THE INFLUENCE OF BRAND EQUITY OF E-COMMERCE BUSINESS ON CUSTOMER SATISFACTION: A STUDY OF MAKASSAR CITY RESIDENT

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ABSTRACT

The purpose of this research is to examine the influence of Brand Loyalty, Perceived Quality, Brand Awareness, and Brand Association on Customer Satisfaction of E-commerce business both partially and simultaneously on resident of Makassar City. Further purposive sampling technique was used in this research 125 respondents. The analysis tools are Multiple Linear Regression Analysis to determine the relationship between independent variable and dependent variable. The result of the study explained that Brand Loyalty, Perceived Quality, Brand Awareness, and Brand Association of the E-commerce have a significant effect partially and simultaniously to customer satisfaction. Therefore, the research result shows that Brand Awareness is the dominant variable that affects Customer Satisfaction. The result from this study can be applied to marketing strategy for the companies and interested parties for retaining and maximizing Brand Loyalty, Perceived Quality, Brand Awareness, and Brand Association to get a positive effect on the potential consumers that can lead to the fulfillment of Customer Satisfaction.

Keywords: Brand Loyalty, Perceived Quality, Brand Awareness, Brand Association, Customer Satisfaction.

BACKGROUND

Indonesia with its rapid growth on the online retail space has opened up opportunity for the local startup and foreign investment to establish competition on the E-commerce market. The focus of the E-commerce company is on the usage of the mobile device and web design, which are accessible to generate more costumer and continue to grow the market. In addition, the convenience of the cheap mobile phones and Internet for the society helps the E-commerce to keep evolved in Indonesia.

According to the research from E-commerce research Nielsen (2013), the potential costumer of the E-commerce is highly concentrated in capital, Jakarta (which accounted for around 40% of online retail in the third quarter of 2013), Surabaya and Medan with 23% and 11%, respectively. With that research result, bank plays a big role of in bringing down the barriers by offering banking product such as credit card to bridge the payment on the E-commerce. Those create a promising future that the number of costumer of the E-commerce will shift from capital of Jakarta to the smallest city

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among the remote island of Indonesia and contribute to the sales (Nielsen, 2013).

According to Nemat (2011), E-commerce is the use of the Internet and website to perform business transaction. E-commerce enabled transcations between and among organizations and individuals involving information systems under the control of the frim it takes the form of e-business. Nowadays, "e" that stands for "electronic" is emerge in to something important in the daily life and develop digitally to enabled acess for everyone as its integrate different types of commerce and business.

E-commerce in Indonesia and its development is at the peak of the development. Based on the SimiliarWeb (2016) there are 10 most engaged and visited E-commerce in Indonesia and some of the E-commerce that meet thre criteria will be the object of this research. The object of this research are E-commerce business both B2C (Business to Costumer) specifically Lazada, BliBli and Bhinneka and C2C (Costumer and costumer) segment specifically Tokopedia, OLX, Bukalapak, and Kaskus. C2C player provide marketplace as well as ads listing, but in overall C2C is not just providing market place but also generating profit by selling product and service. Trust is one of the essential elements of the E-commerce. B2C (Business to Costumer) segment is not as many as C2C. Nevertheless, the are several running B2C players in Indonesia's E-commerce market. Basically, B2C market is a giant retail with its well managed logistic that sells its product or service online.

Those two segments enable the local Small Medium Enterprise (SME) to market its product through E-commerce platform. That point of view makes the researcher feels interested in examining more about the relationship of the brand equity of the E-commerce business with the costumer satisfaction. According to Schiffman and Kanuk (2007) costumer's satisfaction is defined as the individual perception of the performance of the product or service in relation to his or her expectation.

Despite the promising future of the E-commerce and its potential, there are still obstacles faced by E-commerce business and they have been there for quite a long time. Costumer's satisfaction becomes the true challenge for the E-commerce business since the online based can only sell its product or service virtually so it is hard to measure the costumer's satisfaction. Govindarajan (2007) on his study states that satisfaction is the level of a person's state of feeling which results from the activity of comparing a product's perceived performance or outcome in relation to the person expectations. Prior to the research brand equity dimension can be used as the variable to determine the customer satisfaction.

