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Determination of Consumer Satisfaction and Consumer Loyalty: An Analysis of Brand Image, Service Quality, Promotion and Price

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Abstract: This research aims to help hypothesize for future authors in determining research related to Marketing Management. The research article Determination of Consumer Satisfaction and Consumer Loyalty: Analysis of Brand Image, Service Quality, Promotion and Price is a scientific literature article within the scope of marketing management. The approach used in this literature review research is descriptive qualitative. The data collection technique is to use literature studies or conduct literature reviews of relevant previous articles. The data used in this study are secondary data, which are sourced from academic online media such as Thomson Reuters Journals, Sage, Springer, Taylor & Francis, Scopus Emerald, Elsevier, Sage, Springer, Web of Science, Sinta Journals, DOAJ, EBSCO, Google Scholar and digital reference books. In previous studies, 1 relevant previous article was used to review each independent variable. The results of this literature review article are: 1) Brand Image affects Customer Satisfaction; 2) Service quality affects customer satisfaction; 3) Promotion affects customer satisfaction; 4) Price affects customer satisfaction; 5) Brand Image affects Consumer Loyalty; 6) Service Quality affects Consumer Loyalty; 7) Promotion has an effect on Consumer Loyalty; and 8) Price has an effect on Consumer Loyalty.

Keyword: Consumer Loyalty, Consumer Satisfaction, Brand Image, Service Quality, Promotion, Price

INTRODUCTION

In the era of globalization and increasingly fierce business competition, customer satisfaction and customer loyalty are two important elements that companies need to pay attention to. Customer satisfaction refers to the feeling of pleasure or satisfaction that consumers feel after using a particular product or service, while customer loyalty is the level of consumer commitment to continue using products or services from the same brand in the future, (Bali, 2022). In Indonesia, the rapid development of the industry, especially in the retail and service sectors, requires companies to be more careful in understanding what consumers want. Data from the Indonesian Retailers Association (APRINDO) shows that the level of consumer satisfaction in the retail sector reaches 78%, but this figure varies depending on the brand image, service quality and marketing strategies implemented.

