Influence Of Brand Communication, Brand Image And Brand Trust Through Online Media On Brand Loyalty In E-Commerce

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Abstract
This study is the influence of brand communication, brand image and brand trust through online media on brand loyalty in e-commerce. With sampling techniques using accidental sampling techniques where sampling by way of taking by chance, by taking cases or respondents who happen to exist or are available in a place with the context of the study. The population in this study were respondents from Sampit community who use e-commerce and 140 people were taken as a sample and tested with validity test, reliability test, mediation test, hypothesis test and goodness of fit test with the help of warppls program Version 3.0.Based on the test results of the structural equation of brand communication significantly affect the online media. With the part coefficient value of 0.087 and p-value of 0.01 < 0.05 so that the hypothesis is accepted. On the test equation structural image of the brand significantly affect the online media. With the value of the part coefficientsebesar 0,606 and p-value 0,01< 0,05 so that the hypothesis is accepted. On the test equation structural brand trust significantly affect the online media. With the value of the part coefficientsebesar to 0.573 and p-value 0,01 < 0,05 so that the hypothesis is accepted. On the test equation structural brand communication significantly influence brand loyalty. With a part coefficient value of 0.100 and p-value of 0.01 < 0.05 so that the hypothesis is accepted. In the structural equation test, brand image significantly affects brand loyalty. With a part coefficient value of 0.100 and p-value of 0.01 > 0.05 so that the hypothesis is accepted. In the structural equation test, Brand Trust significantly affects brand loyalty. With a part coefficient value of 0.085 and p-value of 0.01 > 0.05 so that the hypothesis is accepted.Based on the structural equation test, brand communication significantly affects brand loyalty through online media. Because the direct influence of the coefficient value decreased from 0.57 to 0.19, this shows that the mediating variable is able to absorb the direct influence of the model without mediating, so the hypothesis is accepted.Based on the structural equation test of brand image significantly affect brand loyalty through online media. Because of the direct influence of the value of the coefficient smaller than 0,61 be 0,32, this shows that the variable pemediasi able to absorb the direct influence of the model without pemediasi, so the hypothesis is accepted.Based on the test equation structural brand trust significantly influence brand loyalty through online media. Because of the direct influence of the value of the coefficient tapers from 0.57 to 0,41, this shows that the variable pemediasi able to absorb the direct influence of the model without pemediasi, so the hypothesis is accepted. The r number of brand communication, brand image and brand confidence in online media is 0.518 or 51.8%. The remaining 48.2%. Brand communication, brand image and brand trust to brand loyalty amounted to 0.528 or 52.8%. The remaining 47.2%.

Keywords: *Brand Communication, Brand Image, Brand Trust, Online Media, Brand Loyalty.*

I.   INTRODUCTION

The development in the era of globalization, the internet becomes one part of our lives. It can be seen from the behavior of people who are already getting used to the internet. For some people, the internet is a basic requirement that can not be abandoned. They are willing to spend a lot of time to leverage the internet and start to feel that their needs can be assisted through information available on the internet. In the last five years the internet is growing very rapidly.

According to a report from the Indonesian Internet Service Providers Association (APJII), more than 50 percent of Indonesia's population currently reaches 262 million people have been connected to the internet network throughout 2017. The majority of internet users as much as 72.41% are still from the urban community. The utilization has gone further, not only to communicate but also buy goods, order transportation to do business and work.

With berkembangnnya time through the internet as it is today, the internet has experienced the dynamics of the environment as well as are utilized in all sectors of the economy in terms of trade. The activities of the marketing through the internet can improve sales area and do not require the cost of an expensive marketing. Consumers will also be more easily search for information about products they want to buy because it does not need to be face to face directly. So that resulted in the

competition in the business world is getting tougher and competitive. Business activities that utilize technology is what is called e-commerce. Electronic commerce (e-commerce) is a new invention in the form of trade that is valued more than trade in general. The principle of trading with the payment system known as traditional is a trade where buyers and sellers meet physically or directly now transformed into the concept of telemarketing, namely long-distance trade with the use of the internet media where a trade no longer need the meetings between business people.

The world of online trading is increasingly popular among the people of Indonesia. Today, there are quite a few companies that offer e-commerce platforms to choose from, whether they come from within the country or abroad. The e-commerce sector is arguably one of the fiercest battlefields today. The sector is filled with players who all share the same goal, increasing the number of users and transactions.

