The purpose of this research is to examine the influence of Brand Awareness, Perceived Quality, and Brand Association on Brand Loyalty of Customers PT. Gojek Indonesia in Jakarta both partially and simultaneously. Further purposive sampling technique was used in this research to get 100 respondents. The analysis tools are Multiple Linear Regression Analysis to determine the relationship between independent and dependent variables. The result of this research shows that there is a significant effect simultaneously and partially between Brand Awareness, Perceived Quality, and Brand Association on Brand Loyalty. While Brand Association is the most dominant variable that effects on Brand Loyalty.

Keywords: Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty

BACKGROUND
Transportation service currently becomes a very important tool for people's lives. Transportation is used by the people to do their daily activity, such as, going to work, going to school, or doing other activity. Based on business dictionary, transportation is defined as any device used to move an item from one location to another. Judging from the characteristics of the type of use, people's transportation can be divided into private vehicles and public transport vehicles. Personal vehicles are vehicles operated only for people who have their own vehicles. On the other hand, public transportation is a vehicle that is provided for the public involving the charge of using it. Public transportation can be categorized into a leased vehicle and regular public transport. Motorcycles are included in the classification of types of private vehicles (Vuchic, 1992), but in Indonesia there are many motorcycles become a regular transportation which demands a certain charge. This type of transportation in Indonesia known as ojek or motorcycle taxi. (Pramita, 2015).

Ojek is a transportation services that are very rapidly growing in Indonesia. The number of ojek drivers in Indonesia continues to grow over time. There are some advantages of becoming an ojek rider. First, Ojek rider doesn’t need too much effort to do his job as becoming ojek driver can easily be done by (from the productive age group of 15-55 years old) or older age group (more than 55 years old)). Next, becoming an ojek rider does not require specific skills and education, so it can be done by all various levels of education, ranging from low levels of education (elementary school) up to higher education.
Furthermore, operating a motorcycle for ojek does not require special license, so everyone can easily use his own motorcycle and change it into ojek transport.

Ojek in Indonesia are increasing continuously, it have an effect that make inequality between ojek and the ojek customers. In the way for making an ojek driver work in efficient way, Gojek was born in Indonesia. Gojek will help to connect the ojek driver and ojek customer.

Gojek will help the ojek customer faster and more efficient when they need an ojek service. In this way, Gojek uses application system in the form of media to connect the ojek driver and ojek customer or in economy this system was called as Application Economy. App economy refers to the range of economic activity surrounding mobile applications. Mobile apps created new fortunes for entrepreneurs and changed the way of business is done. The app economy encompasses the sale of apps, ad revenue or public relations generated by free apps, and the hardware devices on which apps are designed to run (Technopedia, 2015).

Application economy shows up in Indonesia because today Indonesia was coming into technology era. Since Gojek showed up in the public in 2011, Gojek has hired of more than 1,000 riders. All drivers that join Gojek will do the transaction with using application. In this case the public response about the Gojek (that using application) to support their performance is good. Public is more interested by Gojek compared to the conventional ones. With the good response from the society to the Gojek, there appears some new competitors of Gojek. The competitors come from abroad like Grabbike (Malaysia) and also the local competitor such as Blujek, ojek syar'i etc.

The competition climate is getting tougher in the era of globalization which the requires a company to optimally use a variety of data and information. The existing competition phenomenon above makes the managers aware of a need to fully exploit their assets in order to maximize the performance of the company. One of the important assets that must be considered is brand, brand used by the company to dominate the market (Aaker, 1991). Brand is more than just a symbol (Kotler and Keller, 2012). Brand can become equity and valuable asset to the company. A company will become better if it develops its brand equity rather than only develops its brand attribute. Product or service with strong brand equity can easily attract customers. Brand is more considered by the company, especially in the condition where the brand competition becomes the most crucial moment nowadays. A company gains more understanding on the importance of the brand in order to make its product and service successful in the market.

The brand holds a very important role because developing a brand is related to promises and expectations. Therefore, one of brand roles is to bridge the expectations of consumers at a time when we promise something to the consumer. The prestigious brand can be said to have strong brand equity. A product or service that has strong brand equity will be able to develop a strong brand foundation and can win any competition in long period of time.

