ABSTRACT

Analysis of Brand Equity and Customer Loyalty to Service Quality In Asuransi Jiwa Bersama (AJB) Bumiputera 1912 Palembang

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This study aims to identify and examine the effect of brand equity and loyalty services. This research also would like to know the partial between loyalty and brand equity to determine the service that consists of tangible, responsiveness, assurance, reliability and empathy significantly influence loyalty of AJB Bumiputera 1912 Palembang in South Sumatra. The results of the study with an adjusted R-square of 0.732, that the two variables both independent and dependent variable are able to explain and have a strong relationship by 73%, while the rest can be explained by other variables not included in this variable. The third hypothesis proposed significant effect depend on variables, where brand equity and service that consists of tangible, responsiveness, assurance, reliability and empathy affect the loyalty either partially or simultaneously. The results support several previous studies include: strengthening the results of this study. The brand equity consists of the image maker, image users and image of the product significantly affect loyalty. While the service consists of tangible, responsiveness, assurance, realiability and empathy strong influence on loyalty. Similarly, brands and service variables also have a real relationship to loyalty.

Keywords: brand equity, Service and Loyalty

**Introduction**

Services have an important role in the world of global competition. Improving service delivery is a key to success and in order to defend themselves. To achieve this success, the company uses a variety of marketing strategies including aggressive promotional strategy, attract new customers, increase market share and or using strategies to survive, protect and market their products to maximize customer retention under the control of certain costs. (Fornell, 1992:67)

Brand is a name, symbol, sign, design or a combination of them to be used as the identity of an individual, organization or company on goods and services held to distinguish the products of other services. Strong brand is marked by a brand known in the community, high brand associations on a product, a positive perception of the market and consumers' brand loyalty is high. With the brand that makes one product different from the lian expected to facilitate consumer in determining the product to be consumed by a variety of considerations and creates loyalty to a brand (brand loyalty). Brand Image definition By Tjiptono (2005:49) brand image or brand description, ie a description of the associations and consumer confidence to a particular brand. Meanwhile, according to Rangkuti (2004:244) brand image or brand personality is a set of brand associations are formed and embedded in the minds of consumers.

Loyal customers will generally continue to purchase the brand even though faced with many alternative brands competing products that offer superior product characteristics is viewed from different angles attributes. When many customers of a brand in this category means that the brand has a strong brand equity.

From the description above background, it is known that many factors affect the customer in his decision in purchasing an insurance policy such as promoting factors, consumer image factors, factors and lifestyle needs of consumers. This condition is certainly cause confusion for marketers / producers, management is a structured marketing strategy should focus on the promotion, and strive to create a positive consumer image.

From some previous studies, may summarize that there is still research to be done by the researchers among others. (1) Lack of other research in the evaluation of sales by brand and see them both services simultaneously and partially. (2) The limited research that uses objects Insurance research.

Based on the above, the researchers saw an opportunity to do other research empirically "Influence of Brand Equtiy and Quality of Service Against Consumer Loyalty at PT AJB Bumiputera 1912 Palembang Branch".

**Identification of Problems**

Based on the title of the background research and the problems described above, then the problem can be identified as follows:

1. the lack of service to customer service from the employees at PT AJB Bumiputera 1912 Palembang.

2. strong brand image on customers in the areas of operational Palembang due to the lack of promotional activities and services are less than the maximum of the employee.

3. Customer loyalty in this case the customer PT AJB Bumiputera 1912 Palembang to services and promotion that affect the brand or brands on customers not strong.

**Service**

Parasuranman, Zethaml and Berry (1990:26) identifies the general criteria of service quality into five dimensions, namely:

a) Reliability

Consist of two main points, namely consistency (performance) and the ability to believe (dependability).

b) Responsiveness

That willingness or readiness of employees to provide the services required by customers.

c) Empathy

Caring, individual attention from the company (whether the company providing caring service and personal attention?)

d) Tangibles

Physical evidence of services that can be used and the physical facilities of the physical representation services.

e) Assurance

Knowledge and courtesy of employees and their ability to provide trust and confidence (whether employees have the knowledge to provide the service, courtesy, competent and trustworthy.

**Loyalty**

The main purpose of the program is to increase customer loyalty marketing. Precisely, customer loyalty with a long lifetime value. This program because it will provide a significant advantage for a company.

Griffin (2003; 113), giving the sense of loyalty: When a customer is loyal, he or she exhibits a behavior defined as purchase of non-random purchase Expressed over time by some decision-making unit.

**Statistical Analysis Techniques**

Analysis of this data is to look at the influence of service factors (XI) and the brand factor (X2) together to loyalty (Y). The analytical approach used is multiple regression analysis (multiple regression). Regresii line equation to explain the phenomenon is as follows:

Y = a0 + b1X1 b2X2 + + e

Where:

Y = Variable loyalty

X1 = variable service

X2 = variable brands

a0 = intercept / constant

b1, b2 = regression coefficient

e = error term

The final stage of the regression analysis is a statistical test in order to take a decision on the results of the analysis. In this regard predetermined hypothesis.

