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## BRAND AWARENESS AND BRAND IMAGE ON CUSTOMER SATISFACTION AND LOYALTY IN LIFEBUOY SOAP PRODUCTS IN DILI CITY

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### ABSTRACT

The era of globalization promises new business opportunities and challenges for new companies established in Timor Leste. On the one hand, the era of globalization has expanded the product market of new companies in Timor Leste, and on the other hand, this situation has led to increasingly fierce competition between domestic companies and foreign companies such as Indonesian companies. The objectives to be achieved in this study are: to determine and analyze the significant and positive influence between brand awareness and brand image on consumer satisfaction and loyalty to bath soap products in the city of Dili. This research was conducted in the city of Dili using 100 people as a sample, the data collection methods used in this study were observation, questionnaires, and documentation. To perform data analysis, data management was carried out using path analysis for calculations. using SPSS software. The results showed that the results of the analysis of substructure 1 that there is an influence of brand awareness (brand awareness) and brand image (brand image) simultaneously on consumer satisfaction, where the value of  $F = 7.481$  with probability value =  $0.001 < 0.05$  and brand image variable =  $0.034 < 0.05$  so  $H_0$  is rejected and  $H_a$  is accepted with a determinant coefficient of  $R^2_{y1x1x2} = 0.134$  (13.4%) and the magnitude of the influence of other variables  $\rho_{y1\varepsilon1} = 0.9312$  or  $0.867$  (86.7%) while the Path coefficient (Beta) is brand basis =  $0.283$  and brand image =  $0.205$ . Analysis of substructure 2 that there is an effect of brand awareness (brand awareness), brand image (brand image), and consumer satisfaction simultaneously on consumer loyalty, where the value of  $F = 11.093$  with probability value (sig) =  $0.000 < 0.05$  and individual hypothesis consciousness variable sig probability value =  $0.000$ ; the

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probability value of the sig of the brand image variable = 0.028 and the probability value of the sig of consumer satisfaction = 0.049 < 0.05 so that  $H_0$  is rejected and  $H_a$  is accepted with the magnitude of the determinant coefficient  $R^2_{y1x1x2} = 0.257$  (25.7%) and the magnitude of the influence of other variables  $\beta_1 = 0.8622$  or 0.743 (74.3%), while the Path coefficient (Beta) of brand basis = 0.283; brand image = 0.205 and customer satisfaction 0.188. So, it can be concluded that there is an effect of brand awareness and brand image on consumer satisfaction and consumer loyalty to Lifebuoy bath soap products in Dili city. So it is recommended for Lifebuoy soap traders in the city of Dili to distribute more and more affordable and affordable bath soap products for consumers or can be obtained anywhere.

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## INTRODUCTION

The phenomenon and dynamics of existing competition, in the current era of globalization, will increasingly lead the economic system of Timor Leste to a market mechanism that positions companies to always develop and win market share. One of the assets to achieve this condition is the product brand, which is currently developing into the largest source of assets for a company.

Seeing that the competition between these soap brands is very tight, coupled with the emergence of new brands with similar products, related companies must implement strategies in their marketing, one of which is by 'sticking' the brand in the minds of consumers so they don't turn to the brand. another, from the marketing mix (4P) which consists of Product, Promotion, Place, Price, the dimensions that influence the creation of the brand image of Bath Soap are the dimensions/attributes of the product and promotion.

For producers, the brand is an identity, promotion, image building and can also control the market. Likewise, for consumers, brands are needed as a basis for making choices, quality assurance, and satisfaction provided by producers to consumers. As for traders, brands are needed for inventory control, prestige, and competitiveness. From the explanation above, the importance of brands for producers, consumers, and traders is different. With a brand, manufacturers can differentiate from other competing products, and increase profits and remain the trust of their consumers.

Marketing executives must develop a more public orientation and raise awareness of their greater social responsibility. At the same time, they have to satisfy consumer wants and ultimately generate profits for the company. However, it is undeniable that in the business world, we are faced with increasingly sharp competition. For companies to compete, they must realize that market power lies in branded companies. With a brand, the product will be easily recognized by consumers. Companies must make a way so that the product has a good image. A good image will appear if the branded product has good quality as well. The bath soap industry, which is increasingly circulating in the market, also results in very strong competition, this condition requires companies to apply product marketing techniques or methods. Generally, the policy of choosing a brand is what causes a company to survive in the face of high competition.

The bath soap industry thrives in Indonesia, wherein in 2000 there were 82 (eighty-two) manufacturers of bath soaps. In the bath soap industry, it is known that there are two types, namely ordinary bath soap and health bath soap, while in Timor Leste, which was newly independent in 2002, the bath soap industry is still minimal because it has just started to produce bath soap with the coconut type or brand, and the papaya brand. In terms of the type of product, ordinary bath soap dominates national production and the rest are types of health bath soap.

