Antecedents of Plaga Farm Customer Loyalty

I Gede Bingin Mustika[1], I Gusti Ayu Wimba[2], Putu Yudy Wijaya[3]

[1,2,3]Faculty of Economics Business and Tourism, Hindu Indonesia University

ABSTRACT: The concept of business to business (B2B) is a very profitable business that is often called long-term orientation. For companies that run businesses with a B2B model, creating a loyal customer base is not only about retaining customers but also maintaining relationships with business customers to drive future purchases. This is because B2B models have different characteristics where there tend to be fewer customers. So, the importance of retaining customers and creating customer loyalty for long-term interests. The purpose of this study was to analyze Plaga Farm's customer loyalty antecedents, namely brand image, satisfaction, and trust. This study sample used 201 Plaga Farm customers spread throughout Bali. The research instrument uses questionnaires and several other data collection methods such as observation, interviews and literature. The analysis method uses descriptive analysis and inferential analysis with Structural Equation Model-Partial Least Square (SEM-PLS). The results showed that brand image has a positive and significant effect on customer loyalty. The brand image has a significant positive effect on Plaga Farm's customer satisfaction. The brand image has a significant positive effect on the trust of Plaga Farm customers. Satisfaction does not have a significant effect on plaga farm customer loyalty. Trust has a significant positive effect on plaga farm customer loyalty. Satisfaction has a significant positive effect on the trust of Plaga Farm customers. Customer satisfaction is not able to mediate the relationship of brand image to plaga farm customer loyalty. Customer trust is able to mediate the relationship of brand image to customer loyalty. In B2B model companies, especially those that offer fresh products, guarantees for products are needed to foster trust, this can be done by creating a positive brand image thus impacting long-term commitments.

KEYWORDS: brand image, customer satisfaction, customer trust, customer loyalty.

I. INTRODUCTION

In the era of globalization, business competition is becoming sharper and sharper in both the domestic (national) and international markets. One way to win the competition is to try to retain existing customers, because finding new ones costs more than retaining existing customers (Kotler, 1997:256). According to Priansa (2017: 247) loyalty as a long-term commitment of customers that is tangible in the behavior and loyal attitude towards the company and its products by consuming regularly and repetitive.

According to Kotler (1997) that building a brand image is a long-term marketing strategy in order to become a market leader. For a company, a brand does not just function as a corporate identity, but can increase the brand image (the image that is formed in the minds of customers about a certain brand) that extraordinary, if worked on professionally (Firmansyah, 2019:64). According to Kenneth and Donald (2018: 42) the brand image reflects the feeling that customers and businesses have about the entire organization as well as the product or product line.

Currently, the business run by the company with the Plaga Farm product brand is a B2B (business-to-business) business concept, where the customers of Plaga Farm are retail, hotels, restaurants and cafes that spread across the Bali region. The customer details of Plaga Farm are as follows:

TABLE 1. PLAGA FARM PRODUCT CUSTOMER

No.	Information	Bali	Percentage (%)
1	Hotel	131	32,27
2	Retail	114	28,08
3	Restaurants and Cafes	161	39,66
Total		**406**	**100%**

Source: PT. Agrito Roman Bali, 2022

Antecedents of Plaga Farm Customer Loyalty

From the table above, it can be seen that Plaga Farm customers consist of Hotels, Retail and Restaurants and Cafes with the most numbers spread across Bali Province.   The difference in B2B is in the number of buyers who tend to be less but they can afford to buy a product (goods/services) in larger quantities, in addition to   The B2B has the characteristic that the supplier and customer relationship is close (Marjani and Sutisna, 2019). So the importance of retaining customers and creating customer loyalty for long-term interests.

The concept of B2B can be said to be a business that will be very profitable and is also called long-term orientation. In the context of B2B, loyal customers focus more on long-term benefits and engage in cooperative actions that benefit both partners and thus increase competitiveness for both organizations by reducing transaction costs (Ramaseshan et al., 2013). However, the challenges faced are due to the complex nature of the B2B market, where creating a loyal customer base is not only about retaining customers butalso maintaining relationships with business customers to drive future purchases.

Under the auspices of PT. Agito Roman Bali with the Plaga Farm product brand has now developed as a leading hydroponics farmer and organic greenhouse in Bali where the   products offered are local and imported vegetables and fruits. The main activities carried out by the company are production activities ranging from GH, seedlings, harvesting processes, to product packaging. The marketing performance of Plaga Farm products can be seen based on the percentage of revenue earned by the company presented in the Table 2.

Table 2. Plaga Farm's Marketing Performance

Year	Achievements (%)	Growth (%)
2017	85,0	12,08
2018	84,4	11,76
2019	108,0	42,10
2020	79,3	-33,95
2021	89,3	16,80
Average	**89,20**	**9,76**

Source: Accounting of PT. Agrito Roman Bali, 2022

Based on the table above, it can be seen that marketing performance has grown every year and there was a decline in 2020 to minus 33.95%. However, in terms of realization of achievement, the target that can be achieved by the marketing sector is only 89.20%.   Achievements that exceeded the target only occurred in 2018. So it is indicated that there is a decrease in the level of loyalty from customers.

