THE IMPACT OF BRAND TRUST AND PERCEIVED QUALITY ON BRAND LOYALTY IN MEDIATION CUSTOMER SATISFACTION: A CASE STUDY OF KOPI KENANGAN CONSUMERS IN MEDAN CITY

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ABSTRACT

In this study, we examined the influence of brand trust and perceived quality on brand loyalty through customer satisfaction at Kopi Kenangan Sun Plaza in Medan City. The increasing consumption of coffee in Indonesia has led to the development of coffee shop businesses in various cities across the country, including Medan. While this growth presents an opportunity for entrepreneurs to build and promote their brands to attract customers, it also creates intense competition among businesses, especially in major cities like Medan. The aim of this research is to find solutions to address the challenges faced by Kopi Kenangan, including low brand trust, perceived product quality, customer satisfaction, and low repeat purchase intention towards Kopi Kenangan products. The study focuses on enhancing brand trust, improving perceived product quality, and increasing customer satisfaction to build customer loyalty towards Kopi Kenangan. Data were collected from 96 customer samples through a questionnaire using probability sampling and analyzed using a structural equation model. The research findings indicate that brand trust has a significant negative influence on customer satisfaction and brand loyalty, while perceived quality has a significant positive influence on customer satisfaction and brand loyalty. Additionally, customer satisfaction also has a significant positive influence on brand loyalty. Furthermore, brand trust and perceived quality together have a positive and significant influence on brand loyalty. Moreover, brand trust has a significant negative influence on brand loyalty through customer satisfaction, while perceived quality has a significant positive influence on brand loyalty through customer satisfaction.

Keywords: Brand Trust, Perceived Quality, Customer Satisfaction, Brand Loyalty

1. INTRODUCTION

Coffee is one of the most popular drinks in the world, coffee connoisseurs in Indonesia are increasing day by day. This is indicated by the increasing proliferation of coffee shop businesses in various cities throughout Indonesia. Currently, the coffee shop business is one of the most promising businesses. This is due to the growing trend of drinking coffee in coffee shops or commonly called hanging out. With the increasing mobility and lifestyle of people who are influenced by outside cultures, especially in big cities in Indonesia, this has led to the development of the coffee shop business. Coffee shop is a destination that is in demand, especially by young people to just relax or hang out with friends. The 2016-2021 National Coffee Consumption from the Center for Agricultural Data and Information Systems at the Ministry of Agriculture shows that national coffee consumption throughout the 2016-2021 period coffee consumption in Indonesia is predicted to grow by an average of 8.22% per year (databoks.katadata.co.id). This further clarifies that coffee is increasingly favored by various groups in Indonesia. Judging from the data on the amount of coffee consumption and the increase in coffee shops, entrepreneurs must build brands and promote brands. Brand or Brand according to Keller, 2003; Hartini, 2012, is a product that is able to provide an additional dimension that uniquely differentiates it from other products designed to satisfy similar needs. Customers tend to spend extra money on the preferred brand because they believe that no competitor can provide the value provided by the preferred brand. Therefore, brand
loyalty is considered a condition for organizational profitability and sustainability (Chaudhuri & Holbrook, 2001). In other words, they become loyal to their favorite product brand and stick to a well-known brand name (Sun, et al, 2004).

In the city of Medan, the coffee shop business is growing very fast from the increasing number of coffee shop businesses. This trend attracts coffee memories to open branches in Medan. Kopi Kenangan is the fastest growing non-franchise coffee shop in Indonesia. Kopi Kenangan in running its business, of course, always pays attention to how its consumers always remember and believe in the product and it is hoped that consumers will feel satisfied with the products marketed by Kopi Kenangan. Brand trust refers to consumers who understand that companies will offer products with the desired quality to lure consumers to make purchases (Valimsya & Sianturi, 2022). Consumers will evaluate the perceived quality of a product from their previous buying experience. As a result, brand loyalty and brand preference will increase and purchase intention will also increase (Chi, et al., 2009). Brand trust is also said to be a sense of trust in a product or service that can provide satisfaction to customers who use these services (Putra & Yuliantinhi, 2022). A product/service that is perceived (service perceived) by consumers of high quality always tends to contribute to consumer satisfaction with the product/service (Zeithaml, 2000). Perceived quality of a strong brand adds value to consumer purchase evaluations (Low, 2000). The focus of this study was to examine the extent to which brand trust and perceived quality influence brand loyalty through customer satisfaction for Kopi Kenangan Sun Plaza consumers in Medan City. The purpose of this study was to understand the effect of brand trust and perceived quality on customer satisfaction among Kopi Kenangan consumers. This research aims to provide insights to coffee shop business owners in improving customer experience and building strong brands. Maintaining customer satisfaction is a key factor in achieving coffee shop business success, especially in an increasingly competitive industry.

