportation in Indonesia that arrived in 2014 along with Uber, while Gojek arrived a year later in 2015. The development of online transportation was quite significant in 2016. In 2018 Grab won the top brand service based on people's choice. The top brand index for Grab continues to increase every year. This also makes Grab continue to develop its services for the needs of the community.<sup>3</sup>

Thus, there are several reasons people choose Grab as an online transportation service. For example, it is easier to use, time efficient, practical, payments can be made in cash and non-cash (through OVO), and there are

discounts from promotions provided by Grab.<sup>4</sup> The most popular service by the public is Grab Food as a food delivery service. This is due to the convenience and practicality of the application so that consumers do not need to queue, just wait at home or at work (Syarwani, 2022).<sup>5</sup>

The question is, whether the brand image of Grab with its product Grabfood gain customer loyalty or their promotion reach the customer loyalty or even both variables are influence customer loyalty. Some researches discussed that both variables are influences customer loyalty.<sup>67</sup> On the other hand, there are researches that stated that brand image has no effect on customer loyalty<sup>8</sup> as well as promotion has no impact on customer loyalty.<sup>9</sup>

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<sup>2</sup> Alif Karnadi, "Pengguna Internet Di Indonesia Capai 205 Juta Pada 2022," *DataIndonesia.Id.*, last modified 2022, accessed May 27, 2023, <https://dataindonesia.id/internet/detail/pengguna-internet-di-indonesia-capai-205-juta-pada-2022>.

<sup>3</sup> Frontier, "Komparasi Brand," *Top Brand Award | Ajang Penghargaan Merek Terbaik Di Indonesia*, accessed May 27, 2023, [https://www.topbrand-award.com/komparasi\\_brand/bandingkan?id\\_award=1&id\\_kategori=6&id\\_subkategori=636&tahun\\_awal=2017&tahun\\_akhir=2023&brand1=Gojek&brand2=Grab](https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=6&id_subkategori=636&tahun_awal=2017&tahun_akhir=2023&brand1=Gojek&brand2=Grab).

<sup>4</sup> Yustina Aryani, "Pengaruh Harga, Kualitas Pelayanan Dan Nilai Pelanggan Terhadap Kepuasan Pelanggan Go-Jek: Studi Kasus Pada Mahasiswa Pengguna Layanan Go-Ride Dan Go-Food Di Universitas Negeri Yogyakarta" (Univesitas Sanata Dharma, 2018).

<sup>5</sup> Ahmad Syarwani, "Pengaruh Promosi, Citra Merek, Dan Tarif Terhadap Loyalitas Konsumen Layanan Pesan Antar Makanan

Melalui Grabfood Di Kota Amuntai" (UIN Antasari Banjarmasin, 2022).

<sup>6</sup> Roni Herison, Muhammad Fachmi, and Inriati Kristi Ismail, "Pengaruh Kualitas Layanan Dan Promosi Penjualan Terhadap Keputusan Pembelian Ulang Pada Jasa Grab Food Di Kota Makassar," *mkop Management Accounting Review (AMAR)* 1, no. 2 (2021): 24–31.

<sup>7</sup> Dewi Fitriani and Ivo Novitaningtyas, "Pengaruh Moderasi Brand Image Terhadap Hubungan Antara Promosi Dan Loyalitas Pada Pelanggan ShopeeFood Di Magelang," *Jurnal Nasional Manajemen Pemasaran & SDM* 3, no. 2 (June 30, 2022): 39–49, <https://journal.jis-institute.org/index.php/jnmpsdm/article/view/704>.

<sup>8</sup> Desya Natalia Harmadi and Alimuddin Rizal, "Pengaruh Citra Merek, Positive Word Of Mouth, Dan Promosi Media Sosial Terhadap Keputusan Pembelian Dessert Box," *Inovator* 11, no. 1 (2022): 26–34.

<sup>9</sup> Ayu Cindy Mardika Sari and Marsudi Lestariningsih, "Pengaruh Promosi Dan Kepercayaan Konsumen Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Aplikasi

Therefore, it is important to investigate whether the brand image of Grab and its promotion able to influence the customer loyalty directly without customer satisfaction. Moreover, this study is conducted at Ponorogo regency which few of similar platform compete each other.

Thus, this study aims to examine the effect of promotion and brand image on Grabfood customer loyalty.

