

# The Influence of Brand Personality, Brand Awareness and Brand Trust on Consumer Loyalty (Case Study on CV. Fajar Tiga Putra)

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## ABSTRACT

Consumer behaviour develops along with technological developments and social factors. This research was conducted to analyse the effect of brand personality, brand awareness and brand trust on consumer loyalty at CV Fajar Tiga Putra, thus creating a strong relationship with their consumers to overcome increasing competition. This research uses quantitative methodology and uses descriptive techniques to analyse the data. The research sample amounted to 100 respondents who were consumers of CV Fajar Tiga Putra who had used products or services from the company. The data were analysed using the Partial Least Square (PLS) method which is included in the Structural Equation Modelling (SEM) domain. Research findings indicate that brand personality, brand awareness, and brand trust have a positive and significant impact on consumer loyalty towards CV. Fajar Tiga Putra. This means that the better the brand personality, brand awareness, and brand trust established by CV. Fajar Tiga Putra, the higher the consumer loyalty towards CV. Fajar Tiga Putra's products. Additionally, brand personality, brand awareness, and brand trust are able to simultaneously influence consumer loyalty towards CV. Fajar Tiga Putra. The conclusion in this study is that the presence of brand personality, brand awareness and brand trust through positive interactions with consumers increases long-term loyalty. It also facilitates the purchase decision-making process, makes the brand more desirable, and fosters emotional connectivity, which encourages consumer loyalty.

## INTRODUCTION

In Indonesia, consumer loyalty can be defined as a sustained commitment demonstrated by consumers towards a brand or product, reflected in repeat purchases or other positive behaviors such as recommending the product to others. According to Fasha & Madiawati (2019), loyalty is typically measured by how often consumers repurchase the same brand's products and their resistance to switching to competitor products. In the business world, this phenomenon can occur

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due to loyalty to product quality, competitive pricing, good customer service, or even emotional factors such as identification with the brand or the values the brand represents. At a deeper level, loyalty can also be influenced by the belief that the brand can consistently meet consumer needs and expectations. With the development of technology and social media in Indonesia, consumers increasingly have the power and opportunity to influence brands through their feedback or reviews (Tamher & Kristaung, 2024). This necessitates that brand be more attentive and responsive to consumer needs. A good brand listens, processes, and acts on consumer information to make improvements or product innovations (Afriyani, 2020).

According to Mulyani & Zaini (2024), consumer loyalty has evolved beyond mere transactional exchanges. Brands in Indonesia now strive to create communities rather than just a collection of consumers. Brands aim to make consumers feel part of an exclusive group where they can interact not only with the brand itself but also with other consumers who share similar interests. However, the challenges for sustaining consumer loyalty in Indonesia are becoming increasingly complex. With the proliferation of competitors and the ease of comparing products online, consumers are becoming smarter and more critical in their purchasing decisions. Therefore, companies must continuously innovate and pay attention to quality and supporting aspects such as ease of access, after-sales service, and overall customer experience. According to Fithrotudiniyah et al (2019), consumer loyalty is a result of a combination of product loyalty, customer experience, and the emotional relationship between consumers and the brand. To foster long-term loyalty, a brand must invest in consistently and authentically understanding and meeting consumer needs and desires.

Brand personality refers to a set of human characteristics associated with a brand, such as honesty, innovation, reliability, and excitement [6]. Consumer loyalty is the commitment of consumers to consistently choose and purchase products from the brand over the long term. Research by Janitra & Tjokrosaputro (2022) has shown that brand personality plays a crucial role in influencing consumer loyalty through several psychological mechanisms. Firstly, brand personality can create a strong emotional connection between consumers and the brand. Brands with a warm and friendly personality tend to make consumers feel valued and understood, thereby increasing their emotional attachment. This emotional connection is vital because consumers who feel emotionally connected to a brand tend to exhibit higher loyalty [8].

Brand personality plays an important role in the process of forming consumer self-identity. According to Dayal, (2021), there is a phenomenon where individuals tend to choose and use brands whose characteristics reflect the brand personality that aligns with the self-image or identity they want to project to their social environment. For example, individuals who consider themselves energetic and enthusiastic are more likely to choose brands that communicate dynamism and activity. This alignment with personal identity aspirations indirectly reinforces the desired self-image, leading to increased brand loyalty because consumers perceive the brand as a reflection of themselves, creating a strong personal bond [10]. Brands that successfully display characteristics of honesty and reliability often find it easier to build a foundation of trust with their consumers. According to Pracoyo & Malona, (2023), relationships built on trust support the creation of long-term value between consumers and brands, influencing future purchasing decisions. Thus, it can be concluded that brand personality not only forms the foundation of consumer identity but also strengthens the trust relationship, which is key in building and maintaining consumer loyalty towards the brand [12].

