

## The Effect of Brand Awareness on the Loyalty of Traveloka Eats Application Users Among Untar Students

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**Abstrak.** Pada masa pandemi Covid-19 penggunaan *e-commerce* di Indonesia mengalami peningkatan karena adanya Pemberlakuan Pembatasan Kegiatan Masyarakat atau yang sering dikenal dengan sebutan PPKM tahap 4. Salah satunya adalah aplikasi *Traveloka Eats*. *Traveloka* meluncurkan suatu fitur yang bernama *Traveloka Eats*. Fitur ini menyajikan *food directory* dari delapan ribu restoran di tujuh kota besar di Indonesia, meliputi Jakarta, Tangerang, Bandung, Bali, Yogyakarta, Surabaya dan Medan. aplikasi jasa *food partnership* tidak hanya mengalami lonjakan yang tinggi dalam jumlah pencarian makanan saja, namun juga terhadap jumlah mitra penjual makanan. Penelitian ini dilakukan untuk mengetahui apakah terdapat pengaruh kesadaran merek *Traveloka Eats* di tengah khalayak terhadap loyalitas pelanggan di kalangan mahasiswa Untar. Adapun metode penelitian yang digunakan oleh peneliti adalah metode penelitian kuantitatif, dengan metode pengumpulan data menggunakan kuesioner dengan pemilihan jawaban menggunakan skala *likert*. Populasi dari penelitian ini adalah seluruh mahasiswa dari Untar, yang kemudian diambil 100 orang untuk digunakan sebagai sampel. Hasil dari penelitian ini adalah adanya pengaruh yang sangat kuat antara *brand awareness* terhadap loyalitas pengguna aplikasi *Traveloka Eats* di kalangan mahasiswa Untar.

**Kata kunci:** Kesadaran merek, Loyalitas pengguna, *Traveloka Eat*

**Abstract.** During the Covid-19 pandemic, *e-commerce* in Indonesia increased due to implementing Restrictions on Community Activities or PPKM stage 4. One of them is the *Traveloka Eats* application. *Traveloka* launched a feature called *Traveloka Eats*. This feature presents a *food directory* of eight thousand restaurants in seven major cities in Indonesia, including Jakarta, Tangerang, Bandung, Bali, Yogyakarta, Surabaya, and Medan. The *food partnership* service application has experienced not only a high spike in the number of food searches but also the number of food vendor partners. This research was conducted to find out whether there is an influence of *Traveloka Eats* brand awareness among the audience on customer loyalty among Untar students. The research method used by researchers is quantitative, with data collection methods using a questionnaire system and selecting answers using a Likert scale. The population of this study was all students from Untar, who then took 100 people to be used as samples. The results of this study show that there is a powerful influence between brand awareness on the loyalty of *Traveloka Eats* application users among Untar students.

**Keywords:** Brand awareness, User loyalty, *Traveloka Eat*

## 1. Introduction

Technological progress can never be avoided in human life and occurs in line with the development of science. This technological development occurs because humans try to penetrate to meet their needs. One form of progress in technological developments that change human lifestyles is the internet. In addition to evolving human lifestyles, the internet significantly impacts trade and brand equity (Mohapatra, 2013). One type of internet development seen in trade and brand equity is e-commerce. During the Covid-19 pandemic, e-commerce in Indonesia increased due to implementing Restrictions on Community Activities or PPKM stage 4.

According to data from Katadata.co.id 2020 the highest type of monthly consumer digital expenditure used by Indonesians during the Covid-19 pandemic was food ordering services (Annur Mutia Cindy, n.d.). One of the e-commerce companies that has been impacted by the increase in the use of this food-ordering service is Traveloka. The use of the Traveloka Eats feature has almost doubled in traffic on the Traveloka Eats Delivery page. This increase occurred in terms of restaurant search and the number of trusted partners due to the brand awareness factor.

Brand awareness or brand awareness is the user's ability to remember a brand that has been embedded in the user's mind for a product. This brand awareness generally seeks to be built by a brand in users'

minds through various promotional activities. Typically, these promotional activities are carried out to increase consumer memory and generate customer loyalty.

Level of use of digital transaction services according to the Kata data Insight Center survey (KIC), 82% of respondents aged 18-26 years, or what is referred to as generation Z, are users of digital service transactions, which include online shopping), using food delivery services, and delivery services for primary needs such as groceries.

The author wants to discuss Traveloka Eats because this research topic has an interesting phenomenon during the Covid-19 pandemic. The increasing number of transactions using food messaging services is attracting attention because many companies have left the business due to the economic crisis caused by the Covid-19 pandemic. The author intends to examine whether brand awareness affects user loyalty to the Traveloka Eats application, with the research subject being Tarumanagara University (Untar) students as a generation Z boundary.