## **2. LITERATURE REVIEW**

Customer loyalty is defined as a person's loyalty to a product, both goods and services, which is indicated by purchasing behavior.<sup>10</sup> Customer loyalty can also be defined as a deep commitment to repurchase or subscribe to a service or product, consistently in the future, thus resulting in repeated purchases of the same brand even though it is influenced by situations and marketing efforts that have the potential to cause actions to move to other parties.<sup>11</sup> So, it can be concluded that customer loyalty is a loyalty of customer to a product in the form of goods or

services characterized by deep feelings, commitment, and support for the product.<sup>12</sup>

Meanwhile, promotion is a company's effort to introduce its products so that customers or consumers are interested in buying them.<sup>13</sup> Promotion is one of the priority components of marketing activities that notify consumers that the company is launching a new product that tempts consumers to carry out purchasing activities.<sup>14</sup> Promotion can also be defined as the last activity of the marketing mix which is very important because most markets are more buyer's markets where the final decision on buying and selling transactions is strongly influenced by consumers.<sup>15</sup> So, promotion is a collection of communications that have a short period of time with the aim of encouraging potential buyers to carry out purchasing activities and can also encourage cooperation between distribution channels.<sup>16</sup>

Promotion is an important variable in marketing (marketing mix).<sup>17</sup> As a

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Shopee (Studi Pada Mahasiswa Stiesia Surabaya)," *Jurnal Ilmu Dan Riset Manajemen (JIRM)* 10, no. 5 (2021).

<sup>10</sup> Jill Griffin, *Customer Loyalty: Menumbuhkan & Mempertahankan Kesetiaan Pelanggan*, trans. Dwi Kartini Yahya (Jakarta: Erlangga, 2012), 16.

<sup>11</sup> Philip Kotler and Kevin Lane Keller, *Marketing Management* (Pearson, 2012), 138.

<sup>12</sup> Fandy Tjiptono, *Pemasaran Jasa: Prinsip, Penerapan, Penelitian* (Yogyakarta: Penerbit Andi Offset, 2014), 364.

<sup>13</sup> Erdani Murdani Nur, "Pengaruh Promosi Dan Kualitas Layanan Terhadap Minat Masyarakat Membayar Zakat," *AL-Muqayyad* 3, no. 2 (December 25, 2020): 130,

<https://ejournal.stai-tbh.ac.id/index.php/al-muqayyad/article/view/183>.

<sup>14</sup> Hermawan Kartajaya, *Hermawan Kartajaya on Marketing Mix* (Bandung: Mizan Pustaka, 2007), 222.

<sup>15</sup> Dwi Ekasari Harmadji et al., *Manajemen Pemasaran Jasa (Konsep Dasar)* (GET Press, 2022), 76.

<sup>16</sup> Dorothea Wahyu Ariani, *Pengantar Bisnis* (Tangerang: Universitas Terbuka, 2022), 8.84.

<sup>17</sup> Imam Haryadi and Fajar Shodiq, "Marketing Mix Kantin Parklatz Unit Usaha Universitas Darussalam Gontor Dalam Meningkatkan Minat Konsumen (Ditinjau Dari Perspektif Islam)," *Journal of Islamic Economics and*

company's business, promotion is proven to have an impact on customer confidence that the products offered can provide appropriate benefits.<sup>18</sup> In addition, promotions are proven to be able to increase sales, which in turn increases company revenue.<sup>19</sup> So, it is not surprising that promotions that can touch customers are able to foster customer loyalty.<sup>20</sup>

On the other hand, brand image is something that consumers or customers remember from a particular product or service.<sup>21</sup> Brand image is also defined as the perceptions and beliefs held by consumers, as reflected in the associations embedded in customer memories, which are always remembered first when hearing a slogan and embedded in the minds of consumers.<sup>22</sup> Thus, brand image describes the extrinsic nature of a product or service including the way in

which the brand tries to meet the psychological or social needs of customers.<sup>23</sup>

Brand image can be measured by the uniqueness of the brand, the ease of the brand to be heard and spoken, and the strength of the value of the product.<sup>24</sup> Brand image is also useful as a means of identifying one product with other similar products, brand image can also be a means for customers to make retention or repeat purchases. In addition, brand image is also able to guarantee customers the quality, price, or benefits that customers get from buying these products.<sup>25</sup>

### 1.2. Previous studies and hypotheses

Various studies have discussed the relationship between brand image and promotion on customer loyalty. Promotions carried out by companies are the company's efforts to offer the

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*Philanthropy* 4, no. 03 (August 22, 2022): 1248, <https://ejournal.unida.gontor.ac.id/index.php/JIEP/article/view/6575>.