In addition to brand personality, brand awareness is a topic that has gained wide attention in the fields of marketing and brand management related to consumer loyalty [13]. Brand

awareness is defined as the ability of consumers to recognize or recall a brand in various contexts. This level of awareness plays an important role in influencing consumer purchasing decisions and is the first step in building loyalty to a brand [14]. In organizations, brand awareness contributes to shaping consumer perceptions and attitudes towards the brand, which in turn can lead to loyalty development. The aspect of brand awareness creates a foundation for consumers to develop recognition and familiarity with the brand. This familiarity is crucial because consumers tend to prioritize purchases from brands they know and trust over unknown brands. According to Lengkong et al (2023), with increased brand awareness, consumers are more likely to choose the brand from the available alternatives, indicating the beginning of loyalty building.

The concept of a brand does not stop at recognition but also includes the emotional relationship built between consumers and the brand. According to Oktavia & Sudarwanto (2023), high brand awareness allows consumers to build positive associations and satisfying experiences with the brand, which are important factors in strengthening loyalty. When consumers have positive experiences with a brand, they are more likely to return and make repeat purchases [17]. This loyalty includes not only the commitment to repurchase but also aspects such as brand advocacy, where loyal consumers are willing to recommend the brand to others, further increasing brand awareness within a wider population. In today's digital era, where information flows quickly and ubiquitously, brand awareness can spread rapidly through various channels, including social media, significantly expanding the reach and influence of a brand [18]. Organizations that strategically utilize various platforms to build and enhance their brand awareness are in a more advantageous position to attract new consumers and maintain loyalty among existing ones. Brand awareness plays an important role in paving the way for the formation and maintenance of consumer loyalty. In a highly competitive environment, organizations need to understand and implement effective strategies to increase brand awareness as a basis for building and maintaining valuable relationships with consumers.

Empirical studies support the positive relationship between brand personality and consumer loyalty. For example, research by Soesilopranoto (2019) developed a brand personality model showing how certain personality attributes can influence consumer perceptions and behavior. Another study by Nanda & Riorini (2024) found that dimensions of brand personality, such as honesty, excitement, and competence, have a significant impact on consumer loyalty. Additionally, consistent and positive brand personality helps build realistic consumer expectations. According to Firdaus & Yamini (2023), brand trust has a significant influence on consumer loyalty to an organization, explained through various mechanisms supported by empirical research. First, brand trust plays an important role in reducing perceived risk. Consumers who trust a brand feel safer making purchases because they believe the brand will meet their expectations. This trust reduces uncertainty and increases consumer confidence in making purchasing decisions. Second, brand trust facilitates long-term relationships between consumers and the brand. Trust creates a strong foundation for emotional relationships between consumers and the brand. When consumers feel that a brand is reliable and honest, they tend to develop strong emotional attachment to the brand. This emotional relationship drives long-term loyalty, as consumers feel personally connected to the brand Nurhayati (2020). Consumers with high levels of trust in a brand are more likely to make repeat purchases and less likely to be attracted to competitor brands. Research by Nurhidayah & Cahyani (2021) found that brand trust directly influences repurchase intentions and brand loyalty, with trusted brands leading to more consistent consumer loyalty, ignoring alternatives offered by competitors.

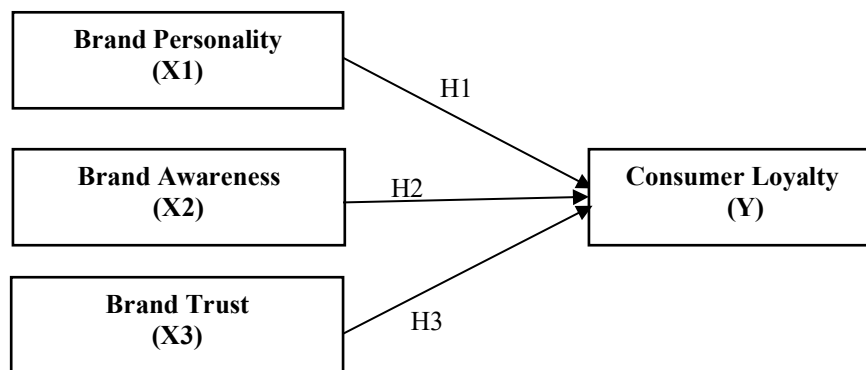
A trusted brand can effectively deliver marketing messages, as consumers are more likely to trust and respond to these messages. This trust increases the effectiveness of marketing campaigns and strengthens consumer loyalty. In a study conducted by Alfian & Susanti (2023), it was found that brand trust enhances positive responses to marketing communications, ultimately reinforcing consumer loyalty. Moreover, brand trust also plays a role in fostering advocacy behavior, where consumers not only remain loyal but also recommend the brand to others. Trust is a prerequisite for all forms of consumer loyalty, where consumers tend to perceive trusted brands as safe choices, avoiding unnecessary risks. When a brand successfully demonstrates product reliability and integrity through its actions, consumers feel more comfortable continuing to interact with the brand, directly driving loyalty Noviar & Farida (2022). By building and maintaining consumer trust, organizations can create strong and lasting relationships with their customers. This not only increases repeat purchases and consumer loyalty but also promotes broader brand advocacy, providing sustainable positive impacts on the organization's performance and growth.