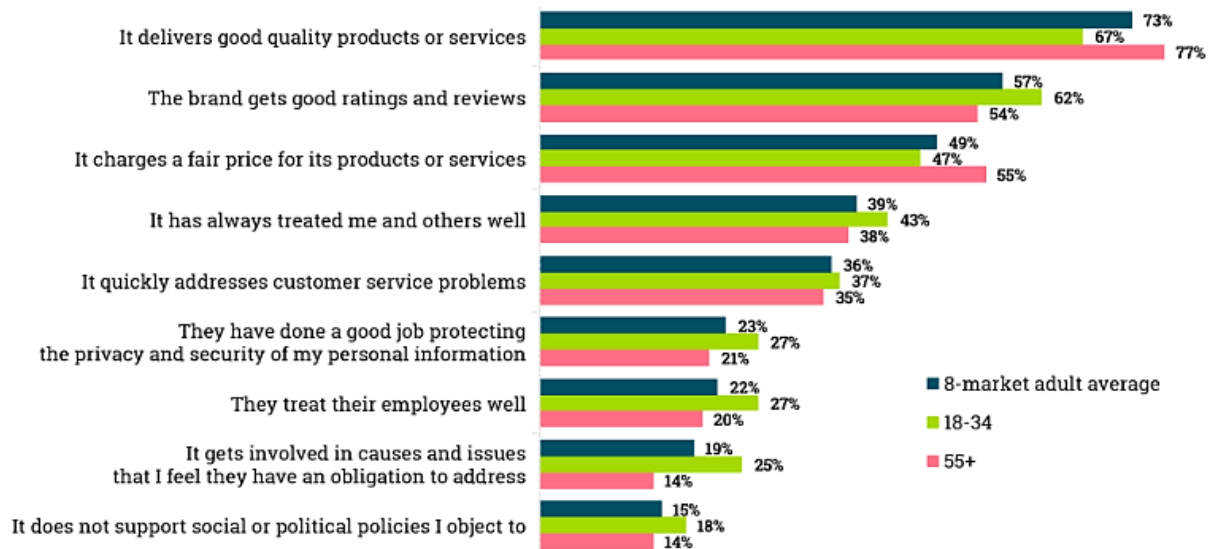


Figure 1. Consumer Factors for Choosing a Product or Brand

Source: marketingcharts.com

Figure 1 above shows the factors that influence consumers when choosing a product or brand, based on a survey of various age groups. The most important factor for consumers is the quality of the product or service, with an average of 73% of respondents across the eight markets saying that it is very important. The 55+ age group paid more attention to quality (77%) than the 18-34 age group (67%). Brand reviews and ratings came next, with 57% of all respondents saying they were important. The older age group (62%) paid more attention to this factor than the younger age group (54%). In addition, fair pricing was an important factor for 49% of respondents, with the 55+ age group (55%) paying more attention to pricing than the younger age group (47%).

Good treatment of customers is also an important factor (39% overall), followed by speed in dealing with customer service issues (36%). The 55+ age group is more concerned about customer service issues than younger groups. Other factors include privacy and security of personal information (23%) and how companies treat their employees (22%). Overall, this chart shows that quality, price and customer service are the most important factors in consumer decisions, while social and political factors have less influence. In Indonesia, data from the Central Statistics Agency (BPS) shows that consumer satisfaction in public service sectors such as transportation and healthcare currently stands at 75%. However, there are significant differences in satisfaction across market segments. For example, consumers who use online transportation services have a higher level of satisfaction compared to consumers who use traditional public transportation services. This suggests that innovation and the quality of services offered by companies can influence consumer perceptions.

Overall, the data and research show that customer satisfaction and loyalty are very important factors in business strategy. Companies that are able to understand and manage these two aspects well will have a significant competitive advantage in the market. Therefore, it is important for companies to understand the relationship between brand image, service quality, promotion and price in determining customer satisfaction and loyalty. This study aims to analyze these factors and provide recommendations for companies to increase customer satisfaction and loyalty in an increasingly competitive market.

Problem Formulation

Based on the background of the problem above, the problem formulation is obtained to be used as a hypothesis for further research, among others: 1) Does Brand Image affect Customer Satisfaction?; 2) Does Service Quality affect Customer Satisfaction?; 3) Does

Promotion affect Consumer Satisfaction?; 4) Does Price affect Consumer Satisfaction?; 5) Does Brand Image affect Consumer Loyalty?; 6) Does Service Quality affect Consumer Loyalty?; 7) Does Promotion affect Consumer Loyalty?; and 8) Does Price affect Consumer Loyalty?.

METHOD

This research uses a descriptive qualitative approach. This method was chosen because it allows researchers to understand research concepts related to Consumer Satisfaction and Loyalty thoroughly, focusing on the context and meaning contained in Brand Image, Service Quality, Promotion and Price. Descriptive qualitative data collection and analysis allows researchers to tailor their approach to the needs of the research and the characteristics of the subject under study.

The data used in this study comes from previous research related to Brand Image, Service Quality, Promotion, Price, Consumer Satisfaction and Consumer Loyalty. The researcher will analyze the existing literature to identify patterns and trends in the concept of Green HRM. By using previous research and other references, researchers can develop stronger, evidence-based arguments and contribute to a broader understanding of Consumer Satisfaction and Loyalty, (Susanto, Arini, et al., 2024).

The type of data used in this study is secondary data, which utilizes data from various leading academic journals, including Thomson Reuters Journal, Springer, Taylor & Francis, Scopus, Emerald, Sage, Web of Science, Sinta Journal, DOAJ, and EBSCO, as well as platforms such as Publish or Perish and Google Scholar. By using these sources, researchers can ensure that the data they collect is valid and accountable. The use of multiple sources also allows researchers to gain a more comprehensive understanding of Consumer Satisfaction and Loyalty from various perspectives.

RESULTS AND DISCUSSION

Results

The following are the research findings by considering the context and problem formulation:

Customer Loyalty

Consumer Loyalty is the level of commitment and loyalty that consumers show to a particular brand or product. Loyal consumers tend to make repeat purchases and recommend the product to others. This loyalty can be influenced by several factors, including positive experiences with the product, satisfaction with the service, and emotional attachment to the brand. In a business context, consumer loyalty is very important because it can increase revenue and reduce marketing costs, as loyal customers are more likely to remain loyal despite offers from competitors (Dewi Sumantri et al., 2020).