The problem that occurs today is that customers do not actively make purchases and are not optimally repurchasing from customers. Based on the customer database, Plaga Farm has 406 customers, in its journey customers who are active in making repurchases until the end of 2021 are only 50% (Database Management PT. Agrito Roman Bali, 2022). This can also be seen from the number of customer transactions per period which is always fluctuating and unstable. In building customer loyalty, the company has carried out various strategies, especially in building a brand image through a positioning strategy so that the Plaga Farm brand can be better known and remembered by customers.

Customer satisfaction is a picture of the difference between expectations and performance that is actually received (Priansa, 2017: 211). This understanding can be applied in the assessment of satisfaction or dissatisfaction with one particular company because both are closely related to the concept of customer satisfaction (Rusandy, 2018). Overall satisfaction   is the customer's feeling in response to the evaluation of one or more customer experiences in the use of a service product (Sumardi and Soliha, 2015). Purchasing products with a good image perception will certainly provide satisfaction to customers. Tu and Chang (2012) state that a brand image can provide satisfaction to customers by using brand power and exert a strong influence between brand image and satisfaction customers who will later have an impact on customer loyalty. Qomariah (2017) in his research also stated that the satisfaction obtained by customers will have an impact on customer loyalty. If the satisfaction arises then by itself the customer will come again to the same place, because what he expects is in accordance with what is received or beyond him.

In   addition to the   satisfaction shown by customers, there will be different degrees of trust (trust) according to the customer's perception of risk (Nirmalasari, 2015). According to Pavlo in Donni (2017: 116) trust is an assessment of the relationship of a company that will carry out transactions in accordance with expectations in an environment full of uncertainty. A good image will be able to increase the success of a product. Companies that have a good brand image will encourage customers to buy products and increasingly believe in the desired product. This explains that the better the brand image you have, the level of trust will increase and can lead customers to form a loyal attitude. In addition, satisfaction is also able to create trust in the image that is

Antecedents of Plaga Farm Customer Loyalty

built. In the research of Muzammil et al. (2017), it was explained that customer loyalty will be built when there is customer trust in the product. This is in accordance with the research of Ediyanto and Ariyantiningsih (2016) which obtained satisfaction results with a significant positive influence on loyalty. In addition Muzammil et al. (2017) gaining brand trust results has a positive and significant influence on customer loyalty.

Plaga Farm with the concept of B2B really needs trust from customers for long-term relationships. The importance of sincerity, integrity ability and the company's willingness to provide maximum service to customers. Customers who believe in the ability of a company will foster customer confidence in the company's good, satisfactory and reliable service, is also a belief that the purpose and motivation of the company will bring benefits to customers and will not negatively affect and harm customers (Fihartini and Prasetyo, 2013). A good perception and customer trust in a particular brand will increase customer loyalty to a particular product (Rusandy, 2018).

Customer satisfaction and trust play an important role in fostering an attitude of customer loyalty. Facing competition in the agro-industrial sector, Plaga Farm is also required to build a positive image to be able to increase customer satisfaction and trust so that it is expected to have an impact on customer loyalty and easier to establish long-term relationships. But empirically very little research focuses on this aspect, in particular the power of brand image to customer loyalty to companies with B2B concepts. So that based on the phenomenon of problems, it will be retested related to factors that affect the loyalty of Plaga Farm customers. The purpose of this study was to analyze the influence of brand image, satisfaction, and trust on Plaga Farm customer loyalty.

II. LITERATURE REVIEW

A. Customer Behavior

Customer behavior is the activity of individuals who are directly involved in obtaining, using, and making decisions to consume a product or more (Sunyoto, 2014:23). According to Sangaji and Sopiah (2013: 7) customer behavior is an action that is directly involved in, obtaining, consuming, and finishing products or services, including processes that are directly involved in, obtaining, consuming, and finishing products or services, including processes that preceding and following this action. According to Kotler and Keller (2016: 179), customer behavior as a study of how individuals, organizations, and groups act in buying, choosing and using ideas, products and services in satisfying the needs and desires of customers. The concept of a customer behavior approach teaches that marketers tend to have more orientation to customers and not just sell what the company produces. Lebih continued Kotler and Armstrong (2014: 135) mentioned the influencing factors, customer behavior, namely cultural factors, social factors, personal factors, and factors psychological.