In the way to make a brand become the equity of the company, it can be started by doing some efforts. First is making the brand known by many people (brand awareness). Second is having certain association in the minds of consumers (brand association). Third is making the brand to have an impression as a good quality brand (perceived quality). And the last effort is the company must make the customer feel really satisfied and always loyal to the brand. Thus the brand will have big brand equity for the company.

According to the previous study, there are different results from one study and others about the influence of brand awareness toward brand loyalty. Gil, et al. (2007) found that brand awareness affects brand loyalty, but the other study by Kayaman, et al. (2007) found that brand awareness has no effect on brand loyalty. While, the results about the influence of brand association toward brand loyalty are
In order to successfully implement branding strategies and to deliver brand value, a firm has to assure that there are meaningful differences on its product or services and those differences are clearly different from other competitors' brands. The other way to lead and create the competitive advantage is by leading customers’ motivation and desires and creating relevant and appealing images around their products or services.

BRAND EQUITY

According to Pullig (2016) in his article defines the brand equity as the value of the brand in the marketplace. Simply put, a high equity brand has high value in the marketplace. High brand value, a brand with high equity, means that the brand has the ability to create some sort of positive differential response in the marketplace. This can mean that your brand is easily recognizable when encountered in advertising or seen on a yard sign. It can mean that your brand is one of the first ones recalled when a relevant prompt is used. From his statement we can take a simply result that the brand who have a high equity are the brand that have a high value in a market. Brand that have a high value or high equity is the brand who have a high understanding in the memories of the customer, it means that the customer can
differentiate very well when they choose your brand in the market. According to Aaker (1991, 1996) brand equity have a four dimensions there are:
1. Brand loyalty;
2. Perceived quality;
3. Brand associations; and

In the way to make a brand become equity of the company can be started with the company doing some effort, first is making the brand known by many people (brand awareness), second is have certain associations in the minds of consumers (brand association), third make the brand have an impressions as a good quality brand (perceived quality). And the last effort, company must make the customer feel really satisfied and always loyal to the brand. Thus the brand will have a big brand equity for the company.

**BRAND AWARENESS**

According to Aaker, Brand awareness refers to the strength of a brand's presence in the consumer's mind (Aaker, 1996). The strength of a brand awareness will achieve by the company when the customer can be easily memorize the company brand in their mind. Brand awareness can help link a brand with some association that expected by the company, created familiarity of the brand in the customer mind, and demonstrate a commitment to customers. Brand awareness is measured according to the different ways in which consumers remember a brand, which may include brand recognition, brand recall, top of the mind brand and dominant brand (Aaker, 1996).

- **A. 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.
- **B. 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.
- **C. 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.
- **D. 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.

**PERCEIVED QUALITY**

Perceived quality is a result of consumers’ subjective judgment on a product (Zeithaml, 1988; Dodds et al., 1991; Aaker, 1991). Bhuian (1997) also consider perceived quality is a judgment on the consistency of product specification or an evaluation on added value of a product. Kan (2002) points out that objective quality is that consumers will use their experience and knowledge to evaluate overall product benefit, function, durability, technology and reliability when consumers purchase a product. Aaker (1991) argues that perceived quality can show the salient differentiation of a product or a service and becomes a selective brand in consumers’ mind. In sum, Yang et al (2009) concluded perceived quality is a consumer subjective judgment on product quality, and he or she will evaluate product quality from their previous experiences and feelings.

**BRAND ASSOCIATION**

Brand association is all of the impressions in the someone’s mind when they think about some brand. According to Emari et all (2012) Brand association is related to information on what is in the customer’s mind about the brand, either positive or negative, connected to the node of the brain memory. A brand association is
any mental linkage to the brand. Brand associations may include, e.g., product attributes, customer benefits, uses, life styles, product classes, competitors and countries of origins (Tuominen, 1999).

Furthermore, Tuominen (1999) classified brand association into three major types: 1) attributes, 2) benefits, and 3) attitudes. These explanations are:

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

2. 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 categories based on motivations, those are functional benefits, experiential benefits, and symbolic benefits.

