The Influence Of Brand Image And Product Quality On Loyalty Through Customer Satisfaction As An Intervening Variable For Customers Of Almeeraakyla Pekanbaru

Silvi Permata Putri[1*] **, Syaefulloh**[2]
[1]Faculty of Business Economics, Islamic University of Riau, silvipermataputri231@student.uir.ac.id
[2]Faculty of Economics and Business, Islamic University of Riau, syaefulloh@eco.uir.ac.id

[*]Corresponding Author: silvipermataputri231@student.uir.ac.id

Abstract: The research aims to understand: (1) The influence of brand image on customer loyalty with consumer satisfaction, (2) The influence of product quality on customer loyalty with consumer satisfaction, (3) The influence of brand image on customer loyalty, (4) The influence of product quality on consumer loyalty, and (5) The influence of consumer satisfaction on customer loyalty. The method of this research activity is quantitative. The population in this research activity is consumers who buy and consume Almeeraakayla products in Pekanbaru City with a sample of 100 people. The technique used in analyzing the data is Path analysis. With the results of the research, namely the Brand Image variable (X1) has a positive and significant influence on customer loyalty (Y) through consumer satisfaction (Z). The Product Quality variable (X2) has a positive and significant influence on customer loyalty (Y) through consumer satisfaction (Z). The Brand Image variable (X1) has a positive and significant influence on customer loyalty (Y). The Product Quality variable (X2) has a positive and significant influence on customer loyalty (Y)

Keywords: Brand image, Product quality, Consumer satisfaction, Customer loyalty.

INTRODUCTION

Every company has a brand that can help the company to expand its product line and develop its market position so that the company can continue to grow and survive in the strong business competition, there is one way, namely forming a Brand Image So that the company can win the hearts of customers where customers will stick with a product if consumers are satisfied with the product. Quality is the most basic thing for consumer satisfaction and success in competing. In fact, quality is something that should be for all sizes of companies and for the purpose of showing consumers that they are able to find expectations for higher quality.

Rapid economic growth has led to very tight competition, especially for similar companies. Therefore, in this situation, every company must follow a change in politics, economics, social and culture. This makes competition between companies increasingly tight and every company does not want to fail in running its business. Shoes and sandals are part of the primary human needs that must be met, with the existence of various brands of sandals and

shoes, consumers are given many choices in determining which brand of sandals or shoes they like and of course according to their budget (Dimas, et al., 2023:204).

Companies are required to be able to satisfy consumer needs and desires in market competition. Business actors must be able to satisfy consumer needs and desires in order to increase income. The increase in new innovations has resulted in tight competition in this business. So that it requires business actors to be able to maximize the performance of their company in order to compete in the market (Dewi, 2021:366).

One of the business actors who are in the midst of tight competition at this time is Tokoh Almeeraakyla who is in Pekanbaru. Experiencing a decline in sales, due to the many companies that market products with the latest brands that make the competition very tight between companies. Moreover, added to the many who make similar products, this makes each company try so that the products made can compete in the market.

Almeeraakyla figures need to be aware of the tight competition in the market because every day competing companies are increasingly creative and innovative. Brand image and product quality and customer loyalty as one of the benchmarks of a company's success in marketing its products because if these are good consumers are satisfied with the brand, product quality indirectly results in higher sales levels. According to Kotler and Keller (2018) stated that satisfaction is a customer response or assessment that arises with the results felt related to the product or service purchased › according to expectations or hopes. According to Tjiptono (2016) stated that customer satisfaction or dissatisfaction is a customer response to the evolution of inconsistencies or disconfirmations felt between previous expectations and the actual performance of the product felt after its use. Lovelock and Wright (2010) stated that customer satisfaction is an emotional reaction of customers after purchasing which can be in the form of anger, dissatisfaction, irritation, neutrality, joy or pleasure. There are several factors that influence customer satisfaction, namely brand image, product quality, and customer loyalty.

The first factor Brand image is a brand that must be based on strong planning and marketing and not carelessly, because there is an indirect commitment to consumers. This is intended for brand imaging to remain known to the public. The most important part of brand imaging is consistent marketing. This is also supported by product quality that has overall advantages based on subjective customer evaluations. Not only brands can determine customer satisfaction, but product quality is also a factor for consumers in deciding to purchase (Eka, et al., 2020:233).

