# THE EFFECTS OF PRICE, BRAND IMAGE, AND PRODUCT QUALITY ON CUSTOMER LOYALTY AND REPURCHASE (A STUDY CASE ON CUSTOMERS OF WALLS PRODUCTS)

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## ABSTRACT

*Intense industry competition, as well as rapid changes and efforts to retain customers, are competitive goals and scarce resources for the ice cream industry. Price, brand image, and product quality implementation increases customer loyalty and is taken into account in the subsequent purchasing process. The goal of this study was to look at how price, brand image, and product quality affect customer loyalty and repurchase intent. A sample of 130 people who bought Walls brand ice cream products was surveyed which was obtained from a representative of the number of indicators as many as 26 multiplied by 1-5, the study distributed 180 questionnaires and collected 150 questionnaires which were declared valid. SEM (Structural Aquation Model) is a data analysis method used in this study to test hypotheses. The results of this study conclude that price, brand image, and product quality have a positive effect on customer loyalty, and customer loyalty also has a positive effect on repurchase intentions. If the loyalty of the majority of customers has the strongest impact on repurchase intention.*

*Keywords: Price, brand image, product quality, customer loyalty, repurchase intention*

## 1. Introduction

In the age of globalization, the strength of the economy and the business climate is characterized by intense competition. As a result, each country's industrial sectors that contribute to increasing national income must be developed in order to strengthen the economy and compete.



Figure 1. Indonesia,s Economic Growth 2018-2021

(Source: Statistics Indonesia, 2021)

According to the figure above, Indonesia's economic growth in the fourth quarter of 2021 was 5.02%, up from 3.51% in the third quarter of 2021. This is a positive trend, and the magnitude is determined by the size of the public consumption pattern. The following are the findings of a BPN survey on the consumption habits of Indonesian households.



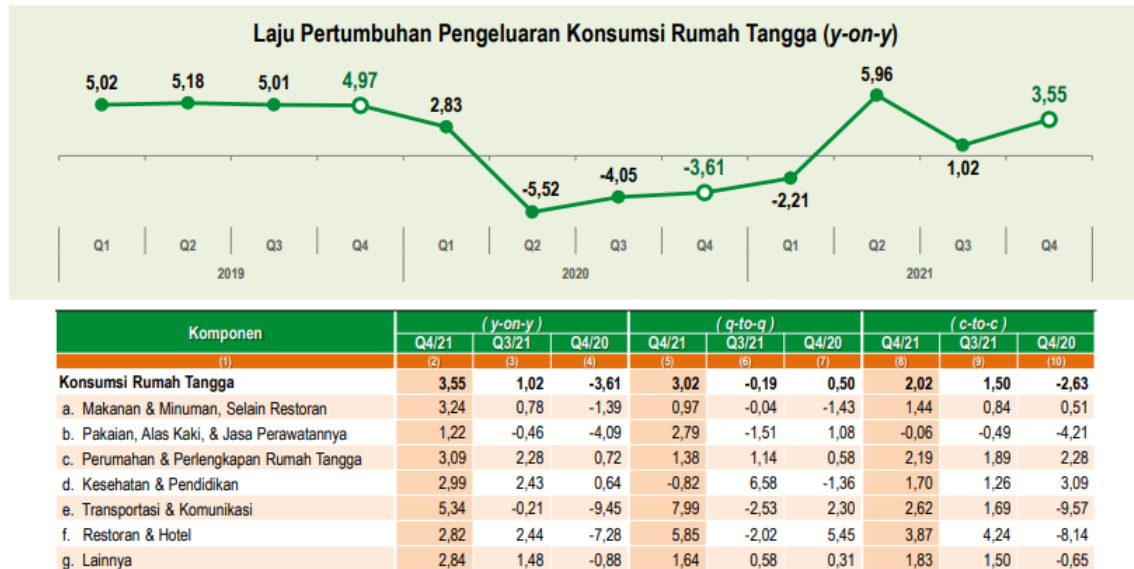| Komponen | ( y-on-y ) | | | ( q-to-q ) | | | ( c-to-c ) | | |
|---|---|---|---|---|---|---|---|---|---|
| (1) | Q4/21 | Q3/21 | Q4/20 | Q4/21 | Q3/21 | Q4/20 | Q4/21 | Q3/21 | Q4/20 |
| | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| **Konsumsi Rumah Tangga** | **3,55** | **1,02** | **-3,61** | **3,02** | **-0,19** | **0,50** | **2,02** | **1,50** | **-2,63** |
| a. Makanan & Minuman, Selain Restoran | 3,24 | 0,78 | -1,39 | 0,97 | -0,04 | -1,43 | 1,44 | 0,84 | 0,51 |
| b. Pakaian, Alas Kaki, & Jasa Perawatannya | 1,22 | -0,46 | -4,09 | 2,79 | -1,51 | 1,08 | -0,06 | -0,49 | -4,21 |
| c. Perumahan & Perlengkapan Rumah Tangga | 3,09 | 2,28 | 0,72 | 1,38 | 1,14 | 0,58 | 2,19 | 1,89 | 2,28 |
| d. Kesehatan & Pendidikan | 2,99 | 2,43 | 0,64 | -0,82 | 6,58 | -1,36 | 1,70 | 1,26 | 3,09 |
| e. Transportasi & Komunikasi | 5,34 | -0,21 | -9,45 | 7,99 | -2,53 | 2,30 | 2,62 | 1,69 | -9,57 |
| f. Restoran & Hotel | 2,82 | 2,44 | -7,28 | 5,85 | -2,02 | 5,45 | 3,87 | 4,24 | -8,14 |
| g. Lainnya | 2,84 | 1,48 | -0,88 | 1,64 | 0,58 | 0,31 | 1,83 | 1,50 | -0,65 |

