



THE INFLUENCE OF BRAND IMAGE AND BRAND TRUST ON TELKOMSEL BRAND LOYALTY ON TELKOMSEL CUSTOMERS IN GRAPARI PADANG

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ABSTRACT

The growth in the number of Telkomsel mobile operator users at Grapari Padang can be a crucial indicator of how Telkomsel's brand trust and brand image influence customer loyalty. This study aims to analyze the influence of brand image and brand trust on Telkomsel's brand loyalty among Telkomsel customers at Grapari Padang. This research adopts a quantitative approach with a survey research design. The population in this study consists of all Telkomsel customers at Grapari Padang. The sample size to be studied is 82 respondents, Telkomsel users in Padang City, and the sampling technique used is accidental sampling. Primary data sources involve the process of collecting new information through questionnaires. Data analysis techniques in this study use descriptive statistical analysis, multiple linear regression analysis, and hypothesis testing using t-statistic tests. The research results show that brand image has a sig. value of $0.000 < 0.05$, indicating that brand image significantly positively influences Telkomsel's brand loyalty among Telkomsel customers at Grapari Padang. Brand trust has a sig. value of $0.000 < 0.05$, indicating that brand trust significantly positively influences Telkomsel's brand loyalty among Telkomsel customers at Grapari Padang.

Keywords: Brand Image, Brand Trust, Brand Loyalty

Submit : April 26th, 2024

Acceptance : April 29th, 2024

INTRODUCTION

The telecommunications industry in Indonesia has experienced rapid development in recent years, especially with the increasingly high penetration of cellular services. In line with the rapid development of technology, cell phones have become an object that cannot be separated from people's lives. Of course, the presence of cellular operators as cellular service providers is very important for communicating and accessing the internet. The number of internet users in Indonesia is now equivalent to 78.19% of the national population of 275.77 million people. In fact, the figure is reported to be 1.17% higher compared to the 2021 to 2022 period which reached 77.02% (<https://goodstats.id/article/>, 2023).

The high number of internet users in Indonesia is in line with the large consumer demand for credit products and internet vouchers. There are many providers in Indonesia that provide services and make it easy to access the internet. They use their own strategies and compete with



each other to get consumers and retain consumers with the aim of making a profit from their sales. Currently in Indonesia there are cellular card providers that are often used, including PT. Cellular Telecommunication (Telkomsel, As, and Simpati), PT. Indosat Ooredoo Tbk (IM3 and Mentari), PT. XL Axiata Tbk. (XL and Axis), PT. Hutchison 3 Indonesia (3), and PT. Smartfren Telecom Tbk (Smartfren).

The rise of providers in the world of telecommunications has created high competition between these provider companies. Based on Table 1.1, the author will present information related to the development of cellular operator users in Indonesia, as follows:

Table 1.
Development of the Number of Cellular Operator Users in Indonesia
Period 2020 to 2022

No.	Cellular Operator Provider	Year (Million Users)		
		2020	2021	2022
1	PT. Mobile Telecommunications	169.5	169.2	175
2	PT. Indosat Ooredoo Tbk	60.3	60.3	102.2
3	PT. XL Axiata Tbk.	57.9	56.7	57.2

Source: katadata.co.id, 2023.

Based on the data obtained, for the development of the number of cellular operator users in Indonesia for the period 2020 to 2022. Telkomsel remains the market leader in number of users, with a significant increase in 2022. Telkomsel experienced a significant increase to 175 million users. This shows Telkomsel's ability to overcome challenges and expand their customer base. Indosat managed to experience a sharp jump in the number of users in 2022, to 102.2 million users in 2022 which shows a strong change in their strategy or offering. XL Axiata experienced minor fluctuations in user numbers over the three-year period, indicating challenges in maintaining their position.

According to Hasan (2018), the determining factors or main factors driving customer loyalty are brand trust and brand image. *Brand image*, or brand image, refers to the impression or perception formed by customers of a brand based on their experience, information and perceptions of the brand (Hasan, 2018). When Telkomsel's brand image is positive, customers will be more likely to have trust in this brand and become loyal. A strong brand image, which includes factors such as reliability, quality and value congruence, can form the basis for building long-term relationships with customers and stimulate loyalty.

Apart from brand image, another factor that influences brand loyalty is brand trust (Hasan, 2018). Brand trust refers to the level of trust that customers have in a brand. In this case, Telkomsel brand trust is the extent to which customers believe that Telkomsel will provide the promised services with the expected quality, maintain customer privacy, and act ethically in interactions with them. Customers who trust Telkomsel tend to have stronger and longer-term relationships with the brand, which in turn, can help Telkomsel retain customers and grow in a competitive industry.

