THE EFFECT OF BRAND IMAGE AND BRAND AWARENESS ON LOYALTY WITH
CUSTOMER SATISFACTION AS INTERVENING VARIABLES. (STUDY ON TOURISTS VISITING GORONTALO)

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Abstract:

This study aims to determine the effect of brand image on satisfaction, the effect of brand image on loyalty, the effect of brand awareness on satisfaction, the effect of brand awareness on loyalty, the effect of customer satisfaction on loyalty, the effect of brand image through customer satisfaction on loyalty, and the effect of brand awareness through customer satisfaction on loyalty.

The result of this research is that the regression coefficient of the brand image variable has a positive and significant effect on the customer satisfaction variable. The regression coefficient of the brand awareness variable has a positive and significant effect on the customer satisfaction variable, the regression coefficient for the brand image variable has a positive and significant effect on the loyalty variable. The regression coefficient of the brand awareness variable has a positive and significant effect on the loyalty variable. The regression coefficient of the customer satisfaction variable has a positive and significant effect on the loyalty variable. The path regression coefficient of the indirect calculation is smaller than the direct calculation, so the conclusion is that the mediation variable has not been able to explain the dependent variable, meaning that mediation is rejected (no mediation), on the indirect effect of brand image on tourist loyalty through customer satisfaction. The regression path coefficient of the indirect calculation is smaller than the direct calculation, so the conclusion is that the mediation variable has not been able to explain the dependent variable, meaning that mediation is rejected (no mediation), on the indirect effect of brand awareness on tourist loyalty through customer satisfaction.

Keywords: Brand Image, Brand Awareness, Customer Satisfaction, Loyalty

PRELIMINARY

The tourism industry has an important role in the development and development of an area. Even in some areas it shows that the tourism industry is able to boost the area from underdevelopment and make it the main source of income. The importance of the tourism industry in the development and development of an area, cannot be separated from the fact that.

First, tourism is a service sector that is inherent in the life of modern society. The higher the education and economy of a person or community, the greater the need for tourism will be.

Both tourism have synergistic strengths because of their very close relationship with various other fields and sectors. Tourism will develop along with the development of transportation, telecommunications, human resources, the environment and so on.

And Third, the focus of tourism as a competitive power lies in well-managed resources. (Anonymous, 2003, Proposal Workshop on Adventure Tourism and Ecotourism).

The concept of sustainable tourism development began to be echoed in the 1980s (Sirakaya et al., 2001). The concept is actually adopted and postulated from the concept of sustainable development as a major concept. According to Maksimeniuk & Timakova (2020), the definition of sustainable development was first mentioned in the "World Environment Protection Strategy" which is an international law regarding environmental protection strategies issued by the World Conservation Union or now known as the International Union for Conservation of Nature and Natural Resources. (IUCN) in 1980.

As tourism, Gorontalo is imaged as a tourist destination providing a sense of security, the absence of violence between campuses, and crime that can be overcome. The image of Gorontalo as a tourist destination provides a beautiful, beautiful and beautiful natural beauty. The mountainous nature is still very beautiful as well as the beauty of the green expanse of rice fields and some amazing natural attractions are still stored in this motherland from Gorontalo. Citra Gorontalo as a pleasant tourist destination because there are various tourism objects including culinary tourism. Gorontalo is very well known by the wider community through its Olele Marine Park, Pulo Cinta, Otanaha Fort, Limboto Lake, Hungayono Forest, Pentadio Resort, Botu Barani Whale Shark, Saronde Island, Lombongo Hot Springs, Bubohu Religious Tourism, East Biluhu Beach, Beach Dulanga, Soekarno Landing History Place, Perintis Lake, and Bogani Nani Wartabone National Park. Gorontalo as a tourist destination because it has some uniqueness of tourism, namely tourism that is fast and easy to remember. This shows that the community as a whole understands and understands Gorontalo tourism is good and positive.

In a study conducted by Roostika (2012), he examined the brand image of a tourist destination that had a positive effect on the behavioral intention of tourists. Then the data analysis technique used in analyzing the influence of brand image and tourist behavioral intentions is linear regression analysis. More specifically, the independent variable in this study is brand image and the dependent variable is behavioral intention. The results of research from Roostika (2012) say that the brand image of a tourist destination has a positive effect on the behavioral intention of tourists being supported/accepted. From the results of the study which show that the brand image of Yogyakarta has not been optimally recognized by visitors from outside Yogyakarta, this finding needs to be addressed by using a more focused marketing strategy, clear and consistent achievement targets and involving all stakeholders in the tourism sector.

Another researcher, Jin Huh (2006) said that brand image is significant to consumer satisfaction and in the results of his research that brand awareness is significant to tourist satisfaction and perceived quality has an insignificant relationship to consumer satisfaction.

While the research conducted by Alex (2012) using a quantitative approach and a Liket scale method with a sample of 150, the results of his research said that brand awareness had a significant negative effect on brand preference. These results do not support the statement of Hoyer and Brown (1990) which states that brand awareness significantly positively affects consumer choice. When consumers are aware of the brand it will affect the choice of consumers, high brand awareness will have an impact on brand preferences. Significantly negative means that there is an inverse relationship, the higher the brand awareness, the lower the brand preference.

From the results of previous studies, researchers are interested in making and seeing the results of previous studies by taking reference to the research of Jin Huh (2006) which involves brand image, brand awareness and perceived quality of satisfaction. brand awareness and see if there is an effect on loyalty with customer satisfaction as an intervening variable.

RESEARCH METHODS
1. Data Source
Sources of data used in this study are:
a. Primary data
Primary data is data obtained through the results of research directly on the object under study. This primary data was obtained through interviews as well as from the results of questionnaires given to respondents based on a list of questions related to the topic of this research.
b. Secondary Data
Secondary data is data from various sources of literature, documentation or information from related parties related to the problems in this research.
2. Sample
The sample is a number of individuals (objects of research) who are representatives of the population, according to Sugiyono. Samples taken from the population must be truly representative. (Gerung et al., 2017).

