



THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION YOTTA PALOPO CITY

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Abstract

This study aims to determine the effect of product quality and brand image on consumer loyalty through Yotta Palopo customer satisfaction. This research is a quantitative research, the data used is primary data, namely data obtained from distributing questionnaires to research objects. The population in this study are consumers who have purchased products at Yotta Palopo City. The sampling technique used purposive sampling with a total sample of 100 respondents. The analytical method used in this study is regression analysis via SPSS version 2.3. The results of the study show that (1) product quality has a positive and significant effect on consumer satisfaction Yotta Palopo City; (2) brand image has a positive and significant effect on consumer satisfaction Yotta Palopo City; (3) product quality has no significant effect on customer loyalty Yotta Palopo City; (4) brand image has a positive and significant effect on customer loyalty Yotta Palopo City; (5) customer satisfaction has a positive and significant effect on customer loyalty Yotta Palopo City; (6) product quality has a positive and significant effect on customer loyalty through Yotta Palopo City customer satisfaction; and (7) brand image has a positive and significant effect on customer loyalty through Yotta Palopo City customer satisfaction (5) customer satisfaction has a positive and significant effect on customer loyalty Yotta Palopo City; (6) product quality has a positive and significant effect on customer loyalty through Yotta Palopo City customer satisfaction; and (7) brand image has a positive and significant effect on customer loyalty through Yotta Palopo City customer satisfaction (5) customer satisfaction has a positive and significant effect on customer loyalty Yotta Palopo City; (6) product quality has a positive and significant effect on customer loyalty through Yotta Palopo City customer satisfaction; and (7) brand image has a positive and significant effect on customer loyalty through Yotta Palopo City customer satisfaction

Keywords: Product Quality, Brand Image, Customer Loyalty, and Consumer Satisfaction

A. PRELIMINARY

In the era of globalization, business competition is becoming increasingly sharp both in the domestic (national) and international markets. The development of a dynamic and competitive business world requires companies to make changes. One of the important things that every company needs to do and pay attention to is attracting customers and being able to retain these customers. Quality has a close relationship with consumer satisfaction. Quality will encourage consumers to

establish close relationships with companies, brands can also help companies to expand product lines and develop specific market positions for a product.

The stronger the brand image in the minds of customers, the stronger it will be also the confidence of customers to remain loyal or loyal to the products they buy so that this can lead a company to continue to benefit from time to time. Yotta is a local brand from Makassar that is involved in the dairy beverage business. Yotta really maintains the quality of its products by using premium ingredients. Until now, Yotta already has several branches in other regions and is one of the favorite beverage brands among students.

B. RESEARCH METHODS

1. Research design

In this study researchers used a quantitative approach. This approach was chosen because it is a type of research that has its specifications, namely systematic, planned and clearly structured from the beginning to the research design, both regarding research objectives, research subjects, research objects, data samples, data sources and methodology.

2. Population and Sample

The population in this study are consumers who have made purchases at Yotta outlets in Palopo city. This study used a purposive sampling technique where the sample was selected from the population at the request of the researcher, because the population in this study was large and infinite (infinite) to calculate the sample size using the Cochran formula.(Yulia Shavika, 2018). Based on the calculation above, the number of samples in this study was 96.04 respondents, which was then rounded up to 100 respondents.

3. Method of collecting data

Data collection in this study was carried out using an open questionnaire where respondents were asked to answer questions by selecting answers that had been provided using a Likert scale which contained five levels of answer choices regarding respondents' agreement with the statements put forward. Respondents filled out statements via the Google Form link which were distributed via social media.

4. Data analysis technique

The statistical data collected is generally random and raw, then the data is summed up regularly and the survey results that have been obtained are included in the data tabulation processed using SPSS version 2.3 software, which is an analysis of structural equations based on variance which can simultaneously test the measurement model as well as test the model. structural.

C. ANALYSIS AND DISCUSSION

1. Validity test

Table 1 Validity Test

Variable	Items	Correlation coefficient	r Table	Information
<i>Product quality</i>				
X1	X1.1	0.795	0.165	Valid
	X1.2	0.661		
	X1.3	0.694		
	X1.4	0.753		
	X1.5	0.701		
	X1.6	0.737		
	X1.7	0.789		
<i>Brand Image</i>				
X2	X2.1	0.718	0.165	Valid
	X2.2	0.668		
	X2.3	0.710		
	X2.4	0.763		
	X2.5	0.719		
	X2.6	0.735		
	X2.7	0.730		
<i>Customer loyalty</i>				
Y	Y.1	0.737	0.165	Valid
	Y.2	0.769		
	Y.3	0.602		
	Y.4	0.598		
	Y.5	0.571		
<i>Consumer Satisfaction</i>				
Z	Z.1	0.790	0.165	Valid
	Z.2	0.772		
	Z.3	0.851		
	Z.4	0.835		
	Z.5	0.750		

Source: processed data (2022)