Consumer loyalty in rice milling and polishing businesses is often related to several aspects, such as product quality, consistency in product outcomes, customer service, and trust in the brand or business operators. In rice milling and polishing businesses, consumer loyalty can be built by providing rice that meets consumer preferences in terms of variety and quality. According to Bandrang & Santika (2021), the appropriate use of post-harvest technology to improve the quality of national rice positively impacts consumer preferences and indirectly influences their loyalty. The performance of rice milling and polishing businesses also plays a crucial role in building consumer loyalty. Milling businesses that can provide more efficient services, support sustainable supply to the market, and consistently maintain product quality are likely to have loyal consumers. Milling businesses that demonstrate good performance, such as operational efficiency and customer loyalty, increase their chances of attracting and retaining consumers in the long term. Milling businesses that create differentiation in the milling or polishing process, implement high-quality standards, and effectively meet market demand will more easily build strong relationships with their consumers.

Rice milling and polishing businesses, such as CV Fajar Tiga Putra in Sumbawa Regency, face significant challenges within a competitive business context. These challenges are closely related to the formation and maintenance of brand personality, brand awareness, and brand trust. CV Fajar Tiga Putra, operating in rice milling and polishing, faces challenges in maintaining consumer loyalty. The competitive market dynamics and the evolving variety of consumer tastes and preferences have created a more challenging environment. The company has difficulty maintaining customer satisfaction due to fluctuations in rice quality, caused by supply inconsistencies. Additionally, the emergence of new technologies and more efficient polishing methods by competitors has led consumers to compare products, potentially decreasing trust and customer loyalty. Therefore, understanding the factors influencing consumer loyalty is essential for CV Fajar Tiga Putra to address these issues and strengthen their market position. Moreover, brand trust is a crucial aspect in this industry, where product quality must not be compromised. CV Fajar Tiga Putra must ensure that the products they offer are consistently of high quality to maintain and enhance consumer trust. However, discrepancies between consumer expectations and actual experiences can threaten brand reputation and trust, leading to serious problems. These factors collectively influence consumer loyalty, which is vital for the long-term sustainability of the business. Addressing this complexity requires a comprehensive brand management strategy, focusing not only on product promotion but also on building emotional

relationships and trust with consumers.

Based on previous research findings and considering the phenomena discussed in the previous paragraph, the researcher is interested in conducting a study titled “The Influence of Brand Personality, Brand Awareness, and Brand Trust Towards Consumer Loyalty (A Case Study on CV. Fajar Tiga Putra)”. Through this research, the researcher aims to identify the extent to which the brand personality established by CV. Fajar Tiga Putra is reflected in consumer perceptions, the level of consumer awareness towards the brand, and the extent to which consumer trust in the brand affects their purchasing behavior and loyalty. This study also aims to understand how the interaction between these three factors can form patterns of consumer loyalty behavior. By conducting a case study on CV. Fajar Tiga Putra, the researcher can gain deep insights into how the brand faces the challenges mentioned previously, as well as the strategies they have implemented to overcome these challenges. The following is a description and research framework:



**Figure 1. Theoretical Framework**

Based on figure 1 above, the developed framework focuses on analyzing the interaction between brand personality, brand awareness, and brand trust on the formation and improvement of consumer loyalty. In addition to examining the influence between these variables, this study also aims to explore the role of consumer demographics, such as age and gender, in moderating the effects of brand personality, brand awareness, and brand trust on consumer loyalty. The framework developed in this study provides a solid foundation for further exploration of the complex dynamics that influence consumer loyalty. By understanding the interactions between these variables, brands can develop more targeted and effective strategies to build and maintain a loyal customer base. Based on this explanation, the hypotheses that can be formed in this study are as follows

(H1): Brand personality has a positive and significant effect on consumer loyalty at CV. Fajar Tiga Putra.

(H2): Brand awareness has a positive and significant effect on consumer loyalty at CV. Fajar Tiga Putra.

(H3): Brand trust has a positive and significant effect on consumer loyalty at CV. Fajar Tiga Putra

## RESEARCH METHOD

This research design will use a quantitative approach with a survey method to measure the influence of brand personality, brand awareness, and brand trust on consumer loyalty. Furthermore, this study uses statistical analysis to test the research hypothesis that has been

formulated (Flick, 2023). Based on the previous explanation, this research can be structured as follows: Independent variables are variables that are hypothesized to have an influence on the dependent variable in a study (Bryman, 2021). This variable is usually a factor or condition that needs to be investigated to determine how it affects the dependent variable. The independent variables in this study are brand personality (X1), brand awareness (X2), and brand trust (X3). The dependent variable is the variable that is affected by the independent variable [29]. This variable is also known as the response variable or outcome variable, because its changes depend on variations in the independent variable. The variable measured in this study is consumer loyalty (Y).