<sup>18</sup> Vega Yudhistira and Finisica Dwijayati Patrikha, "Pengaruh Promosi Penjualan Dan Brand Ambassador Terhadap Keputusan Pembelian Dengan Variabel Kepercayaan Sebagai Mediator (Studi Pada Produk Fashion Online Di Surabaya).," *Jurnal Pendidikan Tata Niaga (JPTN)* 9, no. 2 (2021): 1240.

<sup>19</sup> Surianti Surianti, Mukhlis Abbas, and Nurhidayah Nurhidayah, "Pengaruh Promosi Terhadap Peningkatan Penjualan Pada Triple 8 Riverside Resort Kabupaten Soppeng," *Jurnal Ilmiah Metansi (Manajemen dan Akuntansi)* 6, no. 1 (April 28, 2023): 9, <https://journal.metansi.unipol.ac.id/index.php/jurnalmetansi/article/view/177>.

<sup>20</sup> Daniel I Nyoman Renatha Cardia, I Wayan Santika, and Ni Nyoman Rsi Respati, "Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Loyalitas Pelanggan," *E-Jurnal*

*Manajemen Universitas Udayana* 8, no. 11 (November 3, 2019): 6773, <https://ojs.unud.ac.id/index.php/Manajemen/article/view/48462>.

<sup>21</sup> Tjiptono, *Pemasaran Jasa: Prinsip, Penerapan, Penelitian*, 112.

<sup>22</sup> Kotler and Keller, *Marketing Management*, 403.

<sup>23</sup> Dwi Ari Lestari and Nurhadi Nurhadi, "Pengaruh Citra Merek Dan Kualitas Produk Terhadap Loyalitas Merek Produk Kosmetik Wardah Di Surabaya Selatan," *Jurnal Menara Ekonomi: Penelitian dan Kajian Ilmiah Bidang Ekonomi* 7, no. 2 (October 18, 2021): 25, <https://jurnal.umsb.ac.id/index.php/menaraekonomi/article/view/2714>.

<sup>24</sup> Kevin Lane Keller, *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (United Kingdom: Practice Hall, 2015), 78.

<sup>25</sup> Tjiptono, *Pemasaran Jasa: Prinsip, Penerapan, Penelitian*, 112.

products or services provided, in this case food delivery services to consumers.<sup>26</sup> Promotion is proven to have an effect on customer loyalty, namely promotions either with price promotions, discounts, shopping bonuses, or advertising.<sup>27</sup> Moreover, in the food delivery service industry, promotion empirically has a significant impact on customer loyalty.<sup>28</sup> However, there are also studies that state that promotion does not have a significant impact on customer loyalty.<sup>29</sup> Meanwhile, brand image is proven to have an effect on customer loyalty. Several studies have revealed this, such as research conducted by Wahyono et al., (2020) which states that brand image has a significant positive effect on customer loyalty.<sup>30</sup> The same thing was also

revealed by Wandini & Sari, (2023) that brand image partially has a significant positive effect on customer decisions to use the Grab-Food application.<sup>31</sup> Wulandari & Famela, (2019) revealed a similar thing, namely that brand image is able to have a positive and significant influence on consumer loyalty.<sup>32</sup> Therefore, hypotheses in this study formulated as follow:

- H1: promotion has a significant relationship on customer loyalty
- H2: brand image has a significant relationship on customer loyalty
- H3: promotion and brand image has a significant relationship on customer loyalty simultaneously

Based on the hypotheses and the previous studies on the relationship between dependent and independent

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<sup>26</sup> Ni Luh Saras Suratni and Ni Made Dwi Ariani Mayasari, "Pengaruh Promosi Dan Service Quality Terhadap Kepuasan Pelanggan Pengguna Layanan Grab-Food Pada Aplikasi Grab Di Singaraja," *Jurnal Pendidikan Ekonomi Undiksha* 13, no. 1 (June 23, 2021): 53, <https://ejournal.undiksha.ac.id/index.php/JJPE/article/view/32129>.