In today's competitive conditions, loyalty is an important factor in retaining existing consumers. Marketplace user loyalty is one of the success in competing in the marketplace channel, because the results of loyalty are long-term and cumulative. Loyal customers are competitive consumers. In addition loyalty to the brand generates many benefits such as establishing barriers to competitors, generating greater sales and revenue, reducing customer acquisition costs as well as inhibiting customer vulnerability to competitors Rundle, Thiele and Mackay (2017).

One of the factors that affect brand loyalty is brand communication. Brand communication is an important issue in supporting business activities in communicating the brand to prospective buyers. According to Narayana and Manchanda (2010), Communication plays an important role in building the brand image. Brand communication is considered effective in increasing the level of perception of the brand image. These findings suggest a positive relationship between brand communication and brand image. According to Sääksjärvi and Samiee (2011) the communication of the brand is able to raise awareness and recall is high, so that the customer will buy the brand that satisfies their level optimal. According to Shanker et al (2018) the satisfaction with the performance of the brand is likely to lead to attitude mere positively.
Based on a temporary survey, it was found that brand communication applied by every e-commerce is different. The difference is very sharp as if doing unfair competition, such as Pedia stores communicate almost every social media, in contrast to Blibli which only exists in some social media.

According to Low and Lamb (2015), brand attitudes encapsulate the meaning consumers attach to brands and ultimately lead to brand trust and loyalty. Therefore, previous findings have found a positive relationship between brand communication and Su and Rao brand trust(2016). In addition to brand communication, brand image is important in influencing brand trust. Brand image makes the perception of the brand and the brand association in subscribers or consumer memory, Lee and Tan(2015). Based on a temporary survey, it was found that the brand image applied by each e-commerce is different. The frequent miss of communication between sellers and buyers in making transactions and delivery of goods makes the company's brand image is often harmed, for example, consumers order an L-sized shirt, but the clothes sent XL-sized seller without notice to consumers because the stock of L-sized clothes has run out. Then the consumer wants to return the purchase by returning the goods to the seller, but the postage is borne by the consumer himself. So that the image of the e-commerce brand used is not good.

Brand image can foster customer trust in the brand. Finally, the more customers trust a brand, the more likely it is to trust the brand. Previous research findings have supported a positive relationship between brand image and Cretu and Brodie Brand Trust(2017). Based on empirical evidence this study argues that brand image has a significant positive influence on brand trust. According to Agustin and Singh (2015), trust reduces uncertainty in an environment where consumers feel particularly vulnerable because they know they can rely on trusted brands. According to Chiou and Droge(2016), a trustworthy brand is one that consistently maintains the promise of value to customers through superior performance, thus guaranteeing brand loyaltycustomers.

Based on the survey, while public confidence in e-commerce decreases, this is due to frequent fraud, such as in one of the e-commerce services, there are sellers who offer diapers with a discount of almost 100%. However, the original price of the diaper was pegged to the figure of Rp. 130,000. 00 more, so the sale price after the discount to Rp. 30.000,00.

Therefore the higher the level of brand trust by customers, the higher the customer loyalty towards a brand. Empirical evidence have previously found a positive relationship between brand trust and brand loyalty.

II.   RESEARCH METHODS

The sample is part of the number and characteristics possessed by the population, Sugiyono (2016). If the study conducted research on a large population, while researchers want to research about the population and researchers have limited funds, energy and time, then researchers use sampling techniques, so that generalization to the population studied. The meaning is that the sample taken can be representative or representative for that population.

Accidental sampling is a way of taking by chance, by taking cases or respondents who happen to exist or are available in a place according to the context of the study.

Determination of the minimum number of samples in this study refers to the statement Hair et al (2010) that the number of samples as respondents should be adjusted to the number of question indicators used in the questionnaire, assuming N. L. L. 5 observed variables (indicators).

In this study the number of items is 28 question items used to measure 5 variables. So that the number of respondents used is: 28 .5 = 140. So the sample taken is as many as 140 respondents in Sampit.