Figure 2. 2021 Household Expenditure Growth Rate
(Source: Statistics Indonesia (BPS) 2021)

Figure 2 shows that food and beverage, excluding restaurants, will have the highest increase in household expenditure in 2021, with a total increase of 3.55%, the highest expenditure of all existing components. Eating and drinking are undeniably basic human needs. Because of the high consumption and demand for this food/beverage, market opportunities in the Indonesian food/beverage industry will expand.



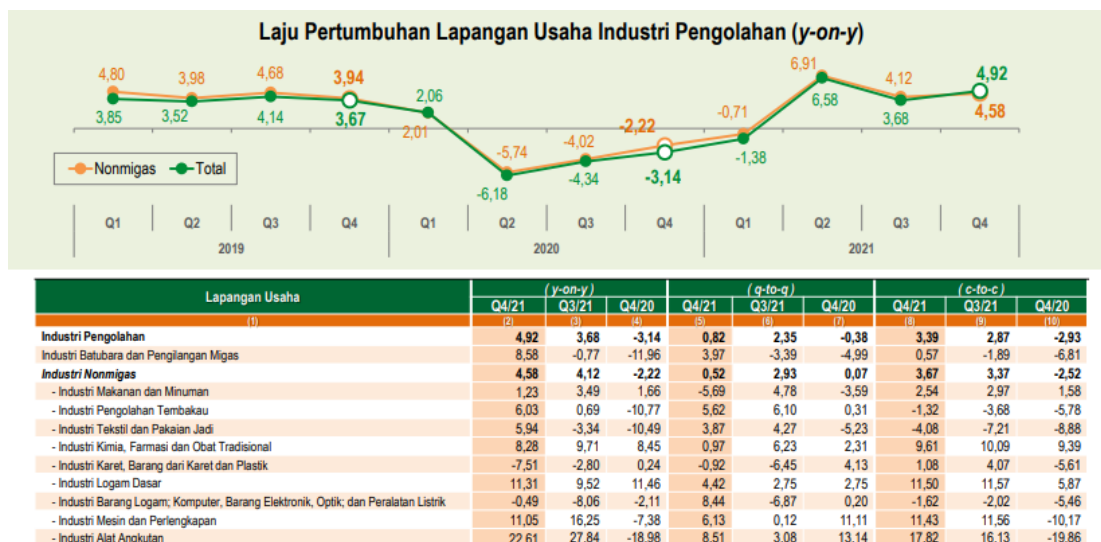| Lapangan Usaha | ( y-on-y ) | | | ( q-to-q ) | | | ( c-to-c ) | | |
|---|---|---|---|---|---|---|---|---|---|
| (1) | Q4/21 | Q3/21 | Q4/20 | Q4/21 | Q3/21 | Q4/20 | Q4/21 | Q3/21 | Q4/20 |
| | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| **Industri Pengolahan** | **4,92** | **3,68** | **-3,14** | **0,82** | **2,35** | **-0,38** | **3,39** | **2,87** | **-2,93** |
| Industri Batubara dan Pengilangan Migas | 8,58 | -0,77 | -11,96 | 3,97 | -3,39 | -4,99 | 0,57 | -1,89 | -6,81 |
| *Industri Nonmigas* | 4,58 | 4,12 | -2,22 | 0,52 | 2,93 | 0,07 | 3,67 | 3,37 | -2,52 |
| - Industri Makanan dan Minuman | 1,23 | 3,49 | 1,66 | -5,69 | 4,78 | -3,59 | 2,54 | 2,97 | 1,58 |
| - Industri Pengolahan Tembakau | 6,03 | 0,69 | -10,77 | 5,62 | 6,10 | 0,31 | -1,32 | -3,68 | -5,78 |
| - Industri Tekstil dan Pakaian Jadi | 5,94 | -3,34 | -10,49 | 3,87 | 4,27 | -5,23 | -4,08 | -7,21 | -8,88 |
| - Industri Kimia, Farmasi dan Obat Tradisional | 8,28 | 9,71 | 8,45 | 0,97 | 6,23 | 2,31 | 9,61 | 10,09 | 9,39 |
| - Industri Karet, Barang dari Karet dan Plastik | -7,51 | -2,80 | 0,24 | -0,92 | -6,45 | 4,13 | 1,08 | 4,07 | -5,61 |
| - Industri Logam Dasar | 11,31 | 9,52 | 11,46 | 4,42 | 2,75 | 2,75 | 11,50 | 11,57 | 5,87 |
| - Industri Barang Logam; Komputer, Barang Elektronik, Optik; dan Peralatan Listrik | -0,49 | -8,06 | -2,11 | 8,44 | -6,87 | 0,20 | -1,62 | -2,02 | -5,46 |
| - Industri Mesin dan Perlengkapan | 11,05 | 16,25 | -7,38 | 6,13 | 0,12 | 11,11 | 11,43 | 11,56 | -10,17 |