<sup>27</sup> Harman Malau, *Manajemen Pemasaran Teori Dan Aplikasi Pemasaran Era Tradisional Sampai Era Modernasi Global* (Bandung: Alfabeta, 2017), 103–104.

<sup>28</sup> Putu Laksmi Dewi Rahmayanti and Ni Wayan Ekawati, "Pengaruh Kualitas Layanan Dan Promosi Penjualan Terhadap Kepuasan Dan Loyalitas Pelanggan Menggunakan Online Food Delivery Service Di Bali," *Jurnal Manajemen dan Bisnis Equilibrium* 7, no. 2 (September 30, 2021): 125, <https://www.ojs.unr.ac.id/index.php/Equilibrium/article/view/714>.

<sup>29</sup> Heni Iswati and Novia Indah Lestari, "Pengaruh Display, Promosi Penjualan Dan Kualitas Produk Pada Toko Online Terhadap Loyalitas Konsumen Dengan Variabel

Intervening Kepuasan Pelanggan," *Jurnal Manajemen* 11, no. 1 (March 16, 2021): 28, <https://ejournal.lppmunsera.org/index.php/JM/article/view/2550>.

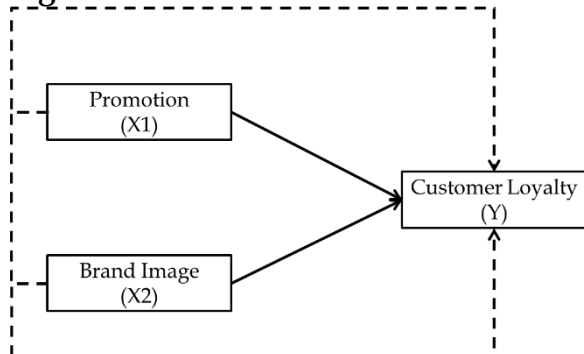
<sup>30</sup> Didik Puji Wahyono, Sulastri Sulastri, and Muhammad David, "Pengaruh Harga Dan Promosi Terhadap Loyalitas Konsumen (Studi Kasus Terhadap Pelanggan Grab Food Pada Mahasiswa STIE KH. Ahmad Dahlan Di Kota Lamongan)," *Jurnal Melati* 34, no. 1 (2020): 127–138.

<sup>31</sup> Dita Wandini and Tika Nirmala Sari, "Pengaruh Promosi Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Grab Dimasa Pandemi Covid 19 (Studi Kasus Pada Mahasiswa Manajemen Potensi Utama)," *Jurnal Visi Manajemen* 9, no. 1 (January 26, 2023): 49–59, <https://stiepari.org/index.php/jvm/article/view/252>.

<sup>32</sup> Kartika Wulandari and Fiantika Famela, "Brand Image Grab Terhadap Loyalitas Pelanggan Dalam Pandangan Islam," *Medina-Te: Jurnal Studi Islam* 15, no. 2 (2020): 266–282.

variables, theoretical framework can be form in the picture bellow:

**Figure 2. Theoretical Framework**



**3. RESEARCH METHOD**

This study is an empirical research with qualitative approach and primary data is used in this study. Multiple linear regression analysis was employed to test the data obtained from respondents with the SPSS 20 application. Data was obtained using a questionnaire with a sample technique, simple random sampling.<sup>33</sup> The population of this study was 12,422 students at IAIN Ponorogo, using the slovin formula with an error error of 10%.<sup>34</sup> The calculation of the research sample is as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{12,422}{1 + 12,422 (0.1)^2} = 99.2$$

So, the sample for this study was 99 respondents. In detail the research respondents can be seen in the table below:

**Tabel 1. Respondents Demographic**

Item	Freq.	%
<b>Gender</b>		
Male	21	21.2%
Female	78	78.8%
<b>Ages</b>		
Below 20 Yo	7	7.1%
Between 21-25 Yo	90	90.9%
Above 26 Yo	2	2%
<b>Level of Income</b>		
Below 500k	66	60.6%
Between 500k-1B	24	30.3%
Between 1.1B-2B	5	5.1%
Between 2.1B-3B	1	1%
Above 3B	3	3%
<b>Level of Expense</b>		
Below 500k	60	60.6%
Between 500k-1B	30	30.3%
Above 1.1B-2B	6	6.1%
Above 2B	3	3%
<b>Order Intensity</b>		
1-2 times	88	88.9%
3-4 times	7	7.1%
More than 5 times	4	4%

