International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Effort To Increase Brand Loyalty For Es Teh Indonesia

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Abtract

Brand loyalty includes emotional and rational aspects, where consumers feel an emotional connection and believe that the brand provides the best value. This research investigates the influence of brand image and brand trust on brand loyalty and brand satisfaction by considering brand satisfaction as an intervening variable for the beauty of Indonesian products. The main objective of this research is to analyze the causal relationship between the independent variable and the dependent variable with the presence of an intermediary variable. The main data source for this research is Esteh Indonesia customers. Data was collected from a total of 208 customers throughout Indonesia who are fans of Esteh Indonesia. Meanwhile, the research methodology uses a purposive sampling method and the PLS 3.0 testing tool is used for statistical analysis. The majority of Esteh Indonesia customers in the sample were women (57.2%), aged between 26-35 years (43.3%), had secondary/equivalent education (41.3%), and had a bachelor's degree (49%). Last month, once or twice. The results of this research are as follows: First, brand image only makes a small contribution to brand loyalty. Second, brand image contributes to brand satisfaction. Third, brand satisfaction contributes significantly to brand loyalty. Fourth, brand trust contributes significantly to brand loyalty. Fifth, brand trust contributes significantly to brand satisfaction. Sixth, brand image contributes significantly to brand loyalty through brand satisfaction. Seventh, brand trust contributes significantly to brand loyalty through brand satisfaction.

Keywords**: **Brand Image, Brand Trust, Brand Satisfaction, Brand Loyalty

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INTRODUCTION

The role of MSMEs plays a very important role in the growth of the Indonesian economy. MSMEs play an important role in creating jobs and increasing domestic income. Micro, small and medium enterprises that have a large number of businesses can absorb large numbers of workers, reduce unemployment and improve community welfare. With the large number and distribution of MSMEs throughout Indonesia, this sector has the potential to increase domestic income significantly so that it can support overall economic growth. In various regions in Indonesia, MSMEs are often the backbone of the regional economy. Through the production of local goods and services, MSMEs contribute to strengthening the local economy, encouraging the growth of related sectors, and creating synergy between local economic actors. MSMEs are often places where new innovation and creativity emerge. MSMEs with a more flexible and adaptable structure tend to be better able to respond to market changes and have the potential to produce innovative products and services.

In 2023, the number of MSME economic actors is estimated to reach approximately 66 million people, a very large number. The contribution of MSMEs to Indonesia's Gross Domestic Product (GDP) is 61% or around IDR 9,580 trillion, showing how big the influence of MSMEs is on the country's economic growth. Apart from that, MSMEs also play a role as a workforce absorber, with around 117 million workers or around 97% of Indonesia's total workforce. As seen in the following table 1:

Table 1 MSME data 2020-2023

Year	2020	2021	2022	2023
Number of MSMEs (Million)	64	65.46	65,8	66
Growth (100%)	-2,24	2,28	1,67	1,58

Source: Indonesian MSME data and statistics; / https://kadin.id/

In the highly competitive MSME competition, building and maintaining a positive brand image is very important. A good brand image can influence consumer perceptions of the quality, reliability and value of products and services offered through a brand equity concept. Brand equity is the relationship between brand customers, channels and channels that allows a brand to gain strength, durability and distinctive advantages over

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its competitors, a set of associations and actions of members, companies (Aaker, 2018: 204).

This can increase consumer trust in the brand. High consumer trust increases consumer loyalty to a brand. Consumers tend to choose products and services from brands they trust even if they have other options. Therefore, building strong trust is one of the keys to maintaining market share and increasing competitiveness. Apart from that, consumer satisfaction also plays a very important role. Satisfied consumers will be more loyal and more likely to share positive recommendations with others. Consumer satisfaction can be a mediator that connects brand image, brand trust and brand loyalty. By ensuring consumer satisfaction with the use of their products and services, MSMEs can strengthen their brand image, increase consumer trust, and in turn increase customer loyalty. According to Tjiptono (2020: 38) Brand equity is a collection of assets and liabilities related to brands, names and symbols that provide added value to company or customer products and services

By understanding the relationship between brand image, brand trust, brand satisfaction and brand loyalty, we want to help MSMEs identify the strengths and weaknesses of their marketing strategies. The aim of this research is to find out more about the influence of brand image and brand trust on brand loyalty by using brand satisfaction as a mediating variable for MSMEs in Indonesia. Therefore, it is hoped that this research can contribute to the development of more effective marketing strategies for MSMEs.

