The Influence of Brand Awareness and Brand Image on Customer Loyalty in Purchasing Domestic & International Flight Tickets: Case Study on Antavaya Bali

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ABSTRACT

Brand awareness and brand image are essential for the business world because they can attract and make customers want to buy and use products or services owned by a company in maintaining and increasing customer loyalty. This research was conducted at Limited Company (Perseroan Terbatas/PT) of Anta Express Tour & Travel Service Branch Office Bali (Antavaya Bali), with the problems that occur, namely the price of flight tickets which are increasingly expensive during the pandemic to endemic. Still, the interest in traveling by plane is very high. This study aims to analyze the effect of brand awareness and brand image on customer loyalty at Antavaya Bali, which is analyzed using the Statistical Program for Social Science (SPSS), the type of data needed by researchers using quantitative data types. The sample used in this study was customers who purchased domestic and international flight tickets at Antavaya Bali, with questionnaires distributed to 397 respondents who were the research sample at Antavaya Bali. The sampling technique is non-probability sampling with a purposive sampling approach. The results of this study indicate that brand awareness and brand image simultaneously have a positive and significant effect on customer loyalty at Antavaya Bali.

KEY WORDS: Brand awareness; Brand image; Customer loyalty

INTRODUCTION

Tourism is a field that is experiencing rapid development in Indonesia. This rapid development has resulted in new destinations popping up in several regions of Indonesia, which aim to increase the number of tourist visits. Thus, each part tries to bring tourists to its area in various ways, from publicizing its regional tourist attractions and local crafts to organizing tourism events. One of them is Bali which is one of the areas in Indonesia that can bring many tourists to Indonesia. The role of the tourism industry as an economic driver can be felt and seen by the public as one of Indonesia's most prominent foreign exchange earners. The development of this industry is accelerated by the process of globalization and developments in terms of technology (Putri et al., 2021). One industry that is currently developing is the aviation industry. Each airline has a variety of ways to get customers.

The COVID-19 pandemic, which has been running for two years with various aviation policies and COVID-19 regulations in an area or country that is constantly changing, makes people discourage their desire to travel. During the transition from a pandemic to an endemic situation, the movement of tourist travel has slowly increased. (Sjuchro et al., 2022) This can show that people have a very high desire to travel. Since seeing this, travel agents have started to reopen their companies by calling back their employees working from home (Work From Home) or who have had their contracts terminated due to the impact of cutting employees during the COVID-19 pandemic.

In early 2022, international flights will be reopened following several regional or country policies. The impact of reopening during this transitional period, flight ticket prices increased by up to 15% from the previous price. Even though prices are growing, people want to travel domestically or internationally by plane. Travel agents are now back to serving customers in booking flight tickets with the same trust as before the COVID-19 pandemic. This is based on the demand for booking airline tickets increasing significantly. Essential steps in serving

customers need to be considered, such as pricing, payment systems, and travel insurance are crucial things that must be offered to customers.

Travel agents who offer a variety of tourism products, especially flight tickets, are experiencing increasingly fierce competition during the transition from the COVID-19 pandemic to the endemic. In this situation, people will choose flight services at relatively low prices. This requires business actors to always have the right marketing strategy to survive and develop. (Rijal et al., 2021)An essential step in dealing with a company with intense business competition, namely in providing prices, payment systems, and travel insurance that can make the company able to adapt to developing business conditions. Brand relevance is essential for companies (Andersson et al., 2018).

Strategy is a plan developed by a company with long-term goals that will improve the quality of the company. One of these companies, namely PT. Anta Express Tour & Travel Service (Antavaya) provides various travel services. At the beginning of this transition period, Antavaya had a marketing strategy created to overcome external problems and retain its customers by providing payment services for purchasing tourism products to offer special prices for its customers. This aims to build brand awareness and brand image, which has a significant role in the business world because it can attract customers to buy and use the products or services offered by the company. Customers will also more easily decide to buy a product or service if they have a good experience so that they can form a strong brand image in the minds of customers.

