Measuring YouTube Channel Subscriber Loyalty: The Role of Quality, Corporate Image and Viewer Satisfaction

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Abstract
The research began with the integration of literature on concepts related to, and the relationship between, product quality and corporate image, and their relationship with customer satisfaction and loyalty. This study aims to determine the effect of product quality and corporate image on the satisfaction of YouTube channel subscribers in increasing the loyalty of YouTube Rans Entertainment channel subscribers. This research uses a quantitative approach with a survey method. The population in this study is the YouTube Rans Entertainment channel subscribers where the sample used is active YouTube Rans Entertainment channel subscribers channel of 200 people with criteria age 16-30 years and has watched more than 10 Rans Entertainment videos in the past month. Participants who were mostly female, as many as 73%, while participants who were male were 27%. The majority of participants are working as much as 62%. While participants who have not worked as much as 21%. Participants who did not work were 5%. Then participants who have a business as much as 3%. The participants in the other categories were 9%. This other category contains participants who gave information about their status as students and housewives. The majority of participants had a final education of 57%, while 2% was those who have the last education under high school.

Keywords
- Customer satisfaction
- Corporate image
- Product quality
- Youtube Vlog
- Loyalty

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1. Introduction

The digital revolution is growing rapidly, along with the development of cyberspace and the internet, that may affect various sectors of the lives of the world community. It is emerging new media that form social networks that connect individuals with other individuals in various parts of the world. One of the media that is growing very rapidly and is loved by the public is YouTube. YouTube’s media has developed, one of which is to become a market place which is also a new market that is very broad and has the potential to provide business opportunities to provide new space for businesses that are already running and give birth to new business sectors that generate certain income for its users. In the increasingly fierce competition, companies are required to be able to improve product quality while maintaining and building their corporate image in order to survive in this era of digitization and create customer satisfaction that can affect customer loyalty.

According to Kotler (2009, p. 4), a product is everything that can be offered to satisfy a customer’s needs and desires”. Sembiring et al. (2014) said that maximum product quality is the company’s weapon to stay afloat and remain an option during intense competition. Some of the quality characteristics include appearance, content, linkage, use, structure and special features (Yoo & Donthu, 2001). Tjiptono (2008) explains that the dimensions of product quality include eight dimensions including performance, reliability, features, conformance, durability, serviceability, aesthetics and customer perceived quality.

The existence of social media has become important for the needs of the social life of the world community today. Social media is booming in the community as a place where people make content, share information, bookmarks, because of the speed and ease of access (Asur & Huberman, 2010). One of them is YouTube; YouTube is a video sharing website where anyone can experience various levels of involvement with videos, ranging from watching entertainment, sharing videos to maintaining social relationships (Lange, 2007). It is an online video and the main use of the site it is a medium for searching, viewing and sharing original videos to and from all corners of the world through a web (Budiargo, 2015, p. 47). Whereas, Vlog is a web that uses video as its primary mode of content delivery, rather than text or image (Bukhari et al., 2019, p. 54).

Rahayu and Saryanti (2014) explained that the image is the result of an evaluation of a person or an organization based on the understanding and understanding of stimuli that have been processed, organized and stored in the minds of consumers. Corporate image is a psychological impression and a description of the various activities of a company in the eyes of its public audience based on the knowledge, responses and experiences it has received (Apriyanti et al., 2017). Meanwhile, according to Kotler (2009) Corporate Image is described as an overall impression made in people’s minds about an organization. According to Rhenald (1994, p. 30) “image is the impression that arises because of an understanding of a reality”. According to Soemirat and Ardianto (2007, p. 113) “corporate image is how other parties view a company”.

Harrison in (Purba, 2017) explained that complete information about corporate image includes the following four elements; personality, reputation, value and corporate identity. According to Nguyen and Leblanc (2001) corporate image is depicted with all impressions in the public mind and has two main components, namely functional and emotional. The functional component is related to real characteristics that are easily measured, while the emotional characteristics are related to the psychological dimension that is manifested by feelings and attitudes.

Customer satisfaction is a level where the needs, desires and expectations of customers can be met which will result in repeat purchases or continued loyalty (Jihan & Made, 2018). Meanwhile, according to Kotler & Keller (2009), customer satisfaction is the level where the perceived performance (product performance) will be following the expectations of a customer. When product performance is far lower than customer expectations, the buyer is not satisfied.
Understanding customer satisfaction includes the difference between expectations and perceived performance or results. This understanding is based on Oliver's disconfirmation paradigm (Telagawathi & Reonningrat, 2018).

Chen and Tsai (2007) define customer satisfaction into two ways, namely certain transaction satisfaction and general or overall satisfaction. Satisfaction in a particular transaction is intended to be an assessment carried out after the consumer purchases at a certain time, while overall satisfaction is intended as an assessment given by their entire customer experience during a transaction with a service provider. Customer satisfaction is related to customer expectations; Customer expectations include real company service commitments, intangible service commitments, buzz, and prior purchase experience and this form is the basis for establishing customer expectation standards (Huang et al., 2014). Indicators of customer satisfaction according to Basu and Irawan (2008), namely: overall satisfaction, always buy products, recommend to others and fulfillment of customer expectation.

