

THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY AND CONSUMER SATISFACTION ON CONSUMER LOYALTY (CASE STUDY OF BU WIDODO'S GUDEG RESTAURANT IN WIJILAN)

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Abstract : *This study aims to analyze: The Effect of Brand Image, Product Quality and Consumer Satisfaction on Consumer Loyalty at Gudeg Bu Widodo Wijilan Restaurant Yogyakarta. The population used in this study is the wider community who are consumers and have bought products from Warung Gudeg Bu Widodo. This study uses primary data using questionnaires distributed to 100 respondents from consumers at Warung Gudeg Bu Widodo in Wijilan . This study used a questionnaire data collection method with non-probability sampling/nonrandom sampling technique. The analysis in this study uses the Multiple Regression Test. The results of this study indicate that Brand Image, Product Quality and Consumer Satisfaction simultaneously have a positive and significant effect on Consumer Loyalty. Brand Image partially has a positive and significant effect on Consumer Loyalty. Product quality partially has a positive and significant effect on Consumer Loyalty. Consumer Satisfaction partially positive and significant effect on Consumer Loyalty.*

Keywords : *Brand Image, Product Quality, Consumer Satisfaction, Consumer Loyalty.*

1. Introduction

Yogyakarta has great potential as a tourism destination city both locally and internationally. As a tourist destination city, Yogyakarta has a traditional food called "Gudeg". Gudeg is a food that has been around since the 16th century with ingredients from young jackfruit and coconut. The city of Yogyakarta has hundreds of MSMEs engaged in the "gudeg" culinary field. One of the MSMEs that focus on preserving traditional gudeg food is the Gudeg Bu Widodo food stall. As an MSME engaged in culinary business, Gudeg Bu Widodo must be able to survive and develop better products. As we know, many gudeg culinary SMEs have big names, such as Gudeg Yu Djum, Gudeg Manggar, Gudeh Bu Tjitro and others. Increasingly competitive competition gives people choices in making choices according to their tastes.

Brand Image is one approach to identify a product from different items. Brand Image can also be interpreted as a combination of affiliations seen by buyers of an item or service. Thus, the image of goods is very important for organizations, especially for administrative organizations. Store item images are characterized as consumers' opinions about the store, including insight and mentality that depend on the vibration of a significant push with the store that the shopper's soul gains through involvement with the store (Pratiwi, 2014).

According to Buchari Alma (2013: 159) product quality is something important that every organization must look for with the assumption that it needs its goods to compete in the

market to meet the needs and desires of buyers . Currently, most consumers are increasingly critical in consuming a product. Consumers always want to get quality goods and according to the price paid, although there are some groups who think that expensive goods are quality goods.

According to Tjiptono (2015 : 75) consumer satisfaction is a key component in modern marketing thinking and practice. Competition can be won if a company can create and retain customers. The important thing lies in the ability to understand the behavior of the target consumer as a whole, then use that understanding in designing, communicating, and delivering marketing plans that are more effective than competitors.

Customer satisfaction comes from how big the company's performance is to create that satisfaction by minimizing complaints so that long-term purchases are made by consumers. To obtain satisfaction, consumers react to product attributes that are used to determine consumer loyalty to a product, namely taste, packaging, and price. With these product attributes, it will encourage consumers to buy the product and be trusted with the product.

According to Tjiptono (2015:210) consumer loyalty is a customer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases, which means that brand loyalty is obtained because of a combination of satisfaction and complaints. According to Sutisna (2001 : 41) consumer loyalty can be defined as "a favorable attitude towards the brand represented in a consistent purchase of the brand over time ". In general, loyalty is the loyalty of consumers to buy again, stay with the product, provide information and recommend the product to others.

2. Literature Review

a. Brand Image

According to Tjiptono (2014: 49) brand image is a description of consumer associations and beliefs about a particular brand. Brand image is the observations and beliefs that consumers hold, as reflected by associations or in consumers' memories. According to Setiadi (2003) brand image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences towards a brand. There are several indicators of brand image, namely: reliable or trustworthy, professional impression, innovative impression and added value or prestige.