The population includes all individuals and entities that have characteristics and qualities in accordance with the research objectives, as determined by the researcher (Creswell & Creswell, 2018). The population in this study are all consumers of CV. Fajar Tiga Putra who have used products or services from the company, either directly or indirectly, while the population size in this study is unknown. The sample selection for this study was conducted using a sampling formula commonly applied in survey research [28]. According to [29], the Cochran approach is a method often used to calculate the sample size required in survey research, especially when the population is unknown:

$$n_0 = \frac{Z^2 \cdot p(1 - p)}{e^2} = \frac{(1,96)^2 * 0,5 * (1 - 0,5)}{0,1^2} = \frac{0,9604}{0,01} 96.04 \quad (1)$$

Description:  $n_0$  = initial sample size,  $Z$  = value used with confidence level (1.96 for 95% confidence level),  $p$  = expected proportion (0.5 to maximize sample size),  $e$  = sampling of 10%

Therefore, the sample size can be calculated in the following way:

Based on the sample calculation procedure presented, the results indicated that a sample size of 96 individuals was considered adequate. However, in order to strengthen the representation of the population under study and accommodate potential variations, it was decided to round the sample size to 100 respondents. The technique chosen for sample collection was the accidental sampling method, where the selection of respondents was done based on their available and accessible presence during the data collection process (Arikunto, 2019). In this study, data collection was conducted by distributing survey instruments or questionnaires, for more details can be seen in the variable operational definition table below:

**Table 1. Operational Definition of Variables**

No	Variable	Indicator	Reference Source	Number of Statements
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1	<b>Independent:</b> Brand Personality (X1)	1. Honesty 2. Joy 3. Sophistication 4. Toughness 5. Skills 6. Warmth	Aaker (2017)	1) The brand CV. Fajar Tiga Putra is known for its honesty in its dealings. 2) Interacting with the brand CV. Fajar Tiga Putra brings me joy and happiness. 3) The brand CV. Fajar Tiga Putra is perceived as sophisticated and elegant. 4) The brand CV. Fajar Tiga Putra demonstrates toughness in its market presence. 5) CV. Fajar Tiga Putra is highly skilled and competent in its industry. 6) The brand CV. Fajar Tiga Putra conveys warmth and friendliness.
2	Brand Awareness (X2)	1. Brand Recall 2. Brand Recognition 3. Top-of-Mind Awareness 4. Brand Consideration	Kotler dan Keller, (2019)	1) I can easily remember the brand CV. Fajar Tiga Putra when prompted. 2) I can identify the brand CV. Fajar Tiga Putra from its logo or visual cues. 3) CV. Fajar Tiga Putra is the first brand I think of when considering [product/service]. 4) The brand CV. Fajar Tiga Putra is always top-of-mind when I need [product/service]. 5) I actively consider purchasing products/services from CV. Fajar Tiga Putra. 6) When making a purchase decision, CV. Fajar Tiga Putra is one of the brands I consider.
3	Brand Trust (X3)	1. Virtue 2. Competence 3. Integrity	Ehrhart & Hingst (2009)	1) I believe that CV. Fajar T Putra upholds ethical values and principles. 2) The brand CV. Fajar Tigara is trustworthy and acts in the best interest of its customers. 3) I have confidence in the abilities and expertise of CV. Fajar Tiga Putra. 4) CV. Fajar Tiga Putra demonstrates a high level of competence in delivering quality products/services. 5) I trust the brand CV. Fajar Tiga Putra to maintain consistency and honesty in its interactions. 6) CV. Fajar Tiga Putra shows integrity by honoring its commitments and promises.

4	<b>Dependent (Y)</b> Consumer Loyalty	<ol style="list-style-type: none"> <li>1. Repeat purchase</li> <li>2. Habitual consumption of the brand</li> <li>3. Always like the brand</li> <li>4. Keep choosing the brand</li> <li>5. Convinced that the brand is the best</li> <li>6. Recommend the brand</li> </ol>	Tjiptono (2020)	<ol style="list-style-type: none"> <li>1) I frequently repurchase products/services from CV. Fajar Tiga Putra.</li> <li>2) Consuming products/services from CV. Fajar Tiga Putra is a regular part of my routine.</li> <li>3) I consistently like the brand CV. Fajar Tiga Putra.</li> <li>4) I always opt for CV. Fajar Tiga Putra when making a purchase decision.</li> <li>5) I firmly believe that CV. Fajar Tiga Putra is the best brand in its category.</li> <li>6) I often recommend CV. Fajar Tiga Putra to family and friends.</li> </ol>
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*Source: data processed, 2024*

This method is seen as one of the most efficient approaches in the data collection process, especially after the researcher has validated the research variables and successfully formulated predictions for participants' responses with precision [29]. The questions contained in the questionnaire were developed based on insights gained from previous studies. The implementation of the questionnaire as a data collection tool made it easy to gather well-structured and thorough information. This contributes to the generation of significant data for further analysis [31]. The questionnaire itself was designed with a series of questions formulated on the basis of solid theoretical principles and using a Likert scale, in order to ensure precise measurement of all aspects of the variables under study