In the era of globalization and increasingly fierce competition, MSMEs, especially in the food and beverage sector, must focus on brand image, brand trust, brand loyalty and brand satisfaction to improve the organization's reputation and retain consumers. Attention to a positive brand image can influence consumer perceptions of the quality provided by MSMEs. Brand trust is also a key element in building long-term relationships between institutions, students and parents. On the other hand, brand loyalty and brand satisfaction play an important role in maintaining strong relationships between MSMEs and external parties. According to Aaker (2018: 5) brand equity consists of four dimensions which can be used as indicators to measure and evaluate brand equity. This consists of: 1. Brand awareness, refers to the ability of potential buyers to recognize and remember a brand as part of a product category certain; 2) Perceived quality, can be defined as the customer's perception of the overall quality or superiority of a product compared to consumer expectations. In other words, perceived quality is a consumer's overall response to an entire product or service line with the expectation of good value;

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3) Brand Association, is every impression that appears in the minds of customers or potential customers and is associated with memories of the brand. Whether this bond is strong or not is based on the amount of experience and what is seen which becomes the material for communication; 4) Brand Loyalty, is a measure of consumer loyalty to a brand. Brand loyalty refers to how strong a consumer's relationship is to a brand compared to other brands.

Esteh Indonesia Franchise is a term that refers to a franchise system where a company or individual can obtain the right to run an iced tea drink business in Indonesia with an established brand. In this model, the franchisee (franchisee) pays royalties to the brand owner (franchisor) for use of the brand, recipes, marketing support, operational advice, etc. The Esteh Indonesia franchise offers business concepts that have proven to be successful, such as standard menus, operational procedures and training support for new franchisees. By capitalizing on the popularity of iced tea drinks in Indonesia, this franchise could be an attractive business opportunity for entrepreneurs who want to enter the Indonesian beverage and food industry without starting from scratch.

Esteh Indonesia was founded in 2018 with Haidhar Hibatullah Wurjanto, Dihya Nur Rifqy, Aussie Andry and Edwin Widya as founders. Esteh Indonesia initially sold in Kemang village and the Blok M area using only a 1 x 2 meter stall. The products sold at that time were only sweet iced tea, lemon iced tea, lychee iced tea, milky iced tea and Thai tea. In mid-2019, Esteh Indonesia finally succeeded in opening a branch in Pandu Raya Bogor, changing the concept from previously independent sales to a take-home branch measuring 3x5 meters with 3 employees (https://www.estehindonesia.com/). The background to the establishment of the Esteh Indonesia Franchise involves a combination of several factors. First of all, Esteh drink is one of the drinks that is very popular in Indonesia, because of the abundant availability of tea and the tropical weather which tends to be hot all year round.

Esteh Indonesia finally decided to open up this business opportunity with a partnership concept which was approved in September 2019. In 2020, Esteh expanded from a total of 3 branches to 20 branches (https://beritausaha.com/). The franchise concept offers an opportunity for entrepreneurs who want to capitalize on the popularity of these drinks by utilizing existing trademarks and operational systems that have proven successful. The growth of the food and beverage industry in Indonesia has also created high demand for various types of franchises, including the Esteh franchise. Indonesian people also tend to like familiar traditional drinks such as Esteh, so this franchise concept has strong market potential. Apart from that, with innovation in Esteh's presentation, such

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as adding flavor variants, choosing organic ingredients, or environmentally friendly packaging options, the Esteh Indonesia franchise can remain competitive in this increasingly growing market. Finally, the success of several Esteh brands which have previously become franchises in Indonesia can also be an encouragement for prospective entrepreneurs to choose this proven business model. Thus, the background of the Esteh Indonesia franchise includes a combination of beverage popularity, strong market demand, and attractive business profit potential.

