

## The Mediating Effects of Brand Preference to Customer Satisfaction

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**Abstract:** The purpose of this study is to analyze the influence of brand preference to customer satisfaction (advertiser). Samples consists of one hundred and twenty persons of decision makers of government advertisements programs in various government agencies and state owned companies. Data was collected by using self-completed questionnaire. Structural Equation Modelling used to analyze the indicator variables, latent variables and measurement error variables to determine of causal brand awareness, brand association, brand extension, perceived quality to customer satisfaction through brand preference of Sindo Media (MNC Group). The finding reveals a significant influence on mediated variables. While Brand awareness, Brand association, Brand extension, Perceived quality, has a significant influence on customer satisfaction. That means Brand preference has significant influence to customer satisfaction.

**Keywords:** Brand Awareness, Brand Association, Brand Extension, Perceived Quality, Brand Preference dan Customer Satisfaction.

### INTRODUCTION

The development of a media convergence pattern that has recently been embraced by a number of national press companies seems to be closer to the pattern mentioned by Grant and Wilkinson (2009), which includes technological convergence, multimedia content, ownership, collaboration, and coordination. The same thing done by Group Media Nusantara Citra (MNC) in doing trobosan connection with media convergence that is by giving birth media platform consisting of print media, electronic and online media which synergy and incorporated in Sindo Media. According to MNC Group CEO, Hary Tanoesoedibjo, quoted from Okezone. "Sindo Media has a specificity in terms of content. Each integrated media platform also includes local elements, while still promoting informative content and little entertainment. "

According Dimmick (2003: 4) the survival of a mass media industry can not be separated from the source of life support like a living creature. For the media industry, the source of their life support, namely capital (advertising revenue), *types of content* (media content), and the *types of audiences* (the kind of audience). Based on the concept of media ecology, basically the media industry fight over the three supporting resources. The higher the similarity of support, the higher the competition.

Competition among mass media said Picard in Albaran (1996: 3) said the mass media is an economic institution that connects between production and disseminate media content to consumers. Consumers in the media business here is the audience, the consumer is an important component in the economy. Audiences that influence media companies with media content on offer. Consumers sets value based on individual desires and specific product needs. This process helps consumers to determine the type of media content that can be useful to meet their needs (Albaran, 1996: 22).

In addition to consumers, the business of mass media economy is also influenced by advertising revenue on a media, because the mass media will not be able to survive without the income from advertising.

Picard in Albaran (1996: 27) explains that the unique media industry can be seen from its function as a *dual product market*, meaning that although the media company producing the product but their role in the two parts of the market for goods and services. Fields of goods produce newspapers, magazines, radio, tv, books, or movies. The goods are then marketed to consumers and will be evaluated differently. The second market is media companies doing activities with the sale of advertising. The advertiser will reach the audience through the content offered by the media.

Based on the above background, researchers will conduct research related to integrated media marketing strategy one of which Sindo Media which is part of MNC group in the face of other media competition that has the same business line in increasing the company's revenue through advertising.

## LITERATURE REVIEW

Picard in albaran (1996: 27) explains that the media industry has a *dual function product market*, which means that the media not only produce the goods but also play a role in the services market in this case is the sale of "*Space*" advertising. If it is associated with Dimmick opinion regarding the source of life support media that *capital* (the source of ad revenue), *the type of content* (the type of media content), and *the type of audience* (the audience). In marketing services, media (product) using a marketing strategy to reach a wide audience, which will take effect with advertisers who will use the *space* sold.

Each of these media have their respective strategies in marketing their products through the application of STP (*segmentation, targets and positioning*) which can reach a wide audience, as is done by Sindo Media, with target audiences in the class A and B based on the segmentation of the media focused media Special news so that the positioning of Sindo Media is as media news and informative. Mass media is no longer a channel for marketing communications for products that want to market products through mass media channels, but the media is also a product that can market itself to capture consumers (advertisers) and convince advertisers to conduct marketing activities through the media. Therefore it is essential for the mass media are pursuing the brand equity (*brand equity*).

