Mark 1(2)

by Arif Misbachul

THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY OF SAMSUNG BRAND WASHING MACHINE ON BRAND LOYALTY

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ABSTRACT

Market competition is not only related to the number of sales of the company's products but also competition to attract the attention of consumers. The company will implement a marketing strategy that can attract the attention of new consumers. The company also implements a marketing strategy so that brand loyalty in the company is formed among consumers. For this reason, marketing managers will strengthen aspects of forming brand loyalty such as brand image and product quality. This study aims to determine the effect of brand image and product quality on brand loyalty. The method applied is a quantitative method, then the data is processed using the SPSS V.26 application. The population used is the user of Samsung brand washing machine users in the city of Surabaya. The sampling technique was accidential sampling with a total of 50 respondents. Based on the results of the study, it shows that brand image and product quality have a significant effect on brand loyalty.

Keywords: brand image, product quality, brand loyalty.

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INTRODUCTION

Each company targets sales to be at high numbers and always increase in each period. The company's management creates programs to attract the attention of new customers and retain old customers so that sales targets always increase. This situation must be maintained because the competition in the business world is currently quite tight. The magnitude of the similarity between goods or services to determine which is more profitable (Ahmad et al., 2014). Companies must always be reliable in formulating marketing strategies, continue to improve product quality, and always innovate to meet customer desires, by always following current developments in order to maintain the competitive advantage of the goods or services owned so that they can always compete (Wahab et al., 2017; Padma et al., 2018). The competition that occurs is not only in increasing sales of goods and services but also in building consumer loyalty to the company's brand (Yoon & Kim, 2000; Hariani & Sinambela, 2020).

Brand loyalty obtained from customers does not just arise. Loyalty to a brand occurs because they have a good experience with the brand (Leahy, 2009). Brand loyalty makes consumers not switch to other brands even though other brands offer more advantages (Worthington, 2009). Increasing brand loyalty in a company will strengthen the company's position in the competitive market (Mohanraj et al., 2014). There are various aspects that can encourage consumer loyalty, one of which is the brand image that has a big impact.

According to previous research findings from Darmawan (2004), the brand image variable has a good influence, and has a strong attachment to customer loyalty. This explanation is supported by Purnamasari (2002) and Jahroni et al. (2021), which state that customer loyalty is the determination of customers who use goods or services consistently, and that customers will recommend other people for products that have been purchased so that a good brand image can ultimately form loyal customers. A good image allows people to differentiate a product from other products, influencing purchasing decisions and even customer loyalty (Shukla, 2004; Irfan & Putra, 2020).

Loyalty to a particular brand can result from consumer experience on the quality of products produced from that brand. According to the findings of research conducted by Yuen and Chan (2010), there are considerations and a decrease in consumer loyalty which is substantially influenced by the quality of a given product. Customers will feel more confident if the products offered are of high quality and useful. According to Darmawan's research (2017) the perception of the quality of the products offered has a major effect on loyalty. Customers who use an item or service regularly or continuously are more likely to believe that the product has a competitive advantage over competing products (Ferrinadewi, 2004).

Customer choice, which ultimately leads to a form of loyalty to always use goods or services continuously, which has a positive impact on company profits. Loyal customers are company assets, because they are an important aspect in improving business. This research was conducted to determine the effect of brand image and product quality on brand loyalty.

LITERATURE REVIEW

Brand image is an essential thing because it serves as a reference to determine customer trust, and has a role in making purchasing decisions. Names, symbols, and combined forms. This is to determine the difference between goods or services from other sellers (Hidayat, 2015; Kotler & Keller, 2016). Image or image is a description related to associations and customer trust in existing brands (Mardikaningsih & Sinambela, 2016). A good image of some brands is an asset, because the image has a strong impact on the customer's memory of communication in various ways (Setyaningsih, 2004; Sinambela et al., 2019).

Product quality is something that all businesses must consider if they want their goods to compete in the market (Fatimah et al., 2018; Mardikaningsih, 2020). Furthermore, the reciprocal relationship between consumers and companies is needed to gather knowledge about client wants and needs based on customer perceptions (Bartikowski et al., 2010). Product quality is the overall character of an item or service that complements the quality or value so that it can meet consumer needs (Kotler & Keller, 2016). Product quality is a characteristic of an item or service that must be considered by all business actors in order to meet the results of goods or services in accordance with the expectations of customers.

Brand loyalty is often associated with repeated purchase behavior of the same brand (Rundle-Thiele & Maio, 2001). A repurchase is a purchase that has been made but is made again and more than once (Tsai, 2011; Trirahayu, 2014). Repeat purchases can be associated with periodic incentives to encourage and invite customers to repurchase similar brand goods or services (McMullan & Gilmore, 2008). One of the commands for companies to stay in business is the presence of loyal customers. Customer loyalty is a condition in which the customer or consumer takes action or makes a deep commitment to use goods or services indefinitely in the future without any coercion, despite the influence of circumstances that can then cause the customer to switch (Kotler & Keller, 2016).