Apart from that, Esteh Indonesia has also partnered with well-known online retailers such as ShopeeFood, GrabFood and GoFood to analyze the extraordinary power of consumers in online sales. If in 2020 there were only around 20 outlets, then as of January 2022 the number of Esteh Indonesia outlets will be more than 500. The outlet locations are spread across various cities in Indonesia. Store locations are spread across various cities in Indonesia (https://entrepreneur.bisnis.com/). The outlet concept has become simpler and more elegant, but still has a very strong brand character. In the following year, Esteh Indonesia became increasingly known for its many collaborations with big brands, influencers and well-known Indonesian artists, and the demand to be part of it continued to increase.

Esteh Indonesia offers various tea flavors, which meet the tastes of various consumers, from original tea to tea with a mixture of fruit and spice flavors. The use of high quality raw materials guarantees the freshness and authentic taste of the tea, giving a positive impression of the product. Esteh Indonesia has an attractive and easily recognizable logo and packaging design, with bright colors that depict freshness and cheerfulness. An effective and memorable slogan can help strengthen a brand image in the minds of consumers. Friendly and efficient service at each outlet helps create a positive experience for customers. The availability of outlets in various strategic locations and the ease of purchasing via online platforms increase product accessibility. Esteh Indonesia is active on various social media platforms, using creative and interactive content to communicate with customers. Organizing promotions and special events that attract public attention and increase customer engagement. Commitment to continue to innovate in creating new and unique flavor variants. Combining tea drinking traditions with a modern touch that is relevant to the younger generation.

Esteh Indonesia can be categorized as high based on consistent product quality by maintaining stable product taste and quality. Esteh Indonesia builds consumer trust through transparency and honesty by providing clear information and good responses to consumer complaints showing Esteh Indonesia's commitment to customer trust. Positive

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Customer Experience by providing good service and an effective loyalty program strengthens relationships with consumers, open and honest communication. Honest marketing strategies and positive interactions on social media help maintain consumer trust. By continuing to maintain standards, Esteh Indonesia can maintain and even increase the level of brand trust among its consumers, which is very important for long-term loyalty and business sustainability.

We need to analyze the key factors for the success of the Esteh Indonesia franchise. In this research, the influence of Brand Image, Brand Trust on Brand Satisfation, and Brand Loyalty of Esteh Indonesia will be examined.

Brand Image reflects consumer perceptions of the iced tea franchise. This includes factors such as product quality, customer service, and overall impression of the brand. A strong brand image can differentiate a franchise from competitors and persuade consumers to choose that company. A strong brand image helps build an emotional bond between the brand and consumers, which influences purchasing decisions and trust in the brand.

Brand Trust refers to the trust consumers have in an iced tea franchise. This trust comes from consistent product quality, transparency in business practices, and positive customer experiences. When consumers trust this iced tea franchise, they tend to choose it consistently. Consumers tend to be more loyal to brands they trust because they believe the brand will meet their expectations.

Brand Satisfaction refers to the level of consumer satisfaction after consuming a product or using an iced tea franchise service. Positive experiences can increase brand satisfaction, while negative experiences can weaken brand satisfaction. High brand satisfaction drives positive recommendations and customer loyalty. Brand Satisfaction is a subjective evaluation of a customer's experience of a particular brand. When consumers are satisfied with a brand's products and services, they are more likely to choose that brand in the future.

Brand Loyalty refers to the level of customer loyalty to an iced tea franchise. Loyal consumers typically choose products regularly, share recommendations with others, and even become brand ambassadors. Strong Brand Loyalty is valuable because it generates repeat sales and long-term business growth. In the Esteh Indonesia franchise industry, efforts to build and maintain a positive brand image, increase consumer trust, ensure customer satisfaction, and foster brand loyalty are the keys to long-term success.

According to Putri et al., (2019) in their research it was proven that brand communication, Brand Image, Brand Satisfaction, and Brand Trust have a positive and

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significant influence on Brand Loyalty of Teh Pucuk Harum in Surabaya. This is in line with the research results of Diputra and Yasa (2021) that product quality has a positive and significant effect on Brand Image, Brand Trust and Customer Satisfaction. Brand Image and Brand Trust have a positive and significant effect on satisfaction. Satisfaction has a positive and significant influence on customer loyalty. The implications of the results of this research show that product quality turns out to be the main factor in increasing consumer satisfaction, thereby creating a sense of satisfaction and customer loyalty. This shows that the better the product quality, the higher the customer loyalty to buy and use Samsung brand smartphones in the city of Denpasar.