The second factor Quality is one of the most important marketing tools. Product quality is an understanding that the product offered by the seller has a higher selling value that is not owned by competing products. Therefore, the company tries to focus on product quality and compare it with products offered by competing companies. Consumers will like and feel satisfied buying products that offer the appropriate quality (Eka, et al., 2020:233).

The third factor is loyalty, Kotler and Keller (2018) stated that loyalty is a deeply held commitment to buy or support a preferred product or service again in the future even though the influence of situations and marketing efforts have the potential to cause customers to switch. Consumer loyalty is a consumer's effort to remain loyal with awareness, a strong impression of quality, satisfaction and pride in a product followed by repeat purchases.

Based on the description and explanation above, the author is interested in conducting research with the title **"The Influence of Brand Image and Product Quality on Loyalty Through Customer Satisfaction as an Intervening Variable on Tokoh Almeeraakyla Pekanbaru Customers"**

LITERATURE REVIEW
Brand Image (X1)

Brand image describes a series of assumptions in the mind of the buyer related to the brand, and one that is remembered when buying a product from a particular brand, consumers who usually use a particular brand tend not to change towards the brand image. (Kotler & Keller, 2016), brand image is the buyer's assumption about a brand as a depiction of the association in the buyer's mind . According to (Kotler & Keller, 2016: 324) "brand image is consumers who adhere to perceptions and beliefs according to the experiences they have felt and are summarized in their memories". (Torres, 2017) "brand image is how a brand influences the perception, views of the public or consumers towards the company or its products". According to P. Kotler & Keller (2018) Brand image is the perception and belief held by consumers, as reflected in the association embedded in the consumer's memory, which is always remembered first when hearing the slogan and embedded in the minds of its consumers.

Based on the experts above, it can be concluded that brand image is a representation of the overall perception of a brand and is formed from information and past experiences of the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand.

Product Quality (X2)

Product quality is the capability of a product to provide results or performance based on the desires or exceeding the desires/expectations of consumers. Quality products are able to provide satisfaction to consumers and will attract consumers to buy again (Kotler & Keller, 2016). According to Kotler and Keller (2016:37) that product quality is a product's ability to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to buy back the product.

According to Tjiptono (2015:105) that the conventional definition of quality is performance as a direct description of a product, reliability, ease of use, aesthetics and so on. In a strategic sense, quality is everything that can provide consumer needs according to what consumers want. According to Arumsari (2012:45) that product quality is the factors contained in an item or result that causes the item or result to match the purpose of the item being produced. According to Ernawati (2019) that product quality is an important factor that influences each customer's decision in buying a product. The better the quality of the product, the more the interest of consumers who want to buy the product will increase.

In order to achieve the desired product quality, a quality standardization is required. This aims to ensure that the products produced can meet the established standards so that consumers will not lose confidence in the product in question. Customer experience in buying good or bad products will affect consumers to make repeat purchases or not.

So it can be concluded that product quality is a product's ability to meet every consumer need according to the consumer's needs and desires.
According to Sangadji & Sopiah (2016), the product quality indicators are:
1) Storage aspects
2) Performance/appearance
3) Reliability

Loyalty (Y)

Tjiptono, (2014) emphasized that loyalty to the buyer as a consumer commitment to a product, brand, store or supplier based on positive characteristics. This means that if the commitment to a particular brand is obtained due to a sense of satisfaction and complaints. (Hurriyati, 2015) explained that consumer loyalty is the loyalty of buyers to repurchase the

products they want consistently over a long period of time, even though there are influences of conditions and marketing efforts that have the potential to change behavior.

According to Hasan (2016:75) "Customer loyalty is a behavior related to a product, including the possibility of renewing a brand contract in the future, how likely customers are to change their support for a brand, how much customers want to improve the positive image of a product". If the product is unable to satisfy customers, customers will react by exiting (customers state that they stop buying the brand or product) and voice (customers express dissatisfaction directly to the company).

Meanwhile, according to Griffin (2016:31) "Customer loyalty is defined as a person who buys, especially those who buy regularly and repeatedly". A customer is someone who continuously and repeatedly comes to the same place to satisfy their desires by having a product or getting a service and paying for the product or service. The definition of a loyal customer according to Griffin (2016:547) is a customer who has characteristics including making repeated purchases from the same business entity regularly, buying product lines and services offered by the same business entity, telling others about the satisfactions obtained from the business entity, and showing immunity to offers from competing business entities.