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

BRAND LOYALTY

According to Tuominen (1999) brand loyalty represents a favorable attitude toward a brand resulting in consistent purchase of the brand over time. It is the result of consumers learning that only the particular brand can satisfy their needs. In addition, Aaker (1991) defines brand loyalty as a situation which reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or product features. Furthermore, Oliver (1997) defines brand loyalty as a deeply held commitment to re-buy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing despite situational influences and marketing efforts having the potential to cause switching behavior.

There are four levels of brand loyalty, where in each level represents variety of marketing challenges 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 lays 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.

HYPOTHESIS

H1: Brand Loyalty, Brand Awareness, Perceived Quality and Brand Association have significant simultaneously effect on brand loyalty.

H2: Brand Awareness, Perceived Quality, and Brand Association have a partially significant effect to brand loyalty.

H3: Brand Association has the most dominant effect on Brand Loyalty.
**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 respondents is the resident of Jakarta City who already used Gojek before. The research instrument was used a questionnaire were distributed to the 100 respondents in the Jakarta City. Item questions in the questionnaire measured by using a Likert scale. Instrument research test conduct with validity and reliability 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 heteroscedasticity or not. A Multiple Linear Regression was applied to analyze the data in order to determine the significance of independent variable toward dependent variable. Hypothesis Test was applied to see simultaneously and dominant effect of independent variable toward dependent variable.

**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).

---

**Table 1.2**

<table>
<thead>
<tr>
<th>No.</th>
<th>Variable</th>
<th>Coefficient</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brand Awareness (X1)</td>
<td>0.828</td>
<td>Reliabel</td>
</tr>
<tr>
<td>2</td>
<td>Perceived Quality (X2)</td>
<td>0.757</td>
<td>Reliabel</td>
</tr>
<tr>
<td>3</td>
<td>Brand Association (X3)</td>
<td>0.770</td>
<td>Reliabel</td>
</tr>
<tr>
<td>4</td>
<td>Brand Loyalty (Y)</td>
<td>0.738</td>
<td>Reliabel</td>
</tr>
</tbody>
</table>

Source: Primary data processed, 2016
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:

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>X1</td>
<td>0.456</td>
</tr>
<tr>
<td>X2</td>
<td>0.553</td>
</tr>
<tr>
<td>X3</td>
<td>0.438</td>
</tr>
</tbody>
</table>

Source: Primary data processed, 2016

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).

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>
<thead>
<tr>
<th>Independent Variable</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
<th>Beta</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>1.262</td>
<td>0.210</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X1</td>
<td>0.306</td>
<td>3.161</td>
<td>0.002</td>
<td></td>
</tr>
<tr>
<td>X2</td>
<td>0.234</td>
<td>2.665</td>
<td>0.009</td>
<td></td>
</tr>
<tr>
<td>X3</td>
<td>0.334</td>
<td>3.384</td>
<td>0.001</td>
<td></td>
</tr>
</tbody>
</table>

R Square: 0.590
Adj R Square: 0.577

From the data above we found that there is a significant of t test for the variable Brand Awareness (X1), Perceived Quality (X2), Brand Association (X3), 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 Association become the dominant results. The Adjusted R Square value is 0.520. It means that the dependent variables Brand Loyalty will be influenced by the independent variables.

Discussion

Based on the result obtained in the research, the problems of this study can be answered. Independent variables, which are Brand Awareness, Perceived Quality, and Brand Association are used to reveal Brand Loyalty of Gojek customer in Jakarta City. The research and analysis show that there is a simultaneous and partial significant effect between the independent variables from Brand Awareness, Perceived Quality, and Brand Associations towards Brand Loyalty. Importantly, Brand Association is the most dominant variable that affects Brand Loyalty, while other variables of Brand Awareness, Perceived Quality, and Brand
Associations do have a positive influence towards Brand Loyalty significantly.

