

The Importance of Brand Trust as Mediating the Effect of Brand Positioning and Customer Intimacy on J&T Express Customer Loyalty in Jember Regency

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Abstract: The development of the business world is increasing in line with the increasing demand of the Indonesian people for products to meet their needs. Customer loyalty is the most important component for the company's sales, so the sales strategy must be implemented appropriately through the Brand Positioning and Customer Intimacy components mediated by brand trust on J&T delivery service products. However, several things do not show the success and strength of the brand of shipping service products. J&T tries to measure brand trust as an intervention. Determining this strategy can increase customer loyalty for J&T delivery service products, which will be higher than other products on the market. The current strength of customer loyalty is expected to be able to be used by J&T delivery service companies as a tool to win market competition in Indonesia.

Keywords: Brand Positioning, Customer Intimacy, Brand Trust, Customer Loyalty

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I. Introduction

The development of the business world is increasing in line with the increasing demand of the Indonesian people for products that they needs. The high demand of the community for goods delivery services has become a separate business opportunity for expedition businesses. It can be seen from the large number of companies that are expanding their wings in the field of shipping goods. Ghajargar et al., (2016) revealed in their research that the increase in freight services is caused by the increasingly widespread growth of e-commerce, that becomes a big challenge for delivery service providers. At least until now the total number of e-commerce in Indonesia has reached 98.3 million. In a period of 10 years, the number of e-commerce in Indonesia is increase, it is about 18.1 percent (Rahmidani, R., 2015).

One of the companies in Indonesia that is engaged in shipping service products is J&T. Companies that is engaged in the service sector are growing and creating intense competition. J&T is a delivery service provider that is new and has not been operating for a long time. J&T is a shipping service company that continues to grow in Indonesia. In terms of time, J&T Express is consistent in delivering goods at a speed that has been tested and on time. J&T freight services have been operating for 6 years with very rapid development. However, even though it is a fairly new company, J&T must be aware of the competition that occurs with other delivery services. Occupying the courier service category in Indonesia, J&T Express maintains the excellence of its delivery service brand and winning the 2021 Top Brand Award. Previously, it had been successively listed its brand in similar events organized by Frontier Group and Marketing Magazine for the last two years. In mid-2021 J&T Express also officially became the newest unicorn status in Indonesia.

The empirical phenomenon in this research, namely the need to fulfill is a never-ending field. J&T Express in Jember Regency continues to strive to win the hearts of customers with various strategies that have been carried out. The online shop is one of the potential market shares for J&T Express in Indonesia. It is possible for J&T Express to reach the market wanting fast delivery with good service quality and also a quality brand. The competitors of J&T Express are incessantly setting prices below J&T Express so that the competition is getting tougher.

II. Literature Review

Kotler and Armstrong (2012: 245) revealed that brand positioning is a communication strategy to enter the customer's window, so the product contains a certain meaning and brand positioning is a way to place itself in the eyes of the target customer, seen from the advantages and the disadvantages. The term positioning was first popularized by Al Ries and Jack Trout in 1972. The positioning strategy is a strategy that finds to create a

unique differentiation in the minds of target customers, so it forms a brand or product image. Arie Indra Gunawan, Economy education program 138 which is more superior than brands/products

Customer relationship shows the close relationship between the company and the customer, Sternberg (2004) defined the customer relationship as a feeling of close connectedness and the boundaries of a love relationship. A similar definition is found by Brock & Zhou (2012) that customer relationship refers to a close and understandable relationship between a company and its customers. Meanwhile Cochran (2004) puts it in a simple definition, customer relationship is the extent to which the company and its customers know each other. Rosh et al (2012) argue that relationships involve intimate interactions and intimate relationships, while Ponder et al (2018) suggested that intimate relationships are characterized by high involvement and interdependence between customers and service providers.

According to Tjiptono (2014), brand trust is the willingness of consumers to trust or rely on a brand in a risk situation due to the expectation that the brand in question will give positive results. The close relationship between the seller and the buyer will have a positive impact on the exchange process. A complete understanding of brand loyalty cannot be obtained without an explanation of brand trust and how it relates to brand loyalty. A complete understanding of brand loyalty cannot be obtained without an explanation of brand trust and how it relates to brand loyalty

Customer loyalty can be said as the percentage of customers who remain, as customers who want to continue using the service or product or as customers who want to recommend products or services to others. Customers will declare themselves loyal through feelings and perceptions of high satisfaction, through positive attitudes and preferences which means customers will continue to buy back from this company. Loyalty is a strong commitment from customers so that they are willing to repurchase the preferred product or service consistently and in the long term, without being affected by the situation and marketing efforts of other products that try to make a switch to buy these other products (Griffin, 2005).)