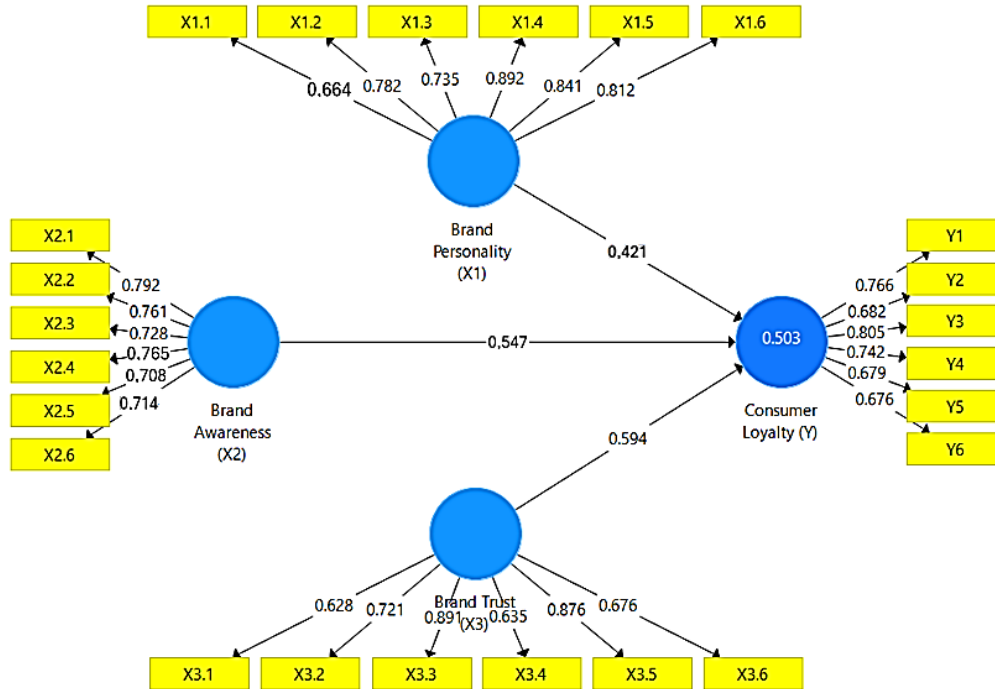
The systematic process of collecting and evaluating data to convert it into knowledge with deep insights is defined as data analysis. This process provides a framework for gaining an understanding of data attributes and their significance in the context of solving relevant research issues [32]. In quantitative research, the Structural Equation Modeling-Partial Least Square (SEM-PLS) technique is recognized as an effective method of analysis, with the major advantage of minimal reliance on a number of statistical assumptions. The advantages of PLS include the capacity to operate with smaller sample sizes, the absence of the need for a multivariate normal distribution, effectiveness in hypothesis validation, and the ability to illustrate the relationships between latent variables [33]. In this study, the main focus is on inferential statistical analysis in response to the proposed hypotheses. For the purpose of hypothesis measurement and testing, a software called SmartPLS v3.2.9 was used

## RESULTS AND DISCUSSION

### Model Evaluation

In this study, the data analysis process was carried out using the analysis techniques available in the SmartPLS application. The following is a series of steps carried out in the SEM-PLS analysis:





**Figure 2. Path Analysis diagram**

### Outer Model

Outer Model evaluation was carried out to test the validity and reliability of the model in this study. This evaluation process aims to ensure that the instruments used to measure the constructs in the model have high accuracy and consistency. There are several main aspects evaluated in this process, namely discriminant validity, convergent validity, composite reliability, and cronbach's alpha. (Hair et al., 2022).

**Table 1. Outer Loadings**

	(X1)	(X2)	(X3)	(Y)
X1.1	0,664			
X1.2	0,782			
X1.3	0,735			
X1.4	0,892			
X1.5	0,841			
X1.6	0,812			
X2.1		0,792		
X2.2		0,761		
X2.3		0,728		
X2.4		0,765		
X2.5		0,708		
X2.6		0,714		
X3.1			0,628	
X3.2			0,721	
X3.3			0,891	
X3.4			0,635	
X3.5			0,876	
X3.6			0,676	
Y1				0,766
Y2				0,682

Y3	0,805
Y4	0,742
Y5	0,679
Y6	0,676

Source: data processed, 2024

Based on table 1 above, it shows that the outer loading value for all indicators of the construct variable is greater than 0.6, so the model is declared good and can proceed to the next process.

### Convergent Validity Test

Convergent Validity means the construct's variables' indications should correlate strongly. Factor loading of each concept indicator shows convergent validity. Convergent validity requires a loading factor greater than 0.7. However, loading values of 0.5 to 0.6 are still acceptable in early measuring scale studies. For convergent validity, the average variance extracted (AVE) must exceed 0.5. [34]. Model analysis on the PLS method yielded:

**Table 2. Output Average Variance Extracted (AVE)**

Construct Variable	Average Variance Extracted (AVE)	Information (AVE > 0.50)
Brand Personality (X1)	0,731	Valid
Brand Awareness (X2)	0,665	Valid
Brand Trust (X3)	0,659	Valid
Consumer Loyalty (Y)	0,671	Valid

Source: data processed, 2024

Based on the information presented in table 2 above, the AVE value for the constructs of brand personality quality, brand awareness, brand trust and consumer loyalty is greater than 0.5. Therefore, it can be concluded that all variables in the model are valid.