Bath soap as a cleaning tool that also beautifies the skin, is widely circulated in the market with various brands. This can lead to intense competition in terms of brands and products. For this reason, it is necessary to innovate both in terms of promotion, product, and brand reform. On the other hand, consumers are freer to choose brands or products that suit their wants and needs, but this freedom can lead to positive and negative consumer attitudes towards products offered by producers.

Based on statistical data quoted from <https://www.statistics.gov.tl/census-2/> The city of Dili which has a population of 269,612 people also has a high level of need for bath soap products. Every resident of Dili is required to remain wise in managing the overall cost of living. Trying to stay clean and healthy falls into this category. One of the efforts to keep clean and healthy is to clean the entire body (bath) regularly. The daily reality that shows that the need for bath soap continues to increase can be seen from a large number of bath soap products with various brands circulating in the city of Dili.

In the city of Dili, bath soap products with various brands can be found in the market, both sold in shops, supermarkets, markets, and home industries such as kiosks. This shows that the soap product business in Dili is also profitable. With the increasing number of competitors in the market for bath soap products in the City of Dili, the sharpness of competition between soap brands operating in the market also increases.

Every consumer or resident of the city of Dili who uses various brands of soap, of course, has a different perception and view of the brand of bath soap of his choice. The main reason for consumers to maintain cleanliness is a general reason which is essentially the function of all bath soap products. Many other stronger reasons can lead every consumer to persist in the selection and use of their chosen bath soap product. These reasons must be known by producers or traders of soap products in the City of Dili to be more observant and strategic in bringing bath soap products on demand. Thus, it can give satisfaction to every consumer or resident of the city of Dili and at the same time can increase profits for producers and traders in the city of Dili.

As an independent country, brands are one of the reasons consumers choose bath soap products for the community. The people of Timor Leste do not fully understand bath soap products in terms of brands, uses, and functions in everyday life. Bath soap is a product that can be regarded as a major necessity in human life throughout the world and Timor Leste. The main function of bath soap is as a product to cleanse the body and also for the health of human skin, so it requires various soap manufacturers to create various types of bath soap and can be distinguished based on various brands of bath soap. The people of Timor Leste need to be given awareness in choosing a brand of bath soap according to their life needs.

Therefore, research is needed on bath soap products which are currently widely distributed in Timor Leste, especially in Dili City with various types of brands available. Most of the consumers in Dili City remember the bath soap products from the bath soap brand.

A brand will have a reputation if it has quality and charisma. To have charisma, the brand must have an aura, must be consistent, the quality must be maintained from time to time, and have credibility. To appear to be the best, of course a brand must look sexy and have a value that is far from other brands in the market so that it can make consumers interested in buying it and can involve customers' emotions so that they have confidence in the bath soap with the Lifebuoy brand.

Based on the author's observations so far that the people of Timor Leste mostly choose various kinds of bath soap in their daily life, such as Lux, Citra, Shinshui, Lifeboy, and others, but the public's belief in the brand of bath soap products including lifebuoy peacock bath soap in the city of Dili is not yet fully known. certain. This means that there is no accurate information regarding brand awareness or the level of brand selection for lifebuoy bath soap which is marketed more in Dili City and becomes a measure for companies or traders in distributing lifebuoy bath soap products of consumers choice.

## **LITERATURE REVIEW**

### **Marketing**

According to Kotler (1990: 15) what is meant by marketing is a social and managerial process by which a person or group of people obtain what they need and through the creation and exchange of products and value. While Gultiman, J.P. and G.W. Paul (1994: 5) say that basically, the marketing concept concentrates all activities of the organization in satisfying customer needs by combining these activities with marketing to achieve the long-term goals of the organization. Marketing requires orientation to consumers and buyers, the activities of middle managers must be focused on customer needs and on adjusting products, prices, promotional efforts, and other activities of the company to meet these needs.

The rationale for marketing starts with human needs and wants. The basic human desire is to need food, air, water, clothing, and shelter to survive. More than that, humans want recreation, education, and other services. They have a strong preference for certain types and brands of goods and services.

Meanwhile, according to Sudarsono (2002:208) marketing is a process of moving goods or services from the hands of producers to the hands of consumers. In more detail, Sumarni and Scecprianto (2002: 201) define the marketing concept as an overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy the needs of both existing and potential buyers.