The stronger the brand awareness and brand image, the more it helps the company survive and compete with other companies. Competition in the travel agent business is currently very tight because Online Travel Agents (OTA) are the main competitors of conventional travel agents. This is caused by similar products, such as flight tickets, that can affect sales. In current conditions, brand awareness and brand image influence are needed to increase customer loyalty to a particular brand (Andjarwati & Chusniartiningsih, 2018). In expanding the product value of a company, brand awareness and brand image are needed to convince customers to buy products repeatedly.

Antavaya Bali is a conventional travel agent that people know well. So, the company needs to pay attention so customers can be loyal to Antavaya Bali. Several factors, such as sales methods, flight ticket pricing, and flight information, can influence Antavaya Bali's customer loyalty. The decline in flight ticket purchases from 2019-2021 has resulted in business constraints due to many flight cancellations during the COVID-19 pandemic. Thus, there are many requests for refunds from customers, resulting in a buildup of work for employees from Antavaya Bali and waiting for confirmation from the airline in processing flight ticket refunds. Then another problem lies in the increase in ticket sales during the transition from a pandemic to an endemic period with increasingly high airfare prices. In addition, the change in the logo from Antavaya Bali is the focus of attention, because the logo is an attraction for consumers to recognize and remember a company.

The problems experienced by Antavaya Bali can have an impact on brand image and reduce the company's brand awareness. A company usually uses marketing strategies to improve brand awareness and enhance the brand image to get the desired profit. This study aims to determine the effect of brand awareness and brand image on the purchase of domestic and international flight tickets at Antavaya Bali on customer loyalty partially or simultaneously.

According to Kotler on Andriani (2019), marketing is an organizational function and a series of processes for creating and delivering value and communication to customers to manage relationships with customers that benefit the organization or stakeholders. In discussing the definition of marketing, several experts in the field of marketing have different opinions, according to the point of view of the producer to the consumer of an item or service that is offered at the right time and at a price that is adjusted to the ability of the consumer.

Marketing management is the process of setting marketing objectives for a company or organization, taking into account market resources and opportunities, planning and implementing activities to meet goals, and being able to measure achievement (Basu, 2014). Marketing management is demand management. According to Basu in the book "Marketing Management" (2014), marketing management is planning, implementing, supervising, or controlling marketing activities to achieve organizational goals efficiently and effectively. In learning about the world of marketing related to a product, what needs to be considered is the "brand" that will be used. The brand has become an essential element. When looking at the success factors of a marketing organization's brand, both companies that produce products or goods and service providers, it can be seen that the brand has become an icon globally and locally. This strategy is essential in

developing the company's market. A brand's global or local identity is reflected very well in marketing communications efforts such as advertising. According to Putri et al., (2021), a brand is a product identity that functions as a differentiator.

Brand awareness is the first stage of a good brand strategy because potential consumers can't choose a product or brand if they do not know the existence of the product or brand. According to Putri et al., (2021), brand awareness is the ability possessed by consumers to recognize a product or service being offered. Sulistiyo on Adriani (2019) states that brand awareness is the initial stage in building a product brand. Brand awareness can be related to the strength of the impression held in a memory embedded in the customer's ability to remember or recognize a brand in different situations. Brand awareness can be created by increasing brand familiarity through repeated exposure so consumers know the brand (Keller on Armawati et al., 2014). Brand awareness can be achieved if the brand is at the top of the minds of consumers (Tantra et al., 2022). Consumers tend to interact with brands they like.

Recognition of a brand will be involved in getting the identity of a name and connecting it with the category of product types. Aaker on Wijaya et al. (2021) divides brand awareness into four stages called The Awareness Pyramid, which include the following: unaware of the brand, brand recognition, brand recall, and top of mind. In the first stage, unaware of the brand, the consumer is not yet aware of the existence of the brand in question. The next stage is brand recognition, the awareness stage of consumers who have started to know the brand and know the characteristics of a brand. The third stage, brand recall, is a consumer's stage in recalling a brand that appears in his mind when asked and confronted with several brands. Finally, top of mind is the consumer stage that has made the related brand the first choice. Figure 1 shows the form of The Awareness Pyramid of brand awareness.