Characteristics of loyal customers:
1) Make regular repeat purchases
2) Purchases across product and service lines
3) Recommend other products (refers other)
4) Demonstrating immunity to the full appeal of similar products from competitors.

Priansa (2017) defines customer loyalty as a long-term customer commitment, which is implemented in the form of loyal behavior and attitudes towards the company and its products, by consuming regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by customers where it will affect the existence of the company. Furthermore, Tjiptono and Candra (in Priansa, 2017) stated that customer loyalty is a customer's commitment to a product or service that is reflected in a very positive attitude and a form of repeat purchase behavior carried out by the customer consistently over a long period of time. Customer loyalty is a reaction or result of the creation of customer satisfaction as an implementation of the success of quality service in meeting customer expectations. Loyal customers are those who are enthusiastic about the brand or product they use.

Customers who are loyal to their purchasing decisions no longer consider factors that influence their choice, such as price level, distance, quality and other attributes, because it has become ingrained in them that the product or service they purchase is in accordance with their expectations and is able to fulfill their needs.

Factors that Influence Customer Loyalty According to Hasan (2016) the main factors that influence customer loyalty are:
1. Customer satisfaction.
   Customer satisfaction is considered a strong predictor of customer loyalty including positive recommendations, repurchase intention and so on.
2. Product or service quality (Service quality)
   Product or service quality is strongly related to customer loyalty. Quality increases sales and increases market share, and directs/leads consumers toward loyalty.
3. Brand Image
   Brand image appears to be a determining factor in customer loyalty which helps to enlarge/build a more positive company image.
4. Perceived value.
   Perceived value is a comparison of perceived benefits and costs incurred by customers and is treated as a determining factor for customer loyalty.

5. Trust
   Trust is defined as the perception of confidence in a company's reliability determined by systematic confirmation of expectations regarding the company's offerings.
6. Customer relationship
   Customer relational is defined as the customer's perception of the proportionality of the cost-benefit ratio, the cost-benefit ratio in a continuous and reciprocal relationship.
7. Switching cost
   In relation to customers, switching costs become a restraining or self-controlling factor against changing suppliers/distributors of products and perhaps because of this, customers become loyal.
8. Dependability (reliability)
   Not only is it limited to its ability to create superior value for customers, but it also includes all aspects of organizational achievements related to public appreciation of the company which directly impacts customer loyalty.

Customer Satisfaction (Z)

Kotler & Armstrong (2015) mentions that consumer satisfaction is to find out how far the product performance is based on consumer desires. If the product performance is far from their desires/expectations, it triggers consumers to be dissatisfied. If the performance is in accordance with or exceeds their expectations, then consumers will be satisfied. If consumers are satisfied with the quality of the product/brand, of course consumers will remain loyal to the product/brand.

According to Park in (Irawan 2021:54), customer satisfaction is a customer's feeling in response to a product or service that has been consumed. Bahrudin, M., and Zuhro, S. (2016), stated that customer satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services. Meanwhile, Tjiptono (2014:353) conceptualizes customer satisfaction as a feeling that appears as an output of an assessment of the experience of using a product or service. Based on several definitions from the experts above, it can be concluded that customer satisfaction is a result of a comparison between expectations and the performance obtained in using a product or service.

Factors Influencing Customer Satisfaction According to Indrasari (2019) in determining the level of customer satisfaction, there are five main factors that must be considered by the company, namely:
1. Product quality, customers will feel satisfied if their evaluation shows that the product they use is indeed of good quality.
2. Quality of service, customers will feel satisfied if they get good service or service according to expectations.
3. Emotionally, customers will feel proud and confident that other people will be impressed with them, if they use certain products that tend to have a higher level of satisfaction.
4. Price, products with the same quality but relatively low prices offer greater value to customers.
5. Cost, customers who do not incur additional costs or do not have to waste time to get a product tend to be satisfied with the product.

According to Indrasari (2019), the indicators of customer satisfaction are:
1. Conformity to expectations
   Conformity to expectations, namely satisfaction is not measured directly but is concluded based on the conformity or nonconformity between customer expectations and actual company performance.
2. Interested in visiting again

Returning interest, namely customer satisfaction is measured by asking whether customers want to buy or use the company's services again.