A study on "The Influence of Brand Loyalty and Brand Image on Customer Satisfaction (Susanto et al., 2022) found that there is a significant relationship between Brand Image and Brand Loyalty. Brand Image which has the most dominant influence on customer Brand Satisfaction at PT Telkom Plaza in Makassar. These results are also in line with research conducted by Handayani et al., (2021) which shows the results that your brand image has a positive and significant influence on customer loyalty, customer satisfaction has a positive and significant influence on customer loyalty, and trust has a direct influence on customer loyalty without customer satisfaction as a mediator, Brand image has a direct influence on customer loyalty without customer satisfaction as a mediator for Shopee customers in the Special Region of Yogyakarta. Never before. In the context of customer satisfaction and loyalty, this research offers an empirical research model on the relationship between electronic service quality, trust, brand image, customer satisfaction and customer loyalty for Shopee customers outside the Special Region of Yogyakarta. A strong brand image will have a positive impact on brand loyalty. The results of this research provide a deeper understanding of the importance of brand image and brand trust in building customer loyalty. What is different from research by Bernardo et al., (2020) is that brand image does not have a positive effect on coffee shop brand loyalty in Indonesia. Consumers visit cafes not only to enjoy food and drinks, but also for various experiences. This is confirmed by research from Novi et al. (2019) that brand image does not have a direct positive influence on brand loyalty for The Body Shop Indonesia. This is in accordance with the research results of Tammubua (2021), in his research proving that Brand Trust has a positive and significant effect on Brand Loyalty, while Brand Image does not have a significant effect on Brand Loyalty of Jayapura Open University Distance Learning Program units registered in 2014-2018. Different results regarding brand image from research entitled "The Influence of Brand Experience and Brand Image on Brand Loyalty: Mediator Brand of Trust" conducted by Marliawati and Cahyaningdyah (2020)

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found that brand experience had an effect on loyalty, but brand image showed no effect on loyalty for the Ijjah Shopee collection in Indonesia.

Therefore, this research aims to complement previous research findings by adding the brand satisfaction variable as a mediating variable in the relationship between brand image, brand trust and Esteh Indonesia brand loyalty. It is hoped that this research can provide a valuable contribution to the formulation of marketing and management strategies for MSMEs in the future.

To facilitate understanding of the research carried out, the researcher provides a framework for thinking about the variables to be studied which is shown in the following figure

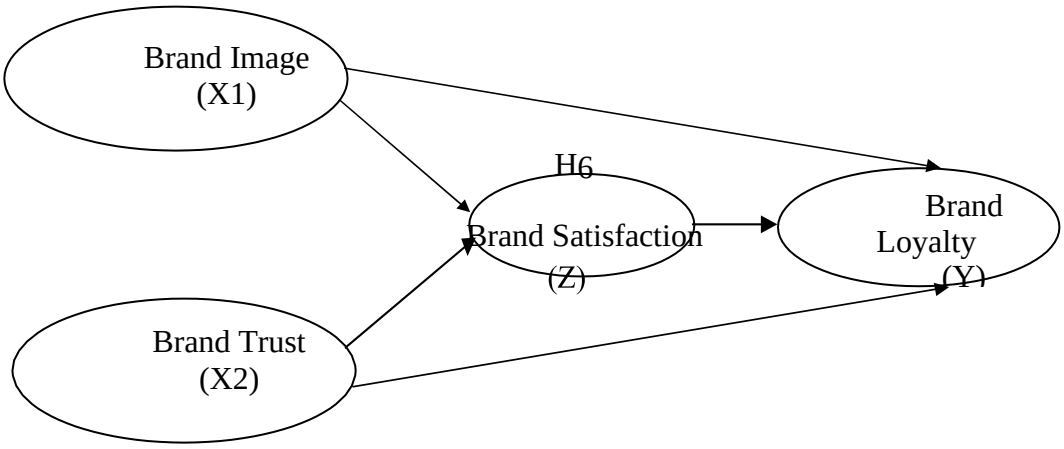


Figure 1. Conceptual Framework

Formulation of the problem

Based on this background, the problem formulation in this research is: How does brand image, brand trust and brand satisfaction affect the brand loyalty of Esteh Indonesia customers. This research provides a deeper understanding of the factors that influence the brand loyalty of Esteh Indonesia customers. Insights for developing more effective marketing and brand management strategies in educational environments.