Based on those explanations, the researcher was interested in observing the correlation among brand equity dimension, Brand Loyalty, Perceived Quality, Brand Awareness, and Brand Association and Costumer's Satisfaction. Thus it is done in order to gain a board and deep understanding of how the E-commerce business can maintain the costumer's satisfaction based on the brand equity in Indonesian's industry in Makssar City. The condition of Indonesia experiencees a huge development on the E-commerce segment with yearly increase of the Internet users and its position as one of the most potential E-commerce market in South East Asia.

LITERATURE REVIEW

E-Commerce

According to Nemat (2011), E-commerce is the use of the Internet and website to perform business transaction. E-

commerce enabled transcations between and among organizations and individuals involving information systems under the control of the frim it takes the form of e-business. Nowadays, "e" that stands for "electronic" is emerge in to something important in the daily life and develop digitally to enabled acess for everyone as its integrate different types of commerce and business. E-commerce sustains a potential growth to attract more costumers in to the promising market. E-Commerce used modern information technology and systems as the median to perform a business transaction via Internet as the fundamental network.

E-commerce is categorized based on the type of relationship between boths sided of commerce they are;

1. Business-to-Business (B2B)
   Business-to-Business (B2B) refers to commerce transcations between businesses, such as between a manufacturer and wholesaler, or between a wholesaler and retailer. In terms of volume, B2B generate much higher transactions than the volume of Business-to-Conusmer (B2C) transactions.

2. Business-to-Customers (B2C)
   Busieness-to-Customers (B2C) refers to activities of business serving end consumers with product and/or services. B2C applies to any business or organization that sells its products or services to consumers over the Interner for its own use it distunguihed between the definitions of E-commerce that refers to all online transactions

3. Customers-to-Customers(C2C)
   Customer-to-Cutomers (C2C) refers to electronic commerce involves the electronically facilitated transactions between consumers through some third party. The third party is in the form of online site that works as

intermediaries to match the consumers.

Brand Loyalty

Loyalty can be defined as the commitment to repurchase superior goods or services in the future, despite competitor's efforts. Costumer commitment is one of the outcomes of an organization, which generates advantages for costumers so that they keep on increasing their purchase from the same organization. From a sales promotion's point of view, costumer's loyalty is established when they are motivated to purchase without any encouragement (Subramaniam et al., 2014). From a consumer's behavior point of view, brand loyalty is defined as the degree to which a consumer consistently purchases the same brand within a product class (Sriram et al., 2007)

There are levels of brand loyalty, where in each levels represent variety of marketing challenge that loyalty can take and how it influences the brand equity. The level is explained by (Keller and Aaker 1992) they are:

1. The first loyalty level is the non-loyal buyer who is completely indifferent to the brand. Each brand is perceived to be adequate, and the brand name plays only a small role in the purchase decision. This buyer can be named a switcher.

2. The second level includes buyers who are satisfied with the product or at least do not show signs of dissatisfaction. These buyers are considered to be habitual buyers

3. The third level consists of those who are also satisfied and, in addition, have switching costs, such as the costs in time or money associated with switching to another brand.

This group represents switching-cost loyal consumers.

4.   On the fourth level consist of those that truly like the brand. This can be supported by the emotional attachment.

Perceived Quality

Perceived Quality can be defined as the costumer's perception of the overall quality or superiority of a product or service to alternatives. Perceived quality cannot necessarily be objectively determined, because perceived quality its self is a summary of construct (Aaker 1991, 85-86).

Lee et al (2010) noted that when consumers perceive the brand to be of high quality, they are more likely to purchase the brand over competing brands, pay a premium price and choose the brand. Therefore, perceived quality is important for the company as it enables the brand to get the premium price, attracts the new costumers and introduces brand extension.

Brand Awareness

Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. A link between class and brand is involved. Brand awareness involves a continuum ranging from an uncertain feeling that the brand is recognized to a belief that it is the only one in the product category (Aaker 1991, 61-62).

A brand that can be easily recalled has a deeper level of brand awareness than one that only can be recognized. The breath of brand awareness concerns the range of purchase and usage situations where the brand element comes to mind. The breadth of brand awareness depends to a large extent on the organization of brand and product knowledge in memory (Keller 2008).