Based on table 1 above, the research respondents based on male gender were 21 respondents or 21.2% of the total respondents. While the remaining 78 or 78.8% were female. Meanwhile, based on age, 7 respondents or 7.1% of the total respondents were aged between 16-20 years, 90 respondents or 90.9% were aged between 21-25 years, the remaining 2 respondents or 2% of the total respondents were aged 26 years or more. Based on income, the average respondent has a monthly income of 500 thousand rupiah or less, namely 66.7% or 66 respondents and between 500 thousand - 1 million rupiah, namely 24.2% or 24 respondents. Based on expenses, the

<sup>33</sup> Sugiyono, *Metodologi Penelitian Kuantitatif Kualitatif Dan R&D* (Bandung: Alfabeta, 2011), 114.

<sup>34</sup> Muslich Ansori and Sri Iswati, *Metodologi Penelitian Kuantitatif*, 1st ed. (Surabaya: Pusat Penerbitan dan Percetakan UNAIR, 2009).

average respondent has an expenditure of less than 500 thousand rupiah per month, namely 60 respondents or 60.6% of the total respondents and expenses between 500 thousand - 1 million rupiah as many as 30 respondents or 30.3%. Furthermore, on average, 88.8% or 88 respondents order food delivery services 1-2 times a week.

The data that has been collected through a questionnaire survey is then analyzed using multiple regression analysis. In their research, Latif, Haryadi, and Susilo (2021) revealed that regression analysis requires independent variables and dependent variables.<sup>35</sup> In this study, the dependent variable (Y) is customer loyalty, while the independent variables are promotion (X1) and brand image (X2). The dependent variable is the variable that is influenced by the independent variable. Then the regression equation for this study is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Multiple regression test analysis requires a prerequisite test, in this study, the prerequisite test will present the normality test and colinieritas test, for hypothesis testing, partial test (t test) and similtas test (F test) are conducted.<sup>36</sup> Meanwhile, to see how much influence the independent variable has on the

dependent variable, the coefficient of determination test is carried out.<sup>37</sup>

## **4. RESULT AND DISCUSSION**

### *4.1. Result*

To get the expected results, the data was analyzed through prerequisite tests using SPSS 20. The normality test is the first test that must be done to see whether the data obtained is normally distributed or not. The results of the data normality to ensure the normality of the data, the Kolmogorov-Smirnov normality test was conducted. Kolmogorov-Smirnov normality test insignificant or insignificant test values, then the test results must be greater than 0.05. the normality test results can be seen in the table below:

**Tabel 2. Normality Test Result**

<i>Kolmogorov-Smirnov Test</i>	
Item	Unstandardized Residual
N	99
Kolmogorov-Smirnov Z	1.197
Asymp. Sig. (2-tailed)	0.114

Based on table 2 above, it can be seen that the Asymp. Sig. (2-tailed) Kolmogorov-Smirnov test is 0.114 which is greater than 0.05, meaning that the data

<sup>35</sup> Abdul Latif, Imam Haryadi, and Adib Susilo, "Pengaruh Pemahaman Wakaf Terhadap Niat Berwakaf Tunai Jama'ah Masjid Di Kecamatan Kota Ponorogo," *Islamic Economics Journal* 07, no. 01 (2021): 31-44.

<sup>36</sup> Suyoto Arief and Adib Susilo, "Faktor-Faktor Yang Mempengaruhi Pemilihan Model Bagi Hasil Pada Sektor Pertanian Di Wilayah Karesidenan Madiun," *Falah: Jurnal Ekonomi*

*Syariah* 4, no. 2 (August 30, 2019): 206, <http://ejournal.umm.ac.id/index.php/JES/article/view/10091>.

<sup>37</sup> Adib Susilo et al., "The Influence of Service Quality towards Customer Satisfaction on Garuda Airline of Yogyakarta International Airport on Pandemic Covid-19," *Al Tijarah* 8, no. 1 (2022): 6.

in this study is truly normally distributed and can be continued in the next test.

