



## Brand loyalty analysis of stie Indonesia banking school students

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### ABSTRACT

This research is being conducted to find out the level of loyalty of the students of the Indonesia Banking School (IBS) Jakarta in every level of brand loyalty dimension. This research was also conducted in order to find out whether there were differences in loyalty levels between junior students (class of 2007 and 2008) and senior students (class of 2004, 2005 and 2006) or not. Based on this research, there are some results that can be concluded. In the switcher dimension, students of IBS are included in the high loyalty category with the score of 3.67 (range 3.401 – 4.200). In the habitual buyer dimension, students are included in the low category with a score of 2.09 (range 1.801 – 2.600). In the satisfied buyer dimension, the students are included in the medium category with a score of 3.21 (range 2.601 – 3.400). In likes the brand dimension, the students have an average score of 3.400 and are included in the medium category (range 2,601 – 3,400). In the committed buyer dimension, students of IBS are included in the medium category with the average score of 3.09 (range 2.601 – 3.400). The test of hypothesis shows that in both brand loyalty as a whole and it's detailed analysis of every dimension, there is no significant difference in loyalty level in junior and senior students in IBS. This statement can be proven with the independent sample T-test output, which has a bigger score in the significant score rather than it's alpha (0.05). The test of hypothesis shows that in both brand loyalty as a whole and it's detailed analysis of every dimension, there is no significant difference in loyalty level in junior and senior students in IBS. This statement can be proven with the independent sample T-test output, which has a bigger score in the significant score rather than it's alpha (0.05). The test of hypothesis shows that in both brand loyalty as a whole and it's detailed analysis of every dimension, there is no significant difference in loyalty level in junior and senior students in IBS. This statement can be proven with the independent sample T-test output, which has a bigger score in the significant score rather than it's alpha (0.05).

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## 1. INTRODUCTION

In this fast-paced era, the business world continues to grow with various kinds of changes. This change occurred globally, both in the goods and services sector. The world of education is one of the business sectors in the service sector which is not spared from being affected. In the last twenty years

(1986-2006), there have been important changes in the provision of consumer services in the field of education, especially education that is managed by the private sector. These changes are changes in the regulatory sector, changes in public demand for services, changes in technology, and the number of new competitors.

Culture is something that must exist in a human group or organization. In a community group that has a culture that is different from the culture in other community groups. For example, the general culture of people from the Sumatra region tends to be tough and doesn't like small talk, and upholds the value of togetherness or groups in overseas lands, it's different from people from the Java area who tend to be gentle and like small talk. The culture that we have consciously or not will influence our attitudes and behavior in various aspects of life.

Organizational culture is a system of spreading beliefs and values that develops in an organization and directs the behavior of its members. Organizational culture can be the main competitive advantage instrument, that is, if the organizational culture supports the organization's strategy, and if the organizational culture can answer or overcome environmental challenges quickly and precisely. Culture also provides patterns of ways of thinking that guide organizational participants in making decisions. Therefore it can be concluded that organizational culture is a system of shared meaning within an organization that determines, at a high level, how employees act. The application of organizational culture is not the same in every company/organization.

Job satisfaction is a pleasant emotional attitude and love of work. This attitude is reflected by working capital, discipline and work performance. Job satisfaction is enjoyed at work, outside of work, and a combination of the two. Job satisfaction at work is job satisfaction enjoyed at work by obtaining praise for work results, placement, treatment, and a good and conducive working environment. Job satisfaction outside of work is employee job satisfaction enjoyed not from the work environment with the amount of remuneration that will be received from the results of his work, so that he can meet all his needs, but is more concerned with remuneration than the implementation of his duties.

Job satisfaction which is a combination of the two is job satisfaction which is reflected by a balanced emotional attitude between remuneration and work performance. Employees who enjoy more job satisfaction which is a combination of the two will feel satisfied if the results of their work and remuneration are felt to be fair and deserved.

According to Abraham Maslow in the theory of the hierarchy of needs, states that human needs are divided into five levels. First, are physiological needs, namely human needs for hunger and thirst, clothing, housing, and physical needs. Second, the need for Security, namely the need for safety and protection against physical and emotional harm. Third, social needs, namely the need for love, belonging, and friendship. Fourth, the need for appreciation, namely the need for internal respect such as self-esteem, achievement and the need for external respect such as status, recognition, attention. Fifth, the need for self-actualization, namely the need for potential achievement of employees and self-fulfillment of employees.

Job satisfaction must be created as well as possible so that work morale, dedication, love and discipline of employees increase. The application of a good organizational culture is one of the factors creating employee job satisfaction. There is no absolute satisfaction level benchmark, because each employee has a different level of satisfaction standards. A good manager must be effective in managing all the resources owned by his company so as to provide job satisfaction to employees which will have an impact on good employee performance as well.