The definition of customer loyalty, according to Tjiptono (2008), is a customer commitment to a brand, store, and supplier based on the very positive nature of long-term purchases. Customer loyalty is a consumer's commitment to a market based on a positive attitude and is reflected in consistent repeat purchases (Hidayat, 2009). Agustina et al. (2018) said the significance of loyalty is strongly related to the company's survival and to the company's strong future growth. Indicators of customer loyalty are trust, emotion commitment, switching costs, word of mouth and cooperation.

Zena and Hadisumarto (2012) say that loyalty is formed by attitude loyalty and behavioral loyalty. Attitude loyalty means loyalty in attitude and tolerance towards prices while behavioral loyalty means ongoing purchases and recommended behavior. Indicators that can be seen when people want to measure customer loyalty can be done and considered in five steps: 1) willing to buy back, 2) administration of positive oral derivatives, 3) willingness to, 4) tolerance for price adjustments, and 5) frequency of consumption. Piotr (2004) shows that loyal customers exhibit the following three characteristics: 1) They spend more money on company products or services, 2) They encourage people to buy company products or services, and 3) They believe that it is important to buy products or the services of a consumer company showing behavioral intentions.

Rans Entertainment is a company in the field of entertainment services that utilizes digital marketing by creating marketing content in the form of daily videos using several social media platforms, one of which is the YouTube channel. Through the social media platform, Rans Entertainment provides services by creating creative programs. Starting from the family YouTube channel, Rans Entertainment developed into a company called PT Rans Entertainment. With the concept of a creative team in making video content that has the basic concept of daily family activity Raffi Ahmad and Nagita Slavina, Rans Entertainment is able to attract large clients and become a YouTube channel with more than 15 million subscribers.

By having subscribers of tens of millions people making YouTube Rans Entertainment channel very popular and has a fairly high number of viewers of each video uploaded. Creative content in the form of uploaded videos (product) is not the only factor of public interest in becoming subscribers. The establishment of Rans Entertainment corporate image also made a significant contribution. In line with that the creation of customer satisfaction in this case is subscribers become a certain point as a vision of the company that is expected to cause loyalty.
2. Material and Method

Data collection and sample

This research used a quantitative approach with a survey method. The research method used was descriptive and exploratory methods with a quantitative approach, namely research based on data collected during the study of the nature and facts of the object under study by combining the relationships between the variables involved. The questionnaire was chosen as an instrument in data collection.

The population in this research is YouTube Rans Entertainment channel viewers. The sample in this study is limited to the criteria of active subscriber YouTube channel PT Rans Entertainment which has seen video content in the YouTube channel PT Rans Entertainment within the last 1 month from June to July 2020 and has watched more than ten videos. The researchers determined the number of participants in this study as many as 200 participants as had been done by Setiawan and Sayuti (2017), Suhud and Bajunaid (2018), and Hidayat (2009). All three studies use AMOS statistical software, in accordance with the research the researchers conducted.

The type of questionnaire used was a closed questionnaire. Where the participant is asked to respond to the statement with the answer provided by using a Likert type scale which contains six levels of answer choices regarding the participant’s agreement to the statement submitted. In this study, researchers used a non-probability sampling technique and the researchers also used purposiveness sampling, namely the selection of samples selected based on certain considerations in accordance with the research objectives.

Data analysis

To see the correlation in convergent validity, factor analysis is used. The factor analysis used in this study is EFA (Exploratory Factor Analysis). EFA serves as an indicator of factors that can explain the correlation between variables. Each variable has a loading factor value that represents it. The loading factor value in EFA can be determined based on the number of samples in the study (Hair, 2009).

The reliability test was carried out with the Cronbach Alpha test using SPSS Software. If in this study the cronbach alpha > r table value is said to be a reliable research instrument, meaning that the measuring instrument used is correct. Or the reliability of a variable construct is said to be good if it has a cronbach alpha value greater than 0.60.

The data analysis technique used in this study is to use the Structural Equation Model (SEM) and by using the Analysis of Moment Structure (AMOS) software. There are seven structural equation modeling and analysis conducted in this study, including: 1) Development of theoretical-based models, 2) Development of path diagrams, 3) Conversion of path diagrams into a series of structural equations, 4) Selecting input and estimation matrices models, 5) Identification of possible problems, 6) Evaluation of Goodness-of-fit criteria, 7) Interpretation and modification of models (Ferdinand, 2000; Ghozali, 2006). The indices used to test the feasibility of a model can be seen from the cut off value, as follows.
As part of the validation, all variables are measured using indicators that have been validated by previous research. Product quality is measured using indicators adapted from Yoo and Donthu (2001). Corporate image is measured using indicators adapted from Nguyen and Leblanc (2001). Customer satisfaction is measured using indicators adapted from Huang et al (2014). Loyalty is measured using an indicator adapted from Zena and Hadisumarto (2012). A six-point Likers scale was used for each variable.