| - Industri Alat Angkutan | 22,61 | 27,84 | -18,98 | 8,51 | 3,08 | 13,14 | 17,82 | 16,13 | -19,86 |

Figure 3. Processing Industry Business Field Growth Rate 2021
(Source: Statistics Indonesia (BPS) 2021)

Figure 3 depicts a 4.92% increase in the market size of the food and beverage industry. The increase was caused by the Indonesian people's extremely high demand for food and drink. Ice cream is one of the food products with high potential; its potential value continues to rise in the Indonesian ice cream market from 2015 to 2019, with a CAGR of 10.4% growth. Furthermore, market consumption increased by 6.3% year on year, reaching 105.3 million kilograms in 2019. In Indonesia, the maximum ice cream consumption per capita is around 0.75 liters per year, with 2 to 4 liters being mature consumption estimates that must be consumed per capita.

In Indonesia, the ice cream industry is dominated by only two companies: Unilever and Campina. Unilever (Walls) is in first place with a current market share of 60%, while Campina is in second place with a current market share of 20-25%.

The ice cream industry will be more competitive in 2021. With the emergence of new players. Previously, only PT Unilever Indonesia Tbk's ice cream products and PT Campina Ice Cream Industry dominated the ice cream business segment. However, a new competitor with Japanese nuances produced by PT Glico Wings, namely a collaboration company between PT Wings Food Indonesia and Ezaki Glico Co. Ltd., enters this segment. Since November 2016, Glico wings have been sold at extremely low prices ranging from Rp 1,000 to Rp 12,000 in Java and Sumatra. As a result, former ice cream industry players PT Alpen Food Industry (AFI), Indoeskrim, Glico wings, Aice, Haagen Dazs Diamond Cold Storages Ind, Dairy Food (Industri.kontan.co.id 13 February 2019) increased with the inclusion of several brands such as Joyday, Aice, Nestle, and Glico. Before entering the ice cream industry sector, the new player has undoubtedly conducted market and consumer research, and the market possibility remains high.