2. LITERATURE REVIEW

2.1. Brand Loyalty

According to Schiffman and Wisenblit (2015) Brand loyalty is a measure of how often consumers buy a particular brand's products, whether they switch brands or not and, how often, and the degree of commitment to buy brands on a regular basis. Brand loyalty is very important especially for a company. The existence of consumers who are loyal to the company's brand is needed so that the company can survive (Illahi & Andarin, 2022). A customer who is very loyal to a brand will not easily move their purchases to another brand, whatever happens to that brand. If customer loyalty to a brand increases, the vulnerability of that customer group to threats and attacks from competitors' brand products can be reduced (Simanjuntak, et al., 2021). Selvrajah (2018) Schiffman and Wisenblit (2015) Gultom & Hasibuan (2021) stated that brand loyalty is a positive feeling of consumers towards the brand and a strong dedication to continue to make repeated purchases of the same product or service. In conclusion, brand loyalty is a positive feeling towards a brand that is formed to show consumer commitment in making repeat purchases and to measure the intensity of consumer switching to competitor brands.

2.2. Brand Loyalty Indicator

Meanwhile, according to Kotler and Keller (2014) dividing loyalty indicators into 3 indicators, namely as follows:

1. **Word of mouth** (word of mouth) is a promotional activity that promotes through conversation channels or is known by word of mouth

2. **Reject another** (reject another company's invitation) is to refuse an invitation or inducement from another company to join the company.
3. Repeat purchasing (repeat purchase) is to re-purchase a product that will be consumed.

2.3. Brand Trusts

Brand Trust has a very large influence on the sustainability of a brand, because if a brand is no longer trusted by consumers, it will be difficult for products with that brand to develop in the market. On the other hand, if the brand is trusted by consumers, then products with that brand will be able to continue to grow in the market (Adhari, 2021). Brand trust according to Nurhayati (2020) is consumer belief that the product is able to fulfill the promised value or in other words the perception that the brand is able to meet consumer expectations by fulfilling brand promises which ultimately creates customer satisfaction. According to Wibowo, et al, (2022) brand trust is a logical result of brand familiarity and liking for a brand. Therefore, companies need to build and maintain consumer trust in order to creating consumer commitment from now until the time to come.

2.4. Brand trust indicator

As for the indicators of brand trust, it can be measured through four indicators according to Chaudhuri & Holbrook (2001), namely:
1. Trust, the indicator of trust means that consumers trust a product or service through the brand of the product.
2. Rely (Reliable), Reliable indicators related to consumer confidence in a product or service where consumers rely on and feel bound by the product.
3. Honest (Honest), honest indicators related to consumer confidence in a product brand that the brand is an honest brand.
4. Safe (Security), The security indicator relates to the level of security trusted by consumers for a product or service brand.

2.5. Perceived Quality

Perceived quality is a consumer's psychological assessment of the quality of any product based on his perception. The objective characteristics of a product include intrinsic and extrinsic quality signals. Intrinsic signals lead to perceived quality and perceived quality, increasing brand equity so managers should strive to reduce the gap between expected perceived quality and observed perceived quality (Sanyal, Datta, & Delhi, 2011). According to Tuan and Rajagopal (2017), perceived quality is the customer's feeling for the overall quality or superiority of a product or service with respect to the intended purpose related to alternatives and by creating satisfaction. In conclusion, perceived quality, namely consumer perceptions of the quality of goods or services, is generally related to the information obtained, thus affecting the purchase intention and consumer loyalty itself.