According to Ferdinand (2006:51) suggests that the sample size depends on the number of indicators used in all variables. The number of samples is the same as the number of indicators multiplied by 5 to 10. In this study, the number of variables studied were 4 variables, namely brand image, brand awareness, customer satisfaction and loyalty, so that the total indicator was 16 indicators. With the following calculation n = (5 to 10 x number of indicators) = 5 x 16 indicators = 80 respondents So the minimum sample size in this study was 80 respondents with the sampling method used was the accidental sampling method.

RESULTS AND DISCUSSION
A. Research Results
1. Description of Research Object
Gorontalo Province is located on the Gorontalo Peninsula on Sulawesi Island, precisely in the western part of North Sulawesi Province. The area of this province is 12,435.00 km² with a population of 1,166,142 people (2018), with a population growth rate of 0.91%. Gorontalo Province has 77 sub-districts with a total of 732 villages and sub-districts.

The land area of Gorontalo province is mostly hills, mountains with varying heights and rivers. Gorontalo also has a coastline of 655.8 km. Along with the emergence of regional divisions related to regional autonomy in the

Reformation era, this province was then formed based on Law Number 38 of 2000, dated December 22 and became the 32nd province in Indonesia.

On the other hand, the Gorontalo people also have a "Moleleyangi" culture or in Indonesian called "Merantau", where the spread of Gorontalo ethnicity is most widely spread in North Sulawesi, Central Sulawesi, and East Kalimantan. It is suspected that the distribution of the Gorontalo Diaspora has reached 5 times the current total population spread throughout the world.

Gorontalo Province is divided into five regencies and one city, namely:
1) Gorontalo City
2) Gorontalo Regency
3) Boalemo Kabupaten District
4) Pohuwato Kabupaten District
5) Bone Bolango District
6) North Gorontalo Regency

Each administrative area is further divided into several administrative areas under it, namely sub-districts, villages/kelurahan. In 2013, Gorontalo Province consisted of 77 sub-districts and 735 villages/kelurahan.

2. Description of Research Respondents

Respondents in this study were visitors or tourists visiting Gorontalo. While the number of respondents who were taken as samples by the researchers were 80 respondents. The following are the characteristics of the respondents studied and differentiated based on several variables as follows:

a. Characteristics of Respondents Based on Number of Visits

Characteristics of respondents based on the number of visits to research conducted in Gorontalo are presented as follows:

Based on the distribution of respondent visits in the last 12 months, it can be seen that the respondents who visited the ratio of visits 1-2 times were 40 respondents or 50.0%, the ratio of visits 3-4 times was 22 respondents or 27.5%, and the ratio of visits was 5 times. as many as 18 respondents or 22.5%.

b. Characteristics of Respondents Based on Age

The characteristics of respondents based on age in a study conducted in Gorontalo are presented as follows:

Based on the age ratio, it can be seen that the most respondents are in the age ratio of 16-30 years with a total of 42 respondents or 52.6%. Then at the age ratio of 0-15 years with a total of 17 respondents or 21.2%, then at the age ratio of 31-45 years with a total of 17 respondents or 21.2, and at the age ratio of 46-60 years as many as 4 respondents or 5, 0%.

c. Characteristics of Respondents Based on Gender

Characteristics of respondents based on gender in research conducted in Gorontalo are presented as follows:

Based on the distribution of respondents' gender, it can be seen that most of the respondents were male with a total of 47 respondents or 58.7%, and the rest with female sex as many as 33 respondents or 41.3%.

d. Characteristics of Respondents Based on Marital Status

The characteristics of respondents based on marital status in a study conducted in Gorontalo are presented as follows:

Based on the distribution of respondents with marital status, it can be seen that the majority of respondents are unmarried with a total of 49 respondents or 61.3%, and the rest who are married are 31 respondents or 38.7%.

3. Description of Research Variables

In this section, it is directed to describe the distribution of the results of the distribution of the respondent's questionnaire on the research variables. However, the variables used in this study are latent variables, so the description is carried out through the indicators of each research variable.

The data description aims to describe the characteristics and perceptions of respondents to the variables developed in this study. This study uses exogenous variables consisting of brand image and brand awareness. Then the intervening variable consists of customer satisfaction and endogenous consists of loyalty.

Respondents' perceptions of the state of tourism in Gorontalo which are described through the responses to the research questionnaire results can be explained as follows:

a. Description of Brand Image Variable

Brand image variable has two measurement indicators consisting of cognitive image and affective image. The results of the research questionnaire can be seen in the following table:

Table 5.5 Description of Brand Image Variables

No	Indicator	Frequency					Average
		1	2	3	4	5	
1	Cognitive Image (X1.1)	1 (1,3%)	3 (3,8%)	15 (18,8%)	39 (48,8%)	22 (27,5%)	3,98

2	Affective Image (X1.2)	-	1 (1,3%)	23 (28,7%)	29 (36,3%)	27 (33,8%)	4,02
Average							**4,00**

Source: SPSS output, data processed, 2021

Based on the information in the table, it can be described from the indicator variable brand image (X1), namely (x1.1) cognitive image has an average score of 3.98 and (x1.2) affective image has an average score of 4.02. Thus, the dominant indicator in forming brand image is the indicator (X1.2) of affective image.

b. Brand Awareness Variable Description

The brand awareness variable has four measurement indicators consisting of (X2.1) symbols/logos, (X2.2) known products (X2.3) product characteristics and (X2.4) product advantages. The results of the research questionnaire can be seen in table 5.6. the following :