The indicators or dimensions contained in the Consumer Loyalty variable include: 1) Repurchase: Loyal consumers tend to repurchase the same product or service because they are satisfied with the quality and benefits provided; 2) Resistance to Competitors: Loyal consumers are not easily tempted by competitors' offers because they already believe in the brand they are using; and 3) Word of mouth: Consumers who are satisfied with a product or service will voluntarily recommend it to others, either directly or through social media (Hadita & Navanti, 2024). The Consumer Loyalty variable is relevant to previous research conducted by: (Hanggara et al., 2022), (Ayu Cindy Mardika Sari, 2021), (Apriliana & Hidayat, 2020).

Customer Satisfaction

Customer satisfaction is the feeling of pleasure or satisfaction that consumers experience after using a product or service. It is measured by the extent to which the product or service meets or exceeds consumer expectations. Consumer satisfaction is important because it can

influence future purchase decisions and brand loyalty. When consumers are satisfied, they tend to repurchase and recommend the product to others (Tatinaya Paputungan, Lucky F. Tamengkel, 2022).

Indicators or dimensions contained in the Customer Satisfaction variable include: 1) Expectation Fulfillment: Satisfaction occurs when the product or service provided is able to meet or exceed the consumer's expectations; 2) Product or Service Quality: Consumers are satisfied when the product or service they purchase meets expected quality standards; and 3) Customer Experience: Good interactions between consumers and companies, from purchase to after-sales service, will increase customer satisfaction (Solikha & Suprpta, 2020).

The Customer Satisfaction variable is relevant to previous research conducted by: (Lustono, 2020), (Ali et al., 2022), (F. Saputra & Sumantyo, 2023).

Brand Image

Brand image is the perception and image that consumers have of a brand, which is formed through experience, communication and interaction with the brand. Brand image includes elements such as value, quality and uniqueness of the product. A positive image can increase brand appeal and influence consumer purchasing decisions. Conversely, a negative image can damage brand reputation and reduce consumer loyalty (F. Saputra & Sumantyo, 2022).

Indicators or dimensions contained in the Brand Image variable include: 1) Brand Awareness: Consumers who are familiar with a brand tend to remember and choose it more easily than lesser-known brands; 2) Brand Associations: Consumers associate brands with certain attributes, such as reliability, innovation, or premium quality, which can influence purchase decisions; and 3) Brand Loyalty: Consumers who have an emotional connection to a brand tend to stick with it even when there are other alternatives in the market (Ali et al., 2023).

Brand Image variables are relevant to previous research conducted by: (F. Saputra & Mahaputra, 2022), (Mahaputra & Saputra, 2022), (Nurjaya et al., 2021).

Service Quality

Service quality is a measure of the extent to which the services provided meet or exceed consumer expectations. It includes various aspects such as speed, reliability, friendliness, and the ability to meet customer needs. High service quality can increase customer satisfaction and loyalty, while low quality can lead to dissatisfaction and customer loss (Ekaprana et al., 2020).

Indicators or dimensions contained in the Service Quality variable include: 1) Reliability: The company's ability to provide consistent and reliable service in accordance with the promises made to consumers; 2) Responsiveness: The company's willingness and speed in responding to customer needs, requests, or complaints; and 3) Empathy: The company's ability to understand and provide personalized attention to customers, thus creating a better relationship (Bakti et al., 2020). The Service Quality variable is relevant to previous research conducted by: (Widiartini et al., 2023), (Jumawan et al., 2023), (Khaira et al., 2022).

Promotion

Promotion is a series of activities undertaken by companies to increase consumer awareness and interest in the products or services offered. It includes various methods such as advertising, special offers and marketing campaigns. The main purpose of promotion is to attract consumer attention, encourage purchases and build brand image. Effective promotion can increase sales and expand market share, while inappropriate promotion can result in a waste of resources and a negative impact on brand image (F. Saputra & Mahaputra, 2022).