Therefore, this research has the potential to provide more in-depth and contextual insight into how these factors interact and influence customer behavior in Grapari Padang. The aim of this



research is to analyze the influence of brand image and brand trust on Telkomsel brand loyalty among Telkomsel customers in Grapari Padang.

The Influence of Brand Image on Brand Loyalty

Research conducted by Vlimsya, et al (2022), research results show that brand image has a significant effect on brand loyalty. Situmeang (2021), the results of this research show that brand image has a significant effect on brand loyalty. Research by Hokky and Bernardo (2021), the results of this research show that brand image has a significant effect on brand loyalty. Utomo's research (2017), based on the results of brand image analysis, has a significant effect on brand loyalty. Research by Rizky and Utomo (2017), research results show that brand image partially has a positive and significant effect on brand loyalty. Hasugian's (2015) research concluded that brand image partially has a significant effect on Telkomsel's brand loyalty.

H₁ brand image has a positive and significant effect on Telkomsel brand loyalty among Telkomsel customers in Grapari Padang.

The Influence of Brand Trust on Brand Loyalty

Research conducted by Vlimsya, et al (2022), research results show that brand trust has a significant effect on brand loyalty. Situmeang (2021), the results of this research show that brand trust has a significant effect on brand loyalty. Research by Hokky and Bernardo (2021), the results of this research show that brand trust has a significant effect on brand loyalty. Research by Rahmawati, Ma'ruf and Bus (2020), the results of the analysis reveal that trust is the most important determinant of brand loyalty. Qurbani's research (2019), from the results of data processing, the brand trust variable has a significant effect on brand loyalty. Research by Novalina, Rahmidani and Tasman (2018), based on the results of research conducted, found that the brand trust variable has a significant effect on brand loyalty. Utomo's research (2017), based on the results of brand trust analysis, has a significant effect on brand loyalty. Research by Rizky and Utomo (2017), research results show that brand trust partially has a positive and significant effect on brand loyalty. Hasugian's (2015) research concluded that brand trust partially has a significant effect on Telkomsel's brand loyalty.

H₂ brand trust has a positive and significant effect on Telkomsel brand loyalty among Telkomsel customers in Grapari Padang.

RESEARCH METHODS

This research is a quantitative study that collects data in the form of numbers to test hypotheses regarding the influence of brand image and brand trust variables on brand loyalty among Telkomsel customers in Grapari Padang. The main object of research is Telkomsel customers who interact with these outlets in Padang City, West Sumatra, and have used Telkomsel services for more than five years. The research population includes all Telkomsel Grapari Padang customers who meet the criteria, totaling 467 users. Using the Slovin formula, the sample size was determined to be 82 respondents. The sampling method used is accidental sampling, where any customer who meets the researcher by chance can become the sample. Data was collected through a survey using a questionnaire.



Operational Definition of Variables

Operational definition in research is a concept that connects abstract or theoretical concepts with real actions or variables that can be measured concretely.

Table 2.
Operational Definition of Variables and Indicators

No	Variable	Definition	Indicator	Source
1	<i>Brand Image(X1)</i>	Customer perceptions of Telkomsel's brand identity and image.	1. Brand Strength 2. Brand Likes 3. Brand Uniqueness	Pramudita, Chamidah and Wahyuningsih (2022), Hidayah (2019)
2	<i>Brand Trust(X2)</i>	The level of customer confidence and trust in the integrity of the Telkomsel brand.	1. Brand Reliability 2. Interest in the Brand	Prawira and Setiawan (2021)
3	<i>Brand Loyalty(Y)</i>	Customer willingness to continue choosing and using products or services from the Telkomsel brand.	1. Behavior 2. Switching Costs 3. Satisfaction 4. Brand Likes 5. Commitment	Pramudita, Chamidah and Wahyuningsih (2022), Putra and Sulistyawati (2019), Prawira and Setiawan (2021).

Validity test

According to Umar (2019), the aim is to find out whether there are questions in the questionnaire that should be discarded because they are considered irrelevant. The method used to see the validity of the measuring instrument is the Corrected Item-Total Correlation formula with the help of SPSS. The benchmark for the Corrected Item-Total Correlation coefficient is if the CI-TC value is > 0.30 , then the statement item is valid.