RESEARCH METHODOLOGY

This research applies quantitative method, which is a process with the aim of gathering information and developing phenomena by using focused data from numerical data. This study looks for brand image as the first independent variable and product quality as the second independent variable on brand loyalty as the dependent variable. This study uses primary data, as a data source. Primary data is data whose origin is obtained from related original sources that are relevant to the topic taken or raised. To complete the discussion of this research, it is necessary to have internal and external company information data. The data collection technique used in this study was through a questionnaire. Questionnaire is a data collection technique that provides a statement to a number of people or respondents to answer it, and the information obtained in the questionnaire is usually more detailed.

The population in this study is an unknown number of buyers of Samsung brand washing machines. The sample used in this study were 50 people. The sample in this study was processed using a non-probability technique, meaning that not the entire population was given the choice to be a sample in order to determine these variables. This is associative research, which means looking at how two or more variables are related to each other. The researcher used a 5-point Likert scale, with 1 point indicating "strongly agree", 2 indicating "agree", 3 indicating "neutral", 4 indicating "disagreeing", and 5 indicating "disagreeing".

RESULTS AND DISCUSSION

Respondent Profile

Respondents in this study were 50 respondents. The majority of respondents were male with a total of 32 people (64%) and the remaining 18 people (36%) were female respondents. Based on the age level, the majority of respondents are in the 35-44 year age group, namely 17 respondents (34%). While the least respondents are consumers under the age of 25 years, amounting to 2 respondents (4%). Educational background shows that the respondents are high school graduates as many as 12 respondents (24%) and college graduates at the undergraduate level (S1) totaling 38 respondents (38%). In this study, all respondents have a fixed income every month. Most respondents have incomes between Rp 5,000,000 – Rp 10,000,000 with a total of 30 respondents (60%). In the second level, respondents have income above Rp. 10,000,000, namely as many as 14 respondents (28%). Furthermore, at least 6 respondents (12%).

Validity and Reliability Test

The data in this study was previously tested for quality with a validity test. For 10 statements about the brand image variable, only eight statements can be declared valid. Regarding the product quality variable, there are 8 statements and all of these statements are declared valid. Next, all statements regarding brand loyalty which amount to six statements are declared valid. Based on the reliability test, the CR value on the brand image variable was obtained at 0.784 and this indicates reliable. For the CR value of the product quality variable, it was obtained at 0.884 so that it can be declared reliable. The CR value is 0.806 for the brand loyalty variable and this indicates reliable.

Classic Assumption Test

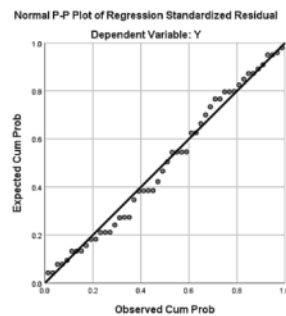The next stage is the normality test shown in Figure 1.

Figure 1. Normality Test
Source: SPSS output

In the normalized P-P plot regression standardized diagram, the existence of the points is seen to be spread around the line and the distribution follows the direction of the diagonal line but is not parallel to the line, then the residual value is normally distributed.

Next, the multicollinearity test was carried out. The cutoff value used to indicate the presence of multicollinearity is tolerance, if the value of VlF < 10 and tolerance > 0.10, it is stated that there is no multicollinearity. From the research results, the VIF and tolerance value for both variables are below the value of ten and the tolerance value is greater than the value of 0.1. These results indicate that there is no multicollinearity in this study. Next, the autocorrelation test was carried out using the Durbin Watson value. The DW value obtained is 0.726 so it can be concluded that this study does not occur autocorrelation.
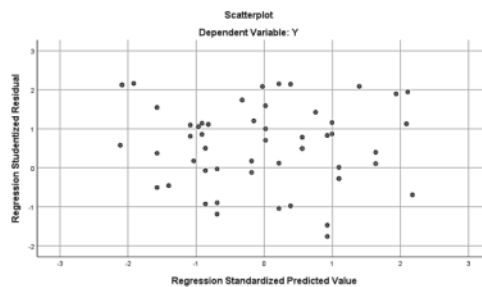

Figure 2. Heteroscedasticity Test
Source: SPSS output

The next test is a heteroscedasticity test. The results of this test are shown in Figure 2. In Figure 2 it can be seen that the points spread evenly on the Y axis. The data points also do not form a certain pattern. Thus, it can be said that this research does not occur heteroscedasticity. From the data quality test, it can be concluded that the research data is good and can be processed at the next stage.

Coefficient of Determination

Table 1. Results of test coefficient of determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.817ᵃ	.668	.653	3.569	.726

Source: SPSS Output

The next stage is the coefficient of determination test. The results of the analysis show that this study obtained an R value of 0.817. While the value of R Square obtained is 0.668. This value indicates a contribution of 66.8% of brand image and product quality to the formation of brand loyalty. Brand loyalty is also influenced by other variables that are not the variables studied by 33.2%.