Organizations can generate brand awareness by, firstly having a broad sales base, and secondly becoming skilled at operating outside the normal media channels (Aaker, 1996). Brand awareness is measured in different ways in which consumers remember a brand. Those measurement varieties are:

1.   Brand recognition: It related to consumers' ability to confirm prior exposure to that brand when given the brand a cue. It requires that consumers can correctly discriminate the brand as having been previously seen or heard.

2.   Brand recall: Brand recall relates to consumers' aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. It requires consumers to correctly generate the brand from memory when given a relevant cue.

3.   Top-of-mind brand: This is the brand name that first comes to mind when a consumer is presented with the name of a product classification.

4.   Dominant Brand: The ultimate awareness level is brand name dominance, where in a recall task; most consumers can only provide the name of a single brand. Therefore the challenge facing the marketers is to build awareness and presence both economically and efficiently.

Brand Association

Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and so on that become linked to the brand node (Kotler & Keller 2012).

According to Aaker (1991:272). An association can affect the processing and recall of information, provide a point of differentiation, provide a reason to buy, create positive attitudes and feelings and serve as the basis of extensions. The associations that a well-established brand name provides can influence purchase behavior and affect user's satisfaction. Even when the associations are not important to brand choices, they can reassure and reduce the incentive to try other brands.

Mainly Brand Association can be classified in to three major types they are:

1. The second types of Brand Associations are brand benefits. Benefits are the personal value and meaning that customers attach to the product or service. Benefits can be further distinguished into there categories based on themotivations, those are functio nal benefits, experiential benefits, and symbolic benefits.

2. The first types of Brand Associations are brand attributes. Attributes are those descriptive features that characterize a product or service. Brand attributes itself can be distinguished by relation to product or service performance, those classification are product-related attributes and non-product-related:

3. The third types of brand associations are brand attitudes. Brand attitudes are defines in terms of consumers overall evaluations of a brand. Brand attitudes are important because they are form the basis actions and behavior that consumers take with the brand.

Customer Satisfaction

Customer satisfaction depends on a product's perceived performance in delivering value relative to a buyer's expectations. If the product's performance falls short of the customer's expectations, the buyer is dissatisfied. If performance matches expectations, the buyer is satisfied. If performance exceeds the expectations, the buyer is delighted (Schiffman and Kanuk 2007). Satisfaction is the level of a person's state of feeling which results from the activity of comparing a product's perceived performance or outcome in relation to the person expectations. The satisfaction level differentiates function between perceived performance and expectations (Govindarajan 2007).

HYPOTHESIS

H1: Brand Loyalty has a significant direct affect on Customer Satisfaction

H2: Perceived Quality has a significant direct affect on Customer Satisfaction

H3: Brand Awareness has a significant direct affect on Customer Satisfaction

H4: Brand Association has a significant direct affect on Customer Satisfaction

H5: Brand Loyalty, Brand Awareness, Perceived Quality and Brand Association simultaneously have significant effect on customer satisfaction

H6: Brand Awareness has the most dominant effect on Customer Satisfaction

RESEARCH METHODOLOGY

This research is an explanatory research that explained the relationship between independent variable on dependent variable. This research applied purposive sampling, that the respondets is the resident of Makassar City who everdo

online shopping on the E-commerce platform. The research instument used was a questionnaire were distributed to the 125 respondents in the Makassar City. Item questions in the questionnaire measured by using a likert scale. Instrument research test conduct with validity and reability test, to see that the items in the questionnaire are valid and reliable Classical assumption test also use in this research to see whether the data are normally distributed or not and to know there is a multicollinearity and heterosdascity or not. A Multiple Linear Regression was applied to analyze the data in order to determine the significance of independent variable toward dependent variable partially. Hypothesis Test was applied to see simultaniously and dominant effect of independent variable to toward dependent variable.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

This validity test for all variable in this research had a value for r test > r table.