2.6. Perceived Quality Indicator

As according to Sweeney & Soutarh (2001) states several indicators of perceived quality as follows:
1. Has consistent quality
2. Is well made (the product is good)
3. Has an acceptable standard of quality
4. Product defects are rare
5. Would perform consistently (consistent performance)

2.7. Customer Satisfaction

Customer satisfaction is critical to long-term business success, and one of the most researched topics in marketing (Pappu & Quester, 2006). Since consumer satisfaction has been considered a fundamental determinant of long-term business success, many studies on consumer satisfaction have investigated its impact on consumer post-consumption evaluations such as behavioral and attitudinal loyalty. (Cooil, et al., 2007). Consumer satisfaction is an after-purchase evaluation of the selected alternative that gives the same results or exceeds consumer expectations.
Overall satisfaction is determined by the suitability of expectations which is a comparison between perceived performance and expectations (Pertiwi, *et al*., 2022; Suprina, *et al*., 2022). Customer satisfaction (Customer Satisfaction) can be characterized from various points of view (Dimitriades, 2006). The level of satisfaction is defined as a consequence of the difference between the expected performance and what consumers feel (Oliver, 1999). In general, there are two types of satisfaction that can be described in the literature: transaction-specific satisfaction and overall satisfaction (Oliver & Westbrook, 1993).

2.8. Customer Satisfaction Indicator

As for the indicators of customer satisfaction according to Griffin (2005) indicators of customer satisfaction are as follows:

1. Make regular purchases, repeat customers buy more than twice the same product.
2. Buying across product or service lines, customers buy all the goods or services offered and they need, they buy regularly, the relationship with this customer is strong and lasts, which makes them not influenced by competitors' products.
3. Recommending to others, means that customers become marketers for the company. Customers besides buying regularly are also willing to tell other parties to consume the product.
4. Demonstrates immunity to competitors’ pull, meaning that customers are not interested in other similar services and are also not interested in promotions from other companies, because customers are satisfied with the products and services of these companies.

Meanwhile, according to Tjiptono (2011) indicators of customer satisfaction are as follows:

1. Overall satisfaction (overall satisfaction), namely the evaluation results and current consumption experiences that come from habits, constraints and product standards.
2. Confirmation of expectation (confirmation of expectations), namely the level of conformity between service performance and customer expectations.
3. Comparison of ideal (ideal comparison), namely product/service performance compared to ideal conditions occurs according to customer perceptions.

3. RESEARCH METHODS

This type of research is associative research and uses a quantitative approach. And using a data processing tool, namely IBM SPSS version 23. This research was conducted in the city of Medan. The selected location is Sun Plaza, Jl. KH. Zainul Arifin No.7, Upper Madras, Kec. Medan Polonia, Medan City, North Sumatra. This research started from February - May 2023. Sugiyono (2012: 137) states that data collection can use primary sources and secondary sources. The primary data source in this study is the customer of Kopi Kenangan Sun Plaza Dikota Medan using a questionnaire and using a Likert scale as a measurement scale. Secondary data sources used in this study are data sources obtained through literature and internet media.

3.1. Population and Sample

Population is an association or location chosen by researchers based on the number and certain criteria consisting of objects or subjects to be studied, which will be concluded (Sugiyono, 2016: 135). If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds, manpower and time, the researcher can use samples taken from that population. For this reason, samples taken from the population must truly be representative of the population in this study, namely visitors at Kopi Kenangan Sun Plaza, an unknown number. While the sample in this study uses the Lemeshow formula (1997), this is due to the unknown population size. The research uses the same method, namely Pane & Purba (2020).
Somantri (2021). Then the results obtained the number of samples needed in this study were 96 respondents.

3.2. CONCEPTUAL FRAMEWORK

The research hypothesis is compiled based on the research concept framework, previous research and the logical relationships that are formed between research variables. The research hypothesis is formulated as follows:

**H1**: Brand trust and perceived quality have a positive and significant effect on brand loyalty to consumers Coffee Memories in Medan City

Based on research conducted by Simon & Tjokrosaputro (2018) states that perceived quality and brand trust simultaneously have a positive impact on customer loyalty. The higher the consumer's brand trust in the product, the better the quality perception felt by consumers in consuming the product and the higher the level of consumer brand trust has an important role in building consumer loyalty to the brand. The same thing was also stated by Ahmed, *et al.*, (2014) stating that brand trust and perceived quality are the most important factors in achieving brand loyalty. This shows that if the product offered is in accordance with consumer desires, trust in the brand will be created which is beneficial for the company in making loyal customers.