Brand awareness in this study explained that the initial brand awareness is the foundation of customer knowledge about Sindo Media, where the level of brand awareness starting from the level of recognition (*brand recognition*), then enter the stage of reminders (*brand recall*) and reach the top of the minds of consumers. This stage of *the brand* began to be known and remembered, but of the many *brands* integrated media

customers are expected to have greater knowledge about the *brand* Sindo Media (*brand knowledge*) and mastery of *the brand* are among *brand* competitors (*brand domination*) becomes very important for customers to increase *brand recall*. Furthermore, customers can argue about the *brand* used (*brand opinion*). *Brand Opinion* which will determine the extent to which customers can remember the *brand* Sindo Media among *brands* such as Kompas and Tempo. This is similar in the words quoted Aaker (Chieng Fayrene and Goi Chai Lee, 2011) for a new brand or a niche, recognition becomes important. *Brand* can be famous because the brand in mind and at the height of the customer's mind into something very sensitive and significant. Brand knowledge and opinions about the brand will become a benchmark for consumers considering a *brand* (*brand recall*). Brand knowledge and opinions about the brand will become a benchmark for consumers remember a *brand* (*brand recall*). Brand knowledge and opinions about the brand will become a benchmark for consumers remember a *brand* (*brand recall*).

Written by David Arnold and Addison-Wesley (1992: 142) if the line *extension* is successful then there are 3 main benefits derived from the expansion of the brand, namely:

1. When the familiar elements involved in messaging or positioning new brand new then there is an increasing likelihood of consumers. (We know that the new message is difficult to be accepted in the minds of consumers).
2. The new offer will refresh a brand that already exist of group brand variations. This will increase the number of bids that are under the umbrella of brands (*umbrella brand*) and improve its offering to kosumen.
3. Improved cost-effectiveness of the resources spent to support the family *brand*, as synergies benefit all lines in the achievement and reduce marketing costs.

The benefits of brand extension strategies include equity transfer brand of the parent brand to brand extension and brand extensions to the adverse effects of the parent brand (Keller: 2003). Another benefit of brand extension that is the *reciprocal benefits* given not only to the parent brand, but the category of the product or other expansion. While the loss of the expansion of the brand in general, ie because of inconsistent or their negative association of the brand extension to the parent brand.

*Perceived quality* is another dimension of brand value is very important to choose the goods and services bought Aaker (1991). *Perceived quality* is defined by Zeithaml (1988) as a judgment (perception) of consumers to the benefits of a product as a whole compared with its successor. From the above definition can be concluded that the *perceived quality* can be defined as the overall customer perception of quality or excellence of a product or the quality of services, with regard to what is expected by the customer.

Quoting from Ervan Seferi and Kweek CHong Ling (2013) perceived quality (*perceived quality*) as the overall perception of the customers about the success of the quality of products or services compared with offerings from competitors.

Zeithaml (1988) and Erenkol and Duygun (2010) stated that the quality of the product is different from the *perceived quality* due to the perceived quality is an assessment of the subjective over the buyer of the product. The concept of quality is essentially relative, and depends on the perspective used. Basically there are three quality orientation, namely: (1) the perception of the consumer, (2) The products / services, and (3) process. For the third tangible product orientation can be distinguished, but for a product that is services, products and processes can not be distinguished because it could be the product is the process itself. According to Zeithaml (1988) confirms that the perception of quality can act as a key to influence in determining consumer choice.

Every decision that a customer into buying a product are influenced by various factors, one of the factors that influence the purchase decision is a brand preference (*brand Preference*). Brand preferences are considered important for the company, because it is one indicator of customer loyalty and brand strength of each (Ya-Hui Wang: 2014) while the brand preferences according to Howard dkk quoted from the journal that published the Ya-Hui Wang said brand preference can be seen as attitudes that influence consumer purchase decisions, which then lead to behavioral tendencies which the buyer will choose a particular brand and other brands ignore.