Table 5.6 Description of Brand Awareness Variables

No	Indicator	Frequency					Average
		1	2	3	4	5	
1	Symbol/logo (X2.1)	-	4 (5,0%)	30 (37,5%)	41 (51,2%)	5 (6,3%)	3.59
2	Known products (X2.2)	-	2 (2,5%)	30 (37,5%)	37 (46,3%)	11 (13,8%)	3.71
3	Product Characteristics (X2.3)	-	3 (3,8%)	27 (33,8%)	38 (47,5%)	12 (15,0%)	3.74
4	Product excellence (X2.4)	-	2 (2,5%)	27 (33,8%)	33 (41,3%)	18 (22,5%)	3.84
Average							**3,72**

Source: SPSS output, data processed, 2021

Based on table 5.6, it can be seen that the indicator variable brand awareness (X2) is (X2.1) symbol/logo has an average score of 3.59, (X2.2) products are known to have an average score of 3.71, (X2 .3) product characteristics have an average score of 3.74 and (X2.4) product excellence has an average score of 3.84. Thus, the dominant indicator in shaping brand awareness is the indicator (X2.4) of product superiority.

c. Description of Customer Satisfaction Variables

The customer satisfaction variable has five measurement indicators consisting of (Y1.1) product quality (Y1.2) given brand image (Y1.3) product price (Y1.4) ease of accessing products and (Y1.5) advertising product. The results of the research questionnaire can be seen in table 5.7. the following :

Table 5.7 Description of Customer Satisfaction Variables

No	Indicator	Frequency					Average
		1	2	3	4	5	
1	quality of the resulting product (Y1.1)	-	1 (1,3%)	17 (21,3%)	57 (71,3%)	5 (6,3%)	3.82
2	given brand image (Y1.2)	-	3 (3,8%)	25 (31,3%)	40 (50,0%)	12 (15,0%)	3.76
3	product price	-	3	19	45	13	3.85

	(Y1.3)		(3,8%)	(23,8%)	(56,3%)	(65,3%)	
4	easy access to products (Y1.4)	-	2 (2,5%)	24 (30,0%)	42 (52,5%)	12 (15,0%)	3.80
5	advertise products (Y1.5)	-	1 (1,3%)	23 (28,7%)	42 (52,5%)	14 (17,5%)	3.86
Average							**3,82**

Source: SPSS output, data processed, 2021

Based on table 5.7, it can be seen that the indicators of the customer satisfaction variable (Y1) are: (Y1.1) the quality of the product produced with an average score of 3.82, (Y1.2) the brand image provided with an average score of 3.76 , (Y1.3) product prices with an average score of 3.85, (Y1.4) ease of accessing products with an average score of 3.80 and (Y1.5) advertise products with an average score of 3.86. Thus, the dominant indicator in shaping customer satisfaction is the indicator (Y1.5) of advertising the product.

d. Loyalty Variable Description

The tourist loyalty variable has five measurement indicators consisting of (Y2.1) repeat purchases, (Y2.2) retention (retention), (Y2.3) referrals, (Y2.4) emotional bonding (emotional bond) and (Y2.5) trust. The results of the research questionnaire can be seen in the following table:

Table 5.8 Description of Loyalty Variables

No	Indicator	Frequency					Average
		1	2	3	4	5	
1	*repeat purchase* (Y2.1)	-	-	24 (30,0%)	31 (38,8%)	25 (31,3%)	4.01
2	*retention* (Y2.2)	-	-	22 (27,5%)	26 (32,5%)	32 (40,0%)	4.13
3	*referrals* (Y2.3)	-	-	12 (15,0%)	26 (32,5%)	42 (52,5%)	4.37
4	*emotional bonding* (Y2.4)	-	-	8 (10,0%)	28 (35,0%)	44 (55,0%)	4.45
5	*trust* (Y2.5)	-	1 (1,3%)	7 (8,8%)	24 (30,0%)	48 (60,0%)	4.49
Average							**4,29**

Sumber: Output SPSS, data diolah, 2021

Based on table 5.8, it can be seen that the indicators of the tourist loyalty variable (Y1) are: (Y2.1) repeat purchase with an average score of 4.01, (Y2.2) retention (retention) with an average score of 4 ,13, (Y2.3) referrals with an average score of 4.37, (Y2.4) emotional bonding with an average score of 4.45 and (Y2.5) trust (trust) with an average score of 4.49. Thus, the dominant indicator in forming tourist loyalty is the (Y2.5) trust indicator.

4. VALIDITY AND RELIABILITY TEST

a. Validity test

The validity of the questionnaire in this study was tested using the Pearson Product Moment Coefficient Formula. This calculation is carried out through the SPSS 23 program. The determination of valid and invalid item numbers is carried out using the r product moment table. With the criteria where r count > r table (at a significance level of 5%), it can be said that the questionnaire item is valid. If rcount < rtable (at a significance level of 5%), it can be said that the questionnaire item is invalid. With degree of freedom (df) = n - 2 (n = number of samples) = 80 − 2 = 78, the r table value is 0.219. The results of the validity test can be seen in table 5.9 are as follows:

Table 5.9 Validity Test Results

Variable		r_{hitung}		r_{tabel}	Information
Brand Image (X1)	x1.1	0,867	>	0,219	Valid
	x1.2	0,849	>	0,219	**Valid**
	X2.1	0,646	>	0,219	**Valid**

Brand	X2.2	0,788	>	0,219	Valid
Awareness	X2.3	0,856	>	0,219	Valid
(X2)	X2.4	0,886	>	0,219	Valid
Customer	Y1.1	0,498	>	0,219	Valid
satisfaction	Y1.2	0,676	>	0,219	Valid
(Y1)	Y1.3	0,698	>	0,219	Valid
	Y1.4	0,810	>	0,219	Valid
	Y1.5	0,734	>	0,219	Valid
Loyalty	Y2.1	0,638	>	0,219	Valid
(Y2)	Y2.2	0,720	>	0,219	Valid
	Y2.3	0,795	>	0,219	Valid
	Y2.4	0,527	>	0,219	Valid
	Y2.5	0,651	>	0,219	Valid