One of the factors that attracts new industries for domestic ice cream production is population. People under the age of 40 comprise approximately 125 million to 130 million people, or nearly half of the total population. Furthermore, the millennial generation and urban lifestyles prefer food and soft drink products, and because Indonesia is a tropical country, demand for ice cream is relatively constant throughout the year. In Indonesia, per capita ice cream consumption is still low when compared to other Southeast Asian countries: per capita ice cream consumption is still 0.7-0.8 liters per year. In Malaysia, per capita ice cream consumption has reached 2 liters, while in Singapore, per capita consumption is 5 liters. This will double player growth in a relatively short period of time and is expected to result in business adjustments over the next three to four years. Manufacturers are attempting to stay afloat in a fairly competitive environment. This, of course, jeopardizes the continued existence of Wall's ice cream products, which are now the market leader in the Indonesian ice cream industry.

Increased consumer buyer loyalty is required in the decision-making process when repurchasing Walls products. Consumer loyalty to Walls products is also important because it influences the selection and purchase of goods. As a result, it will be able to keep Walls products on the market the following year. According to Kotler (Sondoh et al., 2007), retaining existing customers is more profitable in general. Customers are being reduced because the cost of acquiring new customers can be five times that of retaining existing customers. In general, businesses believe that satisfied customers will return and are willing to spread positive word of mouth (Sondoh, et al., 2007). Despite this, Taylor claims that even if the company has satisfied customers, it is not uncommon for the company to lose customers. Price, brand image, and product quality are all factors that influence customer loyalty.

Price is everything that consumers pay to obtain the benefits provided by the company's marketing mix (Cannonet al., 2008). Through the prices offered by the company in the form of products or services, consumers can determine their interest in purchasing and purchasing the offered products/services. The quality of a brand in a product can determine the price, so consumers assume that high prices usually indicate good quality. Positive thinking that the price is in line with the appropriate quality/commensurate with the price issued will affect consumer loyalty/trust. Brand image is another factor that influences consumer loyalty. According to Kotler (2016), brand image is a collection of consumer beliefs about specific products. A strong brand image conveys the message that the brand has distinct advantages over competitors. As a result, the existence of the brand image will influence consumer behavior when making purchasing decisions. As a result, having advantages that competitors do not have will create a positive image for the company, allowing it to continue to develop the potential to innovate in creating new things, particularly those established by consumers (Hsieh and Li in Burmann et al., 2008; Ismani in Rizan, 2012).

According to the explanation above, a product's brand image is an important asset for the company in continuing to market a product, which will have an impact on consumer loyalty to the product being marketed. The final variable that influences consumer loyalty is product quality. Product quality refers to a product's ability to meet the needs or desires of consumers (Cannon et al., 2008). The higher the quality of a product, the greater the customer loyalty to the products offered, and the greater the consumer interest in repurchasing the product.

Based on the identification of the problems listed above, the following are studied:

    a.   Is there a relationship between price and customer loyalty?
    b.   Is there a impact of brand image on customer loyalty?
    c.   Is there a relationship between product quality and customer loyalty?
    d.   Is there a relationship between customer loyalty and repurchase?

According to the above-mentioned formulation of the problem, the following research objectives are obtained:
    a.   To determine the significant effect of price on customer loyalty.
    b.   To determine the significant effect of brand image on customer loyalty.
    c.   To determine the significant influence between the effect of product quality on customer loyalty.
    a.   d. To determine the significant effect of customer loyalty on repurchase

## Literature Review

### Price

The amount of value given to customers (buyers) for the benefits or advantages of the benefits of a product or service that has been used is referred to as the price (Kotler, 2008). According to Lamb et al. (2001), the cost of obtaining a product or service. What the customer (buyer) must provide in order to receive the product. According to Dovaliene and Virvilaite (2008), one of the most flexible elements of the marketing mix that can change quickly after changing certain product and service characteristics is price. Furthermore, pricing decisions are most effective when they are aligned with other marketing mix elements such as product or service, place, and promotion. Pricing can be profit and sales oriented, according to Kotler and Armstrong (2008), with the goal of: 1. achieving a return on investment or your net sales goals, 2. Profit maximization, 3. Increased sales volume 4. Keeping or increasing market share. As a result, price is an important variable that consumers use for a variety of reasons, including economic reasons that indicate low prices. Competitive pricing is one of the most important factors in improving marketing performance. It is also a psychological reason that price is frequently regarded as quality, and thus pricing is frequently designed as both a selling tool and a decisive competitive instrument (Peter and Olson, 2000).