Indicators or dimensions contained in the Promotion variable include: 1) Advertising and social media: The use of various communication channels such as television, radio, social media, and digital advertising to increase product awareness and appeal; 2) Discounts and Special Offers: Promotional strategies such as discounts, cash back, or buy-one-get-one that

encourage consumers to make purchases; and 3) Loyalty Programs: Incentives such as reward points or exclusive memberships given to repeat customers to increase their loyalty (Rosmayati et al., 2020). Promotion variables are relevant to previous research conducted by: (Widyanto & Albetris, 2021), (Hermawan, 2021), (Hadita, 2019).

Price

Price is the amount consumers must pay to obtain a product or service. Price not only reflects the value of the product, but also influences consumer perceptions of quality and brand image. Pricing is critical to marketing strategy because prices that are too high can reduce purchase interest, while prices that are too low can affect profitability. In addition, prices can be affected by external factors such as competition, production costs, and market conditions (Susanto, Mahaputra, et al., 2024). The indicators or dimensions contained in the Price variable include: 1) Competitive pricing: The price offered should be commensurate with the value provided, not too expensive compared to competitors, but still reflect the quality of the product; 2) Quality compliance: Consumers tend to be more satisfied when the price paid matches the quality of the product or service received; and 3) Price flexibility: Options such as bundled packages, interest-free installments, or special pricing for loyal customers can increase the attractiveness of the product in the eyes of consumers (Saktisyahputra & Susanto, 2022). The price variable is relevant to previous research conducted by: (F. Saputra & Mahaputra, 2022), (Mahaputra & Saputra, 2022), (Alifisyah et al., 2023).

Previous Research

Based on the findings above and previous studies, the following research discussion is formulated:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Results	Similarities With This Article	Differences With This Article
1	(Ali et al., 2022)	-The Brand Image variable has an effect on Purchasing Decisions and Consumer Satisfaction -Service Quality variables affect Purchasing Decisions and Consumer Satisfaction	In this article, it has in common that it examines the Brand Image and Service Quality variables in the independent variable, and examines the Consumer Satisfaction variable in the dependent variable.	The difference with previous research is that there is a Purchase Decision variable as another independent variable.
2	(Albari & Kartikasari, 2019)	-The Service Quality variable affects Customer Satisfaction and Loyalty -Product Quality variables affect customer satisfaction and loyalty -Price variables affect customer satisfaction and loyalty	This article has in common that it examines the variables of Service Quality and Price in the independent variable, and examines the variables of Customer Satisfaction and Loyalty in the dependent variable.	The difference with previous research is in the Product Quality variable as another independent variable.
3	(Safitri, 2022)	-Food Quality variables affect consumer satisfaction and return visits -Brand Image variables affect consumer satisfaction and return visits	This article has in common that it examines the variables of Brand Image and Promotion on the independent variable, and examines the variables of Customer	The difference with previous research is in the Food Quality variable as another independent variable.

		-Promotion variables affect consumer satisfaction and return visits	Satisfaction and Revisiting on the dependent variable.	
4	(Solikha & Suprpta, 2020)	-Price variable affects Gojek customer satisfaction - Service Quality Variables affect Gojek Consumer Satisfaction	This article has in common that it examines the variables of Price and Service Quality in the independent variable, and examines the variable Customer Satisfaction in the dependent variable.	The difference with previous research is that previous research has a research object conducted at PT Gojek.
5	(Prastiwi & Rivai, 2022)	-Product Quality variables have an effect on Customer Satisfaction and Consumer Loyalty -Brand Image variable affects customer satisfaction and consumer loyalty -Price Perception variable has an effect on Consumer Satisfaction and Consumer Loyalty	This article has in common that it examines the variables of Brand Image and Price Perception in the independent variable, and examines the variables of Consumer Satisfaction and Consumer Loyalty in the dependent variable.	The difference with previous research is in the Product Quality variable as another independent variable.
6	(Rubiyan ti & Fadli, 2021)	-Price variable affects Shopee E-Commerce Consumer Satisfaction and Loyalty -Promotion variables affect Shopee E-Commerce Consumer Satisfaction and Loyalty -Service Quality variables affect Shopee E-Commerce Consumer Satisfaction and Loyalty	This article has in common that it examines the variables of Price, Promotion and Service Quality in the independent variable, and examines the variables of Customer Satisfaction and Customer Loyalty in the dependent variable.	The difference with previous research is that previous research has research subjects conducted on Shopee consumers.
7	(Ayu Cindy Mardika Sari, 2021)	-Promotion variables affect consumer satisfaction and consumer loyalty in the Shopee application -The Consumer Trust variable affects Consumer Satisfaction and Consumer Loyalty in the Shopee Application	This article has in common that it examines the Promotion variable in the independent variable, and examines the Consumer Satisfaction and Consumer Loyalty variables in the dependent variable.	The difference with previous research is in the Consumer Trust variable as another independent variable.
8	(Dewi, 2020)	-Price variables affect customer satisfaction and loyalty at RM Wongsolo Malang -Service Quality variable affects Customer Satisfaction and Loyalty at RM Wongsolo Malang	This article has in common that it examines the variables of Price and Service Quality in the independent variable, and examines the variables of Customer Satisfaction and Customer Loyalty in the dependent variable.	The difference with previous research is that previous research has an object of research conducted at RM Wongsolo Malang.