From the opinions of the experts above, it can be concluded that marketing is a managerial socialization process in which individuals and groups get what they need or want through the creation, offering, and exchange of products of value.

According to Rangkuti (2004:39) states that in general there are 4 stages of a brand, including Brand Awareness, Perceived Quality, Brand Association, and Brand Loyalty.

### **Brand Image**

Understanding brand image in simple terms is a set of brand associations in the minds of consumers (Umar, 2003: 427). Meanwhile, according to Simamora (2003:88) that Brand Image can be interpreted as several beliefs about a particular brand. Changing the image of a brand means changing what consumers think and also what consumers expect (Susanto, 2004: 141). The brand image also represents the overall perception of the brand and is formed from information and past experiences of the brand (Nugroho J. Setiadi, 2003:180). Attributes in Measuring Brand Image An effective image does three things, namely strengthening the character of the product and proposed value, then conveying that character differently so that it is not confused by competitors' characters, and then providing emotional strength that is more than just a mental image (Kotler, 2003). 2002:338).

According to Kotler and Susanto (2001: 575) that a brand is a name, term, sign, symbol, or design or a combination of these which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from competing products.

According to Wibowo (2004: 127) that a brand is a distinguishing name and symbol (such as a logo, stamp, or packaging) with the intent to identify the goods or services of a seller or group of sellers. Meanwhile, Durianto, et al (2004: 2) argue that a brand is a name, term, sign, symbol, design, or a combination of these to identify the goods or services of a person or group of sellers and to differentiate them from competing products. Thus, the brand identifies the output of the owner of a brand so that consumers can distinguish it from other merchandise, the brand brings quality assurance, the brand also allows consumers to buy products that satisfy their needs and avoid unsatisfactory ones.

### **Brand Awareness**

According to Umar (2003: 21) that Brand Awareness is the ability of a potential buyer to recognize or recall that a brand is part of a particular brand category. Meanwhile, according to Durianto, et al (2004: 29) that brand awareness (Brand Awareness) describes the ability of a potential buyer to recognize, recall a brand as part of a particular product category. Brand awareness is a very important component of brand equity. In general, consumers tend to buy products with familiar brands based on considerations of convenience, safety, and others. However, the brands they already know avoid them from risking use because they assume that the familiar brand can be relied on. The role of brand awareness in brand equity depends on the level of attainment of awareness in the minds of consumers.

Awareness also describes the existence of a brand in consumers' minds, which can be decisive in several categories and usually has a key role in brand equity. Raising awareness is a mechanism for expanding the brand's market. Awareness also affects perception and behavior. Brand awareness is a key of brand assets or an

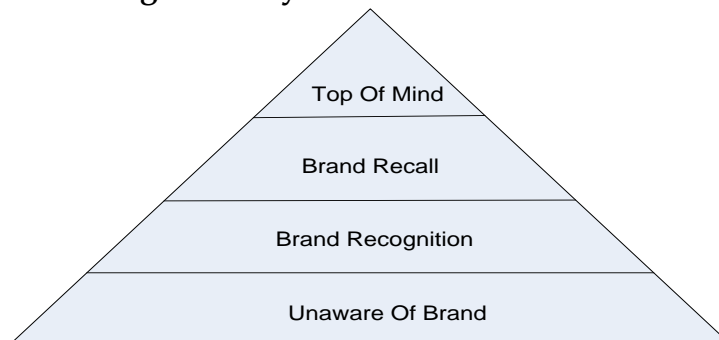
opening key to enter other elements. So if the awareness is very low then it is almost certain that the brand equity is also low.

According to Durianto, et al (2004: 6) that the brand awareness pyramid from the lowest level to the highest level are: (1) Unaware of the brand (Unaware of Brand) is the lowest level in the brand awareness pyramid, where consumers are not aware of the existence of a brand, ( 2) Brand recognition (Brand Recognition) is the minimum level of brand awareness, where the introduction of a brand reappears after being recalled through assistance (aided recall), (3) Recall of the brand (Brand Recall) is recalling the brand without assistance (unaided recall). ), and (4) Top of Mind is a brand that is first mentioned by consumers or the first that appears in the minds of consumers.

Four indicators can be used to find out how far consumer awareness of a brand is, including (1) Recall, namely how far consumers can remember when asked what brands are remembered, (2) Recognition, namely how far consumers can recognize that the brand belongs to a certain category, (3) Purchase, namely how far consumers will enter a brand into choices when buying a product/service, and (4) Consumption, namely how far consumers still remember a brand when using the product/competitor services.

Each level of brand equity represents a different marketing challenge and also represents a different asset in its management and exploitation. A typical brand equity pyramid view is as follows.