F-test

Table 2. F -test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1201.943	2	600.972	47.191	.000ᵇ
	Residual	598.537	47	12.735		
	Total	1800.480	49			

Source: SPSS output

Next is the F test. Based on the values presented in the Annova table, it can be seen that the calculated F value is 47,191 with a significant value of 0.000. This result is in accordance with the limit value used. This shows the significant role of brand image and product quality together in the ups and downs of brand loyalty.

t-test

Table 3. t-test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	25.745	4.050		6.357	.000		
	X.1	2.673	.450	.504	5.942	.000	.984	1.017
	X.2	3.522	.513	.582	6.860	.000	.984	1.017

Source: SPSS output

Based on the Coefficients table, it is known that the significant value for the X.1 variable is the brand image of 0.000. Based on the value limit used, which does not exceed 0.05, it can be concluded that brand image has a significant influence on the formation of brand loyalty. Furthermore, for product quality, it is known to get a significant value of 0.000 so that it is lower than the limit value of 0.05. This figure means that brand loyalty is influenced by product quality. Next, the regression model is obtained, namely Y = 25.745 + 2.673X.1 + 3.522X.2 + e. These results indicate that the value of brand loyalty will be worth 25.745 if the value of brand image and product quality is 0.

Discussion

The results showed that there was a significant role of brand image in the formation of brand loyalty. By increasing the brand image, the public's perception will be stronger towards the brand. Marketing management needs to create and implement marketing strategies that make the brand's position in the minds of consumers stronger (Darmawan, 2018; Khayru et al., 2021). This statement strengthens the results of Darmawan's (2017) study.

This study also shows that product quality has a significant influence on the ups and downs of brand loyalty. This finding strengthens the findings of research by Darmawan (2004) and Yuen and Chan (2010). Improving product quality will make consumers more confident in a brand (Grubor & Milovanov, 2017; Sinambela, 2017). Consumers assume that the brand will always provide the best products with quality that will always improve every time.

Brand image and product quality have a positive impact on brand loyalty. Marketing strategy by always improving brand image and product quality will increase brand loyalty (Urde, 2013; Srivastava & Sharma, 2013). Consumers will always remember the brand and trust the quality of the products produced by the brand (Jo Hatch & Schultz, 2003; Djati, 2005; Retnowati & Mardikaningsih, 2021). Increasing brand loyalty will strengthen the company's position in market competition (Masitoh et al., 2017; Darmawan & Grenier, 2021).

The real business goal is to receive products continuously (Khasanah et al., 2010; Darmawan, 2019). With the right target market and affordable prices, market acceptance is possible (Sinambela et al., 2020; Darmawan & Arifin, 2021). This achievement is aimed at gaining customer loyalty (Darmawan et al., 2019). Continuous marketing communications also need to be carried out by marketers (Chen, 2015; Ernawati, 2017; Sinambela, 2021). Loyalty is not easy to earn without serious efforts from the company (Khayru & Issalillah, 2021). This requires a continuous process and continuous observation of preferences (Iskandar, 2003; Darmawan & Gatheru, 2021). Products must continue to be developed based on these preferences (Malhotra, 2009; Khayru, 2021; Issalillah et al., 2021). The company's seriousness in this matter will result in achieving customer loyalty and increasing the number (Uma & Sasikala, 2011; Singh & Pattanayak, 2014). Business will develop with loyal customers (Darmawan, 2010; Kemarauwana, 2020; Mardikaningsih & Arifin, 2021).

CONCLUSION

The following findings can be drawn from the research mentioned above: first, there is the effect of brand image on Samsung's brand loyalty. Customers who use the brand regularly believe that the brand has a distinct advantage over competitors. Second, there is the effect of product quality on brand loyalty. Although there are concerns and declines related to brand loyalty which is strongly influenced by the quality of the products provided, customers will feel confident if the products available are of good quality and useful. Third, there is a simultaneous influence of brand image and product quality on brand loyalty. The better the brand image and the quality of the goods provided, the higher the brand loyalty.

According to the research findings above, brand image has a role in determining customer perceptions of a product so that a desire to buy arises, which leads to a correlation with brand loyalty. The company is believed to be able to maintain its brand image because Samsung is a strong brand in the market. Companies, on the other hand, must continue to improve product quality and advertising intensity so that their goods can be recognized by all levels of society. This must be done to avoid buyers switching to similar products with different brands.

Brand loyalty is more influenced by product quality than brand image. Efforts must be made to maintain brand loyalty by committing to consistently improve product quality, both in terms of the quality of raw materials, packaging design, and innovation to present new, more attractive alternatives.

Future research should include more independent variables, such as promotions, lifestyle, prices, customer attitudes, etc., which can affect brand loyalty.

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