While the concept of brand preference described by Mitchell &Amioku 1985 quoted (Zahra Kashanizadeh: 2014) brand preferences as a set of attributes that lead to brand loyalty. These attributes are categorized into three categories: consumer attributes, attributes of products or services, and market attributes. Brand preferences according to Hellier, *et al*: 2003 in Margaretha, 2008) is the degree to which the consumer requires the services rendered by the company today as the comparison on services provided by other companies with a series of deliberations. So it can be concluded that brand preference is a factor that affects the consumer to choose the brand that corresponds to the desired, brand selection is based on a consideration of the attributes shown of the brand. Brand preference (*brand Preference*) the level of *brand awareness* where the brand is already on *top of mind* of consumers, just that companies need support services for consumer attributes compared to other companies (Hellier, et al: 2003, in Margareth, 2008). The same thing was reemphasized by Samadi: 2007 in Zahra Kashanizadeh: 2014) which states beliefs about product attributes affect consumer to consumer attitudes towards a particular brand and ultimately encourage the tendency of behavior and brand preferences.in Margareth, 2008).

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A strong brand preference has a degree of consumer preference on the brand, the company that developed the *brand Preference* properly will be able to face a competitor, a good preference to provide assurance about the quality of products / services rendered.

Connection in this study how a brand preference created Sindo Media is already able to convince and persuade consumers have a tendency towards the brand so that customers (advertisers) satisfaction of the Sindo brand compared to brands leading competitors such as the Kompas, and tempo.

Satisfaction and dissatisfaction of customers for a product or service as the end of a sales process provides distinctive impact to the behavior of customers for such products. The formation of attitudes and behavioral patterns of customers to purchase and use of products is the result of their previous experience. Customers who enjoy the product will develop attitudes that support the company (*favorable*). Conversely, if the product / service fails to bring performance and not according to what the customer expects, it will cause a negative impression about the products / services (*unfavorable*). Characteristics of attitude that is based on direct experience is an attitude that is usually adopted by the consumers with a greater level of confidence and stronger than seeing the advertising.

Theoretically, Zeithaml et al say there are five dimensions of behavior (Creep, 2014: 239) are: loyalty / fidelity to the company (*loyalty*), the desire to move the product (*switch*), the willingness to pay (*willingness to pay more*), the response of the external environment on problem solving (*external response to the problem*), and the response of the internal environment of the settlement of the problem (*internal response to the problem*). willingness to pay more (*willingness to pay more*), the response of the external environment on problem solving (*external response to the problem*), and the response of the internal environment of the settlement of the problem (*internal response to the problem*). willingness to pay more (*willingness to pay more*), the response of the external environment on problem solving (*external response to the problem*), and the response of the internal environment of the settlement of the problem (*internal response to the problem*).

## METHOD

This study of samples taken with consumers (advertisers) who never advertise in Sindo Media least 2x advertise. Samples to be tested are advertisers who are from the category of government (ministry, local government, or state-owned), because ads from this category has grown quite rapidly. As quoted (Marketeers.com, 2016) reports *Nielsen Advertising Spending Growth in 2015*, governments and political organizations are in first place as the largest advertising shopper reaches Rp 7.37 trillion. This amount exceeds even any category ad spending on television. Another reason determining the sample in the category of government, Researchers see the government have a responsibility to disseminate information related to government performance and relation to the service to the wider community. So that needs publicity and communication activities undertaken significant and sustainable.

Analysis of the data using SEM models, according to Ferdinand (2006) the number of samples to be tested is between 100-200, or depending on the number of parameters / indicators used in all latent variables, ie the number of parameter multiplied by 5 to 10. This study uses 21 indicators / parameter so using an estimate of the number of samples is 105-210 respondents. While the sampling method used is purposive sampling method (*purposive sampling*). *Purposive sampling* which aims to subjectively choose samples. This was done because researchers have examined that the information needed can be obtained from certain target groups who are able to provide the desired information for their own and meet the criteria specified by the researcher (Ferdinand, 2006).