3. Willingness to recommend

Willingness to recommend, namely customer satisfaction is measured by asking whether the customer would recommend the product or service to others such as family, friends, and others.

Based on the literature review or research framework as described, the hypothesis in this study can be formulated as follows: The hypothesis in this study is:

1) H1: There is a positive influence of Brand Image on Customer Satisfaction
2) H2: There is a positive influence of Product Quality on Customer Satisfaction.
3) H3: There is a positive influence between Brand Image and Loyalty.
4) H4: There is a positive influence between Product Quality and Loyalty.
5) H5: There is a positive influence between customer satisfaction and loyalty.
6) H6: There is a positive influence between Brand Image and Loyalty through Customer Satisfaction.
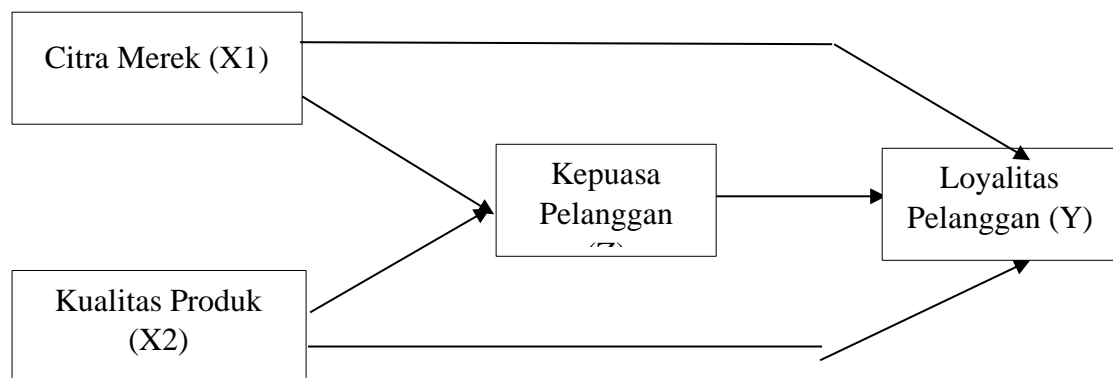7) H7: There is a positive influence between Product Quality and Loyalty through Customer Satisfaction.

Figure 1. Hypothesis Framework Model

RESEARCH METHODS

The type of research that will be conducted this time is quantitative research with descriptive and verification methods. The population in this study were customers at the Almeeraakyla Pekanbaru shop with a population of 100 people. Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn (Sugiyono, 2018:80). Samples are part of the number and characteristics possessed by the population. If the population is large, and researchers cannot study everything in the population, for example due to limited funds, manpower, and time, then researchers can use samples taken from that population (Sugiyono, 2018:81). So to find out how many research samples were used in this study, researchers used a 10% error rate with a population of 100 people.

DATA ANALYSIS TECHNIQUES

The types of data used in this study are primary data and secondary data. The method used to obtain primary data in this study is by distributing questionnaires and conducting observations. While secondary data is obtained from books, internet journals, and other reading sources related to the topic being studied. For the scale technique in this study using the Likert scale, the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2018: 93). Then the results of the

questionnaire data were processed using SPSS 24. The analysis used in this study uses descriptive and verification analysis and the tests used in this study use Validity Test, Reliability Test, Normality Test, Path Analysis, and Determination Coefficient/R Square. While to test the hypothesis using the T Test and F Test.

RESULTS AND DISCUSSION

Table 1. Data Based on Type Sex Respondents

Gender	Amount
Woman	80
Man	20
Total	**100**

Based on Table 1 above, it can be seen that the respondents of this study reached 100 people, namely 80 female and 20 male.

Table 2. Data Based on Age Respondents

Age	Amount
19 years old	20
20 years	24
21 years	15
22 years	41
TOTAL	**100**

Based on table 2 above, it can be seen that the respondents in this study were 19 years old as many as 20 people, 20 years old as many as 24 people, 21 years old as many as 15 people and 22 years old as many as 41 people. Based on these data, it can be seen that in this study, the age of 22 years is the most dominant in using Almeerakayla products in Pekanbaru.