### Brand Image

Brand Image is the trust that consumers have in a brand on a specific product, and this trust is created as a result of the company's marketing strategy for the product it produces. The perception of brand image, according to Kotler and Keller (2009), is "the process by which a person selects, organizes, and interprets input information to create an important picture." According to Kotler and Armstrong (2007), brand image is a collection of consumer beliefs about various brands. Brand Image, also known as Brand Description, is a description of consumer associations and beliefs about a specific brand. According to some of the above experts' theories, brand image is a set of beliefs in the name, symbol, design, and impression on a person of a brand that is obtained based on information about the facts who then use the brand. As a result, the impression formed in the minds of consumers is relatively long-term. Brand image includes knowledge and belief in brand attributes (cognitive aspects), the consequences of using the brand and the appropriate conditions of use, as well as evaluations, feelings, and emotions associated with the brand. Brand image is also defined as consumer perceptions and preferences for brands, as reflected by the various brand associations that exist in the customer's memory. Although brand associations can take many forms, they can be divided into two types: performance associations and image associations related to brand attributes and benefits (Peter and Olson, 2002)

According to Drezner (2002), consumers do not react to reality but to what they perceive to be reality. Thus, brand image is viewed as a series of associations that consumers see and understand over time as a result of direct or indirect experience with a specific brand. This association can be with a brand's functional qualities or with the people and events associated with the brand. Although no two consumers have the same perception of a brand, their perceptions are broadly similar in some ways. Consumers choose brands in part because they want to understand themselves and communicate aspects of themselves to others.

### Product Quality

Products have significant implications for businesses because they are essential to their operations. Buyers buy

products that make them feel good, so for successful product marketing, products must be tailored to the buyers' needs and requirements. In other words, product development is driven by market demands and consumer preferences. According to McCarty and Perreault (2003), "a product is a product that enters the consumer to be distributed and used to meet their needs." Meanwhile, Saladin (2002) defines a product as "something that can be offered to the market in order to be noticed, owned, used, or consumed in order to fulfill wants and needs." Product quality, as defined by Kotler (2005), is the overall functionality and characteristics of a product or service in terms of its ability to meet explicit/implicit needs. Lupiyoadi (2001), on the other hand, states that "consumers will be satisfied if the evaluation shows that the products they use are of high quality."

*Customer Loyalty*

Understanding loyalty is what you do after purchasing a product and is determined by your satisfaction or dissatisfaction with the product as the sales process concludes. Customer loyalty is associated with behavior (behavior) rather than attitude. Consumers' positive attitudes can be demonstrated by being loyal to the company's products and recommending these products to other consumers, whereas negative attitudes can be demonstrated by negative words (word of mouth) to other consumers and switching to other companies. Loyalty is something that develops on its own, rather than as a result of coercion. Loyalty is defined as the formation of a consumer's attitudes and behavior patterns toward the purchase and use of products as a result of previous experiences (Oliver in Hilmi and Huriyati, 2016)Customer loyalty is a metric that can be used to forecast sales growth, and it can also be defined based on consistent purchasing behavior (Griffin, 2005). The five characteristics of consumer loyalty that must be considered are as follows: 1. Making frequent repeat purchases, consumers make repeated purchases on a specific product, 2. When purchasing between product and service lines, consumers not only purchase services and primary products, but they also purchase product lines and services from the same company. 3. Referring to others, where consumers communicate through word of mouth that they are pleased with the product. 4. Displaying resistance to competitor pull, consumers refuse to use alternative products or services offered by competitors.