Operational Definition Of Research Variables

Operational definition according to Sugiyono (2017), is an attribute, nature, or value of an object or activity that has a certain variation determined by the researcher to be studied and then drawn conclusions. Variables analyzed in general can be classified in 2 (two) categories, namely independent variables (independent) and dependent variables (dependent). Independent variable (X) used in this study brand communication(X1), brand image (X2), and brand trust (X3). Mediation variable in this study is online media (Z). While the dependent variable (Y) in this study adalahloyalitas brand (Y). As for the definition of these variables is:

Brand Communication

A Brand community is a community that is compiled on the basis of proximity to a product or brand. Schouten and McAlexander (2015) define a brand community (community brands) as different social groups are personally selected based on the equation of commitment to the class of a particular product, the brand and the activity of consumption.

According to Zehir et al (2016) to measure brand communication variables is to use the following indicators:
1.   I reacted positively to the advertising and promotion of this brand.
2.   I feel positive towards the fish and the promotion of this brand.
3.   Advertising and promotion of this brand is good.
4.   Advertising and promotion of this brand does a good job.
5.   I am pleased with the advertising and promotion of this brand.
6.   I love advertising and promotion of this brand.

Brand Image

Brand image (Brand Image) is a representation of the overall perception of the brand and formed from information and past experience of the brand. This case concerns how consumers describe what they feel towards the brand Maja Hriba in Nugroho(2011).

According to Salinas and Pérez (2016) to measure the variables of brand image is using the following indicators:
1.   The products of this brand have high quality.
2.   The products of this brand have characteristics that are better than the competitors.
3.   Products of competing brands are usually cheaper.
4.   This brand is great.
5.   This brand has a personality which sets itself apart from competitors.
6.   This brand does not disappoint its customers.
7.   This brand is one of the best brand in this sector.

8.   This brand is highly consolidated in the market.

Brand Trust

The trust's own brand is the promise of a brand to the customers to meet their expectations related to the brand Ahmed et al (2015).

According to Chaudhuri and Holbrook (2016) to measure the variables of brand trust is using the following indicators:

1.   I trust this brand.
2.   I rely on this brand.
3.   This is an honest brand.
4.   This brand is safe.

Online Media

According to the National Education Association (NEA) defines media as objects that can be manipulated, seen, heard, read or talked about along with instruments that are well used in teaching and learning activities and can be influenced by the effectiveness of instructional programs.

According to Rosady Ruslan (2014) to measure the variables of online media is to use the following indicators:

1.   Desire to get news.
2.   Desire to acquire material.
3.   Desire to obtain references.
4.   Desire for entertainment.
5.   Desire acquires tranquility.
6.   Desire to gain experience.

Brand Loyalty

Aker (2017) defines brand loyalty as a symbol of a brand mindset that refers to the continuous purchase of a brand.

According to Chaudhuri and Holbrook (2015) to measure the variable brand loyalty is to use the following indicators:

1.   The next time I need that product, I'll buy the same brand.
2.   I intend to continue buying this brand.
3.   I am committed to this brand.
4.   I would be willing to pay a higher price for this brand over other brands.

III.   RESULTS AND DISCUSSION

Test Validity

Validity test is done by using the construct validity which measures the extent to which the tool is used, in this case the questionnaire should be able to measure the understanding of the concept being measured. In a test of the validity involves the validity of the content and validity of the criteria. Validity test is used to see the contents of a variable that will be measured. According to Mustafa (2010), the validity of an instrument is a measure of how precise the instrument was able to produce data in accordance with the size to be measured. An instrument is said to be valid if it is able to measure what is desired.

The validity test procedure is convergent validity, namely by correlating the item score (component score) with the construct score which then produces the value of the loading factor. It is said to be high if the component or loading factor is more than 0.70 with a p Value < 0.05 Hair(2013). In this study, the validity or not seen from the output of the WarpPLS program with Version 3.0. The validity test in this study was taken as many as 140 respondents, with the results to be described as follows:

Convergent Validity Results

The results of the convergent validitydapat in value based on the correlation between the value of the component or indicator with a value of konstruknya. The size of the reflexive individual is said to be high if the correlation of the indicator with kontruknya value is greater than 0.70. But in the early stages of assessment, the value of loading from 0.40 to 0.60 can be considered sufficient.