## 2. RESEARCH METHOD

The object of this research is employees at the staff level at Company X which is located in the Bojong Larang Industrial Area, Jl. Karawaci Bojong Ban No. 22 (Jalan Raya Imam Bonjol KM 2.5) Tangerang – Banten 15115. This research was conducted in February 2011. The approach used in this research is a quantitative approach. This study uses a case study technique at the company. Case

studies are investigations into the underlying causes of certain problems within a department, a factory, or a work group (Simamora, 2004).

Data collection technique, direct observation, came to Company X in the Bojong Larang Industrial Area, Tangerang - Banten. Dialogue with several employees and observe their work. Questionnaire (questionnaire), distributing a set of questions that had been prepared in advance by the researcher to the respondents directly to be filled in truthfully.

### 3. RESULTS AND DISCUSSIONS

There were 41 respondents in this study who were employees of Company X. In conducting the research, the writer used a questionnaire which contained a list of questions with answers in the form of a Likert scale, namely a scale of one to five, where one was strongly disagree/satisfied and five was very agree/satisfied. Respondents can freely choose according to their wishes. Based on all the questionnaires distributed, all the questions in the questionnaire were answered in full so that the answers to the questions given are expected to provide a true picture of the situation experienced by the respondent in accordance with the facts. Analysis of the characteristics of the respondents was carried out to describe the characteristics of the individual data of each respondent consisting of gender, age, status,

#### Description of each Variable.

The writer did a description of the results of the research on each of the variables with the aim of clearly knowing the choice of answers to the statements of the respondents to the variables of this study, namely the assessment of innovation and risk taking, attention to detail, result orientation, human orientation, orientation team, aggressiveness, stability and job satisfaction.

#### Job satisfaction.

In an effort to obtain a choice of answers to the statements submitted to respondents, especially those relating to job satisfaction, each respondent was given a questionnaire containing a list of statements covering 20 aspects studied based on the Minnesota Satisfaction Questionnaire (MSQ), including: (1) Activities or activities, (2) Freedom or independence, (3) Variation of work, (4) Social status, (5) Supervision, (6) Supervision technical ability, (7) Moral values, (8) Certainty and security, (9) Social services, (10) Power, (11) Use of abilities, (12) Organizational policies and practices, (13) Compensation, (14) Opportunities for advancement, (15) Responsibility, (16) Creativity, (17) Working conditions, (18) Colleagues, (19) Awards, (20) Achievements.

#### Validity test.

Validity test is done by measuring the correlation between variables/items with the total variable score. How to measure by looking for a correlation between each question with a total score using the product moment correlation technique formula from Pearson. This technique aims to test whether each item or item statement is really able to reveal the factor to be measured or the internal consistency of each item of measuring instrument in measuring a factor.

Table 1. Validity Test

No	Variable code	Result of r count	validity
1		<b>Innovation and Risk Taking (X1)</b>	
	P1	0.587	Valid
	P2	0.43	Valid
2		<b>Attention to Detail (X2)</b>	
	P1	0.735	Valid
	P2	0.659	Valid
3		<b>Result Orientation (X3)</b>	
	P1	0.624	Valid
	P2	0.476	Valid
4		<b>Human Orientation (X4)</b>	
	P1	0.677	Valid

5	P2	0.713	Valid
	<b>Team Orientation (X5)</b>		
	P1	0.642	Valid
	P2	0.42	Valid

### Reliability Test.

The reliability test aims to show the extent to which the statements in the questionnaire are reliable or reliable and consistent from time to time. To test the reliability of the author using the SPSS tool to get Cronbach's alpha value. Cronbach's alpha value for each variable can be seen in table 2. below:

Table 2. Reliability test

No	Variable Code	Alpha Cronbach ( $\alpha$ )	Reliability
1	Organizational culture	0.858	Reliable
2	Job satisfaction	0.937	Reliable

Source: Processed data

Based on the table above, it can be seen that all variables in this study are reliable, this is evidenced by the Cronbach's alpha value for each variable which is above 0.6 ( $> 0.6$ ).

### Classic assumption test.

#### Normality test.

Aims to test whether in a regression model, the dependent variable, independent variable or both have a normal distribution or not. A good regression model is a normal or close to normal data distribution. The test used is the Kolmogorov-Smirnov statistical test, with a significance level ( $\alpha$ ) of 5%, so if the calculation results show a significance level of more than 5% ( $\geq 0.05$ ) it can be said that the data is normally distributed, otherwise if the significance ( $\alpha$ ) below 5% ( $\leq 0.05$ ) the data is not normally distributed.