III. Conceptual Model

The conceptual framework of this study aims to determine the relationship between the independent variable Brand positioning and customer intimacy, the intervening variable Brand trust, and the dependent variable of customer loyalty. So, based on the background description above which explains the influence of brand positioning and customer intimacy on customer loyalty through brand trust, the conceptual framework of this research can be described as follows:

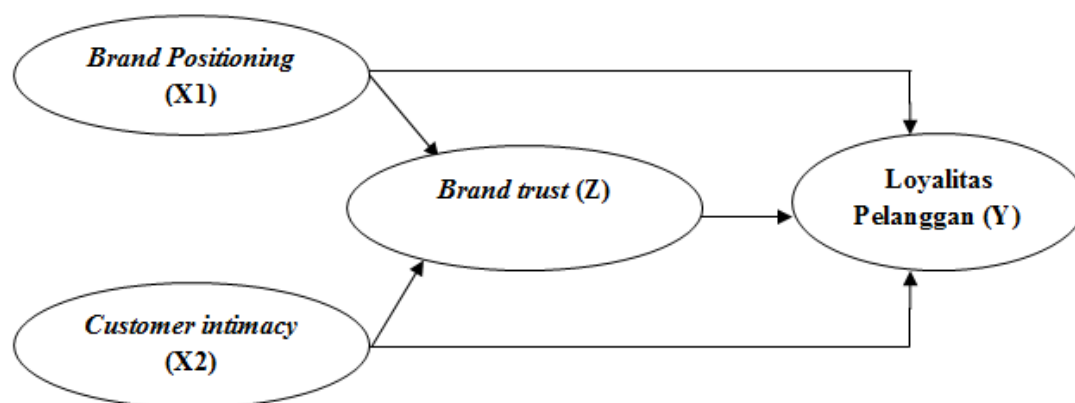


Figure 1. Conceptual Framework

HYPOTHESIS

The effect of brand positioning on brand trust

Kotler and Armstrong (2012: 245) revealed that brand positioning is a communication strategy to enter the customer's window so that the product contains a certain meaning and brand positioning is a way to place itself in the eyes of the target customer, seen from the advantages and disadvantages. Fitriyia Hanggraini, Ida Aryati DPW, et.al (2011) with the results of research on brand image, product positioning and lifestyle on purchasing decisions, brand image, product positioning and lifestyle influence purchasing decisions.

H1 : Brand positioning effects the brand trust of J&T Express customers in Jember Regency

The effect of brand positioning on loyalty

Hermawan Kartajaya (2006:1) suggested that positioning is an attempt to influence the minds of customers with the company's offerings. Brand positioning is an effort to build trust in the eyes of customers that our

products are trustworthy and competent. Dona Pambudi (2016) research results are that brand positioning affects loyalty, brand positioning affects trust, trust affects loyalty and brand positioning affects loyalty through trust in BPR JATIM Batu Branch.

H2: Brand positioning effects customer loyalty J&T Express in Jember Regency

The effect of customer intimacy on brand trust

Research from Abu Bakar et al (2018) based on the results of this empirical study, there is an influence of customer intimacy on brand trust. Nafiah (2021) With the concept of customer intimacy, companies will usually know the ins and outs of their customers so that they are comfortable because their needs are always met. Anfas et al (2021) to achieve customer satisfaction, one of which is customer intimacy which is a way of quality service that is carried out with a strong bond. Nafiah (2021) shows that customer intimacy has a positive and significant effect on satisfaction of bank customers. Novita (2021) customer intimacy has a significant effect on satisfaction. Anfas et al (2021) customer intimacy has a significant effect on trust in UPBJJ-UT MAJENE students

H3 : Customer intimacy effects the brand trust of J&T Express customers in Jember Regency

The effect of customer intimacy on loyalty

Anggriawan (2015) customer intimacy is getting closer to consumers. Meanwhile, according to Dian Oktavia (2014) customer intimacy is one of the popular strategies used by companies in building and maintaining customer loyalty. Based on the results of research from Eka et al (2016) they state that there is an influence of customer intimacy on loyalty. so there is an influence of customer intimacy on customer loyalty. sholawan abi (2019) said that there is an influence from customer intimacy on loyalty, so there is an influence from customer intimacy on customer loyalty at pro you outlets. Naslikhatun (2021) said that customer intimacy carried out by BSI KCP Godean 3 affects customer loyalty.

H4 : Customer intimacy effects the loyalty of J&T Express customers in Jember Regency

The effect of Brand trust on loyalty

According to Tjiptono (2014), brand trust is the willingness of consumers to trust or rely on a brand in a risk situation due to the expectation that the brand in question will give positive results. The close relationship between the seller and the buyer will have a positive impact on the exchange process. A complete understanding of brand loyalty cannot be obtained without an explanation of brand trust and how it relates to brand loyalty. A complete understanding of brand loyalty cannot be obtained without an explanation of brand trust and how it relates to brand loyalty. Ching-Hsien, Soong, Yao-Tsung, Kao, et.al (2015) The results of this study prove that brand trust and customer loyalty have a strong effect. In addition, individual variables have a strong impact on the area of personal life, marital status, disposable income and monthly purchase costs, according to the variables above, both brand trust and customer loyalty have a strong effect.

H5: Brand trust has an effect on customer loyalty J&T Express in Jember Regency

IV. Conclusion

The tight competition in the shipping industry in Indonesia makes companies have to be more competitive in presenting products that is consumer's needs expectation. One of the changes that occur in the fierce competition era is a decrease in customer loyalty. The superiority of the brand has the impact of such a big change. The development of the brand also affects the brand loyalty of J&T products, this shows that the concept of customer loyalty has become a necessity to show the work of the company or organization entity. Strategic planning and complex utilization within the company are needed as a solution to face the uncertain changes that occur in the era of increasingly fierce competition.

In the fierce competition era, the J&T Company requires the concept of an effective and efficient product sales strategy. With increasingly fierce competition, the concept of product sales strategy becomes the main subject in overcoming threats and opportunities. For this reason, further research is needed to determine the effect of brand positioning and customer intimacy in increasing customer loyalty through brand trust.

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