**H2**: Brand trust has a positive and significant effect on brand loyalty among Kopi Kenangan consumers in Medan City

Based on research conducted by Jovanna & Hakimah (2022) states that consumer trust depends on a good company reputation and credibility. The greater the consumer trusts a brand, the greater the consumer builds closeness to the brand, thereby encouraging consumers to be loyal to that brand. Based on research conducted by Pangestika & Khasanah (2021), the research results show that there is a positive and significant influence between brand trust on brand loyalty positive results indicate that the relationship or influence of brand trust variables is in the same direction as brand loyalty. Then based on research conducted by Dewi et al., (2022) and Sari & Arifin (2021) in their research found that brand trust has a positive and significant effect on brand loyalty, the higher the brand trust owned by consumers, the higher a person's Brand Loyalty. consumer. And when brand trust decreases, it will result in a decrease in a consumer's brand loyalty.

**H3**: Perceived quality has a positive and significant effect on brand loyalty to consumers Coffee Memories in Medan City

Foroudi, *et al.* (2018) argues that when consumers have high perceived quality of a brand, this situation can influence consumer preferences and form consumer loyalty to that brand. Perceived quality can encourage consumer minds to build consumer closeness with the brand. Osakwe (2019) says that Perceived Quality will directly affect purchasing decisions and Brand Loyalty, especially when buyers are not motivated or unable to carry out detailed analysis. consumers will prefer brands that they are familiar with because of the consumer's perception that
the brand is reliable. In addition, consumers also feel confident that the brand can prevent them from the risk of using the product. Sulivyo & Ekasari (2021) stated in their research that the perceived quality that consumers feel affects the desire to buy a product. This means that the higher the perceived value of consumers, the higher the consumer's desire to finally buy. Positive quality perceptions will drive purchasing decisions and create product loyalty. This is because consumers will prefer products that have a good quality perception. Brangsinga & Sukawati (2019) conducted research on Samsung cellphone consumers, stating that perceived quality and brand image have a positive and significant effect on brand loyalty. When the consumer's perceived quality of the brand is good and the resulting brand image is good, consumer brand loyalty will be formed. With the existence of consumer brand loyalty, this will add to the positive value of the brand and will increase brand equity for both the brand and the company.

4. RESULTS AND DISCUSSION

There are 2 substructure tests in this study, namely:
1. Sub-structure I in the path analysis contains the influence of brand trust (X1) and perceived quality (X2) as the independent variable on customer satisfaction (Z) as the dependent variable. The regression equation for this sub-structure I can be formulated as follows:
   \[ Z = b_1 X_1 + b_2 X_2 + e \]
2. Sub-Structure II in the path analysis of the influence of brand trust (X1), perceived quality (X2) and customer satisfaction (Z) as independent variables on brand loyalty as the dependent variable. This Sub-Structure II Regression Equation can be formulated as follows:
   \[ Y = b_1 Y X_1 + b_2 Y X_2 + b_3 Y Z + e \]

Table 1.1 Regression Equation for Sub-Structure I

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>(Co-</td>
<td>-1.417</td>
<td>0.961</td>
<td>-1.474</td>
</tr>
<tr>
<td>nstant)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X1</td>
<td>-1.368</td>
<td>0.086</td>
<td>-0.957</td>
</tr>
<tr>
<td>X2</td>
<td>1.307</td>
<td>0.049</td>
<td>1615</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Z

Based on Table 1.1, by looking at the beta value on standardized coefficients, a regression model can be made for sub-structure I, namely as follows:
\[ Z = -0.957 X_1 + 1.615 X_2 \]

1. The effect of brand trust on customer satisfaction is negative with an influence value of -0.957 indicating that there is a strong negative relationship between brand trust and customer satisfaction, which is statistically significant. This shows that the lower the brand trust, the lower the customer satisfaction. Therefore, Kopi Kenangan needs to improve the brand trust of the products or services provided in order to increase the level of customer satisfaction.