Discussion

This literature review will be discussed based on the history of the topic, research objectives, problem formulation, indicators or dimensions, and related previous research:

1. Effect of Brand Image on Customer Satisfaction

Based on the review of literature and relevant previous research, it is stated that brand image affects customer satisfaction. To increase customer satisfaction through brand image, what a company or organization must do, namely 1) Brand awareness: where consumers recognize and remember the brand as the first choice in a particular product or service category. Brands that have a high level of awareness tend to be more trusted and chosen by consumers because they feel familiar and confident with these products; 2) Brand Association: where it becomes a critical factor, where consumers associate the brand with certain qualities, innovations or values that make it more attractive than competitors; and 3) Brand Loyalty: encourages consumers to continue using products or services from the same brand, even in conditions of intense competition. Loyal consumers feel attached to the brand because of the positive experiences they have had in the past.

If a company or organization can implement Brand Awareness, Brand Association and Brand Loyalty, it will have an impact on consumer satisfaction, which includes 1) Expectation fulfillment: will be easier to achieve because consumers already have clear expectations of the brand, and if the brand is able to fulfill them, then their satisfaction will increase; 2) Product or service quality: in line with the brand image, will give consumers more confidence that they have made the right purchase decision. If the product quality meets or exceeds expectations, satisfaction will also increase; and 3) Consumer experience: a positive brand experience will strengthen the long-term relationship between the customer and the company. When consumers feel valued and have a good experience every time they interact with the brand, they are more likely to remain loyal and recommend it to others.

The results of this study are consistent with previous research conducted by (Ali et al., 2022) and (Prastiwi & Rivai, 2022), which states that there is an influence between brand image and customer satisfaction.

2. Effect of Service Quality on Customer Satisfaction

Based on the review of literature and relevant previous research, it is stated that service quality affects customer satisfaction. To increase customer satisfaction through service quality, what a company or organization must do, namely 1) Reliability: refers to the company's ability to provide consistent, accurate, and timely services. Consumers expect that every time they interact with the company, they will have a satisfying experience without any discrepancies between promises and realizations; 2) Responsiveness: an important factor where the company must be quick and responsive in handling customer requests, questions, and complaints. Customers will feel valued if the company is able to respond quickly and provide effective solutions to any problems they may face; and 3) Empathy: in service reflects the extent to which the company can understand and care about customer needs. By showing personal attention and providing individualized services, customers feel respected and have a stronger emotional bond with the company.

If a company or organization can implement reliability, responsiveness and empathy, it will have an impact on customer satisfaction, which includes 1) Fulfillment of Expectations: Customers will be more easily reached because they will receive services that meet or exceed their expectations; 2) Product or Service Quality: What is delivered will also be more highly valued by customers because it is supported by professional and friendly service. Customers judge not only the quality of the product itself, but also the experience of accessing the service; and 3) Consumer experience: will be more positive if they feel that the company really cares

about their satisfaction. A good experience creates a deep impression that encourages customers to continue to subscribe and even recommend products or services to others.

The results of this study are consistent with previous research conducted by (Albari & Kartikasari, 2019) and (Susanto, Mahaputra, et al., 2024), which states that there is an influence between service quality and customer satisfaction.