Alma (2007:139) product image is a person's perception of a set of attributes both tangible and intangible. Simamora (2004:43) product image is a set of associations perceived by consumers to a product. Product image is built to be positive in the eyes of the public, both those who have become real consumers and consumers who want to be targeted based on several understandings from some of these experts, it can be concluded that product image is the impression, opinion, or response that consumers have on a particular object.

b. Product quality

Luthfia (2012) explains that quality can be defined as the ability of a product to carry out its functions which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics. Iswayanti (2010) defines a product as a consumer's perception that is described by producers through their production, the quality or quality of the product is influenced by factors that will determine that the quality of the goods can meet its objectives, namely to increase sales volume. According to (Fahmi, 2016:83) product quality

indicators are product type, quality, characteristics, brand name, and packaging . According to Kotler and Armstrong (2001) product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. There are several indicators of the quality of products, namely Performance, Features Reliability, Durability and Aesthetics.

c. Consumer Satisfaction

According to Kotler and Keller (2012), customer satisfaction occurs when customer expectations match or can be met by performance or are close to being met and can even exceed customer expectations. Lee, Hsiao & Yang, (2010) a customer is someone who continuously and repeatedly comes to the same place to satisfy his desire by having a product or getting a service and paying for the product or service. Satisfaction occurs as a result of the psychological response that occurs by consumers comparing the gap between what was previously expected and what was experienced after consumption.

Tjiptono (2014) explains that customer satisfaction is a post-purchase evaluation (*evaluative*) resulting from a specific purchase selection. According to Mowen (1995) in Tjiptono (2014) customer satisfaction is the overall attitude toward a product or service after the acquisition (*acquisition*) and its use.

According to Kotler and Keller (2009), satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or outcome) against their expectations. If performance matches expectations, customers will be very satisfied or happy. There are several indicators of customer satisfaction, namely : overall satisfaction , fulfillment of expectations and comparison with the ideal.

d. Consumer Loyalty

According to (Giddens in Dewi, 2011) loyalty is a choice made by consumers to buy a certain brand compared to other brands in the product category. According to Kartawidjaja (1996) analyzing consumer loyalty will be more successful if it is able to understand human psychological aspects. Perception is one aspect and before consumer perception is formed on an object, in terms of quality, price, and store atmosphere are factors that motivate consumers in a product. Consumers have likes and dislikes after they buy a product and then perceptions are formed and will determine behavior towards the product brand. This is because perceptions explain cognitive evaluations, emotional feelings, and favorable action tendencies.

Griffin in Jafar (2002) argues that a customer is said to be loyal or loyal if the customer shows buying behavior on a regular basis or there is a condition where it requires the customer to buy at least twice in a certain time interval. Efforts to provide customer satisfaction are carried out to influence customer attitudes, while the concept of customer loyalty is more related to customer behavior than customer attitudes.

According to Tjiptono (2000) consumer loyalty is a customer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases. There are several indicators of consumer loyalty, namely making repeat purchases on a regular basis , referring to others and showing immunity to the pull of competitors.

e. Hypothesis Development

a). Relationship between Brand Image, Product Quality, and Consumer Satisfaction with Consumer Loyalty

Brand image, product quality, and consumer satisfaction have a relationship with consumer loyalty. This is because, if the brand image, product quality, and consumer satisfaction increase, it will result in increased consumer loyalty as well. According to Durianto, et al (2004) satisfaction is a measuring tool that can directly find out how consumers remain loyal to a brand. Meanwhile, loyalty is the result of the experience of using the product. The results of research conducted by Dewi and Susana (2014) show that there is a significant influence of product quality and brand image simultaneously on loyalty .