The next prerequisite test is the collinearity test, this test requires the tolerance value of the independent variable to be below 1 and the VIF value of the independent variable to be below 10. The collinearity test results can be seen below:

**Tabel 3. Collinearity Test Result**

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Promotion	.554	1.805
Brand Image	.554	1.805

Based on table 3 above, it can be concluded that there is no collinearity or multicollinearity problem. This is evidenced by the tolerance value which is below 1 and the VIF value which is below 10. So, the data can be tested.

Furthermore, the partial regression test results show that promotion has a positive and significant effect on customer loyalty. Meanwhile, brand image do not have a positive and significant effect on customer loyalty. Partial test results can be seen in the table below:

**Tabel 4. t-Test Results**

Model	Coefficients <sup>a</sup>		t	Sig.
	Unstandardized			
	B	Std. Error		
(Constant)	1.406	1.873	.751	.455
1 Brand_Image	.080	.199	.404	.687
Promotion	.584	.078	7.518	.000

a. Dependent Variable: Customer\_Loyalty

In this study, the t-table value is 1.660, the t-table value is used as a comparison of whether the independent variable affects the dependent variable. If the t-count value is greater than the t-table, and the significance value is smaller than 0.05, it can be said or concluded that the independent variable partially affects the dependent variable. Based on table 4 above, it can be seen that the t-count value of promotion is 7.518 which is greater than the t-table of 1.660

with a significance level of 0.000 which is smaller than 0.05. So, this means that promotion (X1) partially in this study has a positive and significant effect on customer loyalty. Furthermore, the t-count value for the brand image variable (X2) is 0.404 which is smaller than the t-table value with a significance level of 0.687 which is greater than 0.05, meaning that in this study brand image has no positive and significant impact on customer loyalty. Therefore, it can be

concluded that H1 is accepted, namely promotion partially has a significant effect on customer loyalty, while H2 is rejected, namely brand image partially have no effect on customer loyalty.

Furthermore, in the same table 4, the  $\beta$  coefficient value on each variable can be seen. The  $\beta$  coefficient value is used to then compile a multiple linear regression equation. So, the regression equation in this study is as follows:

$$Y = 1.406 + 0.584X_1 + 0.080X_2 + \varepsilon$$

From the regression equation, it can be concluded that the constant value of customer loyalty (Y) is 1.406, which means customer loyalty if it is not influenced by other variables in this study, the value is 1.406. Meanwhile, the promotion coefficient value (X1) is 0.584, which means that if the promotion changes by one unit, customer loyalty will increase by 0.584. Furthermore, the value of brand image (X2) in this study is 0.080, which means that if the brand image changes by 1 unit, then customer loyalty will increase by 0.080.

Meanwhile, simultaneously or together all independent variables affect the dependent variable. The simultaneous test results can be seen in the table below:

**Tabel 5. F-Test Results**

Model	Sum of Squares	df	F	Sig.
Regression	1554.636	2	54.821	.000 <sup>b</sup>
1 Residual	1361.202	96		
Total	2915.838	98		

Based on table 5 above, the F-count value in this study is 54.821 while the F-

table value in this study is 3.09, then, the F-count value is greater than the F-table value and with a significance level of 0.000 which is smaller than 0.05. This indicates that simultaneously promotion (X1) and brand image (X2) have a positive and significant effect on customer loyalty (Y). Finally, the R2 value in this study is shown in the table below:

**Tabel 6. Determination Coefficient Test**

Model Summary <sup>b</sup>			
Model	R	R Square	Adjusted R Square
1	.730 <sup>a</sup>	.533	.523

a. Predictors: (Constant), Promotion,

Brand\_Image

b. Dependent Variable: Costumer\_Loyalty

From table 6 above, it can be seen that the value of R is 0.730, which means that the relationship between the independent variables, namely promotion (X1) and brand image (X2) on customer loyalty (Y) is quite strong, which is more than 0.6 or close to 1. Meanwhile the value, R2 in this study is 0.533 which mean that the variable promotion (X1) and brand image (X2) affect the customer loyalty variable (Y) by 0.533 or 53.3%, while the remaining 46.7% is influenced by other variables not examined in this study.