Source: SPSS output, data processed, 2021

Based on the table of validity test results, it can be seen that all question items or indicators of brand image variable (X1) with indicators (x1.1) cognitive image (x1.2) and affective image. Brand awareness variable (X2) with indicators (X2.1) symbols/logos, (X2.2) known products (X2.3) product characteristics and (X2.4) product advantages. Customer satisfaction variable (Y1) with indicators (Y1.1) quality of the resulting product (Y1.2) given brand image (Y1.3) product price (Y1.4) ease of accessing the product and (Y1.5) advertising the product. Loyalty variable (Y2) with indicators (Y2.1) repeat purchase, (Y2.2) retention (retention), (Y2.3) referrals, (Y2.4) emotional bonding and (Y2.5) trust, all indicators are declared valid because from the results of the correlation between the results of respondents' answers to each question item or indicator with the total score, significant results are obtained, namely the value of rcount > rtable.

b. Reliability Test

Reliability test is used to determine whether the instrument/indicator used is reliable or reliable as a variable measuring instrument, if the Cronbach's Alpha (α) value of a variable > 0.60 then the indicator used by the variable is reliable, while the Cronbach's Alpha (α) value is a variable < 0.60 then the indicator used by the variable is not reliable. The results of the reliability test are as follows:

Table 5.10 Reliability Test Results

| Variable	Croambach's Alpha	Information
Brand Image	0,641> 0,60	**Reliabel**
Brand Awareness	0,827> 0,60	**Reliabel**
Customer satisfaction	0,715> 0,60	**Reliabel**
Loyalty	0,693> 0,60	**Reliabel**

Source: SPSS output, data processed, 2021

The results of the reliability test show that the Cronbach's Alpha value of all variables is above 0.60, so it can be concluded that the variables of brand image (X1), brand awareness (X2), customer satisfaction (Y1) and loyalty (Y2) are reliable or trustworthy (reliable). to be used as a variable measuring instrument.

5. TEST REQUIREMENTS ANALYSIS

a. Normality test

The normality test is used to see whether the residual value is normally distributed or not. A good regression model is to have residual values that are normally distributed or close to normal. One way to see normality is with the Normal P-P Plot, in principle normality can be detected by looking at the spread of data (points) on the diagonal axis of the residuals. If the points spread around the diagonal line and follow the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model fulfills the assumption of normality. Meanwhile, if the points do not follow the direction of the diagonal line or histogram graph, then the regression model does not meet the assumption of normality.

Gambar 5.1.Hasil pengujian normalitas

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Loyalitas
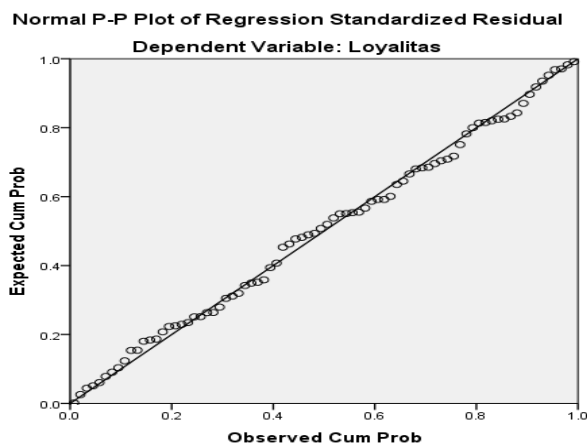
b. Multicollinearity Test

The phenomenon of correlation between independent variables (independent) is the occurrence of multicollinearity in the regression model. To find out that the model occurs multicollinearity is to do this test VIF with the criteria, if the tolerance value <0.10 and the VIF value of an independent variable> 10, it can be concluded that the independent variable occurs multicollinearity. In this study, the multicollinearity test can be described as shown in the following table:

Table 5.11 Multicollinearity Test

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Brand Image	0.819	1.221	There is no multicollinearity
Brand Awareness	0.810	1.235	There is no multicollinearity
Customer satisfaction	0.750	1.334	There is no multicollinearity

Source: Data processed 2021

Based on Table 5.11, it can be seen that there is no multicollinearity between the independent variables in the regression construct with a tolerance value > 0.10 and a value < 10.

c. Autocorrelation Test

Autocorrelation test is a statistical analysis conducted to determine whether there is a correlation of variables in the prediction model with changes in time. Therefore, if the assumption of autocorrelation occurs in a prediction model, then the disturbance value is no longer in independent pairs, but in autocorrelation pairs.

To see an overview of the autocorrelation test using SPSS, see the Model Summary table below:

Table 5.12 Autocorrelation Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.775^a	.601	.585	1.499	1.954

a. Predictors: (Constant), Customer Satisfaction, Brand Image, Brand Awareness
b. Dependent Variable: Loyalty
Source: Data processed 2021

Based on the "Model Summary" output table above, it is known that the Durbin-Watson (d) value is 1.954. Next, we will compare this value with the value of the Durbinwatson table at a significance of 5% with the formula (k ; N). The number of independent variables is 3 or "k" = 3, while the number of samples or "N" = 80, then (k ; N) = (3 ; 80).