2. The effect of perceived quality on customer satisfaction is positive with an influence value of 1.615, the results of the SPSS data indicate that there is a strong positive relationship between perceived quality and customer satisfaction, which is statistically significant. This shows that
the higher the level of consumer trust in a brand, the higher the level of consumer satisfaction with the product or service provided. In addition, these results also show that every 1-unit increase in brand trust will result in an increase of 1.615 in the level of consumer satisfaction. This can be used as a guide for companies to increase consumer confidence in brands in order to increase the level of consumer satisfaction with the products or services provided.

Table 1.2 Sub-Structure Determination Coefficient Test I

<table>
<thead>
<tr>
<th>Summary Model</th>
<th>M</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.95</td>
<td>.905</td>
<td>.903</td>
<td>.910</td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), X2, X1  
b. Dependent Variable: Z

Source: Primary Data, 2023 (data processed)

Based on Table 1.2, it can be seen that the coefficient of determination (Adjusted R Square) is 0.903 or 90.3% which indicates that brand trust and perceived quality in explaining their influence on customer satisfaction is 90.3%, while the remainder is 9.7 % is influenced by other variables not examined in this study.

Table 1.3 Sub-Structure Regression Equation II

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B (std. Error)</td>
<td>Betas</td>
</tr>
<tr>
<td>(Constant)</td>
<td>10,32 (2007)</td>
<td>5.1</td>
</tr>
<tr>
<td>Brand trust</td>
<td>-0.645 (.180)</td>
<td>-0.490</td>
</tr>
<tr>
<td>Perceived quality</td>
<td>.737 (.105)</td>
<td>.990</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>.141 (061)</td>
<td>.182</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Brand loyalty

Source: Primary Data, 2023 (data processed)

Based on Table 1.3 , by looking at the beta value on standardized coefficients, a regression model can be made for sub-structure II, namely as follows:

\[ Y = -0.490X_1 + 0.990X_2 + 0.182Z \]

Based on the sub-structure II regression model, it can be explained as follows:

1. The effect of brand trust on brand loyalty is negative with an effect value of 0.490, which means that it can be concluded that there is a negative influence between brand trust and brand loyalty. The effect value is 0.490, which indicates that the higher the brand trust, the lower the brand loyalty that is formed.

2. The effect of perceived quality on brand loyalty is positive with an effect value of 0.990, it can be concluded that there is a positive influence between perceived quality and brand loyalty. The effect value is 0.990, which indicates that the higher the perceived quality, the higher the brand loyalty that is formed.
3. The effect of customer satisfaction on brand loyalty is positive with an influence value of 0.182, it can be concluded that there is a positive influence between customer satisfaction on brand loyalty. The effect value is 0.182, which indicates that the higher customer satisfaction, the higher the brand loyalty that is formed.

Table 1.4 Sub-Structure Determination Coefficient Test II

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.71</td>
<td>.517</td>
<td>.501</td>
<td>1896</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Customer satisfaction, Brand trust, Perceived quality

b. Dependent Variable: Brand loyalty

Source: Primary Data, 2023 (data processed)

Based on Table 1.4 it can be seen that the coefficient of determination (adjusted R Square) is 0.719 or 71.9% which indicates that brand trust, perceived quality and customer satisfaction in explaining their influence on brand loyalty is 71.9 while the remaining is 28.1% influenced by other variables not examined in this study.

a. Interpretation of Path Analysis

Empirical causal influence between brand trust variables (X1), perceived quality (X2) on customer satisfaction (Z) can be described through structural equation I (one), namely:

Customer Satisfaction = \(-0.957\ X_1 + 1.615\ X_2\)

Interpretation of the results of the analysis of the sub structure path I can be seen in the following figure:

![Figure 1.1](https://radjapublika.com/index.php/IJERLAS)

Sub-Structure Path Analysis I

The empirical causal influence between brand trust (X1), perceived quality (X2) and customer satisfaction (Z) variables on brand loyalty (Y) can be described through structural equation II (two), namely:
Brand Loyalty = - 0.490 X₁ + 0.990 X₂ + 0.182 Z