#### 4.2. Discussion

In this study, it was found that brand image partially had no significant impact on customer loyalty. Brand image is the perceptions and beliefs held by consumers, as reflected in the associations embedded in customer

memory, which are always remembered first when hearing a slogan and embedded in the minds of consumers.

Based on the respondent profile, the average user of this service is between the ages of 21-25 and is in the 7/8 semester at IAIN Ponorogo, which may not need brand image of Grabfood because they have been accustomed to ordering food delivery services from Grabfood since semester 1 or since they started studying at IAIN Ponorogo. Therefore, this may be the reason why brand image did not produce positive and significant results.

Furthermore, the average income of most of the students is IDR 500,000 and below and their expenses are also at the same amount. This allows them to be more frugal and thus avoid ordering food delivery services. This is also coupled with the average student using food delivery services only 1-2 times a week. Therefore, they think less about brand image than other variables to use food delivery services. In addition, it is important to note that customer loyalty is a complex phenomenon that can be

influenced by many factors, and further research may be needed to fully understand the relationship between brand image and Grabfood customer loyalty. So, it can be concluded that the consumption behavior of IAIN Ponorogo students is in accordance with Islamic consumption behavior, namely consumption based on quantity, priority needs,<sup>38</sup> social principles and environmental aspects.<sup>39</sup>

The results of this study are in line with Mardika Sari and Lestariningsih (2021) also found that promotion has no significant effect on customer loyalty.<sup>40</sup> The same thing was revealed by Noviandari (2019) who found that promotion partially had no effect on customer loyalty.<sup>41</sup> On the other hand, this research contradicts the results of Muna's research (2023) which states that promotion has an effect on buying interest.<sup>42</sup> The results of this study are also in line with the research of Deisy, Lopian & Mandige (2018) which reveals that brand image or brand image has no positive and significant effect on the

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<sup>38</sup> Diva Rafifah Mutiara Muhammad, "The Effect Experiential Marketing Of Online Business On Consumption Behavior In Muslim Communities," *Journal of Islamic Economics and Philanthropy* 5, no. 2 (March 6, 2022): 77, <https://ejournal.unida.gontor.ac.id/index.php/JIEP/article/view/5784>.

<sup>39</sup> Achmad Fajaruddin and Diva Rafifah Mutiara Muhammad, "The Effect Experiential Marketing of Online Business on Consumption Behavior in Muslim Communities," *Journal of Islamic Economics and Philanthropy* 4, no. 02 (May 6, 2021): 1146, <https://ejournal.unida.gontor.ac.id/index.php/JIEP/article/view/6357>.

<sup>40</sup> Sari and Lestariningsih, "Pengaruh Promosi Dan Kepercayaan Konsumen Terhadap

Loyalitas Pelanggan Melalui Kepuasan Pelanggan Aplikasi Shopee (Studi Pada Mahasiswa Stiesia Surabaya)."

<sup>41</sup> Indah Noviandari, "Pengaruh Citra Merek, Promosi Dan Harga Terhadap Loyalitas Konsumen Dalam Pembelian Shampoo Sunsilk Di Wilayah Gadel Tandes Surabaya," *EKONOMIKA45: Jurnal Ilmiah Manajemen, Ekonomi Bisnis, Kewirausahaan* 7, no. 1 (2019): 53-59.

<sup>42</sup> Izzatul Muna, "The Influence of Advertisement and Financial Capability on Purchase Intention at La Royba Mart," *Journal of Islamic Economics and Philanthropy* 6, no. 1 (March 4, 2023): 70-83, <https://ejournal.unida.gontor.ac.id/index.php/JIEP/article/view/9280>.

decision to buy Samsung cellphones in Manado.<sup>43</sup> Prabowo, Indriyaningrum, & Setyani (2020) stated that the Adidas brand image has no positive and significant effect on consumer purchasing decisions.<sup>44</sup> In addition, Harmadi and Rizal (2022) revealed that brand image does not have a significant relationship with the decision to buy a Dessert Box.<sup>45</sup>

On the other hand, promotion found significantly affects customer loyalty as expected. Since, the promotion of Grabfood is quite massive in several social media such as youtube, instagram, and other internet access the customer seems to be interested to order what they desire through Grabfood services while at the same time they can sit at home, or at work places and the food would delivered to their places.