### Discriminant Validity Test

Discriminant validity tests are statistical methods used to compare the differences between research model constructs or variables, according to Hair et al (2022). The following Fornell-Larcker criterion value results can be seen in table 3 below:

**Table 3. Fornell-Larcker Criterion**

Construct Variable	X1	X2	X3	Y
Brand Personality (X1)	0,677			
Brand Awareness (X2)	0,684	0,699		
Brand Trust (X3)	0,762	0,636	0,742	
Consumer Loyalty (Y)	0,772	0,671	0,733	0,676

Source: data processed, 2024

Based on the results of the discriminant validity test, all indicators can be considered valid. This is because the Fornell-Larcker criterion value is more than 0.5. Furthermore, to determine whether or not a construct model is valid, discriminant validity can be seen through the Heterotrait-Monotrait Ratio (HTMT) value, which is according to Hair et al (2022), HTMT is the ratio of the correlation between factors (heterotrait) and the average intra-factor correlation (monotrait). HTMT values lower than 0.85 or 0.90 (depending on the criteria used) indicate strong discriminant validity between constructs.

**Table 4. Heterotrait-Monotrait Ratio (HTMT) Value**

Construct Variable	X1	X2	X3	Y
Brand Personality (X1)	0,772			
Brand Awareness (X2)	0,718			
Brand Trust (X3)	0,786	0,778		
Consumer Lotalty (Y)	0,721	0,757	0,782	0,763

*Source: data processed, 2024*

Based on table 4 above, it can be concluded that the Heterotrait-Monotrait Ratio (HTMT) value for the constructs of perceived convenience, perceived usefulness, information quality, and interest in using services all have values less than 0.85 or 0.90. Thus, it can be concluded that all construct variables in the model can be considered valid.

### Compositer Reliability

Composite reliability assesses construct indicator internal consistency. Composite reliability is computed from construct indicator variance. A construct has strong reliability if its Cronbach's alpha value is more than 0.7 and its composite reliability value is greater than 0.7. The following are the results of the reliability test in this study:

**Table 5. Reliability Test Results**

Construct Variable	Cronbach's Alpha	Composite Reliability
Brand Personality (X1)	0,827	0,927
Brand Awareness (X2)	0,931	0,905
Brand Trust (X3)	0,877	0,816
Consumer Lotalty (Y)	0,961	0,943

*Source: data processed, 2024*

According to the reliability test shown in table 5, it can be inferred that all structures exhibit a significant level of reliability. These findings are evident from the composite reliability value of each construct, which surpasses 0.7, and the Cronbach's alpha value, which exceeds 0.7. Therefore, it may be inferred that all the constructs examined in this study are deemed to be dependable.

### Inner Model

The structural model, also known as the inner model, is used to describe the interrelationships and magnitude of influence among all variables. When assessing the structural model or inner model, four measures are used: R-Square, F-Square, Goodness of Fit (GoF), and Hypothesis Test. These measurements are obtained using the bootstrapping technique. (Hair et al., 2022).

### R-Square (R<sup>2</sup>) Test

During the evaluation of the inner model, the efficacy of the model can be determined by examining the coefficient of determination (R-Square) value for each predictor variable. This value serves as an indicator of the predictive capability of the structural model. Typically, a model can be considered to have strong predictive ability if the coefficient of determination (R-Square) is about 0.67. A coefficient of 0.33 is regarded moderate, indicating a reasonable value. On the other hand, a coefficient of determination of 0.19 suggests that the model has low predictive accuracy. The table 4.7 below displays the R-Square value.

**Table 6. R-Square Test Results**

Construct Variable	R-square	Adjusted R-square
Consumer Lotalty (Y)	0,825	0,833

*Source: data processed, 2024*

Based on the information in Table 6 presented above, there is a coefficient of determination (R-square) value that reaches 0.825, or 82.5%. This indicates that variables such as brand personality, brand awareness, and brand trust have the ability to explain 82.5% of the influence in the consumer loyalty variable, then the remaining 17.5% can be explained from external factors not included in the model studied.

### Predictive Relevance (Q<sup>2</sup>)

A model is considered to have predictive relevance if the Q-square value is greater than 0. Conversely, a Q-Square value of 0 or less indicates that the model lacks predictive relevance. The strength of a model is evaluated based on Q-Square Predictive Relevance (Q<sup>2</sup>) values, with 0.35 indicating a strong model, 0.15 suggesting a moderate model, and 0.02 pointing to a weak model (Hair et al., 2022). Q-Square calculation is done with the formula:

$$\begin{aligned}
 Q2 &= 1 - (1 - R2) \\
 Q2 &= 1 - (1 - 0,825) \\
 Q2 &= 1 - 0,175 \\
 Q2 &= 0,825 \\
 Q2 &= 0,825 \times 100\% = 82,5\%
 \end{aligned}
 \tag{2}$$

From the Q<sup>2</sup> results above, a value of 0.825 is obtained which indicates that the model has good predictive relevance because the value is more than 0 (zero). Thus, it can be concluded that 82.5% of consumer loyalty is influenced by Brand Personality, Brand Awareness, and Brand Trust, while the remaining 17.5% is influenced by other factors not included in this research model.