Reliability Test

According to Umar (2019), reliability is an instrument that, when used several times to measure the same object, will produce the same data. Reliability tests are carried out on statements that are valid. The formula used to test reliability in research is Cronbach' Alpha. If the Cronbach' alpha value is > 0.60 , it is considered reliable.



Descriptive Statistical Analysis

According to Sugiyono (2018), descriptive analysis is a statistical method used to summarize, describe and interpret data in a way that is easy to understand. The goal is to provide a general description of the characteristics of the data collected, such as distribution, average, variation, and general patterns.

Normality test

According to Santoso (2017), the normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. In carrying out the normality test, the non-parametric One Sample Kolmogorov Smirnov Test is used. If the asymp sig value is greater than > 0.05 , then the research model is declared to have a normal distribution.

Multicollinearity Test

According to Umar (2019), the multicollinearity test was carried out to see whether the regression model found any correlation between the independent variables. The guideline for a regression model that is free of multicollinearity is that if the VIF (Variance Influence Factor) value is smaller than < 10 , and the Tolerance number is greater than > 0.10 , then it does not contain multicollinearity.

Heteroscedasticity Test

According to Umar (2019), a good regression model does not experience symptoms of heteroscedasticity. Heteroscedasticity symptoms can be tested using the Glejser Test. If the sig value. greater than > 0.05 , then the research model is declared to not have heteroscedasticity.

Multiple Linear Regression

Umar (2019), states that multiple linear regression analysis is a technique used to test the influence of several independent variables on the dependent variable. The multiple linear regression model in this research is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

- Y = *Brand Loyalty*
- α = Constant
- β_1, β_2 , =Regression Coefficients
- X1 = Brand Image
- X2 = Brand Trust
- e =Disturbance factors (Disturbance Error)

Hypothesis test

To prove the conjecture or hypothesis that has been described, the researcher will use the t-statistical test. According to Sarwono (2018), the t-statistical test is to test the significance of the independent variable against the dependent variable individually or partially. If the significance value obtained from the data processing results is less than < 0.05 , then H_0 will be rejected and conversely H_a will be accepted. This means that there is a partial and significant influence between the independent variable and the dependent variable.



RESEARCH RESULT

Respondent Characteristics

Based on an analysis of the characteristics of respondents based on gender, the majority of respondents involved in this research were women, reaching 52 people or 63.4%. Based on age, the majority of respondents in this study were individuals aged 36 to 45 years, reaching 33 people or 40.2%. Most respondents work as private employees, reaching 30 people or 36.6%. The majority of respondents, namely 31 people or 37.8%, had a Bachelor's degree (S1). The majority of respondents, as many as 26 people or 31.7%, had a monthly pocket money of between IDR 3,000,001 to IDR 5,000,000. may be related to the presence of employees in the sample, who tend to have other sources of income. The majority of respondents, 52 people or 63.4%, have used Telkomsel cards for 5 years.

Validity Test Results

The method used to see the validity of the measuring instrument is the Corrected Item-Total Correlation formula with the help of SPSS. The benchmark for the Corrected Item-Total Correlation coefficient is 0.30. The following are the results of the validity test for each research instrument:

Table 3.
Instrument Validity Test Results

No	Items	Corrected Item- Total Correlation	Rule of Thumb	Conclusion
Brand Loyalty				
1	Brand Loyalty Y1	0.878	0.30	Valid
2	Brand Loyalty Y2	0.799	0.30	Valid
3	Brand Loyalty Y3	0.831	0.30	Valid
4	Brand Loyalty Y4	0.811	0.30	Valid
5	Brand Loyalty Y5	0.842	0.30	Valid
6	Brand Loyalty Y6	0.850	0.30	Valid
7	Brand Loyalty Y7	0.694	0.30	Valid
8	Brand Loyalty Y8	0.827	0.30	Valid
9	Brand Loyalty Y9	0.717	0.30	Valid
10	Brand Loyalty Y10	0.777	0.30	Valid
11	Brand Loyalty Y11	0.827	0.30	Valid
12	Brand Loyalty Y12	0.760	0.30	Valid
13	Brand Loyalty Y13	0.649	0.30	Valid
14	Brand Loyalty Y14	0.788	0.30	Valid
15	Brand Loyalty Y15	0.822	0.30	Valid
Brand Image				
1	Brand Image X1.1	0.774	0.30	Valid
2	Brand Image X1.2	0.818	0.30	Valid
3	Brand Image X1.3	0.830	0.30	Valid
4	Brand Image X1.4	0.833	0.30	Valid
5	Brand Image X1.5	0.809	0.30	Valid