Figure 1. The Awareness Pyramid

Keller on Syahriah Sari et al. (2021) and (Sunaryo & Sudiro, 2017) states that four indicators can be used in determining how much consumer awareness of a brand, as follows: (1) Recall, namely how many consumers can remember when asked about a brand. (2) Recognition, namely how far consumers can recognize a particular brand. (3) Purchase, namely how much consumers will enter into a brand as a choice when buying a product or service (4) Consumption, namely how many consumers are still considering when using products or services from competing brands.

However, according to Keller on Wijaya et al. (2021) and (Burhani & Afiq, 2020), brand awareness has two main components, including brand recognition, namely the ability of consumers to recognize a brand when given indications about the brand in question as well as brand recall, namely the ability of consumers to bring up a brand from a memory that is triggered from a sense of satisfaction, category, to situation.

Brand image is a customer's perception of a product or service from a company that is in the minds of customers, with this perception based on personal or other people's experiences, logos, slogans, and symbols that can be depicted by the company (Burhani & Afiq, 2020). According to Kotler and Keller in Putri et al. (2021), an image reflects a brand. Brand image is a set of beliefs, ideas, and impressions a person has about the existence of a brand. Other than that, brand image is the reason for a strong brand by showing a brand's exact point of view. Rangkuti (2014) states that brand image is a series of brand associations formed in consumers' minds. According to Bastian (2020), brand image is a vision and belief embedded in the minds of consumers as a reflection of associations hidden in consumers' memories.

The brand image provides an overview of the extrinsic nature of a brand's product or service to consumers. The function, the image must be able to be conveyed through every existing means of communication. This is done because the company aims to establish a brand as a means of communication in getting a brand image to the company's target consumers (Wijaya et al., 2021). A company can be said to be successful in building a brand on a product or service, and it can be seen from the company providing a good brand image in the minds of consumers. This success can lead to personal judgments or responses given by consumers to a particular brand. Brand image is used to position companies, products, and markets that are connected to consumers. Consumers can make a

Brand image as a point of view or belief in consumer memory.

In general, brand association can be a consumer step in determining loyalty to a brand. The image or association that arises can come from the attributes or characteristics of a product in the form of features that can be seen or can only be felt by the customer, consisting of rational or psychological benefits. Product benefits can arise from gifts with functional, symbolic, and experience-based benefits and consumer attitudes toward the brand. Yoestini and Rahma (2020) state that marketing wars become one of competition between brands, a dominance in the brand competition, with various companies and investors realizing a brand as a valuable asset for the company. According to Tjiptono on Andriani (2019), brand image is an assessment and consumer belief about association and trust in specific brands.

According to Tjiptono (2020), a brand is a name, term, sign, symbol or symbol, design, color, or motion, to a combination of attributes and other products that can provide identity and difference from competing products. Meanwhile, Park and Sinivasan on Armawati et al. (2014) stated that in understanding a brand image well, it is necessary to pay attention to the uniqueness of product characteristics. According to Kotler (Burhani & Afiq, 2020) and (Armawati et al., 2014), indicators for measuring brand image can be carried out as follows: (1) Strength of brand association/familiarity of brand association, namely the advantages of a brand different from some other brands. (2) The uniqueness of brand associations, namely the ability to distinguish one brand from another. (3) Favorability of brand association, namely the ability to choose a preferred and unique brand, with marketers having to carefully analyze consumers in deciding the best position for a particular brand.

Loyalty is a level that customers own, such as a positive attitude and commitment, and tend to make purchases of a brand in the future (Rahmatina et al., 2016). Loyalty can be something about the customer's thoughts on the product. Hasan (2020), customer loyalty is buying regularly and repeatedly. The organization focuses on customer commitment that generates benefits, so consumers can often purchase products with the same brand (Abbas et al., 2021). Not all customers are loyal to see the price of a brand. Some customers act as company followers, which contributes to attracting customers.