3. Discussion

In the first hypothesis, product quality has a positive effect on corporate image. Based on the analysis results, it shows the value of $CR = 6.069 > 1.96$ and with a probability value or $p$-value of 0.000 (**), which is smaller than 0.05 or 5%, then $H1$ can be accepted. This shows that there is a positive direct effect on product quality on corporate image. The products produced by Rans Entertainment are in the form of video content with various types of programs giving a positive impression on the image of Rans Entertainment itself. With a fairly high level of productivity that produces video content 4-5 content per week as well as good audio and visual quality along with creative ideas from an experienced team that gives a positive and significant image.

In the second hypothesis, product quality has a positive effect on customer satisfaction. Based on the results of the analysis, showing a CR value of $5.994 > 1.96$ and with a probability value or $p$-value of 0.000 (**), which is smaller than 0.05 or 5%, then $H1$ can be accepted. This shows that there is a positive direct effect on product quality on customer satisfaction. Customer satisfaction can be defined as a construct and as a special consumer attitude post-purchase phenomenon that reflects how much consumers like or dislike product quality after experiencing it and findings show that product quality on customer satisfaction has a direct effect. It has been explained in the previous discussion that the quality products produced by Rans Entertainment are good enough to make viewers / subscribers of Rans Entertainment get satisfaction by being happy and interested in watching new videos from Rans Entertainment.

In the third hypothesis, the corporate image has a positive effect on customer satisfaction. Based on the analysis results, it shows the value of $CR = 3.288 > 1.96$ and with a probability value or $p$-value of 0.001, which is smaller than 0.05 or 5% then $H1$ is acceptable. This shows that there is a positive direct effect on corporate image on customer satisfaction. A satisfied customer will appear to be maintaining a consistent relationship. In the image that has been formed or in the process, this research found that participants as subscribers have a good impression of Rans Entertainment.
so that it creates a pleasant feeling of watching Rans Entertainment videos and feels no regrets of being Rans Entertainment subscribers. Then a good impression of Rans Entertainment also encourages subscribers to think that Rans Entertainment is professional and productive.

In the fourth hypothesis, the corporate image has a positive effect on loyalty. Based on the analysis results, it shows the value of CR = -2.334 > 1.96 and with a probability value or p-value of 0.020 which is smaller than 0.05 or 5% then H1 can be accepted. This shows that there is a positive direct effect in corporate image on loyalty but it is not significant. Rans Entertainment in terms of forming an image still persists in the personal branding of the figures of Raffi Ahmad and Nagita Slafina, while the influence of personal branding is not the only factor that shapes the image of Rans Entertainment. In addition, as the growth of similar business sectors requires Rans Entertainment to form a more image to distinguish the Rans Entertainment image from other competitors.

In the fifth hypothesis, customer satisfaction has a positive effect on loyalty. Based on the results of the analysis, it shows the value of CR = 8.892 > 1.96 and with a probability value or p-value of 0.000 (***) which is smaller than 0.05 or 5% then H1 can be accepted. This shows that there is a positive and significant direct effect on customer satisfaction on loyalty. In this hypothesis, the Rans Entertainment subscriber is judged to be doing feedback from its satisfaction by taking action by clicking the like button on every video uploaded by Rans Entertainment. Even subscribers also promote the Rans Entertainment video and YouTube channel to other people they know.

4. Conclusion

This research was conducted to analyze the effect of product quality on corporate image, customer satisfaction to increase the loyalty of YouTube Rans Entertainment channel subscribers. To provide advice to corporate management in finding solutions and recognizing and understanding the relationship of product quality to corporate image and customer satisfaction in order to increase loyalty. Product quality has a direct and significant positive effect on corporate image and customer satisfaction on Rans Entertainment customers. Participants responded that the video from the YouTube channel Rans Entertainment formed a good image of Rans Entertainment. Furthermore, participants also stated that they were satisfied with the video from YouTube Rans Entertainment channel.

Then the corporate image has a direct and significant positive effect on customer satisfaction and loyalty on Rans Entertainment customers. Participants’ perception of Rans Entertainment's image gives satisfaction to them while shaping their attitudes and behaviors in loyalty. However, the results of this study reveal that corporate image does not have a significant impact on loyalty.

Furthermore customer satisfaction has a direct and significant positive effect on loyalty on Rans Entertainment subscribers. Participants responded that their satisfaction affected their attitude and behavior towards the YouTube Rans Entertainment channel. Future research can duplicate the theories that exist in this study, of course, with improvements.
References


Measuring YouTube Channel Subscriber Loyalty: The Role of Quality, Corporate Image and Viewer Satisfaction (EMaulana, U Suhud, J Susono, AD Buchdadi, Amiruddin K)