No	Items	Corrected Item- Total Correlation	Rule of Thumb	Conclusion
6	Brand Image X1.6	0.862	0.30	Valid
7	Brand Image X1.7	0.847	0.30	Valid
8	Brand Image X1.8	0.865	0.30	Valid
9	Brand Image X1.9	0.876	0.30	Valid
Brand Trust				
1	Brand Trust X2.1	0.749	0.30	Valid
2	Brand Trust X2.2	0.798	0.30	Valid
3	Brand Trust X2.3	0.758	0.30	Valid
4	Brand Trust X2.4	0.774	0.30	Valid
5	Brand Trust X2.5	0.743	0.30	Valid
6	Brand Trust X2.6	0.685	0.30	Valid

Source: SPSS Data Processing Results, 2024.

The results of the validity test of the questionnaire instrument on each variable show that all statement items in the instrument have valid CI-TC values. The range of all CI-TC values is above the rule of thumb limit > 0.30 , so it can be concluded that the questionnaire instruments for each variable are valid for use in this research. Therefore, the results of the validity test show that the instrument is suitable for measuring the concept of each variable in the context of this research.

Reliability Test Results

Reliability is an instrument that, when used several times to measure the same object, will produce the same data. The results of this reliability test can be seen in the table as follows:

Table 4.
Reliability Test Results

Variable	Cronbach's alpha	Critical Value	Conclusion
Brand Loyalty (Y)	0.965	0.60	Reliable
Brand Image (X1)	0.960	0.60	Reliable
Brand Trust (X2)	0.910	0.60	Reliable

Source: SPSS Data Processing Results, 2024.

The results of the reliability test show that all research variables have high Cronbach's alpha values. The Brand Loyalty (Y) variable has a Cronbach's alpha value of 0.965, Brand Image (X1) of 0.960, and Brand Trust (X2) of 0.910. All Cronbach's alpha values exceeded the critical value set > 0.60 . Therefore, it can be concluded that the instruments used in this research are reliable or reliable.

Descriptive statistical analysis

The aim of descriptive analysis is to provide a general description of the characteristics of the data collected, such as distribution, average, variation and general patterns. The results of these descriptive statistics can include total, average and TCR scores as follows:



Table 5.
Results of Descriptive Statistical Analysis

No	Variable	Total Score	Average Score	TCR (%)	Criteria
1	Brand Loyalty (Y)	330	3.99	79.77	High enough
2	Brand Image (X1)	314	3.83	76.56	Pretty good
3	Brand Trust (X2)	294	3.59	71.79	High enough

Source: Primary Data Processing Results, 2024.

Brand Loyalty descriptive statistics show quite high results with an average score of 3.99 and a TCR of 79.77%. Brand Loyalty consists of five indicators, namely Behavior, Switching Costs, Satisfaction, Brand Likes, and Commitment. The reason the majority of indicators are included in the "Fairly Good" criteria is because the majority of respondents gave scores above average on each indicator. With an average score of 3.83 and a TCR of 76.56%, Telkomsel's brand image in Grapari Padang is considered "Pretty Good". These results provide a positive picture, but there is potential for improvement in several aspects to reach a higher level. The statement refers to the overall brand image, which is measured through three main indicators, brand strength, brand liking and brand uniqueness. In general, the results of descriptive statistics for brand trust show a fairly high level of trust from respondents towards Telkomsel Grapari Padang. The average Brand Trust of respondents to Telkomsel Grapari Padang showed a fairly high score, namely 3.59. With TCR reaching 71.79%, this indicates that the majority of respondents made a positive contribution to the measure of brand trust, which consists of two indicators of brand reliability and brand interest.

Normality Test Results

In carrying out normality testing, the non-parametric One Sample Kolmogorov Smirnov Test is used. The following will present the results of the normality test:

Table 6.
Normality Test Results

Variable	Asymp. Sig. (2-tailed)	Alpha	Conclusion
Brand Loyalty (Y)			
Brand Image (X1)	0.656	0.05	Normally distributed
Brand Trust (X2)			

Source: SPSS Data Processing Results, 2024.

In the normality test analysis, the Asymp. Sig. (2-tailed) of 0.656 is greater than > 0.05 , indicating that the data on the variables tested tends to be normally distributed.