Table 2. The Results of the Convergent Validity of the variable built networking Brand (X1)

Variable	N	Value Loading	P Value	Description
X1.1 Communication Brands	140	0,694< 0,70	< 0,001	Invalid
X1.2 Communication Brands	140	0,684 < 0,70	< 0,001	Invalid
X1.3 Communication Brands	140	0,712> 0,70	< 0,001	Valid
X1.4 Communication Brands	140	0,745 > 0,70	< 0,001	Valid
X1.5 Communication Brands	140	0,819 > 0,70	< 0,001	Valid
X1.6 Communication Brands	140	0,825 > 0,70	< 0,001	Valid

Source: processed Data, 2022

Table 3. Hasil Convergent Validity variable Citra Merek (X2)

Variabel	N	Nilai Loading	P Value	Description
X2.1 The Brand Image	140	0,697< 0,70	< 0,001	Invalid
X2.2 The Image Of The Brand	140	0,727> 0,70	< 0,001	Valid
X2.3 The Image Of The Brand	140	0,671 < 0,70	< 0,001	Invalid
X2.4 The Image Of The Brand	140	0,723 > 0,70	< 0,001	Valid
X2.5 The Image Of The Brand	140	0,618 < 0,70	< 0,001	Invalid
X2.6 The Image Of The Brand	140	0,749 > 0,70	< 0,001	Valid
X2.7 The Image Of The Brand	140	0,775 > 0,70	< 0,001	Valid
X2.8 The Image Of The Brand	140	0,505 < 0,70	< 0,001	Invalid

Source: processed Data, 2022

Table 4. The results of the convergent validity of the variables of Brand Trust (X3)

Variable	N	Value Loading	P Value	Description
X3.1 Brand Trust	140	0,733 > 0,70	< 0,001	Valid
X3. 2 Brand Trust	140	0,876> 0,70	< 0,001	Valid
X3. 3 Brand Trust	140	0,323 < 0,70	< 0,001	Invalid
X3. 4 Brand Trust	140	0,756 > 0,70	< 0,001	Valid

Source: processed Data, 2022

Table 5. Results *Convergent Validity* online media variables (Z)

Variabel	N	Value Loading	P Value	Description
Z.1 Media Online	140	0,750 > 0,70	< 0,001	Valid
Z.2 Media Online	140	0,792> 0,70	< 0,001	Valid
Z.3 Media Online	140	0,750 > 0,70	< 0,001	Valid
Z.4 Media Online	140	0,645 < 0,70	< 0,001	Invalid
Z.5 Media Online	140	0,767 > 0,70	< 0,001	Valid
Z.6 Media Online	140	0,458 < 0,70	< 0,001	Invalid

Source: processed Data, 2022

Tabel 6. Hasil *Convergent Validity* variabel Loyalitas Merek (Y)

Variable	N	Value Loading	P Value	Description
Y.1 Brand Loyalty	140	0,811 > 0,70	< 0,001	Valid
Y.2 Brand Loyalty	140	0,795> 0,70	< 0,001	Valid
Y.3 Brand Loyalty	140	0,789 > 0,70	< 0,001	Valid
Y.4 Brand Loyalty	140	0,654 < 0,70	< 0,001	Invalid

Source: processed Data, 2022

Based on the table above, it is known that the outer model value or correlation between constructs and variables still exists that does not meet convergent validity. This is because one of the indicators has a value below 0.70.

Discriminant Validity Results

Discriminantvalidity is done to ensure that each concept of each other variable about different from other variables. The model has a good discriminantvalidity if each loading value of the faithful Pindicator of

a latent variable has the largest loading value with another loading value against other latent variables. The results of discriminantvalidity testing were obtained as follows:

Table 7. Results Discriminant Validity (Cross Loading)

No	N	Variable	*AVE*
1	140	X1 Brand Communication	0,749 > 0,30
2	140	X2 Brand Image	0,688 > 0,30
3	140	X3 Brand Trust	0,703 > 0,30
4	140	Z Online Media	0,703 > 0,30
5	140	YLoyalitas Brand	0,765 > 0,30

Source: processed Data, 2022

Based on the above results it can be concluded that all the variables at the top of 0.30 so that it can meet the terms of discriminant validity in accordance with the formula Santoso (2014).

Reliability Test Of The Research

According to Ghozali (2014), Reliability Test is a tool to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if one's answer to the question is consistent or stable over time.