Purposive sampling method chosen to determine the respondents representative of the research, respondents who referred to an advertiser from Sindo Media and the respondents never advertise in Sindo Media in the category of government. Respondents were defined by researchers as much as 105-210 respondents. Based on the calculation of respondents with an error rate of 5% of researchers, and questionnaires addressed directly to the respondents Sindo Media. Respondents were selected, namely those who work and are associated with public relations activities, information and community services in an organization of the Ministry / Institution State, local governments and state enterprises.

It is an analysis that is used to discuss and explain the results of research on a variety of symptoms or cases which can be described by using the particulars as measured by numbers and require clear and translation. Based on the variables measured in this study, this study used data analysis and processing techniques using Structural Equation Model

(SEM) of a statistical package LISREL. Analysis using SEM techniques that SEM play a variety of roles, including as a system of simultaneous equations, linear causal analysis, path analysis (*path analysis*), *analysis of covariance structure* and structural equation modeling. (Setyo, 2015). Research using SEM say Gujarati (1995, in Setyo, 2015:12) that provides simultaneous information on the causal relationships between the variables, as well as provide information about the load factor and errors of measurement. Test matches and match more detailed examination can be summarized in the table according to Vitello (1997) quoted Setyo (2015) are as follows:

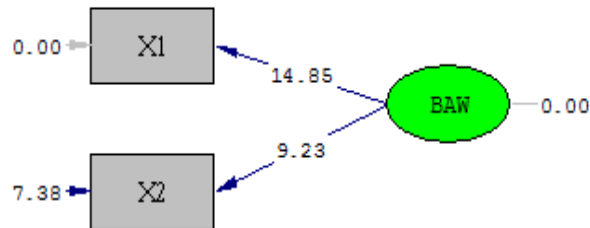
GOF size	Compatibility level Acceptable
ABSOLUTE-FIT Measures	
Statistics Chi-Square ( $X^2$ )	Following statistical tests relating to significant requirements. The smaller the better.
Non-centrality parameter (NCP)	Expressed in terms of the specifications of the Chi-Square. The assessment is based on a comparison with other models. The smaller the better.
Scaled NCP (SNCP)	NCP expressed as the average difference every observation in the context of the comparison between models. The smaller the better.
Goodness-of-Fit Index (GFI)	Values ranged from 0-1, with higher values are better value. $GFI \geq 0.90$ is a <i>good fit</i> , while the $GFI \leq 0.80 < 0.90$ was <i>marginal fit</i> .
Root Mean Square Residual (RMR)	Residual average between matrix (correlation or covariance) were observed, and the results of the estimation. Standardized $RMR \leq 0.05$ is a <i>good fit</i> .
Root Mean Square Error of Approximation (RMSEA)	The average difference per <i>degree of freedom</i> which is expected to occur in the population and not in the sample. $RMSEA \leq 0.08$ is a <i>good fit</i> , while $RMSEA > 0.05$ is a <i>close fit</i> .
Single Sample Cross-Validation Index / Expected Cross Validation Index (ECVI).	Used for comparison between models. The smaller the better. In a single model, ECVI value of the model approaches the <i>saturated ECVI</i> showed <i>good fit</i> .
FIT Incremental Measures	
Tucker-Lewis Index or Non-normed Fit Index (TLI or NNFI)	Values ranged from 0-1, with higher values are better. $TLI \geq 0.90$ is a <i>good fit</i> , while $\leq 0.08$ $TLI < 0.90$ was <i>marginal fit</i> .