B. Customer Loyalty

According to Sangadji and Sopiah (2013: 104) customer loyalty is the customer's commitment to a store brand, or supplier based on a very positive attitude and reflected in a repurchase that consistent. Loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services of a selected company (Hurriyati, 2015). Priansa (2017: 247) posits loyalty as a long-term commitment of customers that is manifest in loyal behavior and attitude towards the company and its products by consuming in a way regular and repetitive, so that the company and its products become an important part of the consumption process carried out by customers. According to Suwondo and Munandar (2014: 131) suggests that customer loyalty is the attachment of customers to a brand, store, manufacturer, purchase services, or other entities based on a favorable attitude and good responses such as repurchases. According to Wardani (2015) the factors that influence loyalty are satisfaction, habitual behavior, commitment, product liking, diversion costs.

C. Brand Image

According to Kotler and Keller (2012: 274) stated brand image is the way society perceives the brand in real time. Brand image is the perception and belief held by the customer, as the association reflects embedded in the customer's memory. Brand image includes knowledge and trust in brand attributes (cognitive aspects). Brand image can be defined as a perception that arises in the minds of customers when remembering a brand of a certain product (Firmansyah, 2020).

Akbar (2012) explained that the understanding of the role of the brand cannot be separated from the main types of brands, because each type has a different brand image. Brand types include attribute brands, aspirational brands, experience brands. According to Rommy et al. (2018) and Kotler and Keller (2016: 193) which are indicators in the brand image include things of strengthness, uniqueness, and favorable.

D. Customer Satisfaction

Customer satisfaction according to Kotler (2014: 150) is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought of against the expected performance (or results). Sangadji and Sopiah (2013: 180)

define satisfaction or dissatisfaction as feelings of pleasure or disappointment derived from a comparison between their effects on the performance of a real product or actual with the expected performance of the product. Priansa (2017: 211) customer satisfaction is an illustration of the difference between expectations and performance (which is real received). If expectations are high, while performance is mediocre, satisfaction will not be achieved or even cause disappointment for customers. Conversely, if the performance exceeds the expected, satisfaction will increase.

Kotler in Irnandha (2016) explained that companies can increase satisfaction by selling products at adequate prices, improving services, and improving the quality of the products produced. Implicitly, the above statement states that the factors affecting satisfaction are price, quality of service, and product quality. According to Priansa (2017), there are seven (7) factors that affect customer satisfaction, namely produk, price, promotion, location, employee service, facilities, and atmosphere. According to Indiani et al. (2016) in his research mentioned indicators in measuring satisfaction are as follows: (1) ksatisfaction with prices; (2) satisfactionwith product quality; and (3) satisfactionwith service quality.

E. Trust

Brand trust is the brand's ability to be trusted which is rooted in the customer's belief that the product is able to meet the promised value and the good intention of the brand which is based on the belief customers that the brand is able to put the interests of customers first (Ferrinadewi, 2008). Meanwhile, according to experts who are in a brand with the risks faced because of expectations for the brand will cause positive loyalty (Rizan, 2012).

Customer trust indicators based on Mowen and Minor (2002) i.e. all the knowledge possessed by the customer and all the conclusions that the customer makes about its objects, attributes and benefits. Gurviez and Korchia in Ferrinadewi (2008: 147) argue from a customer's point of view brand trust is a psychological variable that reflects a number of accumulated initial assumptions involving credibility, integrity and benevolence, which are attached to a particular brand. Brand trust indicators are brand characteristics, company characteristics, and Consumer Brand Characteristics

In the era of globalization, business competition is becoming sharper and sharper in both the domestic (national) and

F. Conceptual Framework

Based on the results of the literature review, it can be described as a conceptual research framework as figure 1.
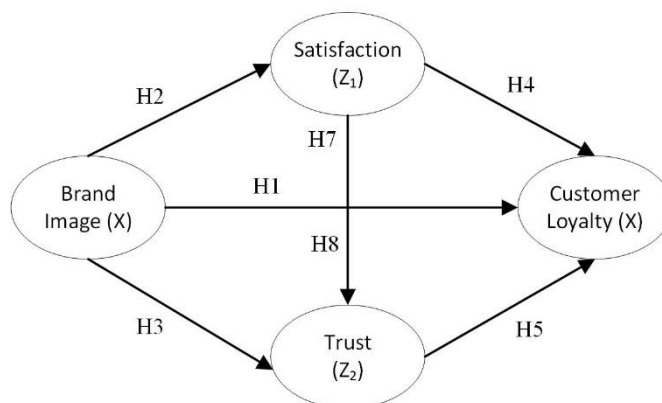

Figure 1. Framework

III. METHOD

The approach used in this study is quantitative explanatory. This research was conducted on the brand image of Plaga Farm products which until now has 406 customers spread throughout Bali and Java. Furthermore, using the slovin formula, a sample of 201 customers was obtained as respondents. The sampling technique uses non probability sampling. The data collection was carried out through questionnaires, supported by interview results and documentation. Furthermore, the data that has been collected through the questionnaire is tabulated and analyzed with SEM-PLS.

IV. RESULTS AND DISCUSSION

A. Measurement Model (Outer Model)

This study analyzed the influence between exogenous variables and endogenous variables. Before analyzing, first test the empirical model of the research.