**Influence Of Brand Loyalty**

After statistical analysis using SPSS applications, the value of significance t coefficients shown in the tables above which the probability value below the significance level of 0.001 t. Therefore, the probability value of 0.001 or less than the significance level of 0.05 means that the influence of the promotion (X1) kiosk tenant satisfaction (Y) significantly

Variable regression coefficient value brands (X1) obtained at 0.606 shows that when brands (X1) increases by one unit of score statistic, the customer loyalty (Y) will be increased by 0.606 assuming variable service (X2) was constant.

Then from the table above were also obtained t value of 3.546 and compared with the value of t table (half 0.05, 97) by 2,000. The conclusion, therefore t count> t table means that the quality of the product is partially affected significantly (significant) loyalty. The second hypothesis received significant effect on brand loyalty.

 Kotler (2003:69) states that the process of purchasing decisions are influenced by factors of marketing (product, price, location and promotion, while other factors are political, economic and cultural characteristics of the technologies in the buyer. Promotion that is any part of the marketing strategy that aims to communicate product advantages and persuade target customers to buy or use them separately. opinion was expressed by Payne (1993:41) and Kotler (2003:85). From some opinions about the promotional aspects related to customer satisfaction there are several factors affecting among other things: promotion factor, attribute type , consumer image, needs and lifestyle factors. For that insurers must work hard in order to improve customer satisfaction and maintain loyalty, with the event always held an interactive approach to attract consumers.

**Influence Of Customer Loyalty Services**

After statistical analysis using SPSS applications, the value of the significance of the coefficients shown in the table above where the probability value of 0.001. Therefore, the probability value of 0.001 or less than the significance level of 0.05 means that the influence of the service (X2) on customer loyalty (Y) significantly

Regression coefficient variable service (X2) were obtained for 0.405 indicates that if the service (X2) increased by one unit of score statistic, the loyalty increased by 0.405 with the assumption variables held constant brand.

Then from the table above were also obtained t value of 3.521 and compared with the value of t table (half 0.05, 97) by 2,000. The conclusion, therefore t count> t table in partial service means significantly (significantly) to the satisfaction of loyalty. This suggests a third hypothesis is accepted, which means that service quality significantly influence loyalty.

Perception is defined as the perception of service quality on customer impression management services perceived by customers. From the observation, that large-scale customers such as employees have a relationship or emotional intimacy with good leadership. While small or medium-scale client has relatively close ties with the leaders. This affects the overall loyalty. Because they assume that only customers great is to be taken by the leadership. Quality of service should also pay attention to the dimensions of empathy so that customer satisfaction is maintained with respect to the dimensions of empathy. Research results showed that customers felt that the quality of services provided in accordance with the company what they expect. In the sense of a gap between what customers expect from a quality service with what they feel. This means that management has provided quality service to the customers or clients fairly and in accordance with the wishes of the customer so as to create a level of satisfaction and loyalty for customers or clients. So in evaluating the quality of services provided by the company should meet the expectations can cause a feeling of satisfaction and quality of service that does not otherwise meet the expectations of the customer or the customer will lead to a sense of dissatisfaction. However, should management must always strive to maintain empathy one dimension of quality service, so customer satisfaction maintained.

Kotler (1997:78) states that a person's feelings or disappointment regarding comfort as a result of the comparison between the performance of the products or outcomes perceived in kaitanya with harapannya.Jadi whether the buyer is satisfied after purchase depends on the performance offered in conjunction with the buyer's expectations are met or not. Thus, satisfaction or customer satisfaction is the differences between expectations (expectation) and perceived performance (perceived performance), the valuation between buyer expectations with perceived performance on the full purchase of the product or service concerned.

Bloomer (1998:44) satisfaction can be thought of as an important determinant of loyalty. High satisfaction or kesenagan can create an emotional attachment to the brand and not just a rational preference which is the result of cognitive processes. The result is high customer loyalty. And vice versa will cause customer dissatisfaction is unhappy and eventually leave the company (not loyal). Thus, satisfaction is determined by two components of the customer self-cognitive and affective components of the affective component of the two elements that have a high correlation to customer behavior. Meanwhile, according to Yi Ting Yu and Dean (2001:104) that the good feelings are positive or negative emotion is part of the component. Thus, if satisfaction is defined as a feeling of pleasure or displeasure then satisfaction may also be regarded as an emotional attitudes that determine the behavior of the customer.

Some research theory and empirical support that has been done and support the research results is Fullerton and taylor (2002:74) states that service quality have a significant effect on customer satisfaction. While Cronin and Taylor (1992:63) states that services quality is a decisive factor in shaping customer satisfaction. Support penenlitian theory and gives meaning to management that ought to pay attention to quality of their services that they provide to the customer, because customer satisfaction can be formed by good levels of quality of service they provide.

**Conclusion**

Research can be concluded:

1. Brands (X1) and service (X2) jointly significant effect on customer loyalty / customer AJB Bumiputera 1912 Palembang.

2. Brands (Xi) partially significant effect on customer loyalty / customer AJB Bumiputera 1912 Palembang

3. Service (X2) partially significant effect on customer loyalty / customer AJB Bumiputera 1912 Palembang

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