Making prospective buyers loyal to the company and the products or services offered is critical. According to Griffin (2002), there are several stages to converting prospective buyers into loyal customers:
1. Suspect, including potential customers. They are called suspects because they believe they will act but know nothing about the company, goods, or services offered.
2. Prospects are people who have specific products and services and the ability to purchase them, prospects even if they already know the location of the company and the goods and services offered, even if they have not made a purchase.
3. Disqualified prospects are prospects who are aware of the location of goods and services but lack the desire and ability to purchase; in this case, the consumer should be aware of the price or tariff of the goods and services offered.
4. First-time customers (beginners), consumers who purchase for the first time, but continue to use competitors' products or services.
5. Repeat customer, A repeat customer is a consumer who has purchased a product more than once, which can be the same product or a different product.
6. Clients (regular customers), consumers who buy all of the products offered and stay with them for a long time, making them unrelated to the appeal of other competitors.
7. Advocates, like clients, purchase goods and services based on their needs on a regular basis; additionally, they encourage their friends to purchase the company's goods and services from other people, so they do not directly market to the company and bring consumers to the company.

*Repurchase Intention*

Customers purchase similar products from the same seller on a regular basis, and the majority of purchases represent a series of events that are isolated from the most important variables in relationship marketing (Fullerton, 2005; Morgan & Hunt, 1994). However, repurchase intent is defined as a customer's decision to engage in a future activity with a retailer or supplier (Hume, Mort, and Winzar2007). Gong et al. (2013) state that repurchase is dependent on the product's shelf life. Repurchase is defined as repurchasing after the initial or trial purchase for

short-lived products. Durable goods, on the other hand, are defined as consumers' willingness to buy new ones, or at least encourage others to do so. The desire of the individual/consumer arising from their attitude toward the purchase of a product or service is the purpose of customer repurchase. According to Hellier et al. (2003), the intention to repurchase is an individual's decision to buy or use the same company's services/products. According to Lee et al. (2011), repurchase intention is related to how frequently customers use a product or service. Lin and Sun (2010), on the other hand, demonstrated that repurchase intention can be defined as the long-term desire to repurchase a specific product or service. Consumers are more likely to buy the same brand, product, or service again, which is a common measure of repurchase intention.

## 2. Method
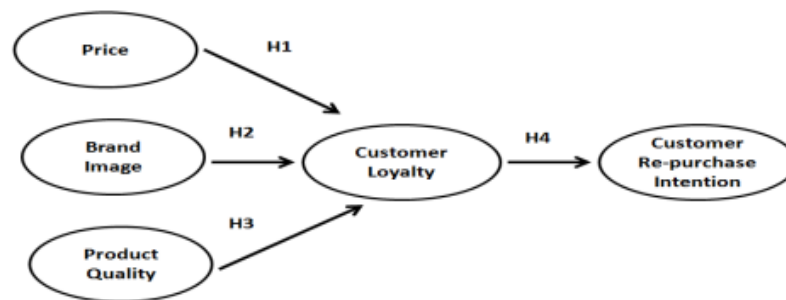
### *Conceptual Framework*



Figure 4. Conceptual Framework

Halim, Swasto, Hamid, and Firdaus (2010) revealed a relationship between the influence of four independent variables (price, quality, and brand image) on consumer trust and its implications for consumer loyalty to electronic products. According to Chinomona and Dubihlela (2014), there is an effect of customer loyalty on repurchase at local store brands. As a result, it can be developed into a framework.

### *Hypotheses*

A hypothesis is a short-term solution to a research problem that will be proven by the data collected (Arikunto, 2014). Based on theoretical studies, literature reviews, and conceptual frameworks, the following hypotheses can be advanced.

H1: There is a significant effect between price on customer loyalty
H2: There is a significant effect between brand image on customer loyalty
H3: There is a significant effect between product quality on customer loyalty
H4: There is a significant effect between consumer loyalty and repurchase

### *Research Design*

According to Sugiyono (2013), research methods include more objective data collection methods as well as objects and special benefits. The goal of this research method is to provide an overview of the research and how it was carried out in order to solve problems. The descriptive method was used in this study. The descriptive method is a method of analyzing data that uses pictures or visualizing data that has been collected soberly, without the intention of drawing conclusions during general or designing. In this study, the descriptive method is used to investigate the impact of price, brand image, product quality, loyalty, and repurchase.