Antecedents of Plaga Farm Customer Loyalty

Convergent Validity

Convergent validity is related to the indicators of a construct that aims to find out the validity of each relationship between the indicator and its latent construct or variable. Convergent validity is measured using outer loading. Here are the results of the outer model that shows the outer loading value using the SmartPLS 3.0 analysis tool.
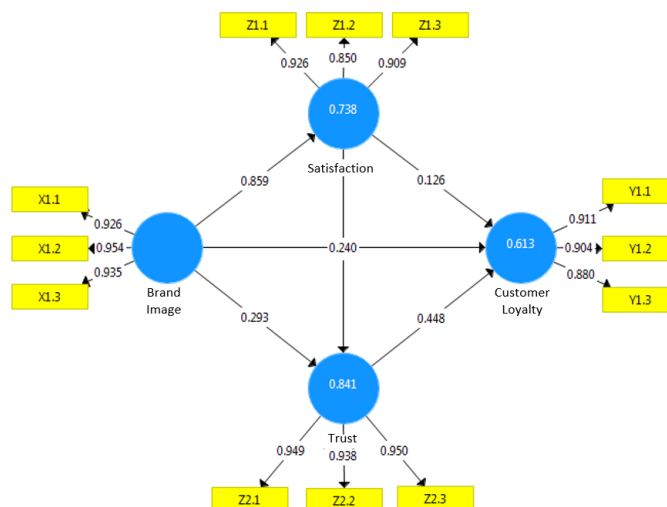

Figure 2. Results of Analysis

From the results of the analysis shown by Figure 2, it is pointed that 12 indicators of the entire variable, have a value of > 0.5. The following are the results of the estimated loading factor on the entire brand image construct, satisfaction, trust and customer loyalty which are described as follows:

Table 3. Results of Convergent Validity Test

Code of Indicator	Variable			
	Brand Image	**Customer Trust**	**Customer Satisfaction**	**Customer Loyalty**
X1.1	0.926			
X1.2	0.954			
X1.3	0.935			
Y1.1				0.911
Y1.2				0.904
Y1.3				0.880
Z1.1			0.926	
Z1.2			0.850	
Z1.3			0.909	
Z2.1		0.949		
Z2.2		0.938		
Z2.3		0.950		

Based on the results of the estimated loading factor on table 5.8, the value of the item generated by the brand image construct, customer satisfaction, trust and loyalty has met the convergent validity standard value because the loading factor value greater than 0.7. Thus it can be concluded that the whole construct can be said to be valid.

Discriminant validity

The discriminant validity test of the measurement model with reflexive indicators is assessed based on the cross loadings of measurements with constructs. If the correlation of the construct with the measurement item is greater than that of other construct sizes, then this indicates that the latent construct predicts the block size they better than the size on the other block. The results of cross loading in the discriminant validity analysis can be seen in Table 4.

Antecedents of Plaga Farm Customer Loyalty

Table 4. Results of Discriminant Validity Test

Code of Indicator	Variable			
	Brand Image	Customer Trust	Customer Satisfaction	Customer Loyalty
X1.1	0.926	0.748	0.739	0.679
X1.2	0.954	0.810	0.854	0.686
X1.3	0.935	0.841	0.821	0.694
Y1.1	0.700	0.700	0.680	0.911
Y1.2	0.634	0.692	0.650	0.904
Y1.3	0.637	0.677	0.660	0.880
Z1.1	0.831	0.805	0.926	0.644
Z1.2	0.693	0.774	0.850	0.639
Z1.3	0.779	0.850	0.909	0.700
Z2.1	0.826	0.949	0.868	0.698
Z2.2	0.762	0.938	0.816	0.754
Z2.3	0.833	0.950	0.881	0.726

The test results in Table 4 explain that the value of the indicator index coefficient of each construct is greater than the value of other construct indicators in the same block is greater so that it is declared valid based on the discriminant validity criteria.

Composite Reliability and Cronbach Alpha

Composite reliability and cronbach alpha are used to measure the reliability of a construct, namely to test the accuracy, consistency and accuracy of the instrument in measuring the construct. Composite reliability analysis is presented in table 5.10.

Table 5. Results of Composite Reliability and Cronbach Alpha Test

Variable	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.932	0.934	0.957	0.880
Customer Trust	0.941	0.941	0.962	0.894
Customer Satisfaction	0.876	0.880	0.924	0.802
Customer Loyalty	0.881	0.882	0.926	0.808

Based on Table 5, it can be explained that the output results of composite reliability and Cronbach's alpha for brand image constructs, satisfaction, trust and customer loyalty have an index value greater than 0.60. So it can be concluded that the construct has good reliability.

B. Evaluation of Structural Model (Inner Model)

Evaluation of structural models through R-Square (R^2)

The predictive strength of the structural model can be measured using R-Square (R^2) to explain the influence of certain exogenous latent variables on endogenous latent variables whether they have a certain influence. The test results can be seen in Table 6.