## 2. Literature Review

### 2.1 *Brand awareness*

*Brand awareness* is the memory that consumers have for certain products and has been embedded in the minds of consumers for needs (Ferdy & Wulan Purnama Sari, 2020). Brand awareness is the ability of a potential consumer to recognize and recall a brand in one part of a particular product category. Four levels of brand awareness exist in

forming company activities (Wahid & Puspita, 2017):

- 1) Top of Mind is the brand that consumers first mention. It has appeared in the minds of consumers, or the brand is the leading brand of various brands in the minds of consumers.
- 2) Brand Recall (brand recall) brand recall without assistance (unaided recall).
- 3) Brand Recognition (brand recognition) is the degree to which brand identity reappears after the application of additional reminders (aided recall).
- 4) Unaware of Brand (not aware of the brand) is the lowest level in the brand awareness pyramid where consumers do not know the brand

## 2.2 Loyalty

According to Griffin, loyalty refers to when customers consistently make continuous or repeated purchases of goods or services offered by the company. Loyal customers will happily express positive things and recommend the company to others. *Customer loyalty* is a result that the company has achieved to continue to stand in this intense competition. Retaining old customers who make repeat purchases and recommend to others is better than looking for new customers (Krissianty & Widayatmoko, 2018). Loyalty is a choice for consumers to choose specific products compared to other products. According to Beatty, Kahle, and Homer Loyalty can be measured in several ways, namely:

- 1) The order of choice

(Choice sequence) The order of purchase looks more at the repeat purchase pattern of consumers.

- 2) The proportion of purchases (proportion of purchase)

This section examines more about the proportion of consumer purchases.

- 3) Preferences.

Preferences emphasize more than the intention to make purchases by consumers.

- 4) Commitment.

Commitment emphasizes consumer loyalty to the product (Kevin et al., 2019)

## 3. Methods

The approach used in this study is a quantitative research method. This approach examines a particular population or sample with the data collection used as a research instrument. Data analysis is quantitative, with the aim of testing predetermined conclusions. The data that researchers use is primary, namely questionnaires. Researchers used the questionnaire method to obtain data which could then be converted into quantitative data, which would later be used for statistical analysis and secondary data in the form of literature studies such as taking references from various types of books, journals, theses, and proceedings. The author also uses several relevant theoretical studies and is used as a frame of mind in this study, as seen in Figure 1.

The total population and sample that the researchers used were 14,115 Tarumanagara University students.

Then the researcher narrowed it down using the Slovin technique. The number obtained must be representative so that the research results can be generalized, and the calculation does not require a table of the number of samples. The measurement scale used in this study is a Likert scale with 5 points. The Likert scale measures attitudes, opinions, or perceptions of a person or group about social phenomena. Points on a 5-point Likert scale which are worth Strongly Agree (5), Agree (4), Doubt or Neutral (3), Disagree (2), Strongly Disagree (1). The researcher used the SPSS version 25 software program to analyze the data. In researching this data, the researcher conducted various types of tests, including:

1) Validity and Reliability Test

Validity and reliability tests are used to prove the validity of research data. The workings of this validity test use the Corrected Item Total Correlation method, and the reliability test uses Cronbach's Alpha method.

2) Normality Test.

Using the Normal Probability Plot method, the measured normality test is the residual normality of each variable. Suppose the normality test results are in the form of plotting points located around and following the diagonal line. In that case, the research data is declared to be normally distributed (Ghozali, 2011).

3) T-test

The T-test is used so that researchers can find out whether  $h_0$  (null hypothesis) is accepted or

rejected. If the value of Sig. is more significant than the significance level of 0.05, then  $h_0$  is accepted. However, if the value of Sig. is smaller than the significance level of 0.05, then  $h_0$  is declared rejected (Sujarweni, 2015).

4) Regression Analysis Test

Researchers use this regression analysis test to explore whether there is a significant relationship between the independent and dependent variables. By doing this test, researchers can find out whether the independent variable has a significant effect on the dependent variable.

5) Correlation Coefficient Test

The correlation coefficient test is a form of infarction statistics operated by researchers to test whether two variables have a relationship. Correlation results are presented as a very weak to perfect correlation level, which can be seen from the number indicator.

6) Test the Coefficient of Determination

The coefficient of determination test is a percentage to measure the effect of the independent variable on the dependent variable. The results of the coefficient of determination are presented in percentage form.

Figure 1. Thinking Framework.



**4. Result and Discussion**

In this section, the researcher will first describe the results of the analysis of the validity and reliability tests of each indicator on the research variables.

Table 1. Validity Test Results

Indicator	Corrected Correlation	Item-Total
x1	.518	
x2	.571	
x3	.526	
x4	.639	
x5	.689	
x6	.659	
x7	.514	
x8	.647	
x9	.586	
y1	.626	
y2	.800	
y3	.701	
y4	.753	
y5	.597	
y6	.858	
y7	.694	
y8	.720	

Source: Results of Research Data Processing

When examined in the Pearson Product Moment distribution table, the r table value for df = 98 is 0.1966. This value will be used in testing the validity of the instrument. In determining the validity of the research data, it was determined that the minimum requirement for an indicator to be declared valid was if it had a corrected item-total correlation value of more than 0.1966. In this test, it can be found that all indicators of the research instrument are declared valid because all indicators meet the data validity criteria. In this section, the researcher will first describe the results of the analysis of each indicator's validity and reliability tests on the research variables.