We then look at this figure in the distribution of values in the Durbinwatson table. Then found the dL value of 1.2576 and dU of 1.6511. The Durbin-Watson (d) value of 1.954 is greater than the upper limit (dU) which is 1.6511 and less than (4-du) 4-1.6511 = 2.3489. So as the basis for decision making in the Durbin Watson test above, it can be concluded that there are no problems or symptoms of autocorrelation. Thus, multiple regression analysis to test the research hypothesis above can be carried out or continued.

d. Heteroscedasticity Test

In classical assumption testing, heteroscedasticity test is an important part to see whether or not the regression model is feasible. As one of the requirements in the regression, it is hoped that there will be no symptoms of

heteroscedasticity. However, if this symptom occurs, the result is that the resulting regression analysis is doubtful (inaccurate). As illustrated below:

Gambar 5.2 Uji Heteroskedastisitas
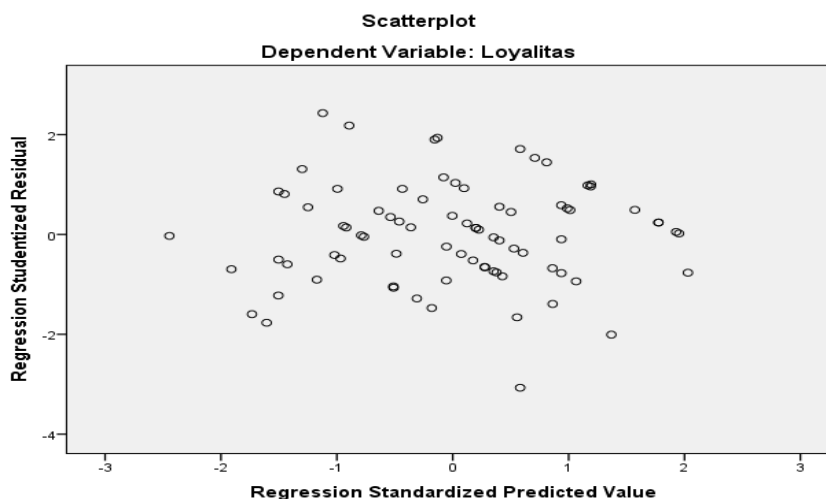
Based on the Scatterplots output above, it is known that:
1. The spread of data points is around the number 0 both below and above.
2. The dots do not collect just above or below.
3. No wavy pattern is formed, widens and narrows then widens again
4. The scattered dots do not form a pattern.

Therefore, based on this information, it is stated that there is no problem with heterocodesity and the regression model is ideal and good to use.

6. Path Analysis

Path analysis or path analysis is an extension of multiple linear regression, or path analysis is the use of multiple linear regression analysis to estimate the influence of quality between variables (casual model) that has been determined previously before the theory. Multiple linear regression analysis was used to see the effect of the independent variables on the dependent variable. The results of multiple regression analysis using the SPSS version 19.0 program are as follows:

a. Multiple Linear Regression Analysis Model 1

Based on the results of the analysis using the SPSS version 23.0 program, the regression results between brand image variables (X1) and brand awareness (X2) on customer satisfaction (Y1) are as follows:

Table 5.13 Results of Model 1 . Linear Regression Analysis

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.300	1.753		5.875	.000
Brand Image	.507	.174	.302	2.917	.005
Brand Awareness	.319	.104	.319	3.078	.003

a. Dependent Variable: Customer satisfaction

Source: SPSS output, data processed, 2021

From the regression results obtained, the following equation can be made:

Y1 = 0.302 X1 + 0.319 X2

The regression equation has the following meaning:
1. The regression coefficients of the two independent variables (brand image and brand awareness) have a positive and significant effect on the dependent variable (customer satisfaction). That is, if the brand image and brand awareness variables increase, the customer satisfaction variable also increases.
2. From the results of the regression coefficients obtained, it shows that the brand awareness factor (b2 = 0.329) is the more dominant factor in influencing customer satisfaction, in this case tourists visiting Gorontalo.

b. Multiple Linear Regression Analysis Model 2

Based on the results of the analysis using the SPSS 23.0 program, the regression results between the brand image variables (X1), brand awareness (X2) and customer satisfaction (Y1) on loyalty (Y2) are as follows

Table 5.14 Results of Model 2 . Linear Regression Analysis
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.810	1.480		3.925	.000
Brand Image	.458	.129	.286	3.565	.001
Brand Awareness	.275	.077	.287	3.567	.001
Customer satisfaction	.413	.080	.433	5.167	.000

a. Dependent Variable: Loyalty
   Source: SPSS output, data processed, 2021

From the regression results obtained, the following equation can be made:
Y2 = 0.286X1 + 0.287X2 + 0.433Y1
The regression equation has the following meaning:
1. Regression coefficients of all independent variables (brand image, brand awareness and customer satisfaction) have a positive and significant effect on the dependent variable (loyalty). That is, if the variable brand image, brand awareness and customer satisfaction increases, then the loyalty variable also increases.
2. From the results of the regression coefficients obtained, it shows that the customer satisfaction factor (b3 = 0.433) is the dominant factor that affects the loyalty of tourists visiting Gorontalo.

7. MODEL TESTING
a. F Uji test
The F test is used to see the effect of the independent variables on the dependent variable simultaneously, where if the calculated F value is greater than the F table, the model used is fit or good. The calculated F value can be seen in the regression results and the table F value is obtained through sig. = 0.05 with df1 = k − 1 and df2 = n − k.
1) Test results – F Linear Regression Model 1
The results of the F-test between brand image variables (X1) and brand awareness (X2) on customer satisfaction (Y1) can be seen in the following table:
Table 5.15 Test – F Linear Regression Model 1
ANOVAa
Model Sum of Squares Df Mean Square F Sig.
1 Regression 117,508 2 58,754 12,864,000b
Residual 351,692 77 4,567
Total 469,200 79
a. Dependent Variable: Customer satisfaction
b. Predictors: (Constant), Brand Awareness, Brand Image
Source: SPSS output, data processed, 2021
Table 5.15 shows the calculated F value of 12.864 while the F table with df1 = 2 − 1 = 1 and df2 = 80 − 2 = 78, then the F table is 3.96. Because the calculated F value is greater than the F table, the regression model between brand image (X1) and brand awareness (X2) on customer satisfaction (Y1) is declared fit or feasible.
2) Test results – F Linear Regression Model 2
The results of the F-test between brand image variables (X1), brand awareness (X2), and customer satisfaction (Y1) on tourist loyalty (Y2) can be seen in the following table:

Table 5.16 Test – F Linear Regression Model 2
ANOVA[a]

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	256.982	3	85.661	38.112	.000[b]
Residual	170.818	76	2.248		
Total	427.800	79			

a. Dependent Variable: Loyalty
b. Predictors: (Constant), Customer Satisfaction, Brand Image, Brand Awareness
   Source: SPSS output, data processed, 2017

Table 5.16 shows the calculated F value of 38.112 while F table with df1 = 3 − 1 = 2 and df2 = 80 − 3 = 73, then F table is 3.11. Because the calculated F value is greater than F table, thus the regression model between images brand (X1), brand awareness (X2) and customer satisfaction (Y1) on tourist loyalty (Y2) were declared fit or feasible.
b. Coefficient of Determination
The coefficient of determination is used to see the ability of the independent variable to explain the dependent variable, where the Adjusted R Square value is close to one, the independent variable provides almost all the information needed to predict the variation of the dependent variable.

1) Coefficient of Determination of Linear Regression Model 1

The results of the coefficient of determination between the brand image variable (X1) and brand awareness (X2) on customer satisfaction (Y1) can be seen in the following table:

Table 5.17 Coefficient of Determination of Linear Regression Model 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.500^a	.250	.231	2.137

a. Predictors: (Constant), Brand Awareness, Brand Image

b. Dependent Variable: Customer satisfaction

Source: SPSS output, data processed, 2017

The adjusted R square value of 0.250 means that brand image and brand awareness are able to explain the customer satisfaction variable by 25%, while the remaining 75% (100%–25%) customer satisfaction variable is explained by other variables not examined in this study.

2) Coefficient of Determination of Linear Regression Model 2

The results of the coefficient of determination between brand image variables (X1), brand awareness (X2) and customer satisfaction (Y1) on tourist loyalty (Y2) can be seen in the following table:

Table 5.18 Determination Coefficient of Linear Regression Model 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775^a	.601	.585	1.499

a. Predictors: (Constant), Customer Satisfaction, Brand Image, Brand Awareness

b. Dependent Variable: Loyalty

Source: SPSS output, data processed, 2021

The adjusted R square value of 0.793 means that brand image, brand awareness, and customer satisfaction are able to explain the tourist loyalty variable by 79.3%, while the remaining 20.7% (100% - 79.3%) tourist loyalty variable is explained by other variables not examined in this study.

8. HYPOTHESIS TESTING (T TEST)

Proof of the hypothesis proposed in this study will be carried out from the results of a partial test using the t-test. This t-test is used to prove a significant effect between the independent variables on the dependent variable partially, where if the t-count value is greater than t-table, it indicates the acceptance of the proposed hypothesis. The calculated t value can be seen in the regression results and the t table value is obtained through sig. = 0.05 with df = n − k.

Based on Table 5.11 and Table 5.12 above, the results of hypothesis testing can be presented in the following table:

Table 5.19 Results of t-test

No	Variable	Influence Weight			Signifikansi α = 0,05			Information
		t_{hitung}	>/<	t_{tabel}	p_{value}	>/<	Sig.	
1	Brand image	2,917	>	1,991	0,005	<	0,05	H$_1$ accepted
2	Brand awareness	3,017	>	1,991	0,003	<	0,05	H$_2$ accepted
3	Brand image	3,565	>	1,991	0,001	<	0,05	H$_3$ accepted
4	Brand awareness	3,567	>	1,991	0,001	<	0,05	H$_4$ accepted

5	Customer satisfaction	5,167	>	1,991	0,000	<	0,05	H₅ accepted

Source: SPSS output, data processed, 2021

1. The effect of brand image on customer satisfaction obtained t count = 2,917 with sig. 0.005, because the value of sig. which can be < sign level. a = 0.05, then Ho is rejected and Ha is accepted. It means that the hypothesis which reads "brand image has an influence on customer satisfaction" is accepted.
2. The effect of brand awareness on customer satisfaction obtained t count = 3.017 with sig. 0.003, because the value of sig. which can be < sign level. a = 0.05, then Ho is rejected and Ha is accepted. It means that the hypothesis which reads "brand awareness has an influence on customer satisfaction" is accepted.
3. The effect of brand image on tourist loyalty is obtained t count = 3.565 with sig. 0.001, because the value of sig. which can be < sign level. a = 0.05, then Ho is rejected and Ha is accepted. It means that the hypothesis which reads "brand image has an influence on tourist loyalty" is accepted.
4. The effect of brand awareness on tourist loyalty is obtained t count = 3.567 with sig. 0.001, because the value of sig. which can be < sign level. a = 0.05, then Ho is rejected and Ha is accepted. It means that the hypothesis which reads "brand awareness has an influence on tourist loyalty" is accepted.
5. The effect of customer satisfaction on tourist loyalty is obtained t count = 5.167 with sig. 0.000, because the value of sig. which can be < sign level. a = 0.05, then Ho is rejected and Ha is accepted. It means that the hypothesis which reads "customer satisfaction has an influence on tourist loyalty" is accepted.

9. MEDIATION TEST

To test the effect of the mediating variable (intervening) in this research, the path analysis method is used, which is an extension of multiple regression analysis. Path analysis is the use of regression analysis to estimate causality between variables that have been previously defined based on theory. Causality relationships between variables have been established with models based on theoretical foundations and path analysis can be carried out by finding patterns of relationships between three or more variables (Imam Ghozali, 2010).