Source: Primary Data, 2023 (data processed)

b. Direct and Indirect Influence
1. Direct Effect (Direct Effect)
   a. The direct effect of X₁ on Z = - 0.957
   b. The direct effect of X₂ on Z = 1.615
   c. The direct effect of X₁ on Y = - 0.490
   d. The direct effect of X₂ on Y = 0.990
   e. The direct effect of Z on Y = 0.182

2. Indirect Effect (Indirect Effect)
   a. The indirect effect of X₁ X₂ on Y
      \[ PX_1 X_2 * PYZ \]
      \[ = -1.55059 \times 0.182 = 0.28219 \]
      Then \((-1.55059) \times (0.182) = 0.28219\)
   b. The indirect effect of X₁ on Y through Z
     \[ PZX_1 * PYZ = (-0.957) \times (0.182) = -0.174 \]
   c. The indirect effect of X₂ on Y through Z
     \[ PZX_2 * PYZ = (1.615) \times (0.182) = 0.29463 \]
   d. The indirect effect of X₁ X₂ on Y through Z
      \[ PZX_1 * PZX_2 * PYZ = (-0.957) \times (0.182) \times (1.615) \times (0.182) = 0.05095 \]

3. Overall Effect (Total Effect)
   a. The overall influence of brand trust variables (X₁)
      \[ PZX₁ * PYZ = (-0.957) \times (0.182) = -0.174 \]
      Then the overall effect of X₁ on Y is Y
      \[ = (-0.490) + (-0.174) = -0.664 \]
   b. The overall effect of perceived quality variables (X₂)
      The overall effect of X₂ on Y = direct effect of X₂ on Y + indirect effect of X₂ on Y through Z, so that the direct effect of X₂ on Y = 0.990. Indirect effect of X₂ on Y through Z = PZX₂PYZ = (1.615)(0.182) = 0.29463, Then the overall effect of X₂ on Y = 0.990 + 0.29463 = 1.28463.

Table 1.5 Influence Results Summary

<table>
<thead>
<tr>
<th>No.</th>
<th>hypothesis</th>
<th>Positive/Negative</th>
<th>Significance</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Brand trust has a positive and significant effect on customer satisfaction</td>
<td>Value = - 0.957 (Negative)</td>
<td>0.000 &lt; 0.05 (Significant)</td>
<td>Rejected</td>
</tr>
<tr>
<td>2.</td>
<td>Perceived quality has a positive and significant effect on customer satisfaction</td>
<td>Beta Value = 1.615 (Positive)</td>
<td>0.000 &lt; 0.05 (Significant)</td>
<td>Accepted</td>
</tr>
<tr>
<td>3.</td>
<td>Brand trust has a positive</td>
<td>Value = - 0.490</td>
<td>0.001 &lt; 0.05</td>
<td>Rejected</td>
</tr>
</tbody>
</table>
4. **Perceived quality** has a positive and significant effect on **brand loyalty**  
   \[ \beta = 0.990 \]  
   0.000 < 0.05  
   **Accepted**

5. **Customer satisfaction** has a positive and significant effect on **brand loyalty**  
   \[ \beta = 0.182 \]  
   0.023 < 0.05  
   **Accepted**

6. **Brand trust and perceived quality** have a positive and significant effect on **brand loyalty**  
   \[ \beta = 0.282 \]  
   0.000 < 0.05  
   **Accepted**

7. **Brand trust** has a positive and significant effect on **brand loyalty through customer satisfaction**  
   \[ \beta = 0.174 \]  
   0.000 < 0.05  
   **Rejected**

8. **Perceived quality** has a positive and significant effect on **brand loyalty through customer satisfaction**  
   \[ \beta = 0.294 \]  
   0.000 < 0.05  
   **Accepted**

9. **Brand trust and perceived quality** have a positive and significant effect on **brand loyalty through customer satisfaction**  
   \[ \beta = 0.0509 \]  
   0.000 < 0.05  
   **Accepted**

Source: Primary Data, 2023 (data processed)