**Table 7. Predictive Relevance (Q<sub>2</sub>)**

	Q <sub>2</sub>	Information
Endogen Variable (Consumer Loyalty)	0,825	Has predictive relevance value

*Source: data processed, 2024*

Based on the data presented in table 7, it can be seen that the Q-square value on the dependent variable (endogenous) is 0.825. By looking at this value, it can be concluded that this study has a good / good observation value because the Q square value > 0 (zero), namely 0.825.

### F-Square (F<sup>2</sup>) Test

F-Square is done to determine how much the relative level of influence of the independent variable on the dependent variable. The value criteria are 0.02 (small), 0.15 (medium), and 0.35 (large) [33]. The F-Square value of this study can be seen in table 7 below:

**Table 8. F-Square Test Results**

Construct Variable	F-Square
Brand Personality (X1)	0,610
Brand Awareness (X2)	0,527
Brand Trust (X3)	0,523

*Source: data processed, 2024*

Based on the data presented in table 8, the values of brand personality, brand awareness, and brand trust are 0.610, 0.527, and 0.523, respectively. This finding provides evidence that the three variables are simultaneously able to influence the consumer loyalty variable.

**Goodness of Fit (GoF) Test**

The Goodness of Fit (GoF) model aims to assess the level of fit and practicality of the research model. GoF values are categorized into three levels: low (0.1), medium (0.25), and high (0.38) (Hair et al. 2016). For additional information, please refer to the table provided:

**Table 9. Nilai Goodness of Fit**

Construct Variable	AVE	R-Square
Brand Personality (X1)	0,731	-
Brand Awareness (X2)	0,665	-
Brand Trust (X3)	0,659	-
Consumer Lotalty (Y)	0,671	0,825

Source: data processed, 2024

Based on the results in table 9 above, the average AVE value is 0.682 and the R-square value is 0.825 so the GoF value is:

$$\begin{aligned}
 \text{GoF} &= \sqrt{R^2 \times \text{AVE}} \\
 \text{GoF} &= \sqrt{0,825 \times 0,682} \\
 \text{GoF} &= \sqrt{0,56265} = 0,7507
 \end{aligned}
 \tag{3}$$

The GoF value in this study is 0.7507, which means that the level of fit and feasibility of this research model is declared large or high because the value is greater than 0,38.

**Hypothesis Test (Bootstraping)**

At this point in the evaluation, we will determine the significant values in order to determine the influence that the variables have on the path coefficients. These coefficients provide an indication of the direction in which the relationship between each independent variable (X) and the dependent variable (Y) is oriented. With a p-value of 0.05 (which corresponds to a significance level of 5%) and a t-statistic of 1.96, this study employs a significance value with one tail when conducting its analysis. In the event that the t-statistic value is larger than 1.96 and the p-value is less than 0.05, the findings are deemed to be statistically significant, and hence, the hypothesis is accepted. On the other hand, if the value of the t-statistic is less than 1.96 and the p-value is more than 0.05, then the data are regarded as being insignificant, and the hypothesis is rejected.

**Table 10. Path Coefficient**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>Brand Personality (X1) - &gt; Consumer Loyalty (Y)</b>	0,421	0,731	0,182	5,030	0,000
<b>Brand Awareness (X2) - &gt; Consumer Loyalty (Y)</b>	0,547	0,726	0,151	3,911	0,016
<b>Brand Trust (X3) -&gt; Consumer Loyalty (Y)</b>	0,594	0,517	0,135	4,851	0,005

Source: data processed, 2024

Based on the hypothesis test findings presented in Table 10 above, the following conclusions can be drawn regarding the results of hypothesis testing:

Based on the test results in table 10, the independent latent variable, brand personality (X1), has a t-statistic value of 5.030, which is greater than 1.96. In addition, this variable also has a p-value of 0.000, which is less than 0.05 with a positive sample mean of 0.731. Based on these findings, it can be concluded that the null hypothesis (H01) is rejected and the alternative hypothesis (H1) is accepted. This indicates that the brand personality variable has a positive and significant influence on consumer loyalty at CV. Fajar Tiga Putra. The results showed that brand personality has a positive and significant effect on consumer loyalty at CV. Fajar Tiga Putra. This means that the better the brand personality built by CV Fajar Tiga Putra will increase the loyalty of their consumers. This implies that the presence of certain characteristics or characteristics in the brand can motivate consumers to continue to interact and commit to the brand in the long term. According to Aaker (2017), the more positive the consumer's perception of the brand personality of a company or organization, the more likely the consumer is to remain loyal to the brand of the company's product. This shows the importance of building and maintaining positive attributes in brand personality as a strategy to strengthen relationships with consumers and maintain their loyalty. The results of this study are in line with research by Fithrotudiniyah et al (2019) and Zendra & Ferdinand (2021) which show that brand personality is not only seen as a static brand attribute, but also as a dynamic element that can shape consumer perceptions and attitudes towards brands over time. By having a positive brand personality, where the brand is perceived as having attractive, relevant and convincing characteristics, consumers tend to feel more emotionally attached to the brand. Consumers who have a positive perception of a brand's brand personality tend to have a higher level of loyalty, which is reflected in their preference to choose that brand consistently in their purchasing experience. Brands that successfully instill a strong and positive image in the minds of consumers will generate deeper and more sustainable bonds with consumers, which in turn can improve customer retention, increase brand loyalty, and generate a positive impact on overall business performance.