**Figure 2.1 Pyramid of brand awareness**



Source: Durianto, et al (2004: 7)

For brands that do not yet have strong brand equity, the largest portion of their consumers are at the top of mind level, then the second-largest portion is occupied by consumers at the Brand Recall level, the third-largest portion is occupied by consumers at the Brand Recognition level, and the third-largest portion is occupied by consumers at the Brand Recognition level. the smallest is occupied by Unaware of Brand. The role of brand awareness can be understood by examining how brand awareness creates value.

### **Satisfaction and Dissatisfaction**

Consumer satisfaction and dissatisfaction are closely related to the expectations that exist in consumers. Because customer expectations are estimates or beliefs about what they will receive when they consume a product. Customer satisfaction occurs after he produces the goods or services he buys. Dissatisfied customers will always replace the products they have used with other products that

have never been used, but for those who are very satisfied, it is difficult to change their choice. High satisfaction or pleasure creates an emotional attachment to a product brand. The result is high customer loyalty. Thus, customers will be loyal to the company's brand or the brand equity itself has been created.

Muhtosim (2006: 108) suggests that satisfaction is a function of the impression of performance and expectations. If the performance is below expectations, then the customer is not satisfied, otherwise, if the performance exceeds expectations, the customer is very satisfied or happy.

According to Muhtosim (2006: 167), that customer satisfaction is the level of one's feelings after comparing the performance he feels or experiences against his expectations.

## **Product**

According to Tjiptono (2006: 95) that the product is anything that can be offered by producers to be noticed, requested, purchased, used, or consumed by the market as a fulfillment of the needs or desires of the relevant market. According to Kotler and Santoso (2001: 560) that a product is anything that is offered to the market for attention, acquisition, use, or consumption, which can fulfill wants and needs. Thus, a product is something that is in a physical form that can be seen, touched, and can be offered to the market to get attention, be purchased, used, or consumed to meet consumer needs. The product referred to in this study is a bath soap product.

Product dimensions are product elements that are considered important by consumers and are used as the basis for making purchasing decisions. Product attributes include form, packaging, guarantee (guarantee), service, and so on (Fandy Tjiptono, 1997: 103). Product dimensions include indicators related to products or brands such as performance, conformance, durability, reliability, design, reputation, and others (Simamora, 2003:79).

## **Bath Soap**

Bath soap is a chemical that has been processed with the help of technology and serves to cleanse our bodies of germs and protect our skin. Bath soap that has been known by the general public since ancient times until now, has undergone a change in consumers in a unique and effective form and helps protect themselves from germs and also balances gentle skincare.

Apart from being non-durable goods, bath soap is also a convenience item, namely goods that are generally purchased frequently and immediately by consumers. After all, at the time of purchase, the bath soap does not require much effort in everyday life. Today, the competition between bath soaps in the market is very tight. People are starting to be faced with choices of types, brands, functions, and advantages as well as various qualities and prices. The tight competition demands foresight and creativity from bath soap producers in giving wisdom to the products they offer. This requires management knowledge and knowledge of market demand because apart from determining the success of a soap product in competing in the market, knowledge of market demand will be the basis for the creation of a product and the offering activities that follow it.

## METHOD

This research was conducted in the city of Dili, the capital city of the Democratic Republic of Timor Leste, this location was chosen as the object of research because the city of Dili is the largest city of the 13 regencies in the Democratic Republic of Timor Leste. In this study, the sample is all consumers who come to Kiosks, Shops, and Supermarkets in Dili City, based on the average number of consumers, the authors use 100 people as samples, assuming that the number of samples is taken from the smallest average number of consumers who come. to Kiosks, Shops, and Supermarkets in Dili City. In this study, the sample is all consumers who come to Kiosks, Shops, and Supermarkets in Dili City. The data collection methods used in this study were observation, questionnaires, and documentation.

To perform data analysis, data management is carried out using path analysis for calculations using SPSS software. The steps for testing path analysis are as follows.

### 1) Hypotheses and Structural Equations

#### a) Formulate a hypothesis

Brand awareness and Brand Image simultaneously affect consumer satisfaction and Brand Awareness and Brand Image affect Consumer Loyalty