Through a better understanding of the factors that influence the brand loyalty of Esteh Indonesia customers, this research is expected to provide valuable insights for the development of more effective marketing and brand management strategies in the MSME context.

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Research methods

Primary data collection uses a questionnaire. The process of obtaining this data is obtained directly from first hand, or the main source of the phenomenon being studied. Usually sources will be obtained from primary sources directly, without intermediaries. This primary source means people who directly experienced the event. It is hoped that by distributing this questionnaire we will obtain information that is relevant to the survey objectives and has the highest validity.

Sample Technique

The data collection method used in this research was a questionnaire distributed directly. This survey is a closed survey. This means that respondents' answers are limited by providing predetermined alternative answers.

The questionnaire used is structured and the statements used provide answers that have been prepared in advance and meet standards in terms of language and meaning. In the context of competition between MSMEs, especially in the food and beverage sector, the biggest challenge for Esteh Indonesia customers is maintaining and increasing the number of loyal customers.

Therefore, it is important for MSMEs to understand the factors that influence user brand loyalty, such as brand image, brand trust and brand satisfaction.

This research uses a Likert scale. The Likert scale is a scale used to measure attitudes by showing whether or not someone agrees with a particular event. Five or seven assessment points are used to reveal these two poles (Uma Sekaran, 2006: 31).

RESULTS AND DISCUSSION

Respondent Profile

Most of the respondents were women, a total of 119 people or 57.2%. The main education level is high school/equivalent as many as 86 people or 41.3%. In terms of age, 26-35 is the majority, amounting to 90 people or 43.3%. Approximately 52% of respondents reported purchasing more products per month, approximately 1-2 times, totaling 82 people.

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Outer Model (Measurement Model and Validity Indicators)

Table 2. Outher Model Before Deletion

Indicator Items	Outer Loadings	AVE	Composite Reliability	Cronbach Alpha
Brand Image (X1)				
X1.1	0,431	0,223	0,637	0,407
X1.2	0,528			
X1.3	0,222			
X1.4	0,623			
X1.5	0,372			
X1.6	0,685			
X1.7	0,233			
Brand Trust (X2)				
X2.1	0,660	0,297	0,705	0,528
X2.2	0,647			
X2.3	0,460			
X2.4	0,620			
X2.5	0,490			
X2.6	0,302			
Brand Loyalty (Y)				
Y1	0,584	0,266	0,741	0,605
Y2	0,581			
Y3	0,422			
Y4	0,537			
Y5	0,456			
Y6	0,549			
Y7	0,476			
Y8	0,499			
Brand Satisfaction (Z)				
Z1	0,831	0,434	0,685	0,321
Z2	0,629			
Z3	0,462			

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Convergent validity shows how strongly the construct indicators correlate with each other. According to Hair et al., (2013), an indicator meets convergent validity if the indicator factor loading is greater than 0.5. This means that each metric makes a significant contribution to the composition of what is measured. This factor loading can be seen in the external loading table and shows how strong the relationship between each indicator is and the component of the problem. Reliability refers to the internal consistency of an index that measures a construct. One way to assess reliability is to use composite reliability. A configuration is considered reliable if its combined reliability score is greater than 0.50. This shows that these indicators consistently measure the same construct

Tabel 3.Outer Model After Deletion

Indicator Items	Outer Loadings	AVE	Composite Reliability	Cronbach Alpha
Brand Image (X1)				
X1.2	0,732	0,447	0,707	0,417
X1.4	0,611			
X1.6	0,659			
Brand Trust (X2)				
X2.1	0,703	0,485	0,738	0,469
X2.2	0,741			
X2.4	0,641			
Brand Loyalty (Y)				
Y1	0,619	0,399	0,724	0,503
Y2	0,607			
Y4	0,725			
Y6	0,563			
Brand Satisfaction (Z)				
Z1	0,798	0,611	0,758	0,363
Z2	0,765			