Reliability expressed the extent to which the results or measurements can be trusted or dependable as well as providing measurement results are relatively consistent after several times of measurement. To measure the level of reliability of the research variables, then used the coefficient alpha or Cronbachs alpha and composite reliability. Item measurement is said to be reliable if it has the value of the alpha coefficient greater than 0.7 Ghozali(2014). In this study, Reliable or whether seen from the output of the program WarpPLS version 3.0. As for the reliability test in this study was taken a total of 140 Respondents, the results of which will be described as follows:

Table 8. The Results Of The Reliability Test Variables X1, X2, X3, Zand Y

Variabel	*Cronbachs alpha*	*Composite reliability*	Keterangan
Komunikasi Merek (X_1)	0,841 > 0,6	0,884 > 0,7	Reliable
Citra Merek (X_2)	0,838 > 0,6	0,867 > 0,7	Reliable
Kepercayaan Merek (X_3)	0,626 > 0,6	0,781 > 0,7	Reliable
Media Online (Z)	0,787 > 0,6	0,851 > 0,7	Reliable
Loyalitas Merek (Y)	0,761 > 0,6	0,848 > 0,7	Reliable

Source: processed Data, 2022

Based on the Calculation results of the Reliability Test of the instrument of the research above shows that the variable of Brand Communication (X1), Brand Image (X2), Brand Trust (X3), Online Media (Z) and Brand Loyalty (Y) has a value of Cronbachs Alpha is greater than 0.6 danComposite Reliability greater than 0.7 then it is declared Reliable, Ghozali(2014).

Test Mediation Research

A mediation test is a set of statistical procedures used to investigate whether a particular data set exhibits a mediation structure (Dawn, 2008). A mediation structure supposes a certain conceptualization of a mechanism through which independent variables can influence the dependent variable not directly, but rather through a process of additional intervention captured by the mediator variable. The intermediate variable is an additional variable placed between the independent variable and the dependent variable. A variable is a mediator (mediator) in the forward effect of the independent variable to the dependent variable.

To determine the level of influence in line mediasinya we use the method of Variance Accounted For (VAF), namely to mngukur criteria the effect of mediation is based on the value of the VAF. What if the VAF > 80% then the Variable mediation Full Mediation, what if the VAF ≤80% variable mediation is partial mediation, and what if the VAF < 20% then the variable Mediation is not the nature of the mediation Hair(2013).

Specify the Path Coefficient of Variable X1, Z and Y

The test of Mediation in this research is taken from a total of 140 Respondents, the results of which will be described as follows:

1.   Determine the direct influence between the variables of Brand Communication (X1) with Brand Loyalty (Y). If the coefficient of jalursebesar > 0.70 and significant at 0.01 then it can be said there is the significance of the direct influence Solihin (2013). The results of testing the direct influence can be seen in Table 9 as follows:

Table 9. Test Results of the Mediation of the Direct Influence of X1 and Y

Variabel	Komunikasi Merek	Sig	Keterangan
Loyalitas Merek	0,49	<0,01	Pengaruh langsung signifikan

Source: processed Data, 2022

From the table above, it can be said that between the variables X1 and Y have a significant direct influence, it can be done mediation calculation.
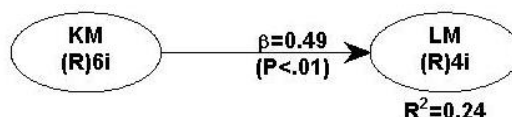

Fig 2: Mediani X1 and Y lines

1. Determine the indirect influence between brand communication variables (X1), online Media (Z) and brand loyalty (Y). If the coefficient of passage is > 0.70 and significant 0.01 then it can be said significant indirect influence (Solihin 2013). The results of direct influence testing can be seen in the table as follows

Tabel 10 Hasil Uji Mediasi Pengaruh Tidak Langsung X1, Z, dan Y

Variabel	Komunikasi Merek (X1)	Loyalitas Merek (Y)	sig	Keterangan
Media Online (Z)	0,57	0,54	<0,01	pengaruh tidak langsung signifikan
Loyalitas Merek (Y)	0,19		0,03	Pengaruh langsung tidak signifikan

Source: processed Data, 2022

The Results Of The Analysis Of Variant (R2)

Table 11. Results R-Square (Variant)

No	Variable	R-Square	Adjusted R-squared
1	Communication, Image, Trust – The Media Online	0,518	0,521
2	Communication, Image, Trust – The Media Online	0,528	0,528

Source: processed Data, 2022

Based on the value of R-square in the table above shows that communication, image and trust are able to explain the variable construct of online media by 51.8% and the rest by 48.2% explained by other construct. While communication, image and trust in brand loyalty amounted to 52.8% and the remaining 47.2% explained by other constructs.