Table 6. Endogenous Variable R-Square Value

Variable	R Square	R Square Adjusted
Customer Trust	0.841	0.839
Customer Satisfaction	0.738	0.737
Customer Loyalty	0.613	0.607

Table 6 shows that the R-square value of satisfaction is 0.738, this value explains that the variation in the brand image is able to explain the variation in satisfaction by 73.90%. While the trust has an R-square value of 0.841, meaning that the variation in the brand image is able to explain the variation in trust by 84.10%. The customer loyalty variable has an R-square value of 0.613, meaning that the brand image variation is able to explain the variation in customer loyalty by 61.30%, while the rest is explained by variations outside the model.

Antecedents of Plaga Farm Customer Loyalty

Evaluation of structural models through Q-Square (Q2)

Q2 predictive relevance is used to present the synthesis of validation and fitting functions with predictions from manifest variables and estimates from construct parameters. Q 2 Predictive Relevance values of 0.002, 0.15 and 0.35 indicate that the model is weak, moderate, strong. The value of Q2 > 0 indicates that the model has predictive relevance, the value of Q2 < 0 indicates that the model lacks predictive relevance. The formula Q-Square is: $Q2 = 1 - (1 - R1^2)(1 - R2^2)$.

The magnitude of the Q-Square value is $= 1 - (1 - R1^2)(1 - R2^2)(1 - R3^2) = 1 - (1 - 0.738)(1 - 0.841)(1 - 0.613) = 0.983$, based on this result, the estimated result model is included in the strong criteria, that is to say 98.30% of endogenous construct variations can be predicted by exogenous construct variations.

Based on the results of the literature review, it can be described as a conceptual research framework as figure 1.

C. Path Analysis and Hypotheses Testing

The structure of the path diagram is used to describe the relationship between latent variables, both exogenous latent variables and endogenous latent variables, including the indicators that make up the latent variables in the form of a relationship diagram shown in Table 7.

Table 7. Coefficient Path Results

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image→Trust	0.293	0.285	0.068	4.291	0.000
Brand Image→Satisfaction	0.859	0.857	0.033	26.220	0.000
Brand Image→loyalty	0.240	0.235	0.108	2.234	0.026
Trust→loyalty	0.448	0.460	0.118	3.789	0.000
Satisfaction→Trust	0.653	0.659	0.064	10.183	0.000
Satisfaction→loyalty	0.126	0.114	0.151	0.834	0.405

The results as presented in Table 7 show that:

a. The brand image had a positive effect of 0.293 on trust, and the relationship was significant at the level of 0.000 < 0.05 with a t value of 4.291 greater than the t-table value of 1.96.

b. The brand image had a positive effect on satisfaction by 0.859, and the relationship was significant at the level of 0.000 < 0.05 with a t value of 26,220.

c. The brand image had a positive effect of 0.240 on loyalty and the relationship was significant at the level of 0.026 < 0.05 with a t-statistical value greater than 1.96 of 2.234.

d. Trust had a positive effect of 0.448 on loyalty and the relationship was significant at the level of 0.000 < 0.05 with a t-statistical value greater than 1.96 of 3.789.

e. Satisfaction had a positive effect of 0.653 on trust and the relationship was significant at the level of 0.000 < 0.05 with a t-statistical value greater than 1.96 of 10.183.

f. Satisfaction had a positive effect of 0.12 on loyalty but the relationship was not significant at the level of 0.405 > 0.05 with a t-statistical value greater than 1.96 of 0.834

D. The Effect of Mediating Variables

Based on the calculation results, the mediation role test can be seen the following analysis results in Table 8.

Table 8. Indirect Effect

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image→Trust→Loyalty	0.131	0.130	0.042	3.141	0.002
Brand Image→Satisfaction→Loyalty	0.108	0.098	0.131	0.830	0.407

Table 8 shows the indirect relationship between the brand image of customer loyalty through satisfaction and trust. The relationship between the entire construct is positive. Based on Table 8 it can be explained that satisfaction is not a mediation variable while trust is a mediating variable between the brand image and the loyalty of the nod, because it is good direct or indirect relationships show significant results.

Antecedents of Plaga Farm Customer Loyalty

E. Discussion

In companies with a B2B model put trust in the first place for long-term relationships. In this study, it was proven that a good brand image about Plaga Farm will more easily lead customers to trust the products offered. The results of this study are in line with Muzammil et al. (2017), Faizal and Nurjanah (2019), Nazir et al. (2019) shows that brand image has a significant effect on customer trust.

Customer satisfaction is related to the feeling of pleasure that arises after comparing the estimated product or service against the expected product or service. In some cases, customers who are satisfied with the price, product quality and quality of service offered by the company, customers are willing to buy the product in an over and over again so that it is called a loyal customer. However, in this study, the compatibility between what the customer expects and what he gets does not have an impact on customer loyalty. Thus, respondents in the study came from businesses and not end consumers of Plaga Farm so that they likely did not have an interest in some indicators of customer satisfaction because the company's operational efficiency and the company's service system were not in direct contact with customers. So that customers do not feel satisfied, as a result customers are not willing to be loyal to Plaga Farm. This indicates that the perceived customer satisfaction does not directly encourage customers to be loyal to Plaga Farm because there are several variables that must be considered by the company before making a decision.