Results of Inner Weight

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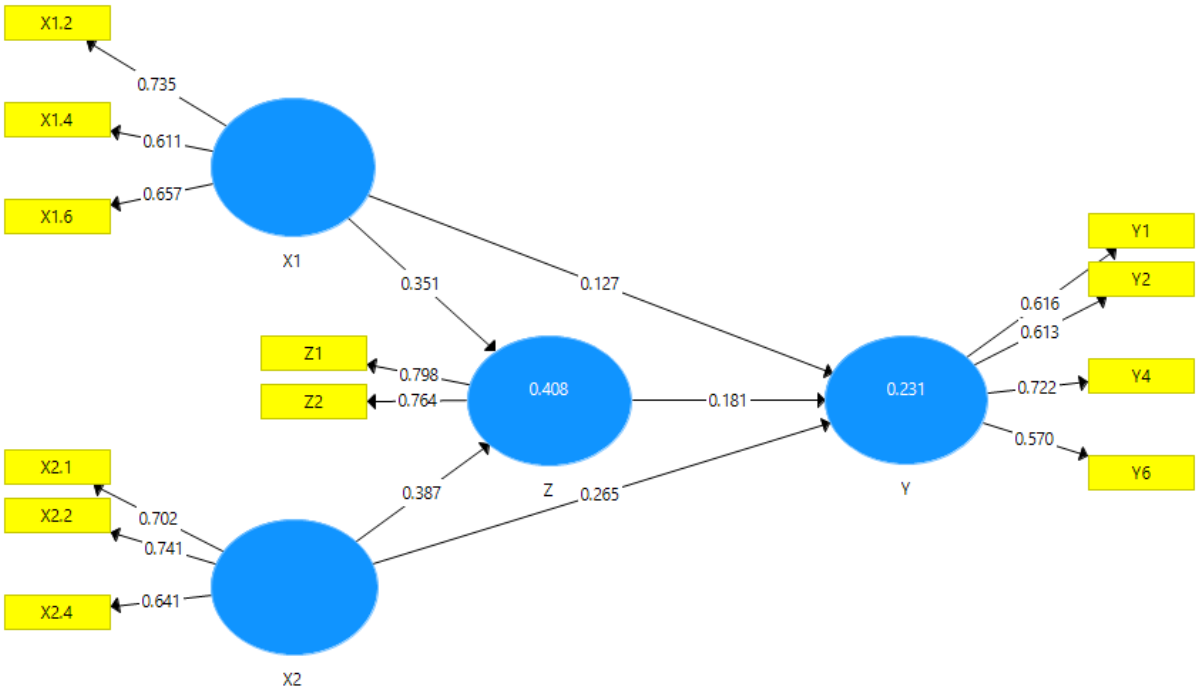


Figure 2. PLS Models

Inner Model (Structural Model Testing)

Table 4 R Square

	R Square	R Square Adjusted
Brand Loyalty (Y)	0,230	0,218
Brand Satisfaction (Z)	0,409	0,403

R2 (Brand Satisfaction) value = 0.409. This can be interpreted to mean that the model is able to explain the phenomenon/problem of Brand Satisfaction by 40.90%. Meanwhile, the remainder (50.10%) is explained by other variables (apart from the Brand Image and Brand Trust variables) which have not been included in the model and are errors. This means that Brand Satisfaction is influenced by the Brand Image and Brand Trust variables by 40.90%, while 50.10% is influenced by variables other than the Brand Image and Brand Trust variables.

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The R2 (Brand Loyalty) value = 0.230, this can be interpreted that the model is able to explain the Brand Loyalty phenomenon/problem of 23.00%. Meanwhile, the remainder (77.00%) is explained by other variables (apart from the Brand Image, Brand Trust and Brand Satisfaction variables) which have not been included in the model and have errors. This means that Brand Loyalty is influenced by the Brand Image, Brand Trust and Brand Satisfaction variables by 23.00%, while 77.00% is influenced by variables other than the Brand Image, Brand Trust and Brand Satisfaction variables, Predictive Relevance (Q^2) or Q-Square measures how well the observation values produced by the research model are. The Q-Square (Q^2) value ranges from 0 to 1. A model with predictive validity must have a Q-Squared value greater than 0 (Sholihin and Ratmono, 2020: 55). The closer the value to 1, the observation value produces a better model. On the other hand, approaching a value of 0 will produce a model that is not good. Apart from that, according to Ghozali and Lathan (2012), the criteria for strong and weak models are based on the Q-Square value, namely 0.35 (strong model), 0.15 (moderate model), 0.02 (weak model). The results of this Q-Square calculation are based on known results using warpPLS 6.0 software, namely 0.425