### 4.1 DISCUSSION

1. **Brand trust has a negative and significant effect on customer satisfaction**

   Wijaya & Keni (2022) state *brand trust* as a customer's belief that a company will provide the best benefits in fulfilling customer desires. *Brand trust* or brand trust is the customer's belief that a company will provide the best benefits in fulfilling customer desires. Meanwhile, *customer satisfaction* is the level of satisfaction felt by consumers with the products or services they have used. Cuong (2020) states that *brand trust* is consumer confidence in the quality of a product or service. Based on the results of the hypothesis shows that there is a negative and significant influence between *brand trust* and *customer satisfaction* and shows that the hypothesis is rejected. Research shows that the higher the level of consumer trust in a brand, the lower the level of consumer satisfaction. This could be because when consumers have high trust in a brand, they will have higher expectations of the products and services offered by that brand. If their expectations are not met, then the level of customer satisfaction will decrease. This shows that the higher consumer trust in the brand, the lower the level of consumer satisfaction, this is in accordance with the statement put forward by Sari (2018) and Ismanova (2019) in their research which states that trust has a negative effect on consumer satisfaction. Therefore, companies need to build good *brand trust to increase consumer satisfaction and maintain consumer loyalty to the brand*. Companies can build brand trust by improving product quality, providing good service, being transparent in doing business and maintaining brand integrity.
Thus, the company can increase customer satisfaction and strengthen the brand's position in the market. This goes against the statement Nurlael, et al (2022) and Nurfadila, et al., (2015) in his research states that there is a positive and significant influence of brand trust on the level of consumer satisfaction. The same thing was also expressed by Putra & Yulianthini (2022) in their research which stated that brand trust had a positive and significant effect on customer satisfaction. This shows that brand trust affects the level of customer satisfaction. The increasing consumer trust in the brand, the increasing customer satisfaction felt by consumers. Increasing customer satisfaction can be done through increasing customer trust in the brand so that customers continue to choose the brand to continue using it. Brand trust has a high value for bringing back customers who have used previous services. Brand trust is also said to be a feeling of trust in a product or service that can provide satisfaction to customers who use these services (Putra & Yulianthini, 2022).

2. Perceived quality has a positive and significant effect on customer satisfaction

According to Tuan and Rajagopal (2017), perceived quality is the customer's feeling of the overall quality or superiority of a product or service with respect to the intended purpose associated with alternatives and by creating strong brand loyalty. Meanwhile, according to Faizal & Nurjanah (2019) the perceived quality of the overall features and characteristics of a product perceived by consumers in this case includes reliability, accuracy, ease of operation and repair or other attributes needed by a product. Perceived quality, namely consumer perceptions of the quality of goods or services, is generally related to the information obtained, thus affecting the purchase intention and consumer loyalty itself. Based on research conducted by Yuliansyah & Handoko (2019), Izzudin and Novandari (2019), and Xie & Sun (2021) stated that there is a significant effect of perceived quality on customer satisfaction. The better the perceived quality, the customer satisfaction with a brand will increase. Based on the test results it is known that perceived quality has a positive and significant effect on customer satisfaction. The better the consumer's perception of product quality, the higher the level of consumer satisfaction with the product. Therefore, companies need to pay attention to and improve the perceived quality of their products to increase consumer satisfaction and maintain consumer loyalty to the brand. In this case, in relation to Kopi Kenangan, companies can improve the perceived quality of their products by improving the quality of the coffee beans used, paying attention to proper processing and serving, and providing good service to consumers. By increasing the perceived quality of its products, Kopi Kenangan can increase consumer satisfaction and strengthen its position in the market.

This is in line with research conducted by Prameswari & Santosa (2021), Kataria & Saini (2019) and Mostaghim, Akhlagh, & Danesh, (2017) states that perceived quality has a significant influence on customer satisfaction, it can be concluded that perceived quality plays an important role in influencing customer satisfaction with a product or service. This shows that the better the consumer's perceived quality of a product or service, the higher the level of customer satisfaction. Therefore, companies need to pay attention to and improve the quality of the products or services offered in order to meet the expectations and needs of customers, so as to increase the level of customer satisfaction and strengthen the brand's position in the market. One example is the product Kopi Memories, where companies need to ensure the quality of the coffee served to customers to obtain a good quality perception and increase customer satisfaction with the brand.