3. Effect of Promotion on Customer Satisfaction

Based on the review of literature and relevant previous research, it is stated that promotion affects customer satisfaction. To increase customer satisfaction through promotion, what a company or organization must do, namely: 1) Advertising and social media: plays an important role in building brand awareness and attracting consumer attention to the products or services offered; 2) Discounts and offers: also an important factor that can increase customer satisfaction. More affordable prices or attractive promotions such as cash back, bundling or buy one get one free will provide added value to consumers; and 3) Loyalty programs: aim to retain customers by providing special incentives such as reward points, exclusive discounts or access to premium products for loyal customers.

If a company or organization can implement advertising and social media, discounts and offers, loyalty programs, it will have an impact on consumer satisfaction, which includes 1) Fulfillment of Expectations: Customers will be more assured because they will get more value from the promotions offered. Consumers will feel that the product or service they purchase meets their expectations in terms of price, quality and experience; 2) Product or service quality: will also be more valued by consumers because the right promotion can reinforce positive perceptions of the brand. For example, promotions that highlight product benefits and customer testimonials will increase consumer confidence in the quality of the product; and 3) Consumer experience: will be better when they feel they are getting more value from each purchase. With loyalty programs and attractive promotions, customers will be more satisfied and more likely to recommend products to others. Thus, an effective promotional strategy will have a direct impact on increasing customer satisfaction and strengthening their loyalty to the brand.

The results of this study are consistent with previous research conducted by (Safitri, 2022) and (Budiono, 2020), which states that there is an influence between promotions and customer satisfaction.

4. Effect of Price on Customer Satisfaction

Based on the literature review and relevant previous research, it is stated that price affects customer satisfaction. To increase customer satisfaction through price, what a company or organization must do is: 1) Competitive pricing: refers to a pricing strategy that is comparable to or better than competitors in the same industry. If the price offered is too high without a clear added value, consumers tend to switch to other brands that offer more affordable prices; 2) Quality Appropriateness: refers to the customer's perception that the price paid is proportional to the quality of the product or service received; and 3) Price Flexibility: is a strategy that allows companies to offer price variations, such as seasonal discounts, promotional prices, or bundled packages, so that more consumers can access products according to their financial capabilities. With flexible pricing options, consumers feel more valued and in control of their purchasing decisions.

If a company or organization can implement competitive pricing, quality fit, and pricing flexibility, it will have an impact on consumer satisfaction, which includes 1) Fulfillment of Expectations: Customers are more secure because they feel they are getting value for their money. Consumers who feel they are getting the best price for quality products will be more satisfied and tend to make repeat purchases; 2) Product or service quality: an important factor in consumers' evaluation of price. If the price set is in line with the expected quality standards,

consumers will be more accepting and appreciative of the product, thereby increasing their level of satisfaction; and 3) Consumer experience: will be more positive if they feel they have pricing options that meet their needs and preferences. With a transparent and fair pricing strategy, companies can build better relationships with customers, increase loyalty and build a stronger brand reputation.

The results of this study are consistent with previous research conducted by (Solikha & Suprpta, 2020) and (Dewi, 2020), which states that there is an influence between price and customer satisfaction.

5. Effect of Brand Image on Customer Loyalty

Based on the review of literature and relevant previous research, it is stated that brand image affects consumer loyalty. In order to increase consumer loyalty through brand image, what a company or organization must do, namely: 1) Brand awareness: refers to the extent to which consumers recognize and remember a brand in different purchase situations. When a brand has a high level of awareness, consumers tend to trust it more and feel comfortable in choosing the products or services offered; 2) Brand association: reflects the relationship formed in consumers' minds with a brand, both in terms of quality, benefits and emotional value attached to the product or service; and 3) Brand loyalty: reflects consumers' emotional attachment to a brand, which makes them continue to choose products from the same brand even when there are other alternatives in the market.