Table 1.1

Validity Test Result

Variable	Item	r Test	Sig.	r Table	Information
Brand Loyalty	X1.1	0.778	0.000	0.3	Valid
	X1.2	0.848	0.000	0.3	Valid
	X1.3	0.800	0.000	0.3	Valid
Perceived Quality	X2.1	0.649	0.000	0.3	Valid
	X2.2	0.805	0.000	0.3	Valid
	X2.3	0.734	0.000	0.3	Valid
	X2.4	0.734	0.000	0.3	Valid
	X2.5	0.758	0.000	0.3	Valid
Brand Awareness	X3.1	0.703	0.000	0.3	Valid
	X3.2	0.735	0.000	0.3	Valid
	X3.3	0.842	0.000	0.3	Valid
	X3.4	0.834	0.000	0.3	Valid
	X3.5	0.801	0.000	0.3	Valid
Brand Association	X4.1	0.760	0.000	0.3	Valid
	X4.2	0.813	0.000	0.3	Valid
	X4.3	0.736	0.000	0.3	Valid
Customer Satisfaction	Y1	0.777	0.000	0.3	Valid
	Y2	0.849	0.000	0.3	Valid
	Y3	0.829	0.000	0.3	Valid
	Y4	0.780	0.000	0.3	Valid
	Y5	0.626	0.000	0.3	Valid

The realibility test also shows that all variable used in this research has a Alpha coefficient is > 60% significance level, so it can be concluded that the instrument is realiable.

Table 1.2

Reliability Test Result

No.	Variabel	Coefficient Reliability	Information
1	Brand Loyalty (X_1)	0,731	Reliabel
2	Perceived Quality (X_2)	0,787	Reliabel
3	Brand Awareness (X_3)	0,841	Reliabel
4	Brand Association (X_4)	0,656	Reliabel
5	Customer Satisfaction (Y)	0.811	Reliable

Classical Assumption Test

Classical assumptions test is to determine the condition of the existing data used in this research. In normality test, the most fundamental assumption in multivariate analysis is normality, referring to the shape of the data distribution for an individual metric and its correspondence to the normal distribution (Hair *et al*. 2009:70).

Figure 1.1

Normality Test Result

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Y
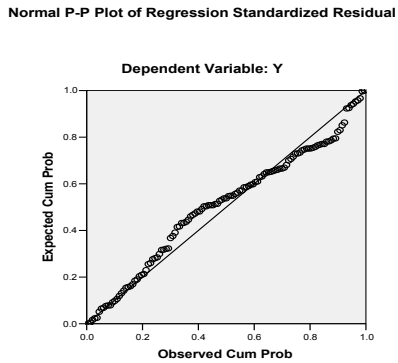
From the figure 1.1 above, it shows that the points spread around the diagonal follow the direction of the diagonal line. Thus, it can be concluded that the regression model is suitable with the assumption of normality.

Multicollinearity test shows also shown below:

Table 1.3

Multicollinearity Test Result

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.624	1.603
	X2	.403	2.481
	X3	.475	2.105
	X4	.520	1.924

VIF value of each variable is less than 10, and it can be concluded that there is no multicollinearity (no relationship between the other independent variables). The tolerance value is also less than 1.

Hypothesis Test Result

According to Hair *et al* (2009:161) multiple regression analysis is a statistical technique that can be used to analyze the relationship between single dependent and several independent variables.

Table 1.4

Multiple Regression Analysis Results

Variables	Standardardized Cofficient Beta (β)	t calculated	Sig.
X1	.176	2.236	.027
X2	.213	2.168	.032
X3	.293	3.420	.002
X4	.192	2.224	.028
R square	= .535		
Adj. R square	=. 520		
T Table	= 2.929		

From the data above we found that there is a significant of t test for the variable Brand Loyalty (X1), Perceived Quality (X_2), Brand Awareness (X3) and Brand Association (X4), are less than 0.05. It can be concluded that the independent variable are influence significantly on the dependent variable partially. From the results also found that Brand Awareness become the dominant results. The Adjusted R Square value is 0.520. It means that the variables Consumer Purchase Intention will be influenced by the independent variables.