Customer loyalty is a commitment that customers own in repurchasing products or services in the future. Customer loyalty can be defined as brand bias and the behavioral reaction of an individual wanting a particular brand over other brands from time to time (Othman et al., 2021). Loyalty is the highest level of customer acceptance of a brand, usually seen in buyer behavior. A study by East et al. (2021) has defined that combining the concept of loyalty with having limited value must be described as a single measure. According to Tjiptono on Oktaviani (2019), customer loyalty is usually associated with repurchasing behavior. Hasan (2019) states that customer loyalty is a person who desires to buy regularly and repeatedly.

Customer loyalty is the state of a cheerful consumer about a product or service, accompanied by a consistent pattern of repeat purchases (Oktaviani, 2019). Customer loyalty has a vital role in a company. Retaining customers means increasing profits and the survival of the company itself. This is the main reason for companies to keep customers. A customer is likely to have a sense of loyalty to a brand because the constraints he has are higher by switching brands caused by several technical, economic, and psychological factors influenced by information about other brands. Mainly there are two perspectives of brand loyalty: Behavioral Loyalty and Attiduniaal Loyalty. Behavioral loyalty is a repurchase made by a customer of a similar brand, while Attidunial Loyalty is a customer repurchasing a product without a purchase behavior requirement.

According to Kotler (2019), the concept of customer loyalty can be measured by four indicators that describe positive attitudes and behavior in repeat purchases, as follows: (1) Purchase Intention, namely the customer's perception of the strong desire of a customer to make purchases repeatedly products or services at the same company in the future. (2) Word-of-Mouth, namely customer perceptions that can tell good stories and recommend the company to others. (3) Price Sensitivity, that is, customers are not affected by competing products by rejecting product offers at lower prices from competing companies. (4) Complaining Behavior, namely customer behavior without feeling awkward in submitting complaints to one party from the company in the future.
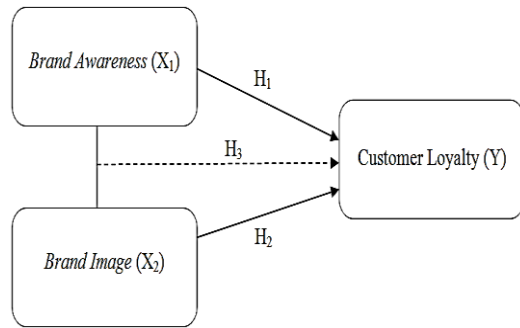
Framework

Figure 2. Framework

Based on the framework above, the hypotheses drawn in this study are as follows:

H_1 : Significant influence between brand awareness on customer loyalty in purchasing domestic and international flight tickets at Antavaya Bali.

H_2 : Significant influence of brand image on customer loyalty in purchasing domestic and international flight tickets at Antavaya Bali.

H_3 : Significant influence between brand awareness and brand image on customer loyalty in purchasing domestic and international flight tickets at Antavaya Bali.

METHODOLOGY

This research was compiled using conclusive research to test the hypothesis and the resulting data relationships by analyzing them quantitatively (Andjarwati & Chusniartiningsih, 2018). The data analysis method in this study uses multiple linear regression methods, which aim to determine the effect of the independent variable (brand awareness & brand image) together on the dependent variable (customer loyalty). All research constructs were measured using a Likert scale with five multi-item points to obtain the domain of each construct. All scales range from 5 (strongly agree) to 1 (strongly disagree). The Likert scale is a development of a rating scale specifically used to measure attitudes, opinions, or individual or group perceptions of the attitudes and treatment of an object (Yanti Pakpahan et al., 2021). This research uses a quantitative approach using a technique that is descriptive statistics.

The population used in this study were customers who purchased domestic and international airline tickets at Antavaya Bali during the 2018-2022 period, which would be used as research objects (respondents) 50.111 people, using the Slovin formula, the sample size specified in this study is 397 respondents, with data collection instruments using a questionnaire. The research was conducted by distributing questionnaires online through Google Forms. Sources of data from this study consist of primary and secondary data. Primary data is collected directly from the research object, while secondary data is obtained through the recording system (Kuncoro on Musyawarah & Idayanti, 2022). The calculation of multiple linear regression analysis in this study will be carried out using the SPSS 22 version 25 program.