Normed Fit Index (NFI)	Values ranged from 0-1, with higher values are better. $NFI \geq 0.90$ is a <i>good fit</i> , while $\leq 0.08$ $NFI < 0.90$ was <i>marginal fit</i> .
Adjusted Goodness of Fit Index (AGFI)	Values ranged from 0-1, with higher values are better. $AGFI \geq 0.90$ is a <i>good fit</i> , while $\leq 0.08$ $AGFI < 0.90$ was <i>marginal fit</i> .
Relative Fit Index (RFI)	Values ranged from 0-1, with higher values are better. $RFI \geq 0.90$ is a <i>good fit</i> , while $\leq 0.08$ $RFI < 0.90$ was <i>marginal fit</i> .
Incremental Fit Index (IFI)	Values ranged from 0-1, with higher values are better. $IFI \geq 0.90$ is a <i>good fit</i> , while the $IFI \leq 0.08 < 0.90$ was <i>marginal fit</i> .
Comparative Fit Index (CFI)	Values ranged from 0-1, with higher values are better. $CFI \geq 0.90$ is a <i>good fit</i> , while the $CFI \leq 0.08 < 0.90$ was <i>marginal fit</i> .
FIT PARSIMONIOUS Measures	
<i>Parsimonious index (PGFI)</i>	<i>Goodness-of-fit</i> The specification of GFI, where a higher value indicates a greater parsimony, this measure is used for comparisons between models.
<i>Normed Chi-Square</i>	The ratio between the Chi-Square divided <i>degree of freedom</i> . Suggested value: lower limit 1.0, the upper limit of 2.0, or 3.0 and looser 5.0
<i>Parsimonious normed Fit Index (PNFI)</i>	A high value indicates a better match, only used for comparisons between alternative models.
<i>Akaike Information Criterion (AIC)</i>	Smaller positive value indicates better parsimony, used for comparisons between models. In a single model, AIC value of the model approaches the <i>saturated AIC</i> shows <i>good of fit</i> .
<i>Consistent Akaike Information Criterion (CAIC)</i>	Smaller positive value indicates better parsimony, used for comparisons between models. In a single model, CAIC value of the model approaches the saturated CAIC shows good of fit.
OTHER GOFI	
Critical "N" (CN)	$CN \geq 200$ indicates sufficient sample size to be used to estimate a satisfactory model of compatibility or good.

## ANALYSIS AND RESULT

### a. Validity Analysis of Measurement Model

#### 1. Check out the t-value

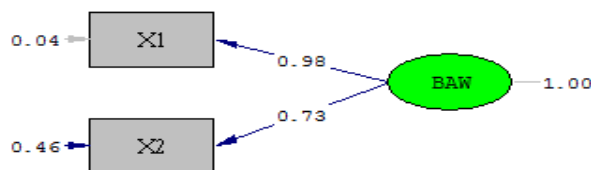


Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

**Figure 1.** Path *Brand Awareness* (t- value  
Source: *Output LISREL 8.80* Processed Researcher

Based on the results *output LISREL 8.80* above can be seen that the measurement equation for the coefficient of *Brand Awareness* of each indicator has a *t-value*  $\geq 1.96$ , which means that the indicators *Brand Awareness* all valid and statistically significant with a significance level of 5%. and there should be no discharge indicator.

#### 2. Checking the value of the standardized loading factor ( $\lambda$ )



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

**Figure 2.** Path *Brand Awareness* (Standardized Solution)  
Source: *Output LISREL 8.80* Processed Researcher

Based on the above figure can be seen that *the standardized loading factor* ( $\lambda$ ) variable indicator of the most dominant in the variable *Brand Awareness* is X1 or the statement " *Recognition* " as seen from the value of the standardized loading factor of 0.98.

### b. Compatibility Test Measurement Model

#### Output lisrel Goodness of Fit *Brand Awareness*



Degrees of Freedom = 0  
 Fit Function Minimum Chi-Square = 0.0 (P = 1.00)  
 Normal Weighted Least Squares Theory Chi-Square = 0.00 (P = 1.00)  
*The model is Saturated, the Fit is Perfect!*

Source: *Output LISREL 8.80 Processed Researcher*

Based on the results of the LISREL output above we can see that the model measured showed a perfect match (*Perfect fit*) because all indicators of goodness of fit (GOF) has a value corresponding to its range.