H1 : Brand Image, Product Quality, and Consumer Satisfaction simultaneously have a positive and significant effect on Consumer Loyalty to the customers of Warung Gudeg Bu Widodo in Yogyakarta.

b). The Relationship between Brand Image and Consumer Loyalty

According to Aaker (2003:151) brands can provide greater value to a product, and brands can provide value, so that the total value of the product is higher than the product value based on objective calculations. According to Fayrence & Lee (2011) a successful brand provides a competitive advantage which is very important for the success of the company, a successful brand will also increase consumer or customer loyalty to the brand itself.

According to Setiadi (2003) defines that the brand image represents the overall perception of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand are more likely to make a purchase. According to Ratna (2011) brand image has a positive and significant influence on customer loyalty. The relationship between brand image and customer loyalty is influenced by a satisfactory product use experience. Consumers who have brand loyalty will make repeat purchases because they already believe and feel satisfied, causing consumers not to be easily tempted by promotions from competitors and their willingness to suggest the brand to others.

The relationship between brand image and consumer loyalty is influenced by experience in using the product, whether the product is satisfactory or otherwise. Consumers who have loyalty to a brand will continue to make repeat purchases because they already believe and feel satisfied, so consumers are not easily tempted by promotions from competitors and their willingness to recommend the brand to others.

H2 : Brand Image has a positive effect on Consumer Loyalty.

c). The Relationship between Product Quality and Consumer Loyalty

According to Kotler and Armstrong (2008:272) product quality (*product quality*) is a product characteristic that depends on its ability to satisfy implemented customer needs. According to Tjiptono (2008: 28) customer expectations are believed to have a major role in determining product quality (goods and services) and customer satisfaction. The results of research conducted by Dewi and Atmosphere (2014), show that there is a significant influence of product quality on consumer loyalty.

The relationship between product quality and customer loyalty is satisfaction from purchasing products offered to consumers, they continue to buy and use the product regularly and are not interested in other products, because they already believe in the product and remain loyal to one product and recommend the product. to other people.

H3 : Product quality has a positive effect on Consumer Loyalty.

d). The Relationship between Consumer Satisfaction and Consumer Loyalty

According to Tjiptono (2015: 75) consumer satisfaction is a key component in modern marketing thinking and practice. Competition can be won if a company can create and retain customers. The important thing lies in the ability to understand the behavior of the target consumer as a whole, then use that understanding in designing, communicating, and delivering marketing plans that are more effective than competitors. According to Kotler (2009: 139) satisfaction (*satisfaction*) is feeling happy or disappointed someone arising from comparing the performance that the perception of the product or the results of their expectations. The results of research conducted by Nisa, et al (2013) show that consumer satisfaction has a significant effect on the dependent variable, namely consumer loyalty. So that the hypothesis can be proposed as follows:

H4: Consumer Satisfaction has a positive effect on Consumer Loyalty.

f. Research Model

The following is a picture of the frame of mind of the influence of brand image, product quality and consumer satisfaction on consumer loyalty which is depicted in Figure 1 below :