RESULT AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Characteristics

Sample Size	Frequency	Percentage (%)
Gender		
Male	227	57,2%
Female	170	42,8%
Total	397	100%
Age		
17 - 20 Years	32	8,1%
21 - 30 Years	87	21,9%
31 - 40 Years	61	15,4%
> 40 Years	217	54,7%
Total	397	100%
Job Profession		
Government Employees	26	6,5%
Self-Employed	232	58,4%
Businessman	68	17,1%
Students	55	13,9%
Others	16	4,1%
Total	397	100%
Income		
< 1.000.000	16	4,0%
1.000.000 - 3.000.000	50	12,6%
3.000.000 – 6.000.000	293	73,8%
> 6.000.000	38	9,6%
Total	397	100%
Considerations in Buying FlightTicket Types		
Domestic	323	81,4%
International	30	7,6%
Domestic & International	44	11,1%
Total	397	100%

Table 1 shows that most of those buying domestic and international flight tickets are male, with as many as 227 people (57.2%). Respondents aged > 40 years (more than 40 years) totaled 217 people (54.7%), with the majority of types of work being self-employed, as many as 232 people (58.4%). The income of most respondents is around 3,000,000-6,000,0000 per month, as many as 293 people (73.8%). Also, the type of aircraft considered by respondents was domestic, with a total of 323 people (81.4%).

Validity & Reliability Test Results

Table 2. Validity Test Results

Validity Test		r_{count}	r_{table}	Information
	$X_{1.1}$	0,862	0,129	Valid
	$X_{1.2}$	0,862	0,129	Valid
	$X_{1.3}$	0,740	0,129	Valid
	$X_{1.4}$	0,880	0,129	Valid
Brand Awareness	$X_{1.5}$	0,737	0,129	Valid
	$X_{1.6}$	0,888	0,129	Valid
	$X_{1.7}$	0,867	0,129	Valid
	$X_{1.8}$	0,787	0,129	Valid
	$X_{2.9}$	0,753	0,129	Valid
	$X_{2.10}$	0,805	0,129	Valid
	$X_{2.11}$	0,735	0,129	Valid
	$X_{2.12}$	0,757	0,129	Valid
	$X_{2.13}$	0,749	0,129	Valid
Brand Image	$X_{2.14}$	0,821	0,129	Valid
	$X_{2.15}$	0,742	0,129	Valid
	$X_{2.16}$	0,757	0,129	Valid
	$X_{2.17}$	0,754	0,129	Valid
	$X_{2.18}$	0,826	0,129	Valid
	Y_{19}	0,743	0,129	Valid
	Y_{20}	0,730	0,129	Valid
	Y_{21}	0,758	0,129	Valid
Customer Loyalty	Y_{22}	0,720	0,129	Valid
	Y_{23}	0,743	0,129	Valid
	Y_{24}	0,730	0,129	Valid
	Y_{25}	0,758	0,129	Valid

Source: Primary Data (2023)

The table above states that the r_{count} value for each statement item is more excellent than r_{table} and is positive from 397 respondents with an alpha of 0.01, obtained from a rtable value of 0.129. So, the indicators of each variable, Brand Awareness (X1), Brand Image (X2), and Customer Loyalty (Y), are valid.

Table 3. Reliability Test Result

Variable	Reliability Coefficients	Cronbach Alpha	Information
Brand Awareness	8 Item	0,935	Reliable
Brand Image	10 Item	0,922	Reliable
Customer Loyalty	7 Item	0,862	Reliable

The table data above shows that each variable has a Cronbach Alpha value > 0.60, so all of the variables in this study can be reliable.
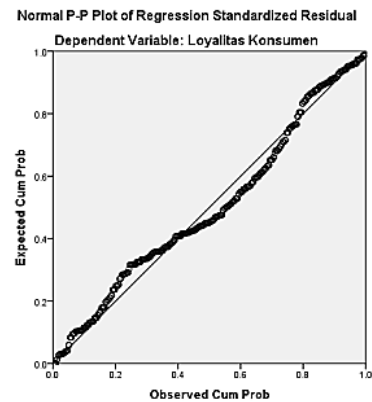
Normality Test Result

Figure 3. P-Plot Normal Test Results

Based on Figure 3, it can be seen that the points spread around the diagonal line towards the endpoint. Thus, the two data used meet the classical assumptions with a normal distribution.