c. **Analisis Realibility Model**

**Table 1.** Reliability *Brand Awareness*

Indicator	SLF	Error	construct Reliability			
			$\Sigma$ SLF	$\Sigma$ (SLF) <sup>2</sup>	$\Sigma$ error	value CR
<i>brand Awareness</i>						
X1	0.98	0.04	1.71	2.92	0.51	<b>0.85</b>
X2	0.73	0.47				

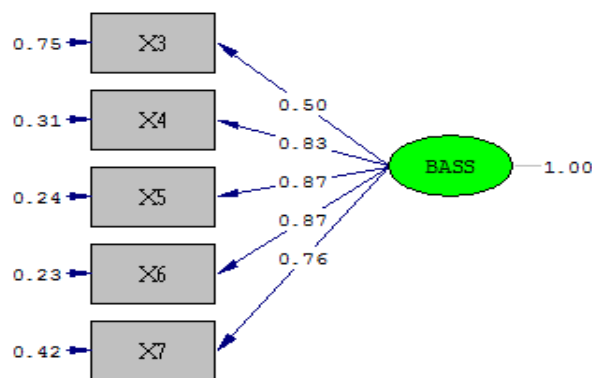
Source: *Output LISREL 8.80 Processed Researcher*

According Hair (1998), good reliability requirement is if it has a value of *Construct Reliability*  $\geq 0.70$ . 4:13 of calculation in the table above, it can be seen that the value of *the construct reliability* overall in *Brand Awareness* is  $0.85 > 0.70$ . This shows that the reliability of these measurements both the model and construct *Brand Awareness* is supported by the data obtained.

**Latent Brand Associate**

a. **Validity Analysis of Measurement Model**

1. Check out the t-value



Chi-Square=7.83, df=5, P-value=0.16599, RMSEA=0.069

**Figure 3.** Path Brand Associate (*t-value*)

Source: *Output LISREL 8.80 Processed Researcher*

Based on the results *output LISREL 8.80* above can be seen that the measurement equation for the coefficient *Brand Associate* at each indicator has a *t-value*  $\geq 1.96$ , which

means that the indicators *Brand Associate* at all valid and statistically significant with a significance level of 5%. and there should be no discharge indicator.

2. Checking the value of the standardized loading factor ( $\lambda$ )

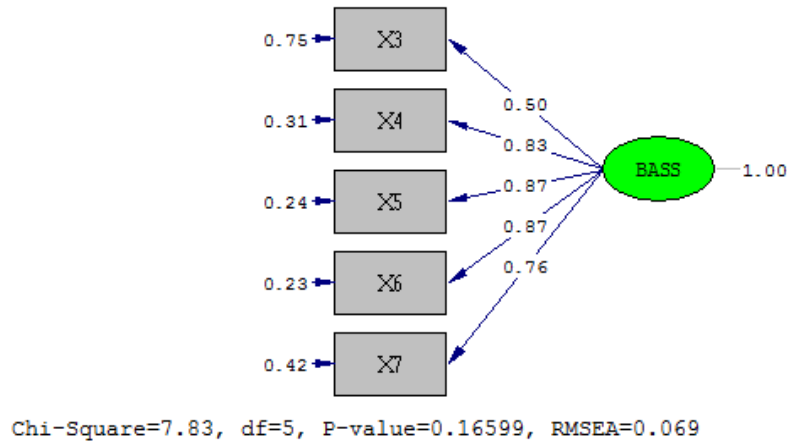


Figure 4. Path *Brand Associate* (Standardized Solution)

Based on the above figure can be seen that the standardized loading factor ( $\lambda$ ) variable indicator of the most dominant in the variable *Brand Associate* is X5 and X6 or the statement "uniqueness" and "relevance" as seen from each have the value of the standardized loading factor of 0, 87.

b. Compatibility Test Measurement Model

Table 2. Goodness of Fit *Brand Associate*

size GoF	Value	level Compatibility
Statistics Chi Square ( $\chi^2$ )	7:23	Good Fit
Standardized Root Mean Square Residuan (SRMR)	0 028	Good Fit
Root Mean Square Error of Approximation (RMSEA)	0.069	Good Fit
Non-normed Fit Index (NNFI)	0.99	Good Fit
Normed Fit Index (NFI)	0.98	Good Fit
Relative Fit Index (RFI)	0.97	Good Fit
Incremental Fit Index (IFI)	0.99	Good Fit
Comparative Fit Index (CFI)	0.99	Good Fit