Table 3. Normality Test

	Innovation and Taking Risk	Attention To Details	Results Orientation	Human Orientation	Orient ASI Team	Aggressiveness	litas stability	Kepu work assignment
asympSig (2-tailed)	.189	.212	.102	.17	.289	.350	.164	.629

Source: Processed data

Based on the table above, it can be seen that the significance value of the Kolmogorov-Smirnov test for the eight research variables is above 0.05 ( $\geq 0.05$ ), so it can be said that the data is normally distributed.

### Multicollinearity Test.

The multicollinearity test is used to determine whether or not there is a deviation from the classical assumption of multicollinearity, namely the existence of a linear relationship between the independent variables in the regression model. The multicollinearity used in this study is to look at the value of the inflation factor (VIF) in the regression model. According to Santoso (2001), generally if the VIF is greater than 5, then the variable has a multicollinearity problem with other independent variables.

Table 4. Multicollinearity Test

No		Collinearity Statistics	
		tolerance	VIF
1	Job Satisfaction (Constant)		
2	Innovation and Risk Taking	.489	2047
3	Attention To Detail	.534	1872
4	Results Orientation	.560	1,786
5	Human Orientation	.285	3,503

Source: Processed data

Based on the table above, it can be seen that the inflation factor (VIF) value in the regression model is not above 5 ( $\leq 5$ ). This shows that among these variables there is no multicollinearity problem.

### Heteroscedasticity test.

The heteroscedasticity test is used to determine whether there is deviation from the classical assumption of heteroscedasticity, namely the variance of the residuals for all observations in the regression model. In this study the authors used the Park test, which regressed the residual value ( $Lnei^2$ ) with each dependent variable ( $LnX_1, LnX_2, LnX_3, LnX_4, LnX_5$ ). The results of the t count from the regression of the residual value are then compared with the t table.

Table 5. Heteroscedasticity Test

No	Variable	t count	Sig
1	Constant		
2	LnX <sub>1</sub>	-0.327	0.745
3	LnX <sub>2</sub>	0.229	0.82
4	LnX <sub>3</sub>	-0.993	0.327
5	LnX <sub>4</sub>	-0.642	0.525
6	LnX <sub>5</sub>	0.992	0.327
7	LnX <sub>6</sub>	1,473	0.149
8	lnX <sub>7</sub>	-0.758	0.453

Source: Processed data

Based on the table above, it can be seen that the calculated t value of the residual values of variables  $X_1, X_2, X_3, X_4, X_5$  is in the region of  $-2.023 \leq t \text{ count} \leq +2.023$ . So it can be concluded that there is no heteroscedasticity problem found in the regression model.

### Hypothesis test.

In accordance with the purpose of this study where we want to know whether the application of innovation and risk taking variables, attention to detail variables, result orientation variables, human orientation variables, team orientation variables, aggressiveness variables, and stability variables have an influence on employee job satisfaction in Company X, both simultaneously (simultaneously) or separately (partially). So to answer the research objectives using two hypothesis testing techniques, namely the F test and t test.

### F test

The F test is used to determine whether the independent variables in the study have a joint or simultaneous influence on the dependent variable. In this study the F test was used to determine whether financial compensation and non-financial compensation have a simultaneous effect on the job satisfaction of Company X employees.

Table 6. F test

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	8,553	7	1,222	8.126	.000(a)
	residual	4,962	33	.150		
	Total	13,514	40			

Source: Processed data

Based on the table above, it can be seen that the calculated F value is 8.126, this value is then compared with the F table value. If  $F \text{ count} < F \text{ table}$  then  $H_0$  is accepted, otherwise if  $F \text{ count} > F$

table then  $H_a$  is accepted. The F table value with the number of independent variables is 7 and Df (nk-1) is 33, so the F table value is 2.302. By comparing the calculated F value with F table, it can be concluded that  $8.126 > 2.302$  ( $F_{count} > F_{table}$ ) indicates that  $H_a$  is accepted.  $H_a$  accepted means that organizational culture has a significant influence simultaneously on employee job satisfaction in Company X.

#### t test

The t test is used to determine whether the independent variables in the study have a partial or separate effect on the dependent variable. In this study the T test was used to determine whether organizational culture variables had a partial effect on employee job satisfaction at Company X.

Table 7. T test

Model		t	
		B	Sig. std. Error
1	(Constant)	2,928	.006
	Innovation and Risk Taking	.337	.738
	Attention to Detail	.309	.759
	Results Orientation	-.535	.596
	Human Orientation	2,818	.008
	Team Orientation	-.573	.571
	Aggressiveness	3,696	.001
	Stability	-1,015	.317

Source: Processed data

Based on the table above, it can be seen that the t value for the variable innovation and risk taking is 0.377, the attention to detail variable is 0.309, the outcome orientation variable is -0.535, the human orientation variable is 2.818, the team orientation variable is -0.573, the aggressiveness variable is 3.696, the stability variable is -1.015, then this value is then compared with the t table value.