If a company or organization can implement Brand Awareness, Brand Association and Brand Loyalty, it will have an impact on Consumer Loyalty, which includes 1) Repeat Purchases: will increase because consumers are satisfied with the product or service offered and are more likely to make repeat transactions; 2) Resistance to Competitors: will be higher because consumers who already have trust in a brand will be more difficult to influence by competitors' marketing strategies; and 3) Word of Mouth: will be stronger because consumers who are satisfied with a brand tend to recommend the product or service to others, either directly or through social media. The results of this study are consistent with previous research conducted by (Prastiwi & Rivai, 2022) and (Nastiti & Astuti, 2019), which states that there is an influence between brand image and consumer loyalty.

6. Effect of Service Quality on Customer Satisfaction

Based on the review of literature and relevant previous research, it is stated that service quality affects customer loyalty. To increase customer loyalty through service quality, what a company or organization must do is: 1) Reliability: refers to the company's ability to provide consistent, accurate, and reliable services; 2) Responsiveness: reflects the company's willingness to respond quickly and accurately to customer needs, complaints, or questions. Responsive service results in higher satisfaction, so customers feel valued and tend to continue using the products or services offered; and 3) Empathy: refers to the company's attention and concern for customers, both in understanding their needs and in providing more personalized service.

If a company or organization can implement reliability, responsiveness and empathy, it will have an impact on consumer loyalty, which includes 1) Repurchase: will increase because customers who are satisfied with the services provided will tend to purchase products or services from the same company again; 2) Resistance to Competitors: will be stronger where customers are not easily influenced by offers or promotions from competitors. Consumers who have experienced good service will remain loyal even if a competitor offers a lower price or additional features; and 3) Word of mouth: will develop naturally as satisfied customers tend to recommend products or services to friends, family, or through social media. Recommendations from these loyal customers have a great impact on attracting new customers and strengthening the company's positive image in the marketplace.

The results of this study are consistent with previous research conducted by (Rubiyanti & Fadli, 2021) and (Apriliana & Hidayat, 2020), which states that there is an influence between service quality and customer loyalty.

7. Effect of Promotion on Customer Loyalty

Based on the review of literature and relevant previous research, it is stated that promotion affects consumer loyalty. To increase consumer loyalty through promotion, what a company or organization must do, namely: 1) Advertising and social media: plays a crucial role in building awareness and strengthening relationships with customers; 2) Discounts and offers: also a major attraction for consumers, where more competitive prices and attractive promotions can encourage customers to continue choosing the company's products or services over competitors; and 3) Loyalty programs: such as point systems, cash back, or exclusive memberships, provide incentives for customers to remain loyal to the company's products or services. By rewarding customers for their loyalty, they feel more valued and have a stronger reason to continue doing business with the company.

If a company or organization can implement advertising and social media, discounts and offers, loyalty programs, it will have an impact on consumer loyalty, which includes 1) Repeat Purchases: will increase because customers who benefit from promotional programs will tend to continue buying products or services from the company. Consumers who feel valued through loyalty programs or who benefit from promotions will be more interested in returning to shop; 2) Resistance to Competitors: will be stronger because customers who have connected with the brand through social media or who have benefited from promotions will be more difficult to be tempted by offers from competitors; and 3) Word of Mouth: will increase because customers who are satisfied with the promotions and loyalty programs offered will recommend products or services to their friends, family, or community.

The results of this study are consistent with previous research conducted by (Ayu Cindy Mardika Sari, 2021) and (Anggraini & Budiarti, 2020), which states that there is an influence between promotions and consumer loyalty.

8. Effect of Price on Customer Loyalty

Based on the literature review and relevant previous research, it is stated that price affects consumer loyalty. To increase consumer loyalty through price, what a company or organization must do is: 1) Price competitively: means that companies must set prices that are in line with market value and consumer purchasing power so that consumers feel they are getting a product or service at a fair price. If the price is too high compared to competitors without a clear added value, consumers tend to switch to competitors; 2) Quality Match: focuses on the balance between the price offered and the quality provided. Consumers are more likely to be loyal if they feel that the price they pay is comparable to the benefits and experience they receive; and 3) Price Flexibility: is also an important factor in maintaining customer loyalty. By offering different pricing options, such as discounts for loyal customers, promotional pricing at certain times, or installment plans, companies can tailor pricing strategies to consumer needs and preferences.