In cooperation relationships or B2B business models, satisfaction does not have a direct impact on loyalty, this is related to the regulations of the customer company which can be a determining factor for decisions in buy back or move. The results of this study are not in line with the research of Tu and Chang (2012), Nirmalasari and Dewi (2013), Ediyanto and Ariyantiningsih (2016), Rinaldy (2017), Muzammil et al. (2017), Hendrawan and Agustini (2021) who showed that satisfaction has a significant positive effect on customer loyalty.

Customer trust (customer trust) is all the knowledge possessed by the customer and all the conclusions that the customer makes about its objects, attributes and benefits. Trust is the main foundation of a business. A business transaction between two or more parties, especially in companies with a Business to Business (B2B) model, will occur if each of them trusts each other. In this study, the trust of a head purchasing or executive chef will be able to create a long-term relationship. The trust held by Plaga Farm customers is in the "good" category, this is what B2B customers consider to be loyal to Plaga Farm. So that it becomes important to maintain trust in order to maintain a long-term relationship.

Trust is formed thanks to a good customer experience of the product or service offered. The trust built by Plaga Farm through credibility, integrity and consistency in working together which has an impact on customers feeling safe and customers have the perception that the company care about customers. To continue to gain customer trust, Plaga Farm creates a sense of satisfaction in customers by producing the best quality products and providing the best service to customers, because customers will feel very special with the best service provided by the company. This is evident from customers who feel that Plaga Farm is always open and willing to discuss to facilitate operations.

Based on the results of the mediation analysis of the influence of imagery on customer loyalty through satisfaction, a significance result of 0.407 > 0.005 so as to receive h0 while ha is rejected which means that satisfaction is not able to mediate the relationship between the brand image and customer loyalty of Plaga Farm.

Brand image is in the form of a description of customer beliefs about a particular brand, while association is an attribute that exists in that brand and has a level of strength. The brand image is very important because a positive image helps the company achieve higher performance. In this study, there was a direct relationship between brand image and Plaga Farm customer loyalty while satisfaction was not able to mediate the existing relationship. This indicates that in B2B relationships satisfaction is not a major consideration when talking about long-term relationships. Because the price, quality of products and services are all that the company must do to customers.

Based on the results of the mediation analysis of the influence of brand image on customer loyalty through trust obtained a significance result of 0.002 < 0.005 so that h0 rejected ha was accepted which means that trust is able to mediate the relationship between brand image and customer loyalty.

Trust is defined as the perception of reliability from a customer's point of view based on experience. In this study, trust in the company through integrity, credibility and consistency is an indicator that produces customer commitment, which has a strong effect in customer assessment of the company as a whole so as to encourage customers to still consume one particular brand. In a company that offers fresh products with the characteristics of non-durable products requires a guarantee given to customers through an image that is built to create trust. It is proven that the brand image of Plaga Farm through uniqueness, excellence and strength is perceived positively by customers and is able to meet their expectations, as well as the Plaga Farm brand has a good reputation so that customers have confidence in the Plaga Farm brand which has an impact on long-term relationship commitment. Customer loyalty has been shaped from easy to form as a result of brand image and trust. According to Kotler and

Antecedents of Plaga Farm Customer Loyalty

Armstrong (2001: 228) relationship marketing is the process of creating, maintaining, and improving strong relationships based on value with customers with the aim of providing long-term value to customers, and the measure of success is customer loyalty. Along with the concept of relationship marketing, trust in the brand will affect brand loyalty because trust creates a reciprocal relationship that is valuable high. In other words, loyalty is an ongoing process as a result of the formation of trust in the brand.

The results of this study are in line with Muzammil et al. (2017) who stated that brand image can indirectly affect loyalty through trust. Peng and Moghavemi (2015), Mabkhot and Shaari (2017) in their study found that image directly affects customer trust, and also indirectly affects loyalty customers.

V. CONCLUSION

Based on the results of the analysis, it can be concluded that the brand has a positive and significant effect on customer loyalty, satisfaction, and trust, Plaga Farm. This means that an increasingly positive image will increase customer loyalty. Furthermore, the satisfaction does not have a significant effect on Plaga Farm customer loyalty, but it does affect the trust of Plaga Farm customers. Likewise, the trust has a significant positive effect on the loyalty of Plaga Farm customers.

Customer satisfaction is not able to mediate the relationship of brand image to plaga farm customer loyalty. This explains that the brand image has a direct influence on customer loyalty without requiring satisfaction as mediation, because in B2B Company's satisfaction does not become key considerations in shaping customer loyalty. As for customer trust, it has proven to be able to mediate the relationship of brand image to customer loyalty. Especially in B2B companies that offer fresh products, guarantees for products are very necessary to foster trust that can be done by creating a positive brand image. This proves that trust is a very important variable to pay attention to so that customer loyalty can be achieved.