The Q-Square value using the Stone-Geisser Q Square Test formula is as follows (Ghozali, 2016):

$Q2 = 1 – (1 – R12) (1 – R22)$

$Q2 = 1 – (1 – 0.409) (1- 0.230)$

$Q2 = 0.5449$

The Q-Square value of 0.5449 shows that the model's predictive relevance is 54.49% and the remaining 45.51% is explained by other variables outside this research model and a value of 0.5449 is categorized as a strong model, so this research model is suitable for use for testing. hypothesis.

Next, you can see the path coefficient in the inner model.

RESULTS OF INNER WEIGHT

Direct Effect Hypothesis Testing

Table 4 Path Coefficients

Direct Influence	Coefficient	T satistics	P Values	Information
Brand Image -> Brand Loyalty	0,110	1,400	0,162	Not significant

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Brand Image -> Brand Satisfaction	0,354	5,029	0,000	Significant
Brand Satisfaction -> Brand Loyalty	0,187	2,442	0,015	Significant
Brand Trust -> Brand Loyalty	0,271	3,290	0,001	Significant
Brand Trust -> Brand Satisfaction	0,385	6,114	0,000	Significant

Based on the results of the path analysis presented, several things can be concluded regarding the influence of the Brand Image (X1) and Brand Trust (X2) variables on Brand Loyalty (Y) and Brand Satisfaction (Z). The following is a summary of the results and detailed explanation:

Influence of Brand Image (X1)

1. Brand Image (X1) to Brand Loyalty (Y)
   - Path Coefficient: 0.110
   - P Values: 0.162

- Conclusion: Brand Image (X1) has a positive but not significant effect on the Brand Loyalty (Y). This is indicated by the larger P Values of 0.162 of the value α = 0.05 (5%), so this effect cannot be considered significant statistically. when negative publicity occurs regarding a brand's performance or value, it can damage consumer trust and, in turn, reduce their loyalty. Performance negative publicity influences the brand's functional attributes more, while value negative publicity influences the conformity of the brand image with consumers' self-identity. Both types of publicity can significantly reduce brand trust and loyalty

2. Brand Image (X1) to Brand Satisfaction (Z)
   - Path Coefficient: 0.354
   - P Values: 0.000

- Conclusion: Brand Image (X1) has a positive and significant effect on the Brand Satisfaction (Z). The P value of 0.000 is smaller than the α value 0.05 (5%), indicating that this effect is statistically significant. This means that when consumers have a

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positive perception of the brand image, they tend to feel more satisfied with the brand. This relationship is important for companies to understand because a strong brand image can increase customer satisfaction, which in turn can increase customer loyalty and retention

Influence of Brand Satisfaction (Z)

1. Brand Satisfaction (Z) to Brand Loyalty (Y):
   - Path Coefficient: 0.187
   - P Values: 0.015

- Conclusion: Brand Satisfaction (Z) has a positive and significant effect on the Brand Loyalty (Y). The P Values are 0.015 which is smaller than the value of α = 0.05 (5%), indicating that this effect is statistically significant. This means that the higher consumer satisfaction with a brand, the higher their level of loyalty to that brand. This shows the importance of maintaining customer satisfaction to increase brand loyalty

Influence of Brand Trust (X2)

1. Brand Trust (X2) to Brand Loyalty (Y):
   - Path Coefficient: 0.271
   - P Values: 0.001

- Conclusion: Brand Trust (X2) has a positive and significant effect on Brand Loyalty(Y). The P value of 0.001 is smaller than the value of α = 0.05 (5%), indicating that this effect is statistically significant. This means that increasing consumer trust in a brand will increase their loyalty to that brand, emphasizing the importance of strategies to build and maintain consumer trust