Multicollinearity Test Results

The guideline for a regression model that is free of multicollinearity is that if the VIF (Variance Influence Factor) value is smaller than < 10 , and the Tolerance number is greater than > 0.10 , then it does not contain multicollinearity. The following will present the results of the multicollinearity test:

Table 7.
Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Conclusion
Brand Image (X1)	0.328	3,050	Multicollinearity Free
Brand Trust (X2)	0.328	3,050	Multicollinearity Free

Source: SPSS Data Processing Results, 2024.

The results of the multicollinearity test show that Tolerance is 0.328 and VIF is 3.050, indicating that the two independent variables are free from multicollinearity problems. In general, Tolerance values above > 0.1 and VIF below < 10 indicate that there are no significant multicollinearity problems. With these results, it can be concluded that the independent variables in this research model are not highly correlated with each other.

Heteroscedasticity Test Results

A good regression model does not experience symptoms of heteroscedasticity. Heteroscedasticity symptoms can be tested using the Glejser Test. The following will present the results of the heteroscedasticity test:

Table 8.
Heteroscedasticity Test Results

Independent Variable	Sig.	α	Conclusion
Brand Image (X1)	0.082	0.05	Heteroscedasticity Free
Brand Trust (X2)	0.357	0.05	Heteroscedasticity Free

Source: SPSS Data Processing Results, 2024.

The results of the heteroscedasticity test show a significance value (Sig.) for Brand Image (X1) of 0.082 and for Brand Trust (X2) of 0.357. In both variables, the Sig value. greater than the significance level $> \alpha$ (0.05). Therefore, it can be concluded that this regression model is free from heteroscedasticity problems.

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis is a technique used to test the influence of several independent variables on the dependent variable. The results of the multiple linear regression model in this study are as follows:



Table 9.
Results of Multiple Linear Regression Analysis

Model		B	Std. Error	Beta
1	(Constant)	10,068	2,540	
	Brand Image (X1)	,754	.121	,495
	Brand Trust (X2)	1,105	,188	,464

Source: SPSS Data Processing Results, 2024.

Results of the multiple linear regression equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

$$Y = 10.068 + 0.754X_1 + 1.105X_2$$

1. When value *Brand Image* And *Brand Trust* is zero, then the predicted value *Brand Loyalty* is 10,068 units. Intercept 10.068 units, this is the *Brand Loyalty* value when the two independent variables *Brand Image* and *Brand Trust* are zero.
2. Each increase of one unit in *Brand Image*, so *Brand Loyalty* will increase by 0.754 units, while maintaining the value *Brand Trust*. The *Brand Image* coefficient is 0.754, meaning that the coefficient has a positive direction, this shows that the better the *Brand Image*, the higher *Brand Loyalty* will be.
3. Each increase of one unit in *Brand Trust*, so *Brand Loyalty* will increase by 1.105 units, while maintaining the value *Brand Image*. The *Brand Trust* coefficient is 1.105, meaning that the coefficient has a positive direction, this shows that the higher the *Brand Trust*, the higher the *Brand Loyalty*.

Hypothesis Testing Results (t-Statistic Test)

The t-statistical test is to test the significance of the independent variable against the dependent variable individually or partially. If the significance value obtained from the data processing results is less than <0.05 , then there is an influence and partial significance between the independent variable and the dependent variable. The results of the research on the t-statistical test are as follows:

Table 10.
t-Statistics Test Results

Independent Variable	A	Sig.	Conclusion
Brand Image (X1)	0.05	0.016	H1 Accepted
Brand Trust (X2)	0.05	0.000	H2 Accepted

Source: SPSS Data Processing Results, 2024.

1. *Brand Image*, the significance value (α) set is 0.05, while the p value from the t-statistical test is 0.000. Because the p value is smaller than α ($0.000 < 0.05$), it can be concluded that *Brand Image* has a significant influence on *Brand Loyalty*, and therefore, the first hypothesis (H1) is accepted.
2. *Brand Trust*, with the same significance value (α), namely 0.05, the p value from the t-statistical test is 0.000. Because the p value is also less than α ($0.000 < 0.05$), it can be



concluded that Brand Trust also has a significant influence on Brand Loyalty, and thus, the second hypothesis (H2) is accepted.