Table 3. Test Validity

Variables		Correlation Coefficient	Sig	r table	Conclusion
	X1.1	0.883	0.000	0.1966	Valid
Image Brand (X1)	X.1.2	0.864	0.000	0.1966	Valid
	X1.3	0.779	0.000	0.1966	Valid
	X1.4	0.890	0.000	0.1966	Valid
	X1.5	0.980	0.000	0.1966	Valid
	X1.6	0.880	0.000	0.1966	Valid
	X1.7	0.910	0.000	0.1966	Valid
	X1.8	0.987	0.000	0.1966	Valid
	X2.1	0.859	0.000	0.1966	Valid
Quality Product (X2)	X2.2	0.899	0.000	0.1966	Valid
	X2.3	0.880	0.000	0.1966	Valid
	X2.4	0.910	0.000	0.1966	Valid
	X2.5	0.789	0.000	0.1966	Valid
	X2.6		0.000	0.1966	Valid
Customer Loyalty	X3.1	0.936	0.000	0.1966	Valid
(Y)	X3.2	0.872	0.000	0.1966	Valid
	X3.3	0.880	0.000	0.1966	Valid
	X3.4	0.908	0.000	0.1966	Valid

	X3.5	0.998	0.000	0.1966	Valid
	X3.6	0.785	0.000	0.1966	Valid
Customer satisfaction	Y1	0.869	0.000	0.1966	Valid
(Z)	Y2	0.856	0.000	0.1966	Valid
	Y3	0.886	0.000	0.1966	Valid
	Y4	0.880	0.000	0.1966	Valid
	Y5	0.896	0.000	0.1966	Valid
	Y6	0.875	0.000	0.1966	Valid

Results test validity the can show that can held valid if calculated r value > r table at 5% significance level.

Table 4. Test Reliability

No	Description Variable	Cronbach`s Alpha Calculation	Cronbac`s Minimum Alpha	Information
1	Image Brand (X1)	0.688	0.60	Reliable
2	Quality Product (X2)	0.703	0.60	Reliable
3	Customer Loyalty (Y)	0.757	0.60	Reliable
4	Customer satisfaction (Z)	0.656	0.60	Reliable

A variable it is said reliable if mark coefficient reliability instrument which is obtained > 0.60. Based on on table results test reliability For every Items The questions in the questionnaire show that it is reliable because it has a value of > 0.60. The conclusion is that all Items question in questionnaire study This nature valid And reliable so that can be used as a research instrument.

Statistical testing t or partial test can be used to indicate the extent to which the independent variable influences the individual dependent variable being studied. When conducting a test using statistical analysis t, the decision will be observed based on the comparison of the calculated t coefficient value to the t Table value or the sig level used. Below are the results of the individual parameter significance test using the SPSS 24 program which can be observed in the Table

Table 5. T-test coefficients

Model	Unstandardized coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
	-2486	1,854		-1,333	.225
(Constant)	,380	,956		1,317	,011
Brand image	,180	,124	,329	3,089	,113
Product quality	,299	,124	,131	1,278	,030
Satisfaction	**,559**	**,111**	**,287**	**2,883**	**,002**

a. Dependent Variable: Consumer Loyalty

Based on the results of the analysis of the direct influence of each variable above, an indirect influence testing model was prepared as follows:

1) Direct influence of X1 on Y = 0.467 Indirect influence of X1 to Z on Y = 0.467 x 0.559 = 0.261 Total influence of X1 on Y = 0.467 + 0.261 = 0.728. Based on the results above, the calculated t is 2.429195 > 1.66 which indicates that the calculated t result exceeds the t table with a significance level of 0.05 (5%).

2) The direct effect of X2 on Y = 0.215 The indirect effect of X2 on Z to Y = 0.215 x 0.559 = 0.120 The total effect of X2 on Y = 0.215 + 0.120 = 0.335. Based on the results above, the calculated t is 2.265604 > 1.66 which indicates that the calculated t result exceeds the t table with a significance level of 0.05 (5%)

Influence Brand Image (X1) towards Customer Loyalty (Y) through Consumer Satisfaction (Z)