#### b) b. Structural equation

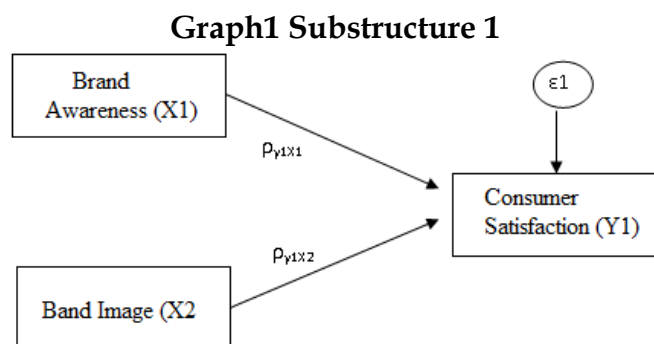
Under the framework of thought, two structural equations can be made, namely a regression that shows the hypothesized relationship. The two equations include:

$$Y1 = \rho_{Y1X1}X1 + \rho_{Y1X2}X2 + \rho_{y1} \epsilon1$$

$$Y2 = \rho_{Y2X1}X1 + \rho_{Y2X2}X2 + \rho_{y2y1}Y1 + \rho_{y2} \epsilon2$$

### 2) Calculating the coefficient on the regression coefficient

#### a) Drawing a complete path diagram, determining the sub-structures, and formulating the structural equations under the proposed hypothesis can be described as follows

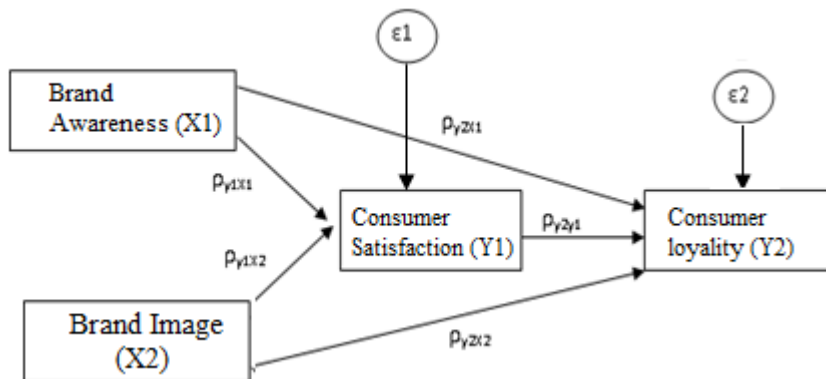


The relationship between X1 and X2 sub-structures to Y1

The path analysis equation for substructure 1 is

$$Y1 = \rho_{Y1X1}X1 + \rho_{Y1X2}X2 + \rho_{y1} \epsilon1$$

**Graph 2 Sub Structure 2**



The relationship between the sub-structures X1, X2, and Y1 to Y2

The equation is:  $Y2 = \rho_{Y2X1}X1 + \rho_{Y2X2}X2 + \rho_{Y2Y1}Y1 + \rho_{Y2}\epsilon2$

- b) Calculating the regression coefficient for the formulated structure  
Calculate the correlation coefficient using SPSS statistics 21.0 for windows. In interpreting the results using standardized coefficients or known as a beta to ignore the value of the constant (intercept).
- 3) Calculate the path coefficient simultaneously  
For the whole (simultaneous) indicated in the F . test
- 4) Counting paths partially (individually)  
For individually (partial) indicated in the T . test
- 5) Interpret and conclude  
To answer the hypothesis that has been made and formulated, it can be explained by the following analysis method.
  - a) Thoroughly test the path coefficient  
The overall coefficient test uses the F test, where the F test is used to see the effect of the independent variables as a whole on the dependent variable.
  - b) Test the path coefficient individually (partial)  
The individual coefficient test uses the T-test, where the T-test is used to determine the significance of the individual independent variables (partial) on the dependent variable.
  - c) Determinant Coefficient Test ( $R^2$ )  
The coefficient of the determinant ( $R^2$ ) is useful for measuring how much the role of the independent variable simultaneously affects the changes that occur in the dependent variable.

## RESULT

In the study, the analytical method used in this study is quantitative. Quantitative data analysis is a form of analysis that uses numbers and calculations using statistical methods, so the data must be classified in certain categories using certain tables, to make it easier to analyze using SPSS version 21.0 for windows. The analysis tool used is path analysis.

### Path Analysis for Sub Structure 1

Based on the hypothetical model created and the sub-structures that have been described to clarify and simplify calculations, the following will describe the results of the SPSS output analysis version 21.0 for windows

### Simultaneous Testing (Overall)

To prove the overall test hypothesis using the F test, namely to test the significance together/simultaneously. Based on the results of the F test according to the calculation of SPSS for windows version 21.00, it can be seen in the Avova table below.