Multicollinearity Test Results

Table 4. Multicollinearity Test Results
Coefficients^a

Model		Colinearity Statistics	
		Tolerance	VIF
1	Brand Awareness	.998	1.020
	Brand Image	.998	1.020

a. Dependent Variable: Customer Loyalty

Based on Table 5, the tolerance value of all independent variables from this study is 0.998 or not less than 0.1, and the VIF value of all independent variables from this study is 1.020 or not more than 10. So, the regression model in this study did not occur or was free from multicollinearity symptoms between independent variables.

Heteroscedasticity Test Results

Table 5. Heteroscedasticity Test Results

	Coefficients					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.216	.769		2.880	.004
	Brand Awareness	-.003	.018	-.010	-.191	.849
	Brand Image	.013	.015	.045	.891	.373

a. Dependent Variable: ABSRES

Based on the table shows that the probability value (Sig.) for each independent variable has a value of for the brand awareness variable 0.849 and a brand image value of 0.373, each of which has a value greater than 0.05. So it can be stated that the regression model does not have symptoms of heteroscedasticity.

Results of Multiple Linear Regression Analysis

Table 6. Results of Multiple Linear Regression Analysis

Model		**Unstandardized Coefficients**		**Standardized Coefficients**	t	Sig.	**Collinearity Statistics**	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.374	1.190		4.515	.000		
	Brand Awareness	.460	.027	.632	16.786	.000	.998	1.020
	Brand Image	.123	.023	.198	5.256	.000	.998	1.020

a. Dependent Variable: Customer Loyalty
Source: Primary Data (2023)

Based on Table 6, which shows the results of processing the data obtained, the multiple linear regression equation can be obtained as follows:

$$Y = 5{,}374 + 0{,}460X_1 + 0{,}123X_2 + e$$

Based on the equation of multiple linear regression analysis, it can be stated as follows:

- A constant value of 5.374 means that if brand awareness (X1) and brand image (X2) have a value of 0, then Customer Loyalty (Y) is 5.374.
- The coefficient $\beta 1$ has a positive value (+0.460), which means that brand awareness positively influences customer loyalty, which means that as brand awareness increases, customer loyalty will increase by 0.460.

- The $\beta 2$ coefficient has a positive value (+0.123), which means that brand image positively influences customer loyalty, which means that as brand image increases, customer loyalty will increase by 0.123.

Based on Table 6, it can be obtained sig. of 0.000, which is smaller than 0.05, the research hypothesis is accepted, and it can be said that brand awareness and brand image have a significant effect on Customer Loyalty in Purchasing Domestic and International Flight Tickets at Antavaya Bali. This is in accordance with research conducted by (Andjarwati & Chusniartiningsih, 2018).

Results of Multiple Correlation Analysis

Table 7. Results of Multiple Correlation Analysis

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.665[a]	.442	.439	3.47446
a. Predictors: (Constant), Brand Image, Brand Awareness				
b. Dependent Variable: Customer Loyalty				

Based on the table 7 show, the test results obtained a correlation value of 0.665. Based on the interpretation of the correlation coefficient, the value of 0.600 – 0.799 indicates the presence at an intense level, so based on the results above, the Brand Awareness (X1) and Brand Image (X2) variables on the Loyalty variable Customers (Y) have a strong positive correlation or relationship.