Referring to the calculation results, namely the path coefficient of the brand image variable to customer loyalty with consumer satisfaction, which is 0.728 and the direct influence value of Brand Image on Consumer Loyalty is 0.467. Based on that, the hypothesis that states that Brand Image has an influence on Consumer Loyalty with Consumer Satisfaction is accepted because the amount of influence of the path coefficient of the Brand Image variable to Consumer Loyalty with Consumer Satisfaction is higher than the direct influence of brand image on Consumer Loyalty. And the t count is 2.429195> 1.66 which shows that the t count result exceeds the t table with a sig. 0.05 (5%) level. So, it can be concluded that the consumer satisfaction variable can mediate the influence of brand image on consumer loyalty. The hypothesis can be accepted, which means that brand image has a positive and significant influence on consumer loyalty with customer satisfaction. The results of the following research activities are in line with the research activities carried out by Eugenia Andrea Dennisa, Suryono Budi Santoso (2016) which indicate that brand image has a significant positive influence on consumer satisfaction and customer loyalty.

The Influence of Product Quality (X2) on Customer Loyalty (Y) through Consumer Satisfaction (Z)

Referring to the calculation results, namely the number of influence of the path coefficient of the product quality variable on consumer loyalty to customer satisfaction, which is 0.452 and the value of the direct influence of Product Quality on Consumer Loyalty is 0.290. based on that. The hypothesis that states that product quality has an influence on consumer loyalty with consumer satisfaction is accepted because the number of influence of the path coefficient of the product quality variable on customer loyalty with Consumer Satisfaction is higher than its direct influence on product quality on Customer Loyalty. Referring to the results obtained, the calculated t is 2.420186> 1.66, which shows that the calculated t result exceeds the t table and the sig level. 0.05 (5%). This means that it can be concluded that the consumer satisfaction variable can mediate the influence of product quality on consumer loyalty. The hypothesis can be accepted, which means that product quality has a positive and significant influence on customer loyalty through consumer satisfaction. The following research results are in line with the research of Tias Widiaswara, Sutopo (2017) which shows that product quality has a positive and significant influence on consumer satisfaction and customer loyalty.

The Influence of Brand Image (X1) on Customer Loyalty (Y)

Referring to Table 5, it is understood that the sig. level of brand image variable to customer loyalty creates a value of 0.011. Thus, the sig level created has a smaller value than the alpha set (0.05). Thus, the hypothesis that states that brand image has an influence on consumer loyalty is acceptance. If a product or service has a good image in society, so that it can get a good place too, namely its products can be accepted and consumed by citizens, a

good brand image can provide a number of advantages, namely consumer loyalty or higher repurchases. The results of the following research activities are in line with the research of Tias Widiaswara, Sutopo (2017) which indicates that brand image has a positive and significant influence on customer loyalty.

The Influence of Product Quality (X2) on Customer Loyalty (Y)

Referring to Table 5, it is understood that the level of significance of the product quality variable to Consumer Loyalty creates a value of 0.030. Thus, the sig. level created has a smaller value than the alpha set (0.05). Thus, the sixth hypothesis which states that product quality has an influence on Consumer Loyalty is accepted. The results of this study are in line with the research of Eugenia Andrea Dennisa, Suryono Budi Santoso (2016) and Tias Widiaswara, Sutopo (2017) which indicates that product quality has a positive and significant influence on consumer loyalty. The greater the consumer satisfaction with the Bear Brand Milk product, the greater the consumer loyalty to the product.

The Influence of Consumer Satisfaction (Z) on Customer Loyalty (Y)

Referring to Table 2, it is understood that the sig. level of consumer satisfaction variable to Consumer Loyalty creates a value of 0.002. Thus, the sig. level created has a value lower than the alpha set (0.05). Thus, the seventh hypothesis stating that customer satisfaction has an influence on customer loyalty is accepted. The results of this finding support the research activities carried out by 3 previous researchers who became reference materials that consumer satisfaction has a positive and significant influence on consumer loyalty.