Source: *Output LISREL 8.80 Processed Researcher*

According to the table above we can see that the value SRMR is 0028, this value is in the range of less than 0.05, which means it is a *good fit*. Chi Square value into the category

of *Good fit* because its value is less than the threshold. NNFI, NFI, IFI and CFI all worth > 0.90, this means that everything can be categorized as *good a fit* as well as the value of RMSEA less than 0:08 . So, overall it can be concluded that the model measured showed a good fit ( *good fit* ).

**Hypothesis testing.** As already described in previous chapters, in this study there are 9 (five) hypothesis on direct influence. Analysis of hypothesis testing is performed with a significance level of 5%, resulting in a *critical t-value* of  $\pm 1.96$ . The hypothesis is accepted if the *t-value* obtained  $\geq 1.96$ , while the hypothesis is not supported if the obtained t-value  $< 1.96$ . The following is a table of the overall hypothesis testing to answer the following questions:

**Table 3.** Hypothesis Testing Research Model H1-H9

Hypothesis	Statement	T-Count	T-Table	Information
H <sub>1</sub>	<i>Brand Awareness to Brand Preference</i>	2,27		significant
H <sub>2</sub>	<i>Brand Assosiate to Brand Preference</i>	3.73		significant
H <sub>3</sub>	<i>Brand Extension to Brand Preference</i>	3.61		significant
H <sub>4</sub>	<i>Perceived quality to Customer Satisfaction</i>	2.33		significant
H <sub>5</sub>	<i>Brand Awareness on Customer Satisfaction</i>	2.74		significant
H <sub>6</sub>	<i>Brand Assosiate to Customer Satisfaction</i>	3.11	1.96	significant
H <sub>7</sub>	<i>Brand Extension on Customer Satisfaction</i>	3.82		significant
H <sub>8</sub>	<i>Perceived quality to Customer Satisfaction</i>	2.02		significant
H <sub>9</sub>	<i>Brand Preference towards Customer Satisfaction</i>	3.19		significant

**Effect of Direct, Indirect and Total.** Analysis of the effect of direct, indirect and total used to see the effect of inter-constructs. The direct effect is the coefficient of all the lines with arrows one end. The indirect effect is the effect that arises through intermediate variable. While the total effect is the effect of the various relationships, the effect of direct, indirect and total based on the image below:

**Figure 4.** Structural Model (standardized Solution)

Variable	Direct Impact	Indirect Influence	Total
BAW – KP	0.20	0.058	0.258
BASS –KP	0.22	0.058	0.278
BEX –KP	0:31	0:00 9	0:31 9
PQ –KP	0.15	0:06 1	0:21 1

Source: *Output LISREL 8.80 Processed Researcher*

From the output of LISREL 8.80 for the structural model (Standardized Solution), the following is a table of the effect of direct, indirect and total processed researchers:

## DISCUSSION AND CONCLUSION

**Brand Extension to the Customer Satisfaction.** Variable *brand extension* has a direct effect by 31% (0.31) to customer satisfaction, the higher knowledge of advertisers on the network and information on Sindo Media, the customer satisfaction with *the brand* holding higher. In line said by Keller (2003) which says that the brand extension is consistent with the parent brand image, it will increase customers' confidence in the parent brand. Customers / advertisers who feel the impact of advertising on Sindo Media in accordance with what is expected is a positive thing, look at the table total effect, that the *brand extension* has a high impact on customer satisfaction which is the total of the effects of direct and indirect amounted to 31.9% (0.319). However, the variable of *brand extension* has no direct influence on customer satisfaction brokered *brand Preference* magnitude is very small at 0.9% (0.009). In this study indicate that the brand preferences of Sindo Media considered still low, which resulted in the tendency of advertisers to choose specific brand / other media that have the same network (*extension*). If a brand preference in this study is high, then customer satisfaction Sindo Media brands will be higher as well. In this study indicate that the brand preferences of Sindo Media considered still low, which resulted in the tendency of advertisers to choose specific brand / other media that have the same network (*extension*). If a brand preference in this study is high, then customer satisfaction Sindo Media brands will be higher as well. In this study indicate that the brand preferences of Sindo Media considered still low, which resulted in the tendency of advertisers to choose specific brand / other media that have the same network (*extension*). If a brand preference in this study is high, then customer satisfaction Sindo Media brands will be higher as well.

