CONSUMER LOYALTY IN TERMS OF PRODUCT QUALITY, PRICE PERCEPTION, AND SERVICE QUALITY WEDDING DRESS MAKING TJ COLLECTION IN KLATEN

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Abstract: *This research aims to determine consumer loyalty's influence on product quality, price perception, and quality of service at the wedding dress manufacturing company TJ Collection in Klaten. The methodology used in this study with quantitative methods is sampling as many as 100 respondents and using the purpose sampling technique. Data collection techniques used in this study using questionnaires. Analysis tools used with SPSS. The results of this study show that consumer loyalty is influenced both simultaneously and partially by product quality, price perception, and service quality.*

Keywords*: consumer loyalty, product quality, price perception, service quality*

1. Introduction

Developments in the era of globalization are increasingly advanced and rapid. This is marked by advances in technology and communication in various fields. Various changes have been made by the community and business people in order to follow the development of the times , so that they will not be left behind by increasingly large and rapid changes. In getting a position in the market, manufacturers compete in the placement of product excellence in the eyes of consumers, the competition will be felt more heavily felt in the manufacturer if there is a similarity in one product with another product.

With many businesses mushrooming then the differentiator will be the most important thing, because with a unique differentiator will be able to attract consumers to make wedding dresses. The differentiator that can be applied is in terms of quality. Good quality and has a unique concept will attract consumers to make in that place compared to other places.

In addition to product quality, there is also a perception of competitive prices, with attractive prices and affordable to consumers, it will provide a plus to manufacturers.

In addition to product quality and price perception can also be done by improving service quality. One of them is by sending products directly to consumers. With direct delivery, consumers will not bother to take and will make it easier for consumers to receive products

2. Literature Review

In Andalusi's (2021: 85) opinion, consumer loyalty is a strong commitment from consumers to products purchased from a company in the form of goods or services at all times. Tjiptono in Tarigan, et al. (2019: 45) states five indicators that can be used to measure consumer loyalty, namely:

a. Repeat purchases,
b. The habit of consuming the brand,
c. Always liked the brand,
d. It remains to choose the brand,
e. Convinced that the brand is the best,

Tjiptono in Mahira (2021) stated that product quality is a product's ability to satisfy customers because the product is by customer expectations, even exceeding customer expectations. Meanwhile, Razak (2019:1) suggested that product quality is product quality that is assessed by the ability of the product to meet the quality specifications specified by the customer so that customers are satisfied with the product.
According to Tjiptono (2008:25), dimensions of product quality include :
a. Performance is related to the essential operating characteristics of a product.
b. Durability, the age of the product or the Durability of the product before it is replaced. Durability means how long the life of the product in question lasts before the product must be returned. The product's power is determined by the more often consumers use the product.
c. Features (features) are product characteristic that aims to increase consumer interest by perfecting product functions.
d. Reliability (Reliability) is the chance or possibility of a product satisfying at a particular time. A product is reliable when the probability of damage to the product is getting smaller.
e. Aesthetics (aesthetics), related to the product's appearance, such as physical products, product models, and aesthetic product design.
f. Impression of quality (perceived quality), i.e., indirect measurement results due to the possibility of consumer ignorance or lack of consumer information on a product

According to Schiffman and Kanuk (2018: 186), "how a consumer perceives a price (as high, as low, as fair) has a strong influence on both purchase intentions and purchase satisfaction," which means that the view of customers who perceive a specific price in terms of high, low, and reasonable prices offered
Kotler is quoted in Krisdayanto et al. (2018). Some indicators of price perception include :
a. Affordable Price of the product
b. Conformity of product quality to the Price sacrificed
c. Price competitiveness
d. Price that matches the benefits

Service is an action or behavior of a person or organization to satisfy customers, employees, and leaders (cashmere, 2017:47).
Kotler and Keller (2016: 284) revealed 5 factors of service quality, including :
a. Reliability is the company's ability to provide services that have been promised, are reliable, accurate, and consistent.
b. Responsiveness (Responsiveness); is the company's ability to provide services quickly based on customer complaints.

c. Guarantee (Assurance); is the company's ability to measure the Performance and nature of employees seen from the politeness of responsibility and the nature of employees who can be trusted.
d. Empathy (Empathy); is a way of providing actions in the form of sincere attention, especially consumers in the economic field, to understand what consumers want.
e. Tangible (Tangibles); is a display of physical facilities and equipment used to serve consumers.