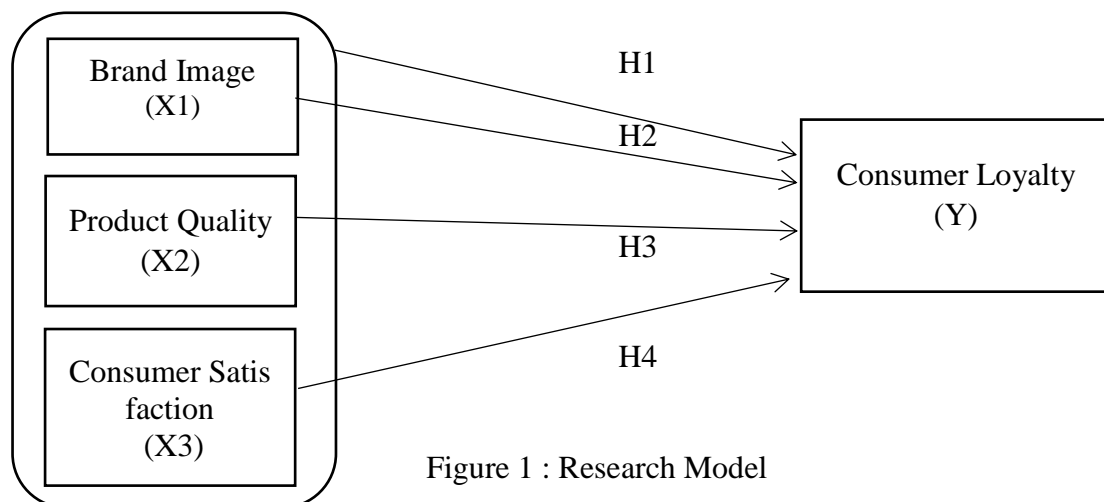


Figure 1 : Research Model

3. Research methodology

The method used in this research is quantitative research which is the research method used to examine certain populations or samples. Survey research is research that takes primary data using a questionnaire as the main data collection tool (Sofian Effendi and Tukiran, 2014) in (Andriyanto, 2016). The population used in this study is the wider community who are consumers and have purchased products from Warung Gudeg Bu Widodo whose number is unknown. The sampling technique in this study used purposive sampling technique. According

to Hair et al (2010:101) the determination of the number of samples is with the minimum formula there is a range of 5 to 10 times the number of variable indicators to be studied. In this study, the number of indicators was 15 which was multiplied by 6 (range of the hair formula) so that the number of samples was 90 respondents. To facilitate the calculation, the number of samples was rounded up to 100 respondents. The analysis used in this study is using multiple regression analysis with the help of SPSS version 21.

4. Research results and discussion

a. Validity

Based on the overall validity test, all indicators on the variables have a significance value of <0.05 , therefore it can be concluded that all questions or statements in the research instrument are declared valid and feasible as instruments to measure research data.

b. Reliability

Table 1. Reliability Test

Variable	Alpha Cronbach	N of Items	Information
Brand Image	0.912	8	Reliable
Product Quality	0.917	10	Reliable
Consumer Satisfaction	0.826	6	Reliable
Consumer Loyalty	0.826	6	Reliable

From the Cronbach's Alpha value with a value of > 0.7 , it can be concluded that the entire questionnaire instrument in this study was declared reliable.

c. Characteristics of Respondents

The characteristics of the respondent's data in this study are gender, age and occupation. The description of the characteristics of the respondents is presented as follows :

1) Gender

the characteristics of the respondents on the type of sex showed that respondents with male gender as much as 43 respondents and the female sex as much as 57 or 57%.

2) Age

Description of the characteristics of respondent data based on age in this study showed that respondents who were at the age of 17-20 years were 19 respondents or 19 % , at the age of 21-25 years were 78 respondents or 78 % and at the age of 26-30 years were 3 respondents or 3 % of the total respondents were 100 respondents.

3) Work

Description of the characteristics of the respondent's data based on occupation, it is known that the majority are housewives by 51%, then 18% private employees, 17% students, 8% workers, and 6% who have not worked. It can be concluded that the consumers of Gudeg bu Widodo are from various circles of society..

d. Multiple Regression Analysis Test

This multiple regression test was conducted to determine how much influence the independent variables (Brand Image, Product Quality and Consumer Satisfaction) had with the

dependent variable (Consumer Loyalty). To see the results of the multiple regression test in this study, it can be seen in table 2 as follows.

Table 2. Multiple Regression Test Results
Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	.762	1.383		.551	.583			
Brand Image	.169	.062	.232	2,712	.008	.766	.267	.139
Product quality	.338	.050	.573	6,734	.000	.840	.566	.345
Consumer Satisfaction	.149	.073	.140	2.058	.042	.635	.206	.106

a. Dependent Variable: Consumer Loyalty

e. Partial Test (t Test)

1) The Effect of Brand Image on Consumer Loyalty

Based on table 2, the partial test results state that the t-count value is $2.712 > t$ table 0.1986 and the sig value is $0.008 < 0.05$. So that the results of this hypothesis test can be concluded that Brand Image has an effect on Consumer Loyalty at Warung Gudeg Bu Widodo in Yogyakarta.