Based on the test results in table 10, the independent latent variable, brand awareness (X2), has a t-statistic value of 3.911, which is greater than 1.96. In addition, this variable also has a p-value of 0.016, which is less than 0.05 with a positive sample mean of 0.726. Based on these findings, it can be concluded that the null hypothesis (H02) is rejected and the alternative hypothesis (H2) is accepted. This indicates that the brand awareness variable has a positive and significant influence on consumer loyalty at CV. Fajar Tiga Putra. The results showed that brand awareness has a positive and significant effect on consumer loyalty at CV. Fajar Tiga Putra. This means that the higher the awareness that consumers have about the brand, the more likely consumers are to remain loyal to using products or services from CV Fajar Tiga Putra. This emphasizes the importance of effective marketing and communication strategies in building and increasing brand awareness in the eyes of consumers. According to Kotler & Keller (2016), brand awareness not only plays a role in attracting new consumers, but also has a substantial impact on maintaining the loyalty of existing consumers, through the formation of positive perceptions and strong brand memories in the minds of consumers. The results of this study are in line with research by Oktavia & Sudarwanto (2023) and Indrayani et al (2023) which show that the level of consumer awareness of the brand has an important role in forming and strengthening their relationship with the brand. Brand awareness reflects the extent to which consumers recognize, remember, and associate the brand with the product or service offered. A

high level of brand awareness will strengthen the brand's position in the minds of consumers, making it a more considered and desirable option when they make purchasing decisions. This is especially the case because high awareness of the brand can create a sense of trust and comfort in the minds of consumers, minimizing the risks and uncertainties associated with the purchase.

Based on the test results in table 10, the independent latent variable, brand trust (X3), has a t-statistic value of 4.851, which is greater than 1.96. In addition, this variable also has a p-value of 0.005, which is less than 0.05 with a positive sample mean of 0.517. Based on these findings, it can be concluded that the null hypothesis (H03) is rejected and the alternative hypothesis (H3) is accepted. This indicates that the brand trust variable has a positive and significant influence on consumer loyalty at CV. Fajar Tiga Putra. The results showed that brand trust has a positive and significant effect on consumer loyalty at CV Fajar Tiga Putra. This means that if consumers have a high level of trust in the brand, they are more likely to continue to interact and support the brand in various ways, including repeat purchases and will recommend products from CV Fajar Tiga Putra. According to Hall (2020) explains that brand trust, as an essential component in consumer relationships with brands, helps in building strong emotional bonds that encourage loyalty. This also implies that efforts to strengthen consumer trust through consistent product quality, honest brand communication, and satisfying brand interactions can be considered as a direct investment in consumer loyalty. The results of this study are in line with the research of Firdaus & Yamini, (2023) and the research of Alfian & Susanti (2023) which show that a high level of trust from consumers in the brand plays an important role in influencing their level of loyalty to the brand. Brand trust is the foundation of a strong relationship between brands and consumers. When consumers have high trust in a brand, they tend to feel safe and confident that the brand will meet their expectations, provide quality products or services, and consider consumers' interests in every interaction. In addition, high brand trust also plays an important role in building long-term loyalty. Consumers who trust the brand tend to be loyal customers who return to choose the brand in their next purchase. They feel emotionally and psychologically tied to the brand, which makes them less likely to switch to competing brands or look for alternatives

## **CONCLUSION**

This study discusses three independent variables and one dependent variable, where the independent variables consist of brand personality, brand awareness, and brand trust, while the dependent variable is consumer loyalty. The conclusions of this study are based on the analysis outlined in the previous chapters, which include brand personality has a positive and significant impact on consumer loyalty at CV. Fajar Tiga Putra. This means that as the brand's personality becomes more appealing, customer loyalty increases, as customers are more likely to remain loyal to brands, they recognize and admire. Brand awareness has a positive and significant impact on consumer loyalty at CV. Fajar Tiga Putra. This implies that as brand awareness increases, so does customer loyalty, as customers are more likely to remain loyal to brands, they know and trust. Then, brand trust has a positive and significant impact on consumer loyalty at CV. Fajar Tiga Putra. This indicates that as brand trust increases, so does consumer loyalty, as customers are more likely to stay loyal to brands, they trust

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