The Influence of Brand Equity, Brand Experience, and Brand Reputation on Brand Loyalty (Study of DANA E-Wallet Application users in Semarang City)

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Abstract

The increasingly rapid development of technology has an impact on the use of e-wallet transactions. E-wallet is an innovation supported by technological developments as a digital wallet that can be accessed easily and cheaply. One e-wallet that is often used by people is DANA. This application provides many benefits to its users such as providing free transfer services and payments to various other platforms. The aim of this research is to determine the influence of brand equity, brand experience and brand reputation on brand loyalty among DANA e-wallet users. The method used in this research is a quantitative method with a sample of 100 respondents. The data analysis method used is multiple linear regression analysis. The results of this research show that brand equity has a significant influence on brand loyalty as evidenced by the calculated t value being greater than the t table (8.011>1.660). Likewise, brand experience has a significant influence on brand loyalty as evidenced by the calculated t value being greater than the t table (4.004>1.660). The influence of independent variables such as brand equity and brand experience simultaneously influences dependent variables such as brand loyalty by 73%, while 27% is influenced by factors not discussed in this research.

INTRODUCTION

Advances in science have led to the development of various new technologies that make work easier, including tasks in the financial sector. The financial sector in Indonesia has undergone many changes to become a more sophisticated and modern industry by utilizing technology in carrying out financial transactions. The Financial Services Authority (OJK) stated that the pandemic was an opportunity in the digital financial sector at the Innovation Virtual Day 2021 event which was held on October 11 2021. The demographic bonus was one of the causes.

The age range of the majority of Indonesia's population currently is 8 to 32 years. This explains why Indonesia has huge market potential for digital wallets. Currently, having a digital wallet is one way to fulfill many daily needs, including sending money. In our opinion, the practice of sending money electronically is a good starting point for people to become more interested in various other digital financial services (Desmala, 2020).

Digital wallet/E-Wallet, according to Amoroso (2011), is a type of mobile payment that is included in the electronic wallet category, which includes non-cash transactions and conducting business exclusively online. Transactions carried out using e-wallets do not go through intermediaries or third parties, for example by debit or credit cards. With features such as: making transactions easily without paper money, reducing user transaction calculations to speed up payments, requiring an increased sense of security, reducing the risk of being stolen by irresponsible parties, and providing certainty of anonymous payments, e-wallet can replace use of cash.

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Table 1.

Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,855[a]	,731	,726	1,420	1,656

a. Predictors: (Constant), Total Brand Experience, Total Brand Equity

b. Dependent Variable: Total Brand Loyalty

Compared to cash/cash, digital wallets offer transactions that are faster, safer, easier to understand, and more convenient to use, especially in small value transactions (micropayments), because these transactions can be completed with electronic money more quickly, easily, and affordably. (because there is no need to deal with change in coins), while ensuring security and speed of transactions for both customers and businesses. Security and speed of transactions are clearly needs that make it a unique driver that can lead to a cashless society (Tazkiyaturrohmah, 2018).

37 different digital wallet brands are now present in Indonesia, according to Bank Indonesia's opinion. Indonesian Digital Wallet (DANA) is one of the 37 brands that seems to be promoting heavily. Even though it was only officially introduced in 2018, the existence of DANA electronic money caused quite a stir. the most active monthly user in Indonesia in the second quarter of 2019. Except for DANA, it is not surprising that digital wallet initiators are competing to become the top wallet initiator in Indonesia considering the rapid growth of electronic money (Gumiwang, 2019).

Of the 3,600 respondents, it was found that the Send Money feature was really liked by respondents under 30 years of age, especially those aged between 18 and 24 years. This respondent uses it to send money both between users and to other bank accounts. By using double security, for example DANA VIZ, reducing the occurrence of errors in Risk Engine Tech, and offering defense from DANA Protection such as regulations for returning user money in accordance with regulations, DANA prioritizes user trust while building security for user digital transactions.

The brand equity of an item influences how confident consumers are in their ability to make a purchase, which can help a company generate profits (Cao, 2022). Meanwhile, DANA's brand experience is very important to facilitate marketing efforts aimed at introducing new goods and building consumer trust. According to (Rehmet & Dinnie, 2013), brand experience is one of the key elements that influences consumer purchasing behavior in the long term.

In addition to brand equity, DANA focuses on brand experience, defined as the feelings and knowledge that cause consumers to react to the item under consideration or related ones, as well as those that influence the brand's visual identity, packaging, delivery. methods and environment. Brand experience, for example as defined by Alloza (2008); Sahin, Zehir and Kitapci (2011), is a customer's view of a brand at every moment associated with it, whether it is during advertised brand equity, the customer's initial experience with the brand personally, or quality standards in terms of how they are treated personally.

Tan et al. (2022) emphasized that business actors must be able to understand customer desires in order to survive and build reputation and brand loyalty in order to meet consumer needs. Because currently there are so many choices of fintech services that pose threats, DANA must take this into account in order to increase user loyalty. Customer loyalty plays an important role for businesses because keeping customers means maintaining company survival and improving financial performance.