This study employs a quantitative research approach. In terms of quantitative research definition, this research, particularly researchers, only develop concepts and collect facts, but do not test hypotheses or examine cases objectively, in depth, detail, and comprehensively.

### *Population and Sample*

Purposive sampling is a sample selection method used by researchers to obtain the right information in a practical manner. Hair et al. (2010) contend that determining the number of respondents is critical in the estimation and

interpretation of results, particularly when using the Structural Equition Model (SEM) analysis. The ideal and representative size of respondents is determined by multiplying the number of indicators by 1-5. The number of indicators used in this study was 26, resulting in a total of 130 respondents. However, in order to obtain the best results, this study used a sample of 180 questionnaires. 150 respondents were declared valid out of the 180 questionnaires distributed using a survey instrument in the form of a questionnaire sheet directly collected.

Table 1. Respondent Profile

| No | Keterangan Responden | Frekuensi | Persentase (%) |
|---|---|---|---|
| 1 | **Jenis Kelamin** | | |
| | 1. Pria | 64 | 49.2 |
| | 2. Wanita | 66 | 50.8 |
| 2 | **Usia** | | |
| | 1. 12-18 th | 11 | 8.5 |
| | 2. 18-25 th | 52 | 40 |
| | 3. 25-35 th | 41 | 31.5 |
| | 4. 35 th keatas | 26 | 20 |
| 3 | **Pendidikan** | | |
| | 1. SD | | |
| | 2. SMP | 64 | 49.2 |
| | 3. SMA | 11 | 8.5 |
| | 4. D3 | 6 | 4.6 |
| | 5. S1 | 48 | 36.9 |
| | 6. S2 | 1 | 0.8 |
| 4 | **Pekerjaan** | | |
| | 1. Pelajar/ Mahasiswa | 9 | 6.9 |
| | 1. Pegawai Negri Sipil (PNS) | 4 | 3.1 |
| | 2. Pegawai Swasta | 110 | 84.6 |
| | 3. Wiraswasta | 3 | 2.3 |
| | 4. Ibu Rumah Tangga | 4 | 3.1 |
| | 5. Lainnya | | |
| 5 | **Jenis es krim Walls apa yang sering dibeli ?** | | |
| | 1. Cornetto | 22 | 16.9 |
| | 2. Dung dung | 4 | 3.1 |
| | 3. Feast | 4 | 3.1 |
| | 4. Magnum | 43 | 33.1 |
| | 5. Neopolitana | 2 | 1.5 |
| | 6. Paddle Pop | 45 | 34.6 |
| | 7. Populair | 2 | 1.5 |
| | 8. Sandwich | 3 | 2.3 |
| | 9. Shaky shake | 1 | 0.8 |
| | 10. Walls Oreo | 2 | 1.5 |
| | 11. Walls Selection | 2 | 1.5 |

Source: Processed Data (SPSS 19.0)

According to table 1, the respondent profile above, there are 130 respondents, with 64 men (49.2%) and 66 women (50.8%). According to age, 11 people (8.5%) are between the ages of 12 and 18, 52 people (40%), 41 people (31.5%), and 26 people are between the ages of 35 and over (20%). According to education, there are no elementary school students, 64 junior high school students (49.2%), 11 high school students (8.5%), 6 D3 (4.6%), 48 Bachelor's Degree holders (36.9%), and 1 Master's Degree holder (0.8%). From the type of work, it can be seen that there are 9 people (6.9%) students, 4 people (3.1%) civil servants, 110 people (84.6%) private employees, 3 people (2.3%) self-employed and 4 people (3.1%) stay at home mothers, others 0. For the type of ice cream purchased, 22 people (16.9%) often buy Cornetto, 4 people (3.1%) often buy Dungdung, 4 people (3.1%) Feast, 43 people (33.1%) Magnum, 2 people (1.5%) Neopolitana, 45 people (34.6%) Paddle Pop, 2 people (1.5%) Popular 3 people (2.3%) Sandwich, 1 person (0.8%) Shaky Shake, 2 people (1.5%) Walls Oreo, 2 people (1.5%) Walls Selection