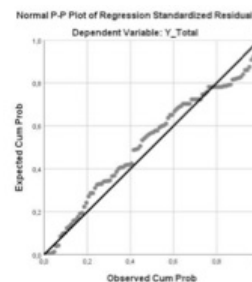
Table 2. Reability Test Results

Variabel	N of Items	Cronbach's Alpha
X	9	.864
Y	8	.909

Source: Results of Research Data Processing

These calculations show that Cronbach's alpha value in variable (X) is 0.864, while Cronbach's alpha in the variable (Y) is 0.909. It can be concluded that both variables are declared reliable. Elements of data validity have been fulfilled through this test.

Figure 2. Normality Test Curve



Source: Results of Research Data Processing

The measured normality is the residual normality of each variable using the Normal Probability Plot method. If the plotting points are around and aligned with the diagonal line, then the data is stated to be normally distributed. The results of the normality test on the Normal Probability Plot are in Figure 2. Based on the results of these calculations, the data is stated to be normally distributed.

Table 3. T-test results

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	-3,143	1,302		-2,414 .018
X total	.914	.040	.918	22,923 .000

Source: Results of Research Data Processing

$$Y = a + b \cdot X$$

$$Y = -3.143 + 0.914 \cdot X$$

From the table above, as an indicator of the results of the T-test, it can be seen that the significance value = 0.000 < 0.05 states that the null hypothesis (h0) is rejected, so from this T test, it is concluded that there is an influence between brand awareness as variable X on user loyalty as variable Y. The regression equation from the above formula shows that if the variable (X) is zero, then the value of the variable (Y) is -3.143. If a variable (X) has increased by one unit, then variable Y will also increase by 0.914 to ~~2.229~~.

Table 4. Simple Linear Regression Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918	.843	.841	3,750

Source: Results of Research Data Processing

Based on the data from the test results, the R-value or correlation between variables is .918 which can be seen in Table 4 Simple Linear Regression Test Results, categorized as a strong relationship. It can be concluded from this test that the relationship between brand awareness and user loyalty to the Traveloka Eats application among Untar students is powerful. In this test, it can be seen further that the R Square value, which is the squaring of the correlation coefficient, is 0.843, which means that brand awareness has an influence of

84.3% on the loyalty of Traveloka Eats application users among Untar students.

Based on proving the hypothesis that the researchers did through the T-test, there is a significant influence between the influence of brand awareness on the loyalty of Traveloka Eats application users among Untar students. This can be interpreted that, in general, brand awareness owned by Traveloka Eats influences user loyalty. The results of a significant hypothesis test also show that this situation applies to the entire population (Yuliara, 2016). The results of the regression analysis test conducted by the researcher show a prediction that if the brand awareness variable increases, user loyalty will also increase. The results of the regression analysis test also support the proof of the research hypothesis that there is a significant influence between brand awareness and user loyalty of the Traveloka Eats application among university students.

In carrying out the correlation test that has been carried out on the research data, it is known that the intensity of the influence of brand awareness on the loyalty of Traveloka Eats application users among Untar students shows a powerful indicator. The author can say and conclude that the closeness of the influence between these variables can also be traced from the measurement results of each variable with research instruments. Traveloka Eat's brand awareness which is excellent and convenient for students, it affects increasing user loyalty directly.

In the results of the coefficient of determination test conducted by the researchers, it was stated that 64.1% of Traveloka Eats user loyalty was influenced by brand awareness, so the results of this test also support the proof of the hypothesis that has been carried out. The remaining 35.9% is influenced by other variables not examined.

In this study, researchers can say that there is a significant influence between brand awareness and user loyalty, supporting the argument that management and internal parties need to pay attention to and maintain brand awareness of the Traveloka eats brand. Good brand awareness will support the benefits of both parties, of course, have an impact on many instruments within the user, one of which is user loyalty.

## 5. Conclusion

In this study, through the data and discussions that have been obtained through the research process, the authors draw several conclusions, including:

- 1) There is a powerful influence brand awareness on the loyalty of Traveloka Eats application users among Untar students.
- 2) Submission of the hypothesis resulted in the finding that  $H_0$  was not accepted, while the alternative hypothesis was accepted. The results of this test concluded that brand awareness influences the loyalty of Traveloka Eats application users among Untar students.

- 3) The hypothesis that the researcher has obtained is further supported by the results of the correlation test, which shows that there is a robust relationship between brand awareness and the loyalty of Traveloka Eats application users among Untar students.
- 4) In the coefficient of determination test, the results were obtained to state that 64.1% of Traveloka Eats user loyalty is influenced by brand awareness. This test's results further support and prove the hypothesis that has been carried out. The remaining 35.9% is influenced by other variables that the researchers did not examine.

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