A direct relationship occurs when one variable affects other variables without a third variable mediating (intervening). An indirect relationship occurs if there is a third variable that mediates the relationship between the two variables by determining the product of the standardized value of the independent variable to the mediating variable and the mediating variable to the dependent variable. If the path regression coefficient calculated indirectly is greater than the direct calculation, the conclusion is that the mediation variable is able to explain the dependent variable, meaning that mediation is accepted (there is mediation), and vice versa.
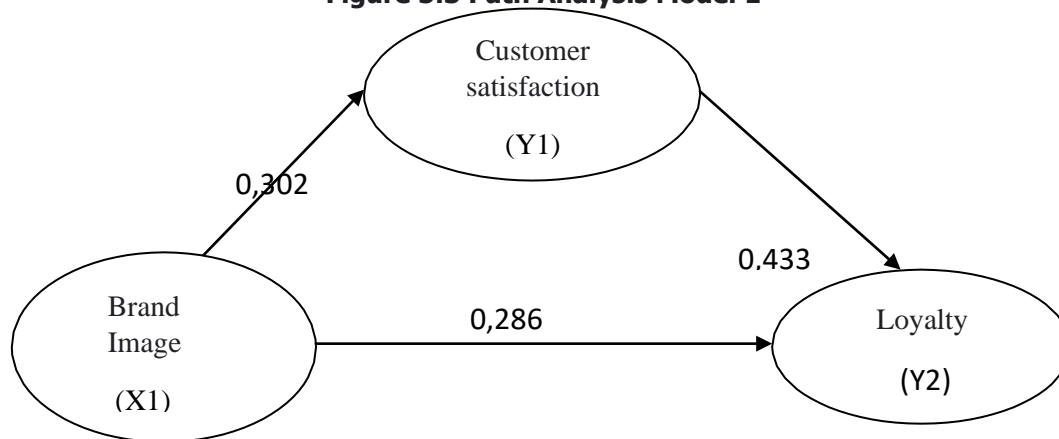
Figure 5.3 Path Analysis Model 1

Figure 5.3 shows the direct influence of brand image on tourist loyalty of 0.286. While the indirect effect through customer satisfaction is 0.302 X 0.433 = 0.131. From the calculation results obtained indicate that the value of the indirect influence through customer satisfaction is smaller than the value of the direct influence of brand image on tourist loyalty. With these results, it can be concluded that customer satisfaction has not been able to become a variable that mediates the influence of brand image on tourist loyalty.

Figure 5.4 Path Analysis Model 2

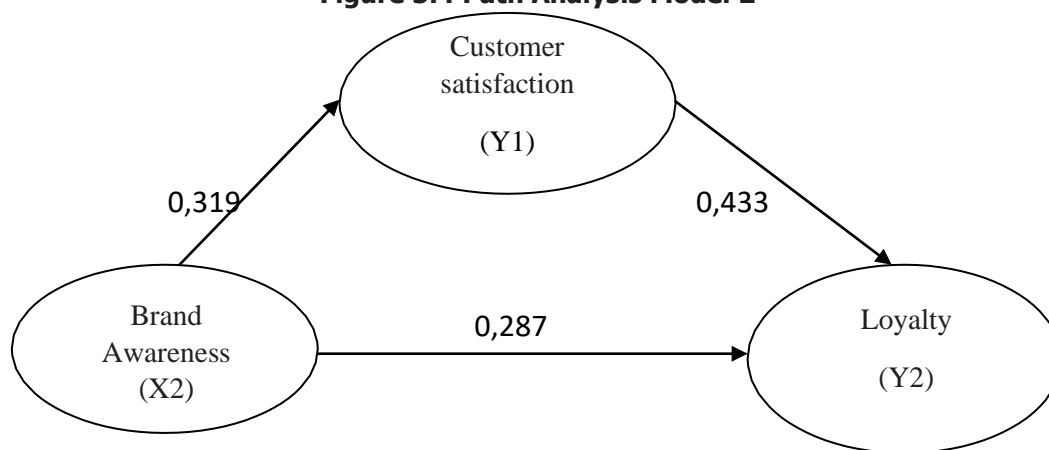
Figure 5.4 shows the direct influence of brand awareness on tourist loyalty of 0.287. While the indirect effect through customer satisfaction is 0.319 X 0.433 = 0.138. From the calculation results obtained indicate that the value of the indirect influence through customer satisfaction is smaller than the value of the direct influence of brand awareness on tourist loyalty. With these results, it can be concluded that customer satisfaction has not been able to become a variable that mediates the influence of brand awareness on tourist loyalty.

B. DISCUSSION

1. The Effect of Brand Image on Customer Satisfaction

The results of statistical tests in this study state that brand image has a positive and significant effect on customer satisfaction.

Customer satisfaction is a level where consumers feel happy or disappointed with a product. Consumers will say they are satisfied with an item if they have a good perception of a product. This means that satisfaction will occur if consumers perceive that the product has three indicators of a good brand image, consisting of the image of the maker, the image of the product, and the image of the user. Kotler and Armstrong (2001:298) argue that consumers are satisfied with the products purchased in accordance with what they want and expect from consumers. If the brand has given satisfaction, then consumers usually do positive word of mouth to people related to the existing brand on the product they have purchased. Many companies deliberately give satisfaction to the brand, in order to increase profits or profits for the company. Therefore, the formation of a brand on a product is very necessary, and it is an attitude or behavior decision on consumers. So a positive brand image will lead to customer satisfaction.

2. The Effect of Brand Awareness on Customer Satisfaction

The results of statistical tests in this study state that brand awareness has a positive and significant effect on customer satisfaction.

This research is in line with the research conducted by Pascasari and Bernarto (2009) regarding the Effect of Brand Equity on Consumer Satisfaction at the Coffee Bean which states that in brand equity that affects consumer satisfaction only one variable, namely brand association, while the brand association variable is not examined in this study. . Furthermore, this research is also in line with that conducted by Bilal and Faiza (2014) regarding the Impact of Brand Equity and Brand Awareness on Customer's Satisfaction which shows that brand awareness has a strong and significant influence on consumer satisfaction because if consumers are aware of the brand, then they are satisfied with the brand. it will appear.