**Table 1 Anova for line 1**  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.435	2	16.718	7.481	.001 <sup>b</sup>
	Residual	216.755	97	2.235		
	Total	250.190	99			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Citra Merek, Kesadaran Merek

The table above describes the path coefficients for substructure 1 which will see the hypothesis simultaneously between X1 (brand awareness), X2 (brand image), and Y1 (consumer satisfaction) variables. From the results of the SPSS output, the F value is 7.481 with a probability value (sig) = 0.001 smaller than the price sig 0.05, the decision is Ho is rejected and Ha is accepted, meaning that brand awareness and brand image together affect consumer satisfaction. Meanwhile, to find out the magnitude of the determinant coefficient R<sup>2</sup> (R<sup>2</sup>) can be seen in the following table.

**Table 2 Summary Model for Sub Structure 1**  
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.366 <sup>a</sup>	.134	.116	1.495	.134	7.481	2	97	.001

a. Predictors: (Constant), Citra Merek, Kesadaran Merek

b. Dependent Variable: Kepuasan Konsumen

**Table 3 Coefficients for Substructure 1**  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.776	1.984		3.920	.000
	Kesadaran Merek	.325	.109	.283	2.984	.004
	Citra Merek	.164	.076	.205	2.154	.034

a. Dependent Variable: Kepuasan Konsumen

Based on tables 2 and 3, it shows that the magnitude of the determinant coefficient of R<sup>2</sup> (R<sup>2</sup>) = 0.134 or 13.4% so that the magnitude of the influence of

other variables  $\rho_{y1\epsilon1}$  is  $= \sqrt{1-0,134} = 0,931 = 0,931^2 = 0.867$  or 86.7%. Thus, the structural equation for sub structure 1 is

$$Y1 = \rho_{Y1X1}X1 + \rho_{Y1X2}X2 + \rho_{Y1\epsilon1}; R_{\text{square}} = 0,283X1 + 0,205X2 + 0,931 \epsilon1; 0,134$$

Test Individually (Partial)

1) Brand Awareness of Consumer Satisfaction

Individual tests are shown in table 3 coefficients. This shows that the probability value is 0.05 with a probability value of sig. So, the results of the SPSS version 21.0 analysis show that the probability value of sig = 0.004 is smaller than the probability value of 0.05 (0.05 > 0.004), then Ho is rejected and Ha is accepted which means that it is significant (brand awareness variable affects consumer satisfaction).

2) The influence of brand image on consumer satisfaction

Individual tests are also shown in table 3 coefficients. This shows that the probability value is 0.05 with a probability value of sig. So, the results of the SPSS version 21.0 analysis show that the probability value of sig = 0.034 is smaller than the probability value of 0.05 (0.05 > 0.034), then Ho is rejected and Ha is accepted, meaning that it is significant (brand image affects consumer satisfaction).

From the description and path analysis for substructure 1 above, the authors can summarize in detail as follows.

**Table 4. Summary of Path Coefficient Results for Sub Structure 1**

Influence between variables	Path Coefficient (Beta)	t value	F value	Test	Rsquare ( $R^2_{y1x1x2}$ )	Sisa ( $\rho_{y1\epsilon1}$ )
X1 against Y1	0.283	2.984	7,481	Ha accepted	0,134	0,931 <sup>2</sup> (0,867)
X2 against Y1	0.205	2.154		Ha accepted		

**Path Analysis for Sub Structure 2**

Simultaneous Testing (Overall)

To prove the overall test hypothesis using the F test, namely to test the significance together/simultaneously. Based on the results of the F test under the calculation of SPSS for windows version 21.00, it can be seen in the Avova table below.

**Table 5 Anova for line 2**

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.137	3	33.379	11.093	.000 <sup>b</sup>
	Residual	288.863	96	3.009		
	Total	389.000	99			

a. Dependent Variable: Loyalitas Konsumen

b. Predictors: (Constant), Kepuasan Konsumen, Citra Merek, Kesadaran Merek

The path coefficient for substructure 2 will look at the hypothesis simultaneously between variables X1 (brand awareness), variable X2 (brand image), Y1 (consumer satisfaction), and Y2 (consumer loyalty). Where the F value of 11.093

with a probability value (sig) = 0.000 is smaller than the price of sig 0.05, the decision is Ho is rejected and Ha is accepted, meaning that brand awareness, brand image, and consumer satisfaction jointly affect consumer loyalty. Meanwhile, to find out the magnitude of the determinant coefficient  $R_{\text{square}}$  ( $R^2$ ) can be seen in the following table.