If a company or organization can implement Competitive Price, Quality Suitability, and Price Flexibility, it will have an impact on consumer loyalty, which includes 1) Repeat purchases: will increase because customers who feel they are getting a fair price and appropriate quality will be more likely to make repeat transactions; 2) Resistance to competitors: will be stronger because customers who are satisfied with the price and quality of a brand's products will find it more difficult to switch to competitors. If they feel they are getting more value from price flexibility, they will not be tempted by offers from other brands; and 3) Word of mouth: Word of mouth will grow because customers who feel satisfied with competitive prices and appropriate quality will be more likely to recommend products or services to others.

The results of this study are consistent with previous research conducted by (Dewi, 2020) and (Cardia et al., 2019), which states that there is an influence between price and consumer loyalty.

Conceptual Framework

The conceptual framework is determined based on the formulation of the problem, research objectives and previous studies that are relevant to the discussion of this literature research:

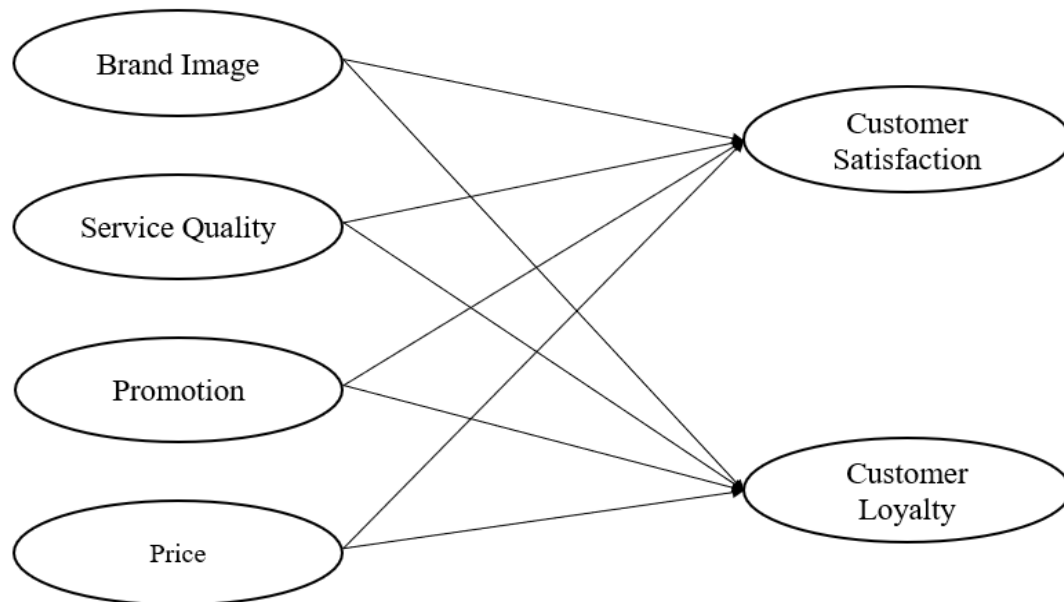


Figure 2. Conceptual Framework

Based on Figure 2 above, brand image, service quality, promotion and price affect customer satisfaction and loyalty. However, in addition to the variables of brand image, service quality, promotion and price that affect customer satisfaction and loyalty, there are other variables that influence, including:

- 1) Place: (Al et al., 2024), (Ikhsan et al., 2020), (Ricardo, 2021), (Dwi Firmansyah et al., 2023).
- 2) Product Quality: (F. Saputra et al., 2023), (R. Saputra et al., 2023), (Jumawan & Susanto, 2022).
- 3) Product Variation: (Afriyanti & Rahmidani, 2019), (Lelet et al., 2022), (Saribu & Maranatha, 2020).

CONCLUSION

Based on the problem formulation, results and discussion above, the conclusions of this study are:

1. Brand Image has an effect on Customer Satisfaction.
2. Service quality affects customer satisfaction.
3. Promotion has an effect on Customer Satisfaction.
4. Price has an effect on Customer Satisfaction.
5. Brand Image has an effect on Consumer Loyalty.
6. Service Quality affects Consumer Loyalty.
7. Promotion has an effect on Consumer Loyalty.
8. Price has an effect on Consumer Loyalty.

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