1. Discuss the Simultaneously Effect of Brand Awareness, Perceived Quality, and Brand Loyalty on Brand Loyalty.

Based on the finding of the research, the role of brand awareness has a positive and significant effect on brand loyalty. The effect of the relationship is positive, which indicates that if the perception of costumer towards brand awareness increases, brand loyalty is also increases. Conversely, if the perception of costumers towards brand awareness decreases, brand loyalty is also decreases. This research is in line with the previous research conducted by Gill, et al. (2007) show that there is relation from brand awareness to brand loyalty. This means when costumers are well aware about a particular brand and construct knowledge in the customer’s mindset, it will lead in to higher brand loyalty. Furthermore according to Purwanto, et al. (2011) find that brand awareness is has a positive relation to brand loyalty. 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 loyalty of that brand. Brand awareness quality from gojek is high because in Jakarta most peoples are already known and familiar about gojek, they already know how look of gojek logo and can differentiate it from the others competitor, beside of that they know
how to use the application that provide by gojek. Gojek is one of ojek application that fenomenal in Jakarta city, that happened because gojek is the first ojek that based in online system in Indonesia and also in the world.

b. Influenced of Perceived Quality (X2) on Brand Loyalty (Y)

Based on the finding of the research, the role of perceived quality has a positive and significant effect on brand loyalty. The effect of the relationship is positive, which indicates that if the perception of costumer towards perceived quality increases, brand loyalty is also increases. Conversely, if the perception of costumers towards brand association decreases, brand loyalty is also decreases. This research result is similar to the previous research that conducted by Alexandris, et al. (2008) finding that brand associations has an effect to brand loyalty. It is also mentioned in Gill, et al. (2007) that finds a positive relation between brand association and brand loyalty. The hight level of association that gojek have will increase the loyalty to the brand also. Associations that prove by gojek to the customer will affect for increasing the loyalty of the brand. This statement based on the result of this research that show coefficient beta of brand association is higher than brand awareness and perceived quality, its prove that brand association is the dominant variable then two others variable of this research. In this research gojek company already fulfill the criteria of the brand association items. The items of brand association in this research are image of the brand, value of the brand, and uniqueness of the brand. This condition happens because first, gojek successfully make the customer feel safety when using their service and beside of that
Conclusion

This study was conducted to determine which variables that have significant influence on Brand Loyalty. In this study, the independent variables used are variable Brand Awareness (X₁), Perceived Quality (X₂), and Brand Association (X₃). While the dependent variable used is Brand Loyalty (Y).

Based on the calculation of multiple linear regression analysis, the conclusion of the research are as follow:

1. Brand Awareness has significant influence on Brand Loyalty.

2. Perceived Quality has significant influence on Brand Loyalty.

3. Brand Association has significant influence on Brand Loyalty

4. Brand Awareness, Perceived Quality and Brand Association have simultaneously significant influence on Brand Loyalty.

5. Based on the result of the analysis, Brand Association (X₃) is the most dominant variable that affects Brand Loyalty.
Based on the conclusions above, there are several suggestions given by the writer which are expected to bring benefits for the company and other parties. The suggestions are:

1. Gojek must improve the factors that make the consumers feel confidence in the brand, such as increasing brand reputation, corporate reputation, services (customer service), comfort, safety and other marketing efforts, so the customer will be more loyal to the brand.

2. In the future, Gojek should expand its business by reaching out to other cities that have not been reached by its service, so the people who live in the city which has no gojek service can use gojek service. It will help Gojek to increase its Brand Awareness.

3. Gojek must innovate its services and also add something new to its application, so it can create a positive impression in the minds of customers and the perceived quality of Gojek will increase.

4. Since Brand Association has the highest contribution value to Brand Loyalty, it is expected that Gojek can maintain and optimize these advantages. This can be done by maximizing its attributes like giving training to the driver to be better in providing a service to the customers. This way customers will feel more loyal to its brand. Gojek can also maximize its values by giving instruction to the drivers to treat customer better and make the customers feel comfortable when using gojek service. The last way to maximize brand association is gojek must be more creative to make its brand more unique which can be done by adding a new service feature in its application. When all the ways above are already improved by gojek so its brand association will increase and the brand loyalty automatically will increase too.

5. For further research, it is expected that this study can be used as an additional reference although it may still need an improvement and far from perfect. Therefore, further research is expected to more entering the others variables that are not included in this study, beside that the research object can more wider then this research.

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