**Table 6 Summary Model for Sub Structure 2**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.507 <sup>a</sup>	.257	.234	1.735	.257	11.093	3	96	.000

a. Predictors: (Constant), Kepuasan Konsumen, Citra Merek, Kesadaran Merek

b. Dependent Variable: Loyalitas Konsumen

**Table 7 Coefficients for Substructure 2**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.648	2.478		.261	.794
	Kesadaran Merek	.479	.132	.335	3.626	.000
	Citra Merek	.201	.090	.201	2.225	.028
	Kepuasan Konsumen	.235	.118	.188	1.994	.049

a. Dependent Variable: Loyalitas Konsumen

Based on tables 6 and 7 above, it shows that the magnitude of the determinant coefficient  $R_{\text{square}}$   $R^2_{y1x1x2} = 0.257$  or 25.7% so that the magnitude of the influence of other variables  $\rho_{y2e2}$  is  $= \sqrt{1 - 0,257} = 0,862 = 0,862^2 = 0.743$  or 74.3%. Thus, the structural equation for sub structure 2 is:

$$Y_2 = \rho_{Y_2X_1}X_1 + \rho_{Y_2X_2}X_2 + \rho_{Y_2Y_1}Y_1 + \rho_{Y_2}\epsilon_2; R_{\text{square}} = 0,335X_1 + 0,201X_2 + 0,118Y_1 + 0,862\epsilon_1; 0,257$$

Test Individually (Partial)

1) Brand Awareness of Consumer Loyalty

Individual tests are shown in table 7 coefficients, indicating that the probability value is 0.05 with a probability value of sig. So, the results of the SPSS version 21.0 analysis show that the probability value of sig = 0.000 is smaller than the probability value of 0.05 (0.05 > 0.000) then Ho is rejected and Ha is accepted, which means that it is significant (brand awareness variable affects consumer loyalty).

2) The influence of brand image on consumer loyalty

To find out the significance of the path analysis, then compare the probability value of 0.05 with the probability value of sig. So, the results of the SPSS version 21.0 analysis show that the probability value of sig = 0.028 is smaller than the

probability value of 0.05 ( $0.05 > 0.028$ ), then  $H_0$  is rejected and  $H_a$  is accepted, which means that it is significant (brand image affects consumer loyalty).

3) The effect of consumer satisfaction on consumer loyalty

To find out the significance of the path analysis, then compare the probability value of 0.05 with the probability value of sig. So, the results of the SPSS version 21.0 analysis show that the probability value of sig = 0.049 is smaller than the probability value of 0.05 ( $0.05 > 0.049$ ) then  $H_0$  is rejected and  $H_a$  is accepted, which means that it is significant (consumer satisfaction affects consumer loyalty).

From the description and path analysis for substructure 2 above, in detail, the authors can be summarized as follows.

**Table 8 Summary of Path Coefficient Results for Sub Structure 2**

Influence between variables	Path Coefficient (Beta)	t value	F value	Test	Rsquare ( $R^2_{y_2 x_1x_2y_1}$ )	Sisa ( $\rho_{y_2\varepsilon_2}$ )
$X_1$ againts $Y_2$	0,335	3.626	11,093	Ha accepted	0,257	0,862 <sup>2</sup> (0,743)
$X_2$ againts $Y_2$	0,201	2.225		Ha accepted		
$Y_1$ againts $Y_2$	0,118	1.994		Ha accepted		

Of the three variables  $X_1$ ,  $X_2$  and  $Y_1$  simultaneously affect the variable  $Y_2$ . In addition, individually (partial) each variable  $X_1$ ,  $X_2$ , and  $Y_1$  has an effect on Variable  $Y_2$  where the price of  $R_{square} = 0.257$  or 25.7% with other variables (remaining) of 0.743 or 74.3%.

## DISCUSSION

This study shows that brand awareness and brand image affect consumer satisfaction and loyalty. When consumers choose soap sold in Dili, brand awareness and brand image are very important to increase consumer satisfaction which will ultimately lead to loyalty from these consumers. No matter how aggressively the products are from other competitors when brand awareness and brand image are marketed in the city of Dili, they will have good satisfaction, and consumers will take the stand to have the bath soap.

The value of the influence of brand awareness and image on consumer satisfaction can be explained based on the results of research through questionnaires distributed by researchers to 100 respondents. Where the results of SPSS version 21.0 output on path analysis for substructure 1 (the influence of brand awareness and brand image on consumer satisfaction) obtained an F value of 7.481 with a probability value (sig) = 0.001 smaller than the price sig 0.05 then the decision is  $H_0$  is rejected and  $H_a$  is accepted, meaning that brand awareness and brand image together affect consumer satisfaction. In addition, for the partial hypothesis (individual) both brand awareness and brand image are shown in the SPSS output data coefficients by comparing the probability value of 0.05 with the probability value of sig. So, the results of the analysis show that the probability value of sig for brand awareness (0.004) and brand image (0.034) is smaller than the probability

value of 0.05 so that  $H_0$  is rejected and  $H_a$  is accepted, meaning that individually brand awareness and brand image variables affect consumer satisfaction. Meanwhile, the magnitude of the determinant coefficient  $R_{\text{square}}^2 R^2_{y1x1x2} = 0.134$  or 13.4% so that the magnitude of the influence of other variables  $\rho_{y1\epsilon1}$  is 0,931<sup>2</sup> or 0.867 (86.7%) with the structural equation for substructure 1 is  $Y1 = 0,283X1 + 0,205X2 + 0,931 \epsilon1; 0,134$ .