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Table 2.
Statistical F-Test

	Model	Sum of Squares	df	Mean Square	F	Say.
1	Regression	532,620	2	266,310	132,086	,000[b]
	Residual	195,570	97	2,016		
	Total	728,190	99			

a. Dependent Variable: Total Brand Loyalty

b. Predictors: (Constant), Total Brand Experience, Total Brand Equity

Consumers who display positive brand behavior, which is demonstrated by commitment to the brand, and who intend to depart from a repeat buying mindset, can build brand loyalty. I'll buy it for a second time later. Making repeat purchases regularly is one of the characteristics of loyal customers. However, brand loyalty among customers When someone makes a good or brand for the umpteenth time, their attitude towards it ismore likely to be influenced by routine factors. Based on the opinion of Kotler and Keller (2016), brand loyalty influences customer behavior towards a product or service repeatedly (Kotler and Keller).

Based on the above phenomena as well as several analysesresearch gapSo the researcher has the intention to research and identify more deeply aboutThe Influence of Brand Equity and Brand Experience on Brand Loyalty (Study of DANA E-Wallet Application users in Semarang City)

METHODS

The method used in this research is quantitative methods. The population in this study is DANA Indonesia E-wallet users in Semarang City, the number of whom cannot yet be known. Non-probability sampling is a sampling technique that does not give each component or member of the population an equal opportunity to be selected as a sample.

Therefore, the author decided to use a sample of 100 respondents. The data collection methods used were questionnaires, interviews and documentation studies. The data analysis method in this research is to use validity, reliability, descriptive analysis, multiple linear regression analysis, classical assumption tests and model feasibility tests.

RESULTS

In accordance with the table above, the calculated R Square value is 0.731 or 73%, which shows that the independent variables, namely brand equity and brand experience, can explain 73% of the influence on the dependent variable, namely brand loyalty, while the remaining 27% is influenced by factors that are not. taken into account in this research.

The significance value is 0.000 and the calculated F value is 132.086, which can be seen from the calculation results above. If the significance value is smaller than 0.05 (Sig Ftable) then it will be used as the basis for decision making. Therefore, from the anova table above the significance value (0.000) is smaller than 0.05. This shows that Ha is accepted. For the calculated F value in this equation, the F value is equal to 132.086. As for the F table value, with a total of 100 data, with a total of 2 independent variables and 1 dependent variable, the F table value is 2.70, so the decision is Ha accepted, which means that all independent variables consisting of brand equity and brand experience variables simultaneously have an influence on brand loyalty.

The t test, which shows the partial impact of each independent variable on the dependent variable, is used to test the hypothesis. The table below shows the results of the statistical t test. From the table above it can be seen that, first, the influence of brand equity variables on brand loyalty among Dana e-wallet users in Semarang City. The t value in the table above is 8.011 with a significance level of 5%. and a total of 100 (n) data points

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Table 3.
Statistical T-Test

Model		T	Say.	Collinearity Statistics	
				Tolerance	VIF
1	(Constant)	,896	,372		
	Total Brand Equity	8,011	,000	,479	2,088
	Total Brand Experience	4,004	,000	,479	2,088

a. Dependent Variable: Total Brand Loyalty

and 2 (k) independent variables, obtained a t value of 1,660. A variable is said to be significant if tcount is higher than ttable. Ha's decision was accepted because tcount for variable.

Second, the influence of brand experience variables on brand loyalty among Dana e-wallet users in Semarang City. The t value in the table above is 4.004 with a significance level of 5%. And a total of 100 (n) data points and 2 (k) independent variables obtained a t value of 1,660. A variable is said to be significant if tcount is higher than ttable. Ha's decision was accepted because t count for variable.

DISCUSSION

In accordance with the F test results of the two independent variables, namely brand equity and brand experience, it can be seen from the analysis that has been carried out that these two factors have a significant influence on brand loyalty in Dana e-wallet uses in Semarang City. With high brand equity and brand experience among consumers, it will increase the loyalty of fund users and they will even recommend the e-wallet to friends or relatives. However, if the brand equity spread in society is bad, it will affect the reputation and e-wallet users will not use the fund. the application or will even move to another e-wallet.

Likewise with brand experience, consumers will be more loyal if when using the e-wallet application they do not experience transaction problems and are easy to use. The following conclusions are drawn from the analysis that has been carried out, that, first, The influence of brand equity variables on brand loyalty among Dana e-wallet users in

Semarang City. In accordance with the results of the t test, the calculated t value was 8.011 with a significance level of 5%. and a total of 100 (n) data points and 2 (k) independent variables, obtained a t value of 1,660. A variable is said to be significant if tcount is higher than ttable. Ha's decision was accepted because tcount for variable.

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Third, the influence of independent variables such as brand equity and brand experience simultaneously influence dependent variables such as brand loyalty by 73%, while 27% is influenced by factors not discussed in this research.

CONCLUSION

From the analysis and discussion in the previous chapter, the following conclusions can be drawn, that, based on the results of the t test, brand equity has a significant influence on the brand loyalty of Dana e-wallet users. Variable X1 (8.011) is higher than ttable (1.660). Furthermore, the brand experience variable partially (by itself) has an influence on brand loyalty according to the results of the t test, where the variable X1 (4.004) is higher than ttable (1.660). Hence, the influence of independent variables such as brand equity and brand experience simultaneously influence dependent variables such as brand

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