2) The Effect of Product Quality on Consumer Loyalty

Based on the results of table 2, the results of the partial test state that the t-count value is $6.734 > t$ -table 0.1986 and the sig value is $0.000 < 0.05$. So it can be concluded that the product quality hypothesis test has an effect on Consumer Loyalty at Warung Gudeg Bu Widodo in Yogyakarta.

3) The Effect of Consumer Satisfaction on Consumer Loyalty

Based on the results of table 2, the results of the partial test state that the t-count value is $2.058 > t$ -table 0.1986 and the sig value is $0.042 < 0.05$. So it can be concluded that the hypothesis test of Consumer Satisfaction has an effect on Consumer Loyalty at Warung Gudeg Bu Widodo in Yogyakarta.

f. Simultaneous Test (F Test)

Based on the results of simultaneous testing, it can be concluded that the magnitude of the F-count is 94,700 and the value of sig. of 0.000. So from these results it proves that the F-count value is $94.700 > 2.70$ and the sig value is $0.000 < 0.05$ so that the results of this test can be concluded that the independent variables (Brand Image, Product Quality and Consumer Satisfaction) simultaneously affect the dependent variable (Consumer Loyalty).

g. Determinant Coefficient Test (R^2)

The coefficient of determination (R^2) test in this study was used for the purpose of knowing how much the model's ability to explain the dependent variation was. Based on the calculations in this study, it shows that the result of testing the determinant coefficient of

the adjusted R square value is 0,740 (74%) . While the remaining 26% is influenced by other variables outside the model.

h. Discussion

The purpose of this research is because researchers want to analyze the influence of the variables of Brand Image, Product Quality and Consumer Satisfaction on Consumer Loyalty at Warung Gudeg Bu Widodo on consumers in the Yogyakarta area. The results of this study will be discussed as follows:

1) Brand Image, Product Quality and Consumer Satisfaction have Simultaneous Effect on Consumer Loyalty at Warung Gudeg Bu Widodo

Based on the results of the F test, the results obtained are significant (sig) 0.000 <0.05, which means that the variables Brand Image (X1), Product Quality (X2), and Consumer Satisfaction (X3) simultaneously have a positive and significant effect on Consumer Loyalty. at Warung Gudeg Bu Widodo.

The results of the adjusted R square test of 0.740 (74%) the Consumer Loyalty variable can be explained by the variables of Brand Image, Product Quality and Consumer Satisfaction and the rest can be explained by other variables that cannot be used as models in this study. This study is in line with previous research on brand image, product quality and consumer satisfaction on consumer loyalty from researchers Hasnah Rimiyati and Catur Widodo (2014) which showed that brand image, product quality and consumer satisfaction had a simultaneous and significant effect on consumer loyalty.

2) Brand Image Affects Consumer Loyalty at Warung Gudeg Bu Widodo

Based on the results of the t-test and t-table, a significant result (sig) of 0.008 <0.05 means that the Brand Image variable partially has a positive and significant effect on Consumer Loyalty at Warung Gudeg Bu Widodo.

Based on the description table of the Brand Image variable, it shows that the answers from respondents with the highest average answer are in the statement "Gudeg Bu Widodo provides uniqueness in packaging with instant gudeg products (in cans)" with an average of 3.98. The results of this study are in line with previous researchers Ratna (2011) brand image has a positive and significant influence on customer loyalty.

From here the researcher argues that the Brand Image variable has a positive and significant effect on Consumer Loyalty which means that, if there is an increase in the point of Brand Image then the Consumer Loyalty at Warung Gudeg Bu Widodo will also increase but on the contrary, if the point of Brand Image decreases then consumer loyalty at Warung Gudeg Bu Widodo will also decrease. From the opinion above, it can be said that the Brand Image variable can affect the Consumer Loyalty variable.

3) Product Quality Affects Consumer Loyalty at Warung Gudeg Bu Widodo

Based on the results of the t-test and t-table, significant results (sig) were obtained, namely 0.000 <0.05, which means that the Product Quality variable has a positive and significant impact on Consumer Loyalty at Warung Gudeg Bu Widodo.