Furthermore, the overall test hypothesis in the path analysis for sub structure 2 proved that brand awareness, brand image, consumer satisfaction and consumer loyalty obtained an F value of 11,093 with a probability value (sig) = 0.000 smaller than the price sig 0.05. Meanwhile, the value of the determinant coefficient  $R_{\text{square}}^2 R^2_{y1x1x2} = 0.257$  or 25.7% and the magnitude of the influence of other variables  $\rho_{y2\epsilon2}$  is 0,862<sup>2</sup> or 0.743 (74.3%) with the structural equation for sub structure 2, namely  $Y2 = 0,335X1 + 0,201X2 + 0,118Y1 + 0,862\epsilon1; 0,257$ .

For individual testers (partial) each variable of brand awareness, brand image, and consumer satisfaction has an effect on consumer loyalty with a probability value of 0.000, respectively; 0.028 and 0.049 are smaller than the probability value of 0.05, so each variable  $H_0$  is rejected and  $H_a$  is accepted.

Thus, this is reinforced by McIlroy et al., (2000) in Singh (2006) stating an important concept that needs to be considered when developing a customer loyalty program is customer satisfaction. In this regard, it can be said that the marketing problem is essentially not only directed at satisfying consumers but also aimed at influencing consumer purchasing decisions, so that consumer purchasing decisions have an important moment in buying and selling activities, in this case, bath soap marketed in Dili. city of the state of Timor Leste. The brand is an additional identity of a product that not only distinguishes it from competing products but is a producer's promise or contract of trust from producers to consumers by ensuring consistency that a product will always be able to deliver the value that consumers expect from a product. This loyalty will be obtained when consumers feel they are getting something more valuable than if they switch to another brand (Schmitt, 1999). Another advantage that companies get from loyal consumers is that they will recommend brands, company products, or manufacturers voluntarily, so they can save on company expenses for these activities. And the satisfaction or dissatisfaction will be able to affect the customer's desire to make repeat purchases.

## CONCLUSION

Based on data analysis and discussion with path analysis, it shows that there is an influence of brand awareness and brand image on consumer satisfaction and consumer loyalty to Lifebuoy bath soap products in Dili city. In detail, it can be concluded that the results of the analysis of substructure 1 show that there is an effect of brand awareness and brand image simultaneously on consumer satisfaction, where the F value is 7.481 with a probability value (sig) = 0.001 smaller than the price. sig 0.05 and the individual hypothesis, the probability value of the awareness variable sig = 0.004 and the probability value of the brand image variable sig = 0.034, the probability value is 0.05 so that  $H_0$  is rejected and  $H_a$  is accepted with the magnitude of the determinant coefficient  $R^2_{y1x1x2} = 0.134$  (13.4%) and the magnitude of the influence of other variables  $\rho_{y1\epsilon1} = 0,931^2$  or 0.867 (86.7%) while the Path coefficient (Beta) brand base = 0.283 and brand image = 0.205.

The results of the analysis of substructure 2 that there is an effect of brand awareness (brand awareness), brand image (brand image), and consumer satisfaction simultaneously on consumer loyalty, where the F value is 11,093 with a probability value (sig) = 0.000 smaller than the price sig 0.05 and the individual hypothesis is the probability value of the awareness variable sig = 0.000; the probability value of the sig of the brand image variable = 0.028 and the probability value of the sig of consumer satisfaction = 0.049 is smaller than the probability value of 0.05 so that  $H_0$  is rejected and  $H_a$  is accepted with the magnitude of the determinant coefficient  $R^2_{y1x1x2} = 0.257$  (25.7%) and the magnitude of the influence of other variables  $\rho_{y1\epsilon1} = 0,862^2$  or 0.743 (74.3%) whereas, the Path coefficient (Beta) of brand base = 0.283; brand image = 0.205 and customer satisfaction 0.188.

From the two variables of brand awareness and brand image, both path analysis for substructure 1 and path analysis for substructure 2, the dominant influence is brand awareness of lifebuoy soap in the city of Dili.

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