2. Reliability Test

Table 2 Reliability Test

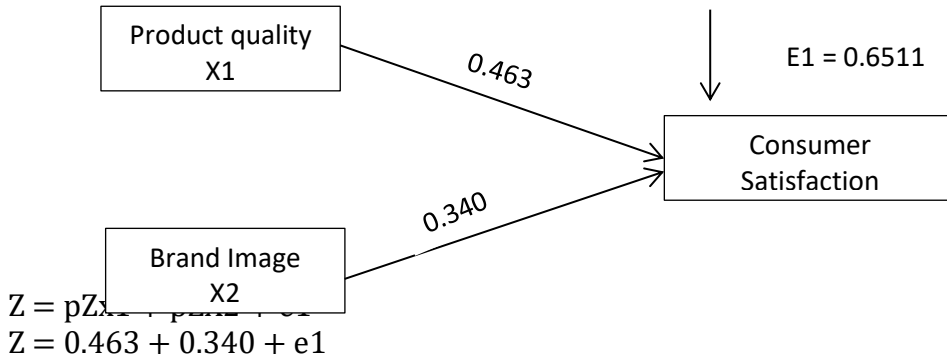
Variable	Reliability Coefficient	Test results
Product quality	0.885	reliable
Brand Image	0.842	reliable
Customer loyalty	0.664	reliable
Consumer Satisfaction	0.857	reliable

Source: processed data (2022)

1.1. Path Analysis

Model I line

Figure 1 Path Analysis Model I



Model II line

Figure 2 Path Analysis Model II

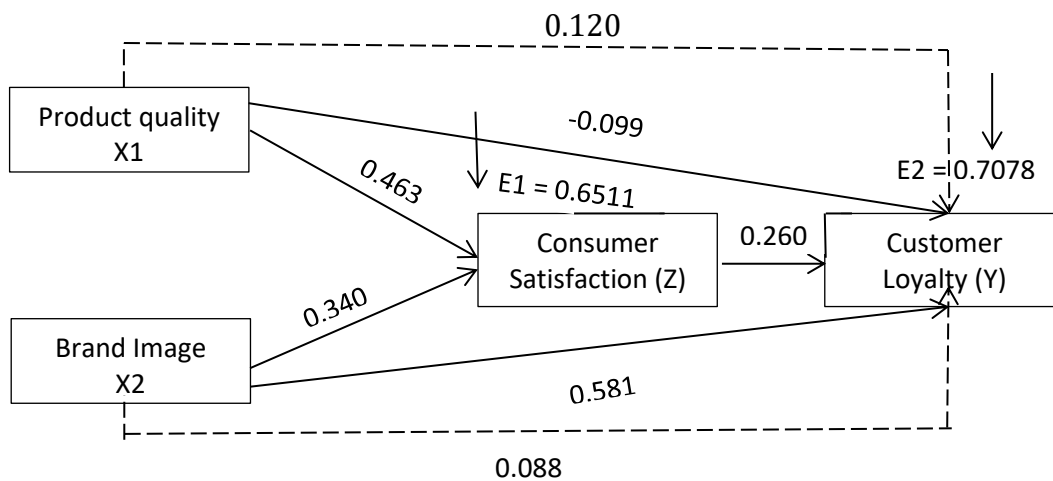


Table 3
Direct, Indirect and Total Effects Between Variables

Variable	Influence		
	Live	Q. direct	Total
X1 against Z	0.463	-	0.463
X2 against Z	0.340	-	0.340
X1 against Y	-0.099	-	-0.099
X2 against Y	0.581	-	0.581
Z against Y	0.260		0.260
X1 to Y through Z	-0.099	(0.463 x 0.260) = 0.120	0.021
X2 to Y through Z	0.581	(0.340 x 0.260) = 0.088	0.669

Source: processed data (2022)

1.2. Sobel test

Table 4
Sobel test

Variable	Absolute Z Value	Significance
The influence of X1 on Y through Z	2.507 > 1.96	Significant
The influence of X2 on Y through Z	2.389 > 1.96	Significant

Source: processed data (2022)

1. Effect of Product Quality on Consumer Satisfaction

From the results of data analysis it is known that there is a significant influence between product quality on consumer satisfaction, proven to be accepted with a t-value of 4,366 which is greater than the t-table value of 1,660 and a significance value of 0,000 <0.05. This study shows that product quality is one of the things that can provide motivation to consumers or customers to create a bond with the company.

Therefore, knowing the level of customer satisfaction first needs to know the quality of Yotta products. Consumer satisfaction will arise after gaining experience with the quality of the product they buy. From the answers of the respondents, the researchers were able to show the results that consumers were happy and satisfied with the product quality of Yotta Palopo City so that product quality had a positive and significant influence on consumer satisfaction.