Discussion

The research and analysis show that there is a simultaneous and partial significant effect of between the independent variables from Brand Loyalty, Brand Associations, Perceived Quality, and Corporate Reputation towards Customer's Satisfaction. Importantly, Brand Awareness is the most dominant variable that affects Customer's Satisfaction, while other variables of Brand Loyalty, Brand Associations and Perceived Quality do have a positive

influence towards Customer's Satisfaction significantly.

1. Based on the finding of the research, the role of Brand Loyalty has a positive and significant effect on costumer's satisfaction. The effect of the relationship is positive which indicates that if the perception of costumer towards brand loyalty increases, costumer's satisfaction of the product also increases. Conversely, if the perception of costumers towards brand loyalty decreases, costumer's satisfaction towards the product also decreases. According to Janghyeon et al (2011) the five dimensions of brand equity are found to have optimistic effects on consumer satisfaction especially the association of the brand loyalty, customer satisfaction and customer based brand equity. Another research conducted by Demir (2012) suggested that brand loyalty leads to customer satisfaction and commitment. According to this research model, brand loyalty is an independent variable. It is also in line with the previous research by Kumar (2014) showed result that brand loyalty dimension have a significant association with customer satisfaction. Consumers of E-commerce in Makassar City have various options in term of choosing the best E-commerce to do their purchase. The high number of E-commerce in Indonesia gives option to the customers to choose which E-commerce market that they want to use. Consumers tend to compare one E-commerce with another E-commerce since it's easy to access the information regarding the existence of certain E-commerce via Internet and there is no cost to be charged on each visit on the E-commerce. E-commerce Company tends to offer solid feature in order to maintain the loyalty of the customers to stay on the same E-commerce frequently. A complete and tidy shopping categories are adapted by the E-commerce as their feature offered to their customers. It can be assumed that the brand loyalty of the costumer of the E-commerce affect the customer satisfaction, with enhancement in the feature E-commerce will attract more loyalty and willingness to use the same E-commerce among others, since the presence of option or choice on the various E-commerce.

2. Perceived Quality has a positive and significant effect on costumer's satisfaction. The effect of the relationship is positive which indicates that if the perception of costumer towards perceived quality increases, the costumer's satisfaction of the product also increases. Conversely, if the perception of costumers towards perceived quality decreases, the costumer's satisfaction towards the product also decreases. Brand equity is increased by promoting positive perceived quality since perceived quality is a part of brand value that leads customers into a selection of a brand over another competing brand (Yoo *et al.* 2000). Therefore, it is expected that perceived quality has a significant direct effect on Customer's Satisfaction. According to Fornell et al (1996) stated that the first determinant of overall customer satisfaction is perceived quality or performance, which is the served market's evaluation of recent consumption experience, and is expected to have a direct and positive effect on overall customer satisfaction. Perceived quality from E-commerce business emerges by offering features and high quality services. Those features are the key part of the E-commerce that can differentiate them from other competitors. E-commerce markets develop and expand rapidly and the E-

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commerce company offers new types of services constantly and they try to improve their quality by upgrading the delivery or freight system service to be faster and reliable. Mostly, E-commerce business has developed new ways of purchasing goods and services. Moreover, it is supported by online integrated payment system and other sophisticated technology that rocket the quality of the E-commerce businesses.

3. Based on the result of the research, Brand Awareness has a positive and significant effect on customer's satisfaction. The effect of the relationship is positive which indicates that if the perception of costumer towards brand awareness increases, the costumer's satisfaction of the product also increases. Conversely, if the perception of costumers towards brand awareness decreases, the costumer's satisfaction towards the product also decreases. This research is in line with the previous research stating that there is a strong association between brand awareness and costumer's satisfaction (Bilal *et al* 2014). It can be concluded that costumers who are well aware about a particular brand and have all the required knowledge about it, will bring them in the situation stimulating higher satisfaction level. According to Poranki (2015), without brand awareness about the product offered in the market, the marketer could not know how to measure the level of customer's satisfaction. Moreover, brand awareness is linked to the strength of the brand in the minds of consumers providing firms with a value that can be used in future to attract and promote products or services (Kim and Kim, 2005). To recall the E-commerce, symbol, logo, and model play an important role to raise the awareness towards the

brand. Those elements represent the brand or the E-commerce to the customers so that they can recognize at glance. It is also proven that consumers can recognize, retain and remember a brand, and create the intention to purchase it. If a brand can retain awareness to the brand then it will be advantageous for it, since people can easily recognize and purchase it. Consumers prefer to buy a product from a well-known and popular brand that can maintain their awareness of the brand. On the E-commerce business, the logo or symbol repeatedly appears as an advertisement on the Internet and other medias. Some brands use pop up ads or ads sense to market their products and endorse the presence of its symbol on each of other websites visitors browse. Some also put their advertisements virally on the television or on the printed medias.