3. Brand trust has a negative and significant effect on brand loyalty

According to Nurhayati (2020) Brand trust is the consumer's belief that the product is capable of fulfilling the promised value, creating customer satisfaction. Meanwhile, Wibowo, et al., (2022) stated that brand trust is the result of familiarity and liking for a brand. Companies need to pay attention to brand trust because consumers who have good trust in the Kopi Kenangan brand tend to buy the product and increase customer satisfaction. Low trust can reduce satisfaction and cause customers to switch to other brands. A high level of satisfaction can increase consumer loyalty, so it is important for companies to build good brand trust in order to maintain consumer loyalty to the
Kenangan coffee brand. Thus, strong brand trust is an important factor in building consumer loyalty to brands, including the Kopi Kenangan brand.

Based on the results of the study it was found that brand trust had a negative and significant effect on brand loyalty among Kopi Kenangan customers. A negative value indicates an inverse relationship between the two variables, meaning that the higher the brand trust, the lower the brand loyalty to the Kopi Memories brand. This means that the lower the level of consumer trust in the brand, the lower the level of consumer loyalty to the brand. If brand trust has a negative and significant effect on brand loyalty, this indicates that the lack of consumer trust in Kopi Kenangan can reduce the level of consumer loyalty to the brand. One of the factors that influence brand trust is the quality of the product or service offered. If consumers are not satisfied with the quality of the memorable coffee product, then they may lose confidence in the brand and will no longer choose to purchase the product. In addition, other factors that can influence brand trust are consumer experience with the brand, brand reputation, and the influence of the social or media environment.

If the Kopi Memories brand experiences problems in these matters, then this can affect consumer trust and ultimately affect the level of consumer loyalty to the brand. This is in line with research conducted by Putra & Hidayat (2022) and Eid (2011) which found that trust has a negative and weak, but significant effect on trust. This research also shows that customers do not only choose brands based on trust alone, but also other factors such as product use experience, product innovation, and customer service that influence purchasing decisions. Therefore, brands must have the right strategy to increase customer trust without compromising other factors that affect customer loyalty. This will help the brand to retain existing customers and attract new customers to choose the brand.

5. CONCLUSION AND SUGGESTIONS

5.1. CONCLUSION

Based on the analysis and discussion, several conclusions can be drawn as follows:
1. Brand trust has a negative and significant effect on customer satisfaction
2. Perceived quality has a positive and significant effect on customer satisfaction
3. Brand trust has a negative and significant effect on brand loyalty
4. Perceived quality has a positive and significant effect on brand loyalty
5. Customer satisfaction has a positive and significant effect on brand loyalty

5.2. SUGGESTIONS

Based on the results of the study, the researchers' suggestions are as follows:
1. For brand trust, researchers suggest Kopi Kenangan to conduct an in-depth evaluation of the production process and the quality of their products. By doing this, the company can improve and meet the quality standards promised to consumers, so as to increase consumer confidence in the Kopi Kenangan brand.
2. For perceived quality, Kopi Kenangan should have consistent product quality, such as taste and aroma. If consumers believe that Kopi Kenangan products are of good quality, this will increase the level of customer satisfaction and ultimately strengthen consumer loyalty
3. To maintain consumer satisfaction, Kopi Kenangan needs to ensure that the products and services they provide meet consumer expectations. Kopi Kenangan can build high consumer trust and satisfaction. In addition, companies need to actively listen to consumer feedback and respond quickly and effectively.
4. For Kopi Kenangan brand loyalty, it can strengthen consumer brand loyalty by building long-term relationships, as well as maintaining competitiveness and sustainable growth.
5. For future researchers, it is advisable to combine other variables such as marketing mix, price, promotion and distribution to see the effect on brand trust, perceived quality, customer satisfaction and brand loyalty. Further research can be carried out using a larger sample and a
wider variety of respondents, so that the research results can be more representative and can be generalized to a larger population. It is also hoped that further research can be carried out in different industries to see whether the results of this study can be applied to other industries or not.

REFERENCES


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