2. Brand Trust (X2) to Brand Satisfaction (Z):
   - Path Coefficient: 0.385
   - P Values: 0.000

- Conclusion: Brand Trust (X2) has a positive and significant effect on Brand Satisfaction (Z). The P Values of 0.000 are smaller than the value of α = 0.05 (5%), shows that this effect is statistically significant. This means that the higher consumers' trust in an iced tea brand, the higher their level of satisfaction with that brand. This emphasizes the importance of building trust to increase customer satisfaction

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CONCLUSION

Based on the results of data analysis tests that have carried out Interpretation and Implications, it is concluded that:

1. Although the Esteh Indonesia brand image has a positive influence on brand loyalty, this impact is not significant. However, brand image has a significant influence on brand satisfaction. This shows that improving brand image can increase customer satisfaction and indirectly influence brand loyalty. This means that, in the context of this research, changes in brand image do not directly and reliably influence brand loyalty. The analysis presented shows an interesting relationship between brand image, brand satisfaction, and brand loyalty. Companies should focus on strategies that strengthen their brand image. This includes improving product quality, customer service, and effective brand communications. Therefore, marketing and brand management strategies include efforts to provide a satisfying customer experience and meet or exceed expectations, as well as ongoing efforts to maintain customer satisfaction that foster brand loyalty should be included.
2. Esteh Indonesia brand trust has a significant impact on brand loyalty and brand satisfaction. This highlights the importance of brand trust in building customer loyalty and satisfaction.
3. Brand satisfaction has a significant influence on brand loyalty, this shows that increasing customer satisfaction can directly increase brand loyalty. These results allow companies to focus on strategies that improve brand image and trust, as well as increase overall customer satisfaction and loyalty. Increasing Brand Satisfaction Brand image has a significant impact on brand satisfaction, so companies should focus on strategies to strengthen brand image. This includes improving product quality, customer service, and effective brand communications. This approach allows companies to build strong long-term relationships with customers, ultimately improving business performance and brand sustainability.
4. Brand satisfaction has a significant influence on brand loyalty, this shows that increasing customer satisfaction can directly increase brand loyalty. These results allow companies to focus on strategies that improve brand image and trust, as well as increase overall customer satisfaction and loyalty. Increasing Brand Satisfaction Brand image has a significant impact on brand satisfaction, so companies should focus on strategies to strengthen brand image. This includes improving product quality, customer service, and effective brand communications. This approach allows

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companies to build strong long-term relationships with customers, ultimately improving business performance and brand sustainability.

5. Brand satisfaction has a significant influence on brand loyalty, this shows that increasing customer satisfaction can directly increase brand loyalty. These results allow companies to focus on strategies that improve brand image and trust, as well as increase overall customer satisfaction and loyalty. Increasing Brand Satisfaction Brand image has a significant impact on brand satisfaction, so companies should focus on strategies to strengthen brand image. This includes improving product quality, customer service, and effective brand communications. This approach allows companies to build strong long-term relationships with customers, ultimately improving business performance and brand sustainability.
6. Brand image has a significant indirect influence on brand loyalty through brand satisfaction. This highlights the importance of brand satisfaction as a mediator. Increasing brand image is more effective because it increases customer satisfaction (brand satisfaction), which ultimately increases customer loyalty (brand loyalty). Companies should focus on strengthening their brand image and ensure that this positive image is reflected in customer satisfaction. This can be achieved through effective brand communication strategies, communicating brand values, and improving customer experience.
7. Improve the overall customer experience by focusing on the aspects that shape customer satisfaction and trust. Regularly measure brand satisfaction and customer loyalty to assess the effectiveness of implemented strategies and make necessary adjustments. This allows companies to build strong long-term relationships with customers, improving business performance and brand sustainability.
8. The suggestions given in the context of this research are to further enhance the company's brand loyalty and brand image in terms of direct service, friendly employees, frequently updated service systems and continuous innovation. This survey can be used as a reference and reference material when conducting brand image surveys related to brand loyalty and customer satisfaction on other research themes. Periodically measure Brand Satisfaction and Brand Loyalty to assess the effectiveness of the strategies implemented and make necessary adjustments. In this way, companies can build strong long-term relationships with their customers, which will improve business performance and brand sustainability

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