4. Brand Association has a positive and significant influence on costumer's satisfaction. The effects of the relationships are positive which indicate that if the perception of costumer towards brand association increases, the costumer's satisfaction of the product also increases. Conversely, if the perception of costumers towards brand association decreases, the costumer's satisfaction towards the product also decreases. Previous research examines that strong brand association leads to higher brand loyalty. According to Kumar (2014) there are significant relationships between brand association and customer satisfaction. High brand equity implies that customers have strong positive associations with respect to brand that may lead to Customer's Satisfaction (Yoo *et al* 2000). The image of a brand can create a good association to the customers' perception. From the

sampling result on the variety of products purchased by consumers, it shows that the costumer may buy multiple products from the E-commerce. E-commerce customers may associate the business on the attribute, customer benefits, uses and the product lifestyles offered by the business. The association of the E-commerce can be used to recall the information and give a point of differentiation that can provide reasons to buy. E-commerce in Indonesia are using the media to associate their brand to the customers, the use of brand ambassador and attractive slogan are widely appears in public, Internet or in advertisements. This gives such benefits to the E-commerce where the costumer can emerge positive attitudes and feeling based on those extensions.

LIMITATION

This research also has certain limitations. Furthermore, it is expected that the future on this topic will have an improvement. This research involved limited number of subject with no exceeds of 125 numbers of respondents and cannot be generalized in large amount of subject group. Lastly, this research only uses four independent variables that influence the dependant variable on e-commerce business. It is suggested for the future researcher to find more variable, wider location and various object.

CONCLUSION AND SUGGESTION

Conclusion

1. Brand Loyalty has significant influence on Customer Satisfaction.

2. Brand Awareness has significant influence on Customer Satisfaction.

3. Perceived Quality has significant influence on Customer Satisfaction.

4. Brand Association has significant influence on Customer Satisfaction.

5. Brand Loyalty, Brand Awareness, Perceived Quality and Brand Association have simultaneously significant influence on Customer Satisfaction

6. Brand Awareness is the most powerful influence compared to other variables, the variable Brand Awareness has a dominant influence on Customer Satisfaction.

Susggestion

Based on the research result, there are some suggestions which are expected to be useful for the company, researcher as well as for other related parties. The suggestions are as follow:

1. Since Brand Awareness has the highest contribution value to Costumer's Satisfaction, it is suggested that E-commerce businesses should take route by getting value form corporate social responsibility. Corporate social responsibility can be a handful strategy for the E-commerce business that can give direct commercial benefits as well as bring some value to business.

2. E-commerce business can use the role of the media and activating a marketing strategy which using brand ambassador and any other form advertising that can involve social component of the customers such attractive TV campaign that emphasize the fun side of doing online shopping, convenience and sociable way of doing it.

3. E-commerce should have cooperation with all the leading payment providers on of which are Indonesian Bank and the latest online payment platform such as PayPal or Square.

4. It is suggested that E-commerce business implements Good Return

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Policy to create safer feelings of customers, which can generate the increase of sales in the future.

5. Further research on E-commerce field should concern more about the E-commerce website display and features offered. Moreover, more in- depth research with more diverse characteristic of respondents and wider location of the research and object may result in a more accurate research. For instance, E-commerce business in Indonesia will emerge and develop in the upcoming years some new factors that can influence the customer's satisfaction may appear. It is expected for the future researcher to be able to identify the values, which can motivate the costumers.

6. For the marketing manager, this research finding will help them to allocate the limited resources in terms of money, time, and manpower to implement brand strategies and marketing strategies. With this research they can prioritize resource across the dimensions discussed in this research.

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