CONCLUSION

Referring to the results of research that has been carried out, the following conclusions can be drawn:
1) The results of the following research activities indicate that the Brand Image variable has a positive and significant influence on consumer loyalty with consumer satisfaction. This indicates that Consumer Satisfaction is able to mediate the Brand Image variable on Consumer Loyalty.
2) The following research results indicate that the product quality variable has a positive and significant effect on customer loyalty with consumer satisfaction. This indicates that consumer satisfaction can mediate the product quality variable to Consumer Loyalty.
3) The results of this research activity indicate that the brand image variable has a positive and significant influence on consumer loyalty. Its influence shows that the greater the brand image, the greater the consumer loyalty. Conversely, the lower the brand image, the lower the customer loyalty.
4) The results of the following research activities indicate that the product quality variable has a positive and significant influence on consumer loyalty. This influence shows that the greater the product quality, the greater the consumer loyalty. Conversely, the lower the product quality, the lower the consumer loyalty.
5) Consumer satisfaction brings a positive and significant influence on consumer loyalty. Its influence shows that the greater the consumer satisfaction, the greater the customer loyalty. Conversely, the less consumer satisfaction Almerakayla has, the less consumer loyalty it has.

SUGGESTION

Meanwhile, regarding suggestions for the next research activity, namely being able to use the results of this research activity as a reference or conducting research using other variables besides the variables here, then you can get more varied results that can influence

consumer loyalty. Other things that can also be done are increasing the total respondents and increasing the survey area, so the results of the research activity can be better.

BIBLIOGRAPHY

Arli, D., & Tjiptono, F. (2014). The end of religion? Examining the role of religiousness, materialism, and long-term orientation on consumer ethics in Indonesia. *Journal of business ethics* , *123* , 385-400.

Arumsari, D., & Khasanah, I. (2012). *Analysis of the influence of product quality, price and promotion on purchasing decisions for Aqua brand bottled drinking water (AMDK) (Study on Consumers of Bhakti Mart KPRI Bhakti Praja Store, Central Java Province)* (Doctoral dissertation, Faculty of Economics and Business).

Berríos-Torres, SI, Umscheid, CA, Bratzler, DW, Leas, B., Stone, EC, Kelz, RR, ... & Healthcare Infection Control Practices Advisory Committee. (2017). Centers for disease control and prevention guideline for the prevention of surgical site infections, 2017. *JAMA surgery* , *152* (8), 784-791.

Bungin, B. (2013). Social & Economic Research Methodology: Quantitative and Qualitative Formats for the Study of Sociology, Public Policy, Communication, Management, and Marketing.

Darma, MB, Effendi, S., & Juari, AAT (2018). The influence of brand image and customer satisfaction on cosmetic customer loyalty. *Journal of Management Science Research* , *2* (1), 1-8.

Ernawati, D. (2019). The influence of product quality, product innovation and promotion on purchasing decisions for Hi Jack sandals Bandung products. *JWM (Journal of Management Insights)* , *7* (1), 17-32.

Hartono, R., Heryanto, H., Wardalia, W., Rusdi, R., Dwiyasa, N., & Tama, TY (2021). Biodiesel From Nyamplung Seed Oil By Esterification-Transesterification. *JOURNAL OF PROCESS INTEGRATION* , *10* (1), 53-56.

Hurriyati, R. (2015). Marketing mix and consumer loyalty: Focus on banking credit card consumers.

Indrasari, M. (2019). *MARKETING AND CUSTOMER SATISFACTION: marketing and customer satisfaction* . unitomo press.

Kotler, P. and Keller, KL (2016) Marketing Management (15th Edition). Harlow: Pearson

Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2015). *Marketing* . Pearson Higher Education AU.

Kotler, P., Keller, K.L., & Ang, S.H. (2018). *Marketing management: an Asian perspective* . Pearson.

Kurniani, AT, & Priansa, DJ (2017). SWOT Analysis as a Basis for Formulating Marketing Strategy (Case Study on Indihome Products of PT. Telekomunikasi Indonesia Witel Solo). *EProceedings of Applied Science* , *3* (2).

Sangadji, S. (2016). Implementation of cooperative learning with group investigation model to improve learning Achievement of vocational school students in Indonesia. *International Journal of Learning and Development* , *6* (1), 91-103.

Setyowati, FA, & Trianasari, N. (2020). Analysis of Factors Influencing Wardah in Indonesia Analysis Factor Influencing Customer Loyalty. *E-Proceeding Of Management* , *7* (1), 29-36.

Sugiyono. 2018. Quantitative, Qualitative, and R&D Research Methods, Alfabeta Publisher, Bandung

Tjiptono, Fandy (2015) Marketing Strategy 4th Edition. Yogyakarta: Andi