Goodness Of Fit Test Results

Table 12. Goodness Of Fit Results

No	Test Equipment Name	Results	P-Value
1	Average path coefficient (AVC)	0,290	<0,001
2	Average R-squared (ARS)	0,523	<0,001
3	Average block VIF (AVIF)	1,615	Good if <5

Source: processed Data, 2022

Based on the above table, it is known probability value (p-value) of the Average path coefficient and Average R-squared (ARS) significant, namely the Average path coefficient (AVC) with P-Value of < 0.001 and Average R-squared (ARS) with a P-Value of <0.001 mean a significant level of < 0.05 with the results of the Average block VIF (AVIF) of 1,615 < 5. So that the models which have been proposed have been qualified fit, based on Mahfud and Ratmono (2013).

IV.   CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of research on the Influence of Brand Communication, Brand Image and Brand Trust Through Online Media To Brand Loyalty In E-Commerce can take the conclusion as follows:

1. Based on the tests of mediation showed that the effect of the mediation of online media in influencing communication brand european brand loyalty in e-commerce has the effect of 62%. This shows the variable pemediasi have full effect to mediate the variable of brand communication on brand loyalty.

2. Based on the tests of mediation showed that the effect of the mediation of online media in influencing brand image on loyalty merekpada e-commerce has effects by 47%. This shows the variable pemediasi have full effect to mediate the variable of brand image on brand loyalty.

3. Based on the mediation test shows that the effect of online media mediation in influencing brand trust to brand loyalty in e-commerce has an effect of 36%. This shows that the mediating variable has full influence to mediate the variable of Brand Trust to brand loyalty.

4. Based on the structural equation test, brand communication significantly affects online media. Because v-palue 0,01 < 0,05 so that the hypothesis is accepted.

5. Based on the test equation structural image of the brand significantly affect the online media. Because v-palue 0,01 < 0,05 so that the hypothesis is accepted.

6. Based on the test equation structural brand trust significantly affect the online media. Because v-palue 0,01 < 0,05 so that the hypothesis is accepted.

7. Based on the test equation structural brand communication significantly influence brand loyalty. Because v-palue 0,01 < 0,05 so that the hypothesis is accepted.

8. Based on the test equation structural brand image significantly influence brand loyalty. Because v-palue 0,01 < 0,05 so that the hypothesis is accepted.

9. Based on the test equation structural brand trust significantly influence brand loyalty. Because v-palue 0,01 < 0,05 so that the hypothesis is accepted.

10. Based on the structural equation test, brand communication significantly affects brand loyalty through online media. Because of the direct influence of the value of the coefficient tapers from 0.57 to 0,19, this shows that the variable pemediasi able to absorb the direct influence of the model without pemediasi , so the hypothesis is accepted.

11. Based on the structural equation test of brand image significantly affect brand loyalty through online media. Because of the direct influence of the value of the coefficient smaller than 0,61 be 0,32, this shows that the variable pemediasi able to absorb the direct influence of the model without pemediasi , so the hypothesis is accepted.

12. Based on the test equation structural brand trust significantly influence brand loyalty through online media. Because of the direct influence of the value of the coefficient tapers from 0.57 to 0,41, this shows that the variable pemediasi able to absorb the direct influence of the model without pemediasi , so the hypothesis is accepted.

13. Based on the analysis of variant (R2) obtained the numbers R as follows :

a. The influence of communication, the image, and the trust is able to explain the variable constract to the online media for 0.518 or of 51.8%. The rest of 48,2% explained by the constract other.

b. The influence of communication, the image, and the trust is able to explain the variable constract to the loyalty of 0,528 or to 52.8%. The rest of 47.2% explained by the constract other.

Suggestions

Based on the conclusion above, the researcher can provide advice as follows:

1. For The Company

Darihasilpenelitian this, dapatdiketahuibahwakomunikasi brand loyalty brand to get the lowest value that the value of the part coefficient of 0,100 with the level of p-value that is 0,11> 0,05. For that, it is expected that the company continues to improve the communication of the brand e-commerce on society. As is often the communication of the brand on each social media.

2. For The Next Researcher.

In the study, of course, has its own advantages and disadvantages. So also with this study only seen from segikomunikasi brand, brand image and brand trust through online media to brand loyalty in e-commerce. It is expected that the further research about how things should be done in improving the performance of e-commerce outside variables that have been studied.

3. For Academic.

As the reading material and a supporter of the subsequent research.

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