b. **Brand Associate to Customer Satisfaction**

*Brand associate* have a direct impact on customer satisfaction by 22% (0.22), the higher the degree of brand association Sindo then the satisfaction of advertisers towards *brand* Sindo also higher. The indirect effect of *brand associate* brokered *brand Preference* for 5.08% (0.0508), meaning that the *brand Preference* shown by Sindo Media is quite low, so the effect on customer satisfaction Sindo Media, the same opinion expressed by Hellier, et al: 2003 expressed a preference brand is factors that influence consumers to choose a brand that will be selected based on consideration of one of them is the attributes shown by the brand. Advertisers in choosing the media would do a variety of specific considerations to determine which media are selected. Things look different from the effects which the value of the overall total being built larger construct that is equal to 27.8% (0.278).

c. **Brand Awareness against Customer Satisfaction**

*Brand awareness* is based on the results of the tables are processed by the researchers showed a value of 20% (0.20), the higher the *awareness* created by the company the customer satisfaction will also be higher. While the indirect effect of *brand awareness* has the same value as the *brand associate* is 5.08% (0.0508), meaning that the *brand awareness* of Sindo has the *awareness* is low, so *Preference* is also low and the effect on customer satisfaction / advertiser. According (Hellier, et al: 2003 in Margareth, 2008) said the *brand Preference* is one level of *brand awareness*, or brand already on the *top of mind* of consumers, in this case the researchers assessed Sindo Media still has the *awareness* that is lower than that of the parent brand MNC Media. The net effect is constructed from whole construct has a value of 25.8% (0.258) and is lower than the *brand associate*, it can be said that the *awareness* of Sindo Media is very less. In this case the researchers assessed Sindo Media still has the *awareness* that is lower than that of the parent brand MNC Media. The net effect is constructed from whole construct has a value of 25.8% (0.258) and is lower than the *brand associate*, it can be said that the *awareness* of Sindo Media is very less. In this case the researchers assessed Sindo Media still has the *awareness* that is lower than that of the parent brand MNC Media. The net effect is constructed from whole construct has a

value of 25.8% (0258) and is lower than the *brand associate*, it can be said that the *awareness* of Sindo Media is very less.

d. **Perceived quality to Customer Satisfaction**

*Perceived quality* is customer ratings for the quality of goods / services, while the results of this study indicate that the *perceived quality* has a direct impact is smaller than the other variables, the value of the effect of *perceived quality* by 15% (0:15) on customer satisfaction shows that *perceived quality*, the higher the top-quality services and products will be higher the customer satisfaction. While the indirect effect of *perceived quality* is higher than other variables, namely 6.1% (0061), is not directly *perceived quality* of high coupled with high brand preference will also affect customer satisfaction. *Perceived quality* with regard to what is expected by the customer, and is highly subjective and brand preference by (Samadi: 2007, in Zahran Kashanizadeh: 2014) is the consumer confidence of product attributes that will affect the attitude of consumers towards the brand, which in turn encourages behavioral tendencies, In this study, researchers looked advertisers choose *brand* Sindo Media factors or attributes that are inside one of them is by bundling media (integration) so that the *brand* Sindo Media can convince and encourage advertisers tend to advertise in Sindo than competitors kind and feeling of satisfaction with the service and products provided. The total effect of the construct formed by 21.1% (0,211) and is smaller than the value Paing other variables.

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