Based on the descriptive table of the Product Quality variable, it shows that the answers from respondents with the highest average answer are in the statement "The products produced by Warung Gudeg Bu Widodo are in accordance with product feasibility standards" with an average of 3.94.

Based on the results of the multiple regression test, it can be concluded that the Product Quality variable has a positive and significant effect on the Consumer Loyalty variable. This result is also the same as the opinion of the previous researcher, Fitriani (2009) with the results of her research that the influence of product quality has an effect on consumer loyalty. Product quality has a positive effect on consumer loyalty because with the appropriate product quality, the higher consumer satisfaction and makes consumers more loyal to the product.

4). Consumer Satisfaction Affects Consumer Loyalty at Warung Gudeg Bu Widodo

Based on the results of the T-test and T-table, significant results (sig) were obtained, namely $0.042 < 0.05$, which means that the Consumer Satisfaction variable has a positive and significant impact on Consumer Loyalty at Warung Gudeg Bu Widodo.

Based on the descriptive table of the Consumer Satisfaction variable, it shows that the results of the answers from respondents with the highest average answer are in the statement "Warung Gudeg Bu Widodo must be able to maintain the quality of their products" with an average of 4.07.

Testing on this hypothesis is in line with the hypothesis that researcher Ihsani (2020) stated that based on the results of the researcher's analysis that consumer satisfaction has a positive effect on consumer loyalty. According to Novan Haaryono, Rooney Octavia (2014) states that consumer satisfaction has a very high and significant influence on the creation of consumer loyalty.

5. Conclusions and suggestions

a. Conclusion

The conclusions from the results of this study regarding Brand Image, Product Quality and Consumer Satisfaction with Consumer Loyalty (a case study of Gudeg Bu Widodo Restaurant) in Yogyakarta can be explained in the following points:

- 1) Simultaneous test results (together) show that Brand Image, Product Quality and Consumer Satisfaction simultaneously have a positive and significant impact on Consumer Loyalty at Warung Gudeg Bu Widodo consumers in Yogyakarta.
- 2) Partial test results show that Brand Image has a positive and significant effect on Consumer Loyalty to consumers at Warung Gudeg Bu Widodo in Yogyakarta.
- 3) Partial test results show that product quality has a positive and significant effect on consumer loyalty to consumers at Warung Gudeg Bu Widodo in Yogyakarta
- 4) Partial test results show that consumer satisfaction has a positive and significant effect on consumer loyalty to consumers at Warung Gudeg Bu Widodo in Yogyakarta.

b. Suggestion

Suggestions for Warung Gudeg Bu Widodo:

- 1) Researchers suggest to improve the taste and also its characteristics so that the brand image of Warung Gudeg Bu Widodo can be widely known and consumers are satisfied with the products provided. The researcher gives this suggestion because, on the brand image variable the lowest average value lies in the 8th statement,

namely "I choose to eat at Warung Gudeg Bu Widodo because eating becomes more delicious" is an indicator with the lowest average value of 3, 82.

- 2) Researchers suggest that the gudeg bu widodo stall can show the taste of the product so that consumers can find out. The researcher gives this suggestion because, on the variable of consumer satisfaction in the second statement, namely "I am satisfied with the taste of the products at Warung Gudeg Bu Widodo" is the indicator with the lowest average value of 3.65.
- 3) Researchers suggest that the gudeg bu widodo stall can improve the quality of its products and can improve the quality of its service so that it can increase loyalty to consumers and consumers can make purchases repeatedly. The researcher gives this suggestion because, on the consumer loyalty variable in the first statement, "I will buy Warung Gudeg Bu Widodo's products repeatedly" is the indicator with the lowest average value of 3.54.

Suggestions for the next researcher:

- 1) Can be used as a reference for further research with the variables of Brand Image, Product Quality and Consumer Satisfaction with Consumer Loyalty.
- 2) For further research in the same field can add other variables such as motivation, consumer perception, lifestyle and others.

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