## 3. Results and Discussion

*Validity Test*

A validation test is performed to determine an instrument's or data acquisition tool's ability to reveal something that is the primary purpose of the measurements made. The questionnaire's reliability indicates that it can measure what it is supposed to measure. 130 samples were used in this study, with a loading factor of 0.35. The following are the criteria for making decisions on the validity test:

a) If the loading factor indicator < 0.35, then the statement is not valid
b) If the loading factor indicator > 0.35, then the statement is valid

Table 2. Validity Test Results

| No | Indikator | Faktor Loading | Kesimpulan |
|----|-----------|----------------|------------|
| | | *Media Richness* | |
| 1 | | *Price* | |
| | PR1 | 0.503 | Valid |
| | PR2 | 0.445 | Valid |
| | PR3 | 0.497 | Valid |
| | PR4 | 0.528 | Valid |
| | PR5 | 0.534 | Valid |
| 2 | | *Brand Image* | |
| | BI1 | 0.533 | Valid |
| | BI2 | 0.667 | Valid |
| | BI3 | 0.653 | Valid |
| | BI4 | 0.593 | Valid |
| | BI5 | 0.429 | Valid |
| | BI6 | 0.48 | Valid |
| | BI7 | 0.537 | Valid |
| | BI8 | 0.475 | Valid |
| 3 | | *Product Quality* | |
| | PQ1 | 0.639 | Valid |
| | PQ2 | 0.603 | Valid |
| | PQ3 | 0.511 | Valid |
| | PQ4 | 0.433 | Valid |
| | PQ5 | 0.506 | Valid |
| 4 | | *Loyalitas Pelanggan* | |
| | LP1 | 0.458 | Valid |
| | LP2 | 0.646 | Valid |
| | LP3 | 0.502 | Valid |
| | LP4 | 0.445 | Valid |
| 5 | | *Repurchase Intention* | |
| | RI1 | 0.642 | Valid |
| | RI2 | 0.751 | Valid |
| | RI3 | 0.613 | Valid |
| | RI4 | 0.629 | Valid |

Source: Processed Data (SPSS 19.0)

Table 2 shows that all loading factor values are greater than 0.35, implying that the items from all Validity test questions are valid and that this research can be continued.

## Reliability Test

A SPSS test is used to generate the reliability test, which is required to determine the level of consistency of the measuring instrument used. The measuring instrument can be said to be reliable (trustworthy), and researchers can determine whether the questionnaire is reliable by looking at r > 0.600 or r 0.600.

Table 3. Reliability Test Results

| No | Indikator | Cronbach's Alpha | Kesimpulan |
|---|---|---|---|
| | | *Media Richness* | |
| 1 | *Price* | 0.737 | Reliable |
| 2 | *Brand Image* | 0.82 | Reliable |
| 3 | *Product Quality* | 0.763 | Reliable |
| 4 | *Loyalitas Pelanggan* | 0.72 | Reliable |
| 5 | *Repurchase Intention* | 0.827 | Reliable |

Source: Processed Data (SPSS 19.0)

From table 3 above, it can be seen that all variables with a value greater than 0.600 are declared reliable so that the research can be continued.

*Data Analysis Method*

In this study, structural equation modeling (SEM) techniques were used. SEM is a set of statistical techniques that allows for separate relationships for each set of related variables.

Table 4. Goodness of Fit Model Test Results

| Good of Fit Indeks | Cut-off Value | Hasil Analisis | Evaluasi Model |
|---|---|---|---|
| Chi-Square | Mendekati 0 | 527.304 | Poor of Fit |
| Probability | $\geq 0.05$ | 0.000 | Poor of Fit |
| RMSEA | $\leq 0.08$ | 0.079 | Good of Fit |
| GFI | $\geq 0.90$ | 0.771 | Poor of Fit |
| AGFI | $\geq 0.90$ | 0.725 | Poor of Fit |
| CMIN/ DF | $\leq 2.00$ | 2.92 | Poor of Fit |
| TLI | $\geq 0.95$ | 0.790 | Poor of Fit |
| CFI | $\geq 0.95$ | 0.811 | Marginal of Fit |

Source: Processed Data (SPSS)

The goodness of fit model results shows that the RMSEA and CFI used produce a fit model, allowing the theoretical hypothesis to be continued.