There are several things that can be suggested as a follow-up to the results of the study , namely so that marketers are expected to maintain and increase the factors that have an impact on increasing the loyalty of customers n, given that loyalty v ariabel proved to be an indispensable thing in companies running A B2B business model. The next research is expected to develop this research using factors other than brand image to analyse variables that can affect customer loyalty in the customer value or marketing mix business. In addition, it can develop studies on the B2C business model to get better results.

REFERENCES

1) Kotler, P. 1997. Manajemen Pemasaran. 1st Edition (in Bahasa). Jakarta: Prentice Hall.
2) Budhi, M.K.S., Lestari, N.P.N.E., Suasih, N.N.R., Wijaya, P.Y. 2020. Strategies and policies for developing SMEs based on creative economy. Management Science Letters, 10(2020), 2301-2310.
3) Priansa, D. J. 2017. Komunikasi Pemasaran Terpadu Pada Era Media Sosial. Bandung: CV Pustaka Setia
4) Firmansyah, M. A. 2019. Pemasaran Produk dan Merek (Planning & Strategy). Buku Pemasaran Produk Dan Merek. Pasuruan: Penerbit Qiara Media.
5) Clow, K.E. & Baack, D. 2018. Integrated advertising, promotion, and marketing communication. United Kingdom: Pearson.
6) Marjani, L. dan Sutisna, M. 2019. Loyalitas Pelanggan Pada Business-To-Business: Pengaruh Kualitas Pelayanan. Jurnal Riset Bisnis dan Investasi, 5(1), 10-20.
7) Ramaseshan, B., Rabbanee, F.K., Hui, L.T.H. 2013. Effects Of Customer Equity Drivers On Customer Loyalty In B2b Context. Journal of Business & Industrial Marketing.
8) Rusandy, D. S. 2018. Pengaruh Brand Image Terhadap Loyalitas Pelanggan yang Dimediasi Kepuasan Pelanggan Pada Rumah Makan Titin Trenggalek. Jurnal Riset Inspirasi Manajemen Dan Kewirausahaan, 2(1), 1–11. https://doi.org/10.35130/jrimk.v2i1.25
9) Sumardi dan Soliha. 2015. The Effect of Bank Image and Trust on Loyality Mediated by Customer satisfaction. Jurnal Dinamika Manajemen, 6(2).
10) Tu, Y. T. & Chang, H. C. 2012. Corporate Brand Image And Customer Satisfaction On Loyalty: An Empirical Study Of Starbucks Coffee In Taiwan. Journal Of Social And Development Sciences, 3(1), 24-32.
11) Qomariah, N. 2017. Impact of Customer Value, Brand Image and Product Attributes to Satisfaction and Loyalty Tourism Visitors in Jember Regency. Mediterranean Journal of Social Sciences, 8(5), 129-135.
12) Nirmalasari, I. & Dewi, A. S. 2015. Trust dan Satisfaction Sebagai Variabel Mediasi Pengaruh Service Quality dan Product Quality pada Loyalitas Pelanggan. Semantic Scholar, 5(1), 1–11
13) Priansa, D.J. 2017. Komunikasi Pemasaran Terpadu pada Era Media Sosial. Bandung: CV Pustaka Setia.
14) Muzammil, A., Yunus, M., Darsono, N. 2018. Pengaruh Kualitas Pelayanan Dan Citra Perusahaan Terhadap Loyalitas Pelanggan Indihome Pt. Telkom Indonesia Di Banda Aceh Dengan Kepuasan Dan Kepercayaan Pelanggan Sebagai Variabel Mediasi. Jurnal Manajemen Inovasi, 8(3).

15) Ediyanto & Ariyantiningsih, F. 2016. Peran Kepuasan dan Kepercayaan dalam Memediasi Pengaruh Baruan Pemasaran terhadap Loyalitas Konseumn Pada PT. Bintang Mas Indonesia. Jurnal Ekonomi Dan Bisnis Growth, 14(1), 41–58.

16) Fihartini, Y. dan Prasetyo, K. 2017. Pengaruh Dimensi Kualitas Layanan Sistem Pelacakan On-Line (Web Trace And Tracking) Terhadap Kepuasan Pelanggan. Jurnal Bisnis dan Manajemen, 13(3), 185-276.

17) Sunyoto, Danang. 2014. Konsep Dasar Riset Pemasaran dan Perilaku Pelanggan. Cetakan ke-2. Yogyakarta: CAPS (Center for Academic Publishing. Service).

18) Sangadji, E.M. & Sopiah. 2013. Prilaku Pelanggan: Pendekatan Praktis Disertai:Himpunan Jurnal Penelitian. Yogyakarta: Penerbit Andi.