Determination Coefficient Test Results

Table 8. Determination Coefficient Test Results

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.665[a]	.442	.439	3.47446
a. Predictors: (Constant), Brand Image, Brand Awareness				
b. Dependent Variable: Customer Loyalty				
Source: Primary Data (2023)				

Based on the results of research data processing, it can be seen that the correlation value that occurs between the independent variables and the dependent variable is R = .665a. The value of the coefficient of determination shows that the Adjusted R Square value is 0.439. This means that the influence of brand awareness and brand image is 43.9% on customer loyalty in purchasing Domestic and International Flight Tickets at Antavaya Bali, while the remaining 56.1% (100% - 43.9%) is influenced by other variables that are not included in the analysis of this study.

T-Test Results (Partial)

Table 9. T-Test Results (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.374	1.190		4.515	.000
	Brand Awareness	.460	.027	.632	16.786	.000
	Brand Image	.123	.023	.198	5.256	.000

a. Dependent Variable: Customer Loyalty

a. Dependent Variable: Loyalitas Konsumen
Based on the table above, the following results were found:

- The value of $t_{count} > t_{table}$ of brand awareness variable is (16.786) with sig. $0.000 < 0.05$, then H_{01} is rejected, and Ha_1 is accepted, which means that the brand awareness variable is accepted, so that the brand awareness variable partially has a significant effect on customer loyalty at Antavaya Bali, so the first hypothesis is accepted.
- The value $t_{count} > t_{table}$ brand image variable is (5.256) with sig. $0.000 < 0.05$, then H_{02} is rejected, and Ha_2 is accepted, which means that the brand image variable is accepted, so that the brand image variable partially has a significant effect on customer loyalty at Antavaya Bali, so the second hypothesis is accepted.

F-Test Results (Simultaneous)

Table 10. F-Test Results (Simultaneous)

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	3765.970	2	1882.985	155.981	.000[b]
	Residual	4756.327	393	12.072		
	Total	8522.297	395			

a. Dependent Variable: Customer Loyalty
b. Predictors: (Constant), Brand Image, Brand Awareness

Based on the table of statistical testing of the F-test, it can be obtained that the F_{count} value is 155.981 with a significance level of $0.000 < 0.05$, so H_0 is rejected. This proves a significant influence between Brand Awareness and Brand Image on Customer Loyalty at Antavaya Bali, so the third hypothesis in this study is accepted. The results

of this study are in line with previous research conducted by Khoirunnisa & Marlien (2020) which shows that brand involvement, brand image, and brand awareness have a significant influence on customer loyalty. This research takes reference from this journal, by eliminating the brand involvement variable, to simplify this research.

CONCLUSION

Brand awareness has an overall average value of 3.51 which is included in the good criteria. Based on the T-test (Partial) results, brand awareness significantly affects customer loyalty with sig. $0.000 < 0.05$ then H_{01} is rejected and Ha1 is accepted, so the first hypothesis (H_1) is accepted. The coefficient β_1 has a positive value (+0.460), which means that as brand awareness increases, customer loyalty to Antavaya Bali will increase by 0.460. This explains that the better customers' awareness of a product or company, especially Antavaya Bali, the higher the desire to know more about the company than other companies. Brand Image has an overall average value of 3.84 which is a good criterion. Based on the T-test (Partial) results, brand image significantly affects customer loyalty with sig. $0.000 < 0.05$ then H_{02} is rejected and Ha2 is accepted, so the second hypothesis (H_2) is accepted. The β_2 coefficient has a positive value (+0.123), meaning the brand image increases and customer loyalty to Antavaya Bali will increase by 0.123. This can make the logo of Antavaya Bali easy for customers to remember, which makes one of the strong factors for increasing sales from customer memory of a company-owned logo. Brand awareness and brand image significantly affect customer loyalty with sig. $0.000 < 0.05$ then H_0 is rejected. This is proven through the F test, that simultaneously there is a significant influence between Brand Awareness and Brand Image on Customer Loyalty at Antavaya Bali, so the third hypothesis (H_3) in this study is accepted. Based on these results, it is stated that Antavaya should carry out promotions with an attractive customer approach, as well as respond quickly and positively to customers who come directly (walk in) or communicate online via WhatsApp or telephone to the office address so that customers can make repeated purchases and even invite friends or family to use the services of Antavaya. The company's image remains embedded in the minds of customers.

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