2. The Effect of Brand Image on Consumer Satisfaction

From the results of data analysis it is known that there is a significant influence between brand image on consumer satisfaction, proven to be accepted with a t-value of 3,208 which is greater than the t-table value of 1,660 and a significance value of 0.002 <0.05. The results of this study are in line with the results of previous research conducted by Supriyadi and Marlien (2013) which stated that there is a positive and significant influence between brand image on satisfaction. Brand image (Brand Image) plays an important role in the development of a brand because brand image concerns the reputation and brand credibility of a company's products.

Yotta's brand image has a positive impact on some consumers because it is able to provide satisfaction to its customers, thereby increasing the attractiveness of consumers to buy Yotta products. It can be interpreted that a brand that has a good value in the eyes of customers can affect customer satisfaction. Therefore, companies must create attractive, easy-to-remember brands and describe product benefits according to the wishes and needs of consumers. Customer perceptions of a good brand image can be a consideration for consumers in buying.

3. Effect of Product Quality on Customer Loyalty

From the results of data analysis it is known that there is no significant effect between product quality and customer loyalty, because the t-count value of -0.782 is smaller than the t-table value of 1.660 and the significance value is $0.436 > 0.05$. This is an indication if there is an increase or decrease in the quality of Yotta products which has an impact on customer loyalty due to several determining factors including consumers just trying and not repurchasing and consumer perceptions regarding the taste of drinks that are different. Even though product quality is very good, factors such as poor service quality cause disloyal customers so that consumers will look for other, more satisfying alternatives.

This research is in line with Kusumawati (2014) regarding, "The effect of product quality and service quality on customer satisfaction in forming customer loyalty (study on Mc.Donald's MT. Haryono Malang customers) there are research results which state that product quality has no significant effect on customer loyalty in terms of this is proven through test results where the probability value (p-value) of 0.953 is greater than the significance value of 0.05 indicating insignificant results. In conclusion, product quality must always be controlled and improved in order to create and maintain consumer bonds with companies that are formed in customer loyalty.

4. The Effect of Brand Image on Customer Loyalty

From the results of data analysis it is known that there is a significant influence between brand image on customer loyalty, proven to be accepted with a t-value of 4,767 which is greater than the t-table value of 1,660 and a significance value of 0,000 < 0.05 . Brand image can be formed directly through consumer experience from contact with products, brands, target markets, or situations of direct and indirect use through advertising and communication.

This is also supported by previous research by Tutut Ratna (2018) The effect of product quality and brand image on Iphone Smartphone User Loyalty (Study on Business Communication Faculty Students at Telkom University regarding brand image variables on loyalty, it is concluded that the results of the t count calculation are 5.064 which greater than t table, namely 1.9845 with a significance level of less than 0.05 reinforced by a coefficient of determination test of 19.9% which indicates that the loyalty variable can be explained by the loyalty variable of 19.9%.

5. Effect of Consumer Satisfaction on Customer Loyalty

From the results of data analysis it is known that there is a significant influence between consumer satisfaction on customer loyalty, proven to be accepted with a t-count value of 2.344 which is greater than the t-table value of 1.660 and a significance value of 0.021 < 0.05 . Based on research by Dewi Kurniawati (2014), it shows that customer satisfaction has a positive and significant effect on customer loyalty. Satisfaction is the final effect of a purchase, which is defined as an attitude and intention to behave in the future, and is channeled through things such as a commitment to buy the company if you need its product, a commitment to provide recommendations to others by telling other things. positive attitude about the company and willingness to pay a high price (cost burden).

6. Indirect Effect of Product Quality and Brand Image on Customer Loyalty Through Consumer Satisfaction

From the results of the research that has been done, it shows that the effect of product quality on customer loyalty directly has an influence of -0.099 which is smaller than the indirect effect through customer satisfaction with a value of 0.120. And the results of research on product quality on loyalty through satisfaction obtained conclusions from calculations through the Sobel test with the result of a t statistic of 2.507 which is greater than the absolute Z of 1.96, while the direct effect of brand image on loyalty is 0.581 greater than the indirect effect through satisfaction consumers with a value of 0.088. And the results of research regarding brand image on loyalty through satisfaction obtained conclusions from calculations through the Sobel test with the result of t statistic 2.

This states that the quality of products and brands can bring people to be what they expect or dream of through media that can truly inspire them and be responsive to customer needs. How quickly a brand is present in the lives of customers is mostly influenced by the personality of the company concerned and the company's commitment to satisfying the emotional needs of customers (Kertajaya, 2016).

D. CONCLUSION

Based on the research that has been done and the results of data analysis that has been processed to find out the effect of product quality and brand image on customer loyalty through Yotta Palopo consumer satisfaction. The conclusion of this study is that product quality has a positive and significant effect on customer satisfaction Yotta Palopo City, brand image has a positive and significant effect on customer satisfaction Yotta Palopo City, product quality has no significant effect on customer loyalty Yotta Palopo City, brand image has a positive and significant effect on customer loyalty Yotta Palopo City, consumer satisfaction has a positive and significant effect on customer loyalty Yotta Palopo City,

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