19) Kotler, P. & Keller, K.L. 2016. Manajemen Pemasaran edisi 12 Jilid 1. & 2. Jakarta: PT. Indeks.

20) Kotler, P. & Armstrong, G. 2014. Principle Of Marketing. 15th edition. New Jersey: Pearson Pretice Hall.

21) Hurriyati, R. 2015. An Analysis Of Place Branding To Enhance The Image Of Bandung City And Its Implications Toward The Decisions To Visit Tourism Destination. Sosiohumanika, 8(1).

22) Suwondo, C. & Haris, A.M. 2014. Strategi Pemasaran. Jakarta: Halaman Moeka Publishing. DOI: https://doi.org/10.31294/jc.v18i2.4220

23) Nurbani, A., Mulyanto, H., Wardani, M. K., & Andriyani, M. (2019). Pengaruh Bauran Pemasaran Terhadap Kepuasan dan Kepercayaan serta Dampaknya pada Loyalitas Pelanggan. Jurnal Manajemen Kewirausahaan, 16(2), 109-120.

24) Wijaya, P. Y. & Suasih, N. N. R. 2020. Peran Local Celebrity Endorsement Pada Iklan di Media Sosial Terhadap Pembelian Produk Kuliner di Provinsi Bali Pada Masa Stay Home Akibat Pandemi Covid-19. Jurnal Bisnis Strategi, 29(2), 119-133. https://doi.org/10.14710/jbs.29.2.119-133

25) Firmansyah, A. 2020. Komunikasi Pemasaran. Jawa Timur: Qiara Media.

26) Akbar, A. 2012. Analisis Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian Notebook Toshiba. Jurnal Manajemen dan Akuntansi, 12(2), 14-20.

27) Rommy, A.S.N., Moh, N.B.H.H., Nur, A.R.Y.N. 2018. Effect of Brand Image and Price Perception on Purchase Decision. Journal of Business and Management, 20(8), 76-81.

28) Indiani, N.L.P. Yasa, I.P.N. Suyatna. dan Sitiari, N.W. 2016. Peran Kualitas Layanan Dan Kualitas Produk Dalam Meningkatkan Kepuasan Dan Loyalitas Nasabah. Jurnal Ekonomi & Bisnis, 3(2), 85-95.

29) Ferrinadewi, E. 2008. Merek & Psikologi Konsumen Implikasi pada Strategi Pemasaran. Edisi Pertama. Yogyakarta: Graha Ilmu.

30) Rizan, M., Saidani, B., Sari, Y. 2012. Pengaruh Brand Image dan Brand Trust Terhadap Brand Loyalty The Botol Sosro. Jurnal Riset Manajemen Sains Indonesia, 3(1), 1-17.

31) Mowen, J. & Minor, M. 2002. Perilaku Konsumen. Jakarta: Erlangga.

32) Faizal, H. dan Nurjanah, S. 2019. Pengaruh Persepsi Kualitas Dan Citra Merek Terhadap Loyalitas Pelanggan Dengan Kepercayaan Pelanggan Dan Kepuasan Pelanggan Sebagai Variabel Antara. Jurnal Riset Manajemen Dan Bisnis. Fakultas Ekonomi UNIAT, 4(2), 307-316.

33) Nazir, B. Ali, M. dan Jamil, M. 2016. The Impact Of Brand Image On The Customer Retention: A Mediating Role Of Customer Satisfaction In Pakistan. International Journal of Business and Management Invention, 5(3), 56-61.

34) Nirmalasari, I. dan Dewi, A. S. 2015. Trust dan Satisfaction Sebagai Variabel Mediasi Pengaruh Service Quality dan Product Quality pada Loyalitas Pelanggan. Semantic Scholar, 5(1), 1–11.

35) Rinaldy, I. M. Lubis, P. H. dan Utami, S. 2017. Pengaruh Kualitas Pelayanan Terhadap Loyalitas Nasabah Mobile Banking BNI di Banda Aceh Dengan Kepercayaan Nasabah, Kepuasan Nasabah, Komitmen Nasabah, Dan Nilai Nasabah Sebagai Variabel Mediasi. Jurnal Perspektif Manajemen dan Perbankan, 8(3).

36) Hendrawan, G. M. dan Agustini, M. Y. D. H. 2021. Mediating Effect of e-Satisfaction and Trust on the Influence of Brand Image and e-Loyalty. Journal Of Management and Business Environment, 3(1), 10-31.

37) Peng, L. S. dan Moghavvemi, S. 2015. The Dimension Of Service Quality And Its Impact On Customer Satisfaction, Trust, And Loyalty: A Case Of Malaysian Banks. Asian Journal of Business and Accounting, 8(2)

38) Mabkhot, A.H. dan Shaari, H. 2017. The Influence Of Brand Image And Brand Personality On Brand Loyalty, Mediating By Brand Trust: An Empirical Study. Jurnal Pengurusan, 50, 83-95.