3. The Effect of Brand Image on Loyalty

The results of statistical tests in this study state that brand image has a positive and significant effect on tourist loyalty.

The choice of a brand is based on the attitude of the consumer. If a certain brand has a good image perception, then there will be trust from consumers to buy again and again. This attitude will also affect consumer loyalty to certain products. According to Freddy (2002:2) which states that: If consumers think that certain brands are able to compete with similar products with better quality, it will increase the trust of consumers to continue using similar products. So if the brand has characteristics and is different from other brands, the brand image will stick in the minds of consumers' hearts and form loyalty in the selection and use of the brand.

4. The Effect of Brand Awareness on Loyalty

The results of statistical tests in this study state that brand awareness has a positive and significant effect on tourist loyalty.

This shows that there is a positive and significant influence between brand awareness and customer loyalty, so the higher brand awareness, the higher customer loyalty from tourists who come to Gorontalo. Based on these results, the research hypothesis that predicts a positive and significant influence between brand awareness and customer loyalty can be accepted and proven true. The results of this study are supported by Durianto (2004), in

general, consumers tend to buy products with brands that they already know on the basis of considerations of convenience, security and others. From this explanation, it can be concluded that brands that have a high level of brand awareness are more likely to be chosen by consumers in making purchases and this will continue to consumers' repurchase decisions, where repeat purchases are part of a customer's loyalty.

5. The Effect of Customer Satisfaction on Loyalty

The results of statistical tests in this study state that consumer satisfaction has a positive and significant effect on loyalty.

Competition in the business world is getting tougher and higher, many companies are starting to compete by providing satisfaction to customers. It is intended that these customers have a high enough loyalty to the products or services offered by the company. If there is a positive relationship between customer satisfaction and customer loyalty in a company, then the presence of high enough customer satisfaction for a product or service will greatly affect the creation of customer loyalty. So customer loyalty is a function of customer satisfaction.

6. The Effect of Brand Image on Loyalty Through Customer Satisfaction

The results of statistical tests in this study state that customer satisfaction based on the path regression coefficient of the indirect calculation is smaller than the direct calculation, so the conclusion is that the mediation variable has not been able to explain the dependent variable, meaning that mediation is rejected (no mediation), on the indirect effect of brand image on loyalty. tourists through customer satisfaction.

Brand image has an important role in a plan that decomposes in the field of marketing. A brand is something that consumers buy. A product is different because of the brand, then the brand provides an image to consumers. Brand is an asset owned by the company in the long term, therefore forming a positive image in the minds of consumers is very important. Building the right brand image can be achieved with strong marketing by highlighting the characteristics and advantages of the product. Brands also promise that the products purchased by consumers at that time will provide satisfaction and brand loyalty will arise if consumers will also buy at another time with the same goods. It's the same with customer satisfaction and loyalty, if a product has a very good satisfaction value, the brand will be strong and have a high value in the minds of consumers, so consumers will buy/consume loyally.

7. The Effect of Brand Awareness on Loyalty Through Customer Satisfaction

The results of statistical tests in this study state that customer satisfaction based on the path regression coefficient of indirect calculations is smaller than direct calculations, so the conclusion is that the mediation variable has not been able to explain the dependent variable, meaning that mediation is rejected (no mediation), on the indirect effect of brand awareness on loyalty. tourists through customer satisfaction.

The increasingly fierce competition in various business industries, requires producers or business actors to be able to compete with competitors in maintaining the existence of the company and also to gain profits.

Manufacturers must have the right marketing strategy for the products they produce, for example by advertising in print media or outdoor media such as billboards, banners, and others with the aim that the brand of the product can be recognized, known, and recognized by many people.

According to Durionto (2004: 29), because generally customers tend to buy products with brands they already know on the basis of safety, convenience, and others. In addition, the products produced must also have good quality and the quality of the services provided is in accordance with customer expectations, so that it can lead to customer satisfaction. A customer can be said to be satisfied, when the performance of the product purchased is in accordance with what is expected.

After the customer is satisfied, the customer will be loyal to the product, then will recommend it to others on the basis of his experience, and will make a repeat purchase (Kotler and Armstrong, 2004: 793-794). With this, you can create loyal customers. Customer loyalty arises from customer satisfaction with the products offered.

CLOSING

Based on the results of the research and the above discussion, it can be concluded that:

1. The regression coefficient of the brand image variable has a positive and significant effect on the customer satisfaction variable. That is, if the brand image variable increases, the customer satisfaction variable also increases.
2. The regression coefficient of the brand awareness variable has a positive and significant effect on the customer satisfaction variable. That is, if the awareness variable increases, the customer satisfaction variable also increases.
3. The regression coefficient of the brand image variable has a positive and significant effect on the loyalty variable. That is, if the brand image variable increases, the loyalty variable also increases.
4. The regression coefficient of the brand awareness variable has a positive and significant effect on the loyalty variable. That is, if the brand awareness variable increases, the loyalty variable also increases.
5. The regression coefficient of the customer satisfaction variable has a positive and significant effect on the loyalty variable. That is, if the satisfaction variable increases, the loyalty variable also increases.
6. The path regression coefficient of the indirect calculation is smaller than the direct calculation, so the conclusion is that the mediation variable has not been able to explain the dependent variable, meaning that mediation is rejected (no mediation), on the indirect effect of brand image on tourist loyalty through customer satisfaction.
7. The path regression coefficient of the indirect calculation is smaller than the direct calculation, so the conclusion is that the mediation variable has not been able to explain the dependent variable, meaning that mediation is rejected (no mediation), on the indirect effect of brand awareness on tourist loyalty through customer satisfaction.

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