3. Research Methods

1) Population and research sample
   a) Population
      The population is the whole of the territory, the individual objects symptoms and events to be generalized to a conclusion imposed (Hadi, 2003:165). Poulasi this study is the entire consumer TJ collection klaten
   b) Sample
      According to Indriantoro and Supomo (2014) the sample is all elements of the population or part of the elements of the population used for. researched. determine the sample of this study using the formula (Sugiyono, 2009: 85) as follows:

      $$n = \frac{Z^2.p.q}{d^2}$$

      Description:
      n = number of sample
      Z = normal standard price (1,976)
      p = population proportion estimator (0,5)
      d = interval/ deviation (0,10)
      q = 1-p

      So the sample size can be calculated as follows:

      $$n = \frac{(1,976)^2\,(0,5)\,(0,5)}{(0,10)^2} = 97,6 \text{ rounded to 100 respondents}$$

      From the calculation, it is known that the number of samples required in this study is 100 respondents.
   c) Sampling Technique
      The technique used in this study using a convenient sampling technique that sampling technique using a random selection of consumers who are in TJ COLLECTION KLATEN.
   d) Data Sources
      The source of data in this study using there are 2 data, namely primary data and secondary data.
      a) Primary Data
         Is the data obtained directly into the research and how to obtain it by using questionnaires, interviews and surveys. And for this study using Kouesioner

b) Secondary Data

Is data that how to collect it does not need to be directly involved in the research. Usually this data is already on the internet or in books and other literatures

2) **Data Collection Methods**

The method of data collection is a method used to collect data with a specific purpose in accordance with what is researched, the methods in this study are observation, light interviews and questionnaires

1. Observation

Is a method of data collection using a way to observe the object in order to obtain the desired data.

2. Questionnaire

Is a data collection method that uses a questionnaire or a number of questions that will then be filled by the respondents who are then processed. Questionnaire method that will be used for this study is likert scale method

4. Analysis Results

1) Analysis Results

Based on the calculation of the computer program SPSS obtained the following results :

$Y = 5,312 + 0,306\ X_1 + 0,415\ X_2 + 0,191\ X_3$

Based on the regression equation above, the interpretation of the coefficients of each variable as follows:

1) if the constant is 5.312 then the product quality variable (X1), the price perception variable (X2), and the service quality variable (X3) is considered constant then Loyalty will be positive.
2) Variable X1 is worth 0.306, which means that if X1 is worth 1 it will increase consumer loyalty
3) Variable X2 is worth 0.415 which means if X2 is worth 1 it will increase consumer loyalty.
4) Variable X3 is worth 0.191 which means that if X1 is worth 1 it will increase consumer loyalty

2) F Test Result

Fcount	Ftable	Sig.
120,417	40,988	0,000

Source : processed Primary Data, 2022

Since F sig (0.000) < α, then HO is subtracted. Thus proving that product quality, price perception, and service quality influence significantly and simultaneously or together

consumer loyalty in the significance of 1% regression model described fit to predict purchasing decisions.

3) T Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.312	1.581		3.361	.001		
	TOTAL_X1	.235	.064	.306	3.696	.000	.666	1.501
	TOTAL_X2	.397	.078	.415	5.102	.000	.689	1.450
	TOTAL_X3	.202	.093	.191	2.160	.033	.583	1.715

From the results of the t test it is known that partially all variables X1, X2 and X3 positive and significant effect on Y

4) Test R2 (Coefficient of Determination)

The coefficient of determination (R^2) is a test to determine how much variation the independent variable can account for the dependent variable. The value of R2 ranges from zero to one, the closer to the number one can be said the better the model. The results of the test analysis coefficient of determination (R^2) can be seen in the table below:

Table IV.19
Test R^2 (Coefficient of Determination)

R	R^2	Description
	0,5	Percentage influence
0,749	62	79%

Source : processed Primary Data, 2022

From the results of the SPSS table above, the value coefficient of determination (R2) of 0.562. This proves that the independent variables (Product Quality, price perception, and service quality) can explain the variable loyalty Konsuemn by 56% and the rest by 44% explained by other factors or other variables that are outside the model

5. Conclusion
1) Product quality has a positive and significant effect on consumer loyalty
2) Price perception has a positive and significant effect on consumer loyalty
3) Service quality has a positive and significant effect on consumer loyalty

4) Based on the simultaneous test of product quality variables, the perception of price and service quality positively and significantly affects consumer loyalty.
5) Based on the tested coefficient determines (R^2) showed the results 0.562, which means that the independent variables (Product Quality, price perception, and quality of Service) can explain the variable consumer loyalty by 56.2%, and the balance of 43.8% is explained by other factors or other variables that are outside the model

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