Based on the demographic pattern, that on average the level of income of the

customer are below 500k Rupiah as well as their level of expenses below 500k Rupiah. Means promotion would affects their intention to order. Especially, for discount promotion or pricing promotion that definitely would engendering customer loyalty.

This result is inline with the result of Khairawati (2020) which argued that promotion would affect customer satisfaction as well as customer loyalty.<sup>46</sup> This research also Sutani & Mayasari (2021) found that promotion has a positive impact on customer loyalty.<sup>47</sup> Furthermore, Rahmayanti & Ekawati (2021) also found that promotion significantly affecting customer loyalty.<sup>48</sup> On the other hand, this research is contradict with Iswati & Lestari (2021) which stated that promotion give no effect on customer loyalty.<sup>49</sup> Mardika Sari, & Lestariningsih (2021) also found

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<sup>43</sup> Malonda Deisy, S.L.H.V Joyce Lopian, and Yunita Mandagie, "Analisis Citra Merek, Harga Produk Dan Kualitas Terhadap Keputusan Pembelian Handphone Samsung Pada Seluruh Gerai-Gerai Seluler Di IT Center Manado," *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi* 6, no. 4 (2018): 2288-2297.

<sup>44</sup> Rokh Eddy Prabowo, Kis Indriyaningrum, and Anggita Dian Setyani, "Pengaruh Citra Merek, Persepsi Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Olah Raga Merek Adidas (Studi Di Kota Semarang)," *Solusi* 18, no. 4 (November 16, 2020): 121-132, <https://journals.usm.ac.id/index.php/solusi/article/view/2846>.

<sup>45</sup> Harmadi and Rizal, "Pengaruh Citra Merek, Positive Word Of Mouth, Dan Promosi Media Sosial Terhadap Keputusan Pembelian Dessert Box."

<sup>46</sup> Salihah Khairawati, "Effect of Customer Loyalty Program on Customer

Satisfaction and Its Impact on Customer Loyalty," *International Journal of Research in Business and Social Science* (2147- 4478) 9, no. 1 (December 30, 2019): 15-23, <https://www.ssbfnct.com/ojs/index.php/ijrbs/article/view/603>.

<sup>47</sup> Suratni and Mayasari, "Pengaruh Promosi Dan Service Quality Terhadap Kepuasan Pelanggan Pengguna Layanan Grab-Food Pada Aplikasi Grab Di Singaraja."

<sup>48</sup> Rahmayanti and Ekawati, "Pengaruh Kualitas Layanan Dan Promosi Penjualan Terhadap Kepuasan Dan Loyalitas Pelanggan Menggunakan Online Food Delivery Service Di Bali."

<sup>49</sup> Iswati and Indah Lestari, "Pengaruh Display, Promosi Penjualan Dan Kualitas Produk Pada Toko Online Terhadap Loyalitas Konsumen Dengan Variabel Intervening Kepuasan Pelanggan."

that promotion has no influence on customer loyalty.<sup>50</sup>

To sum up, this study is justifying previous studies that discussed the effect promotion and brand image on customer loyalty.

## **5. CONCLUSION AND IMPLICATION**

Based on the data analysis and discussion above, it can be concluded that partially promotion has a positive and significant effect on customer loyalty, while brand image has no positive and significant effect on customer loyalty. Meanwhile, simultaneously promotion and brand image have a positive and significant effect on customer loyalty. The magnitude of the effect of price, promotion, and brand image on customer loyalty is 0.533 or 53.3% while the remaining 46.7% is influenced by other variables not examined in this study.

The result of this study is quite strong, therefore, it is important for Grab to take an account on their brand image, since Grab already have an enormous promotion in several platform of media social. Brand image probably could be erupted by the Grab partner (driver) therefore it is important to maintain the relationship with the partner.

In closing, this research certainly still has shortcomings such as no other variables that can be added, for example, service quality and so on. Furthermore, customer loyalty can be built by

providing satisfaction to customers. This could be what influences brand image in order to influence customer loyalty. So, further research can test the existing variables with the dependent variable being customer satisfaction or can also use other methods such as SEM to test satisfaction as an intervening or mediating variable.

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<sup>50</sup> Sari and Lestariningsih, "Pengaruh Promosi Dan Kepercayaan Konsumen Terhadap Loyalitas Pelanggan Melalui Kepuasan

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