DISCUSSION

The Influence of Brand Image on Brand Loyalty

The Brand Image coefficient is 0.754, meaning that the coefficient has a positive direction, this shows that the better the Brand Image, the higher Brand Loyalty will be. This is in accordance with the logic that positive perceptions of the brand (Brand Image) tend to increase the level of customer loyalty to the brand (Brand Loyalty). For the results of the Brand Image hypothesis test, the p value from the t-statistical test is 0.000. Because the p value is smaller than α ($0.000 < 0.05$), it can be concluded that Brand Image has a significant influence on Brand Loyalty.

These findings imply that efforts to improve Brand Image can be an effective strategy in increasing the level of Brand Loyalty among Telkomsel customers in Grapari Padang. Companies can focus on aspects that can increase customers' positive perceptions of their brand in order to achieve higher customer loyalty. According to Hasan (2018: 126), the opinion is that when management determines customer loyalty as the highest factor for a company, the main concern is how to find the determining factors or main factors driving customer loyalty. One of the determining factors for loyalty is brand image. Brand image appears to be a determining factor in customer loyalty, at a higher level, they participate in building a more positive brand image.

This research is in line with research conducted by Vlimsya, et al (2022), the results of the research show that brand image has a significant effect on brand loyalty. Situmeang (2021), the results of this research show that brand image has a significant effect on brand loyalty. Research by Hokky and Bernardo (2021), the results of this research show that brand image has a significant effect on brand loyalty. Utomo's research (2017), based on the results of brand image analysis, has a significant effect on brand loyalty. Research by Rizky and Utomo (2017), research results show that brand image partially has a positive and significant effect on brand loyalty. Hasugian's (2015) research concluded that the brand partially has a significant influence on Telkomsel's brand loyalty.

The Influence of Brand Trust on Brand Loyalty

The Brand Trust coefficient is 1.105, meaning that the coefficient has a positive direction. This means that the higher the level of customer trust in the brand (Brand Trust), the higher the level of customer loyalty to the brand (Brand Loyalty). For the results of the Brand Trust hypothesis test, the p value obtained from the t-statistical test is 0.000. Because the p value is also less than α ($0.000 < 0.05$), it can be concluded that Brand Trust also has a significant influence on Brand Loyalty.

These findings illustrate the importance of building and maintaining customer trust in an effort to increase loyalty levels. Companies can focus on strategies and initiatives that can strengthen customer trust to achieve the goal of increasing Brand Loyalty. According to Hasan (2018: 128), brand trust is defined as the perception of trust in the company's reliability which is determined by systematic confirmation of expectations regarding the company's offerings. Trust can directly lead to a more positive attitude, which in turn influences brand loyalty repurchase intentions.



This research is in line with research conducted by Vlimsya, et al (2022), the results of the research show that brand trust has a significant effect on brand loyalty. Situmeang (2021), the results of this research show that brand trust has a significant effect on brand loyalty. Research by Hokky and Bernardo (2021), the results of this research show that brand trust has a significant effect on brand loyalty. Research by Rahmawati, Ma'ruf and Bus (2020), the results of the analysis reveal that trust is the most important determinant of brand loyalty. Qurbani's research (2019), from the results of data processing, the brand trust variable has a significant effect on Brand Loyalty. Research by Novalina, Rahmidani and Tasman (2018), based on the results of research conducted, found that the brand trust variable has a significant effect on brand loyalty. Utomo's research (2017), based on the results of brand trust analysis, has a significant effect on brand loyalty. Research by Rizky and Utomo (2017), research results show that brand trust partially has a positive and significant effect on brand loyalty. Hasugian's (2015) research concluded that brand trust partially has a significant effect on Telkomsel's brand loyalty.

CONCLUSION

1. Brand image has a positive and significant effect on brand loyalty among Telkomsel customers in Grapari Padang. At the significance level $\alpha = 0.05$, with a regression coefficient value of 0.754 and a significance value (Sig.) of $0.000 < 0.05$.
2. Brand trust has a positive and significant effect on brand loyalty among Telkomsel customers in Grapari Padang. At the significance level $\alpha = 0.05$, with a regression coefficient value of 1.105 and a significance value (Sig.) of $0.000 < 0.05$.

THANK-YOU NOTE

The author would like to express his deepest gratitude to Grapari Telkomsel Padang for providing permission and collaboration in this research. The success of this research cannot be separated from the support and assistance provided by Grapari Telkomsel Padang. The author would also like to express his thanks to all parties who have contributed, either directly or indirectly, to the smooth running of this research. Hopefully the results of this research can provide positive benefits and contributions to Grapari Telkomsel Padang, as well as become useful reference material for further development.

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