#### Managerial Implications.

After the researcher has finished processing the data and analyzing the data, the researcher also wants to provide a clearer picture of the benefits of this research in terms of its managerial implications. The researcher tries to provide additional analysis to strengthen the description of the research so that the management of Company X can use this research as their reference in increasing employee job satisfaction in Company X.

In this additional analysis, the writer will use data on the ranking of statements based on the average respondent's answers for each statement, the same as in the description of each variable, but the writer will only list the variables that have a significant influence on job satisfaction. The variables - these variables are human orientation and aggressiveness.

Table 8. Average Value variable statement of human orientation

No	Statement	Average	ranking
1	The company pays attention to conflicts that occur between employees	4	1
2	The company pays attention to the working atmosphere for employees	3,83	2
<i>Range Value</i> human orientation variable statement		3,92	

Source: Processed data

In the table above it can be seen that the average respondent's answers all agree with each statement, because the average for each statement is above 3 as the minimum rating standard agrees. The overall average of respondents' answers to the human orientation variable is 3.92. Although in general the respondents agreed with each statement, from the two statement indicators it turned out that there was one statement whose score was below the overall average.

What needs attention is one indicator statement that is still below the average, namely the statement about the company paying attention to the working atmosphere for employees who get an average of 3.83 and are below the average human orientation variable. The working atmosphere at Company X must be considered by the company, in this case the top management, so that it can have a direct impact on increasing the job satisfaction of employees at Company X. A good working atmosphere will definitely directly motivate employees to work better.

Table 9. Average Value of aggressiveness variable statements

No	Statement	Average	ranking
1	Competition between employees that is seen in the company where you work	4,13	1
2	Companies look at the means used to obtain results	3,79	2
<i>Range Value</i> human orientation variable statement		3,96	

Source: Processed data

The overall average of respondents' answers to the aggressiveness variable is 3.96. Although in general the respondents agreed with each statement, from the two statement indicators it turned out that there was one statement whose score was below the overall average. While one statement is above the overall average. This means that companies only need to continue to maintain that the competition between employees seen in the workplace does not hinder employee performance. Competition that is too big and uncontrolled is feared will only have an impact on employee job satisfaction.

What needs attention is one statement indicator that is still below the average, namely the statement regarding the company's view of the methods used to obtain results which obtain an average of 3.76 and are below the average of the aggressiveness variable. Companies should also look at the work processes carried out by employees to achieve results. This needs to be considered so that the company does not only pay attention to the work of employees whether it is in accordance with the targets set or not, but also so that the company can improve the individual abilities of its employees so that knowledge transfer occurs and the quality of employees from the company will increase.

Why do the variables of attention to detail, result orientation, innovation and risk taking, team orientation, stability, have no significant relationship to employee job satisfaction. This suggests that there are two possibilities, the first is related to the research limitation that it is possible that there are components of the aggressiveness variable which actually have a much more significant effect but were not included in this study. The second possibility is the characteristics of the respondents in this company, all of whom are all staff at Company X and are in the middle management group. The concept of five organizational culture variables that do not have significant value is a concept of organizational culture that cannot be viewed in general by all employees in a company.

#### 4. CONCLUSION

The regression equation above means that the value of 1.577 indicates that if the innovation and risk-taking variables, attention to detail variables, outcome orientation variables, human orientation variables, team orientation variables, aggressiveness variables, and stability variables are not applied

then the employees of Company X studied still have satisfaction work of 1.577 units of job satisfaction. The beta coefficient value of the innovation and risk taking variable is 0.4 which means that if the innovation and risk taking variable increases, it will affect the increase in job satisfaction by 0.4 work satisfaction units. The beta coefficient value of the attention to detail variable is 0.033 which means that the attention to detail variable has increased and has an effect on increasing job satisfaction by 0.033 satisfaction units. The beta coefficient value of the yield orientation variable is -0.062, which means that if the yield orientation variable increases, it will affect the decrease in job satisfaction by 0.062 work satisfaction units. The beta coefficient value of the human orientation variable is 0.374, which means that if the human orientation variable has increased, it has an effect on increasing job satisfaction by 0.374 work satisfaction units. The beta coefficient value of the team orientation variable is -0.063, which means that if the team orientation variable increases, it will affect the decrease in job satisfaction by 0.063 work satisfaction units. The beta coefficient value of the aggressiveness variable is 0.379 which means that if the aggressiveness variable has increased, it has an effect on increasing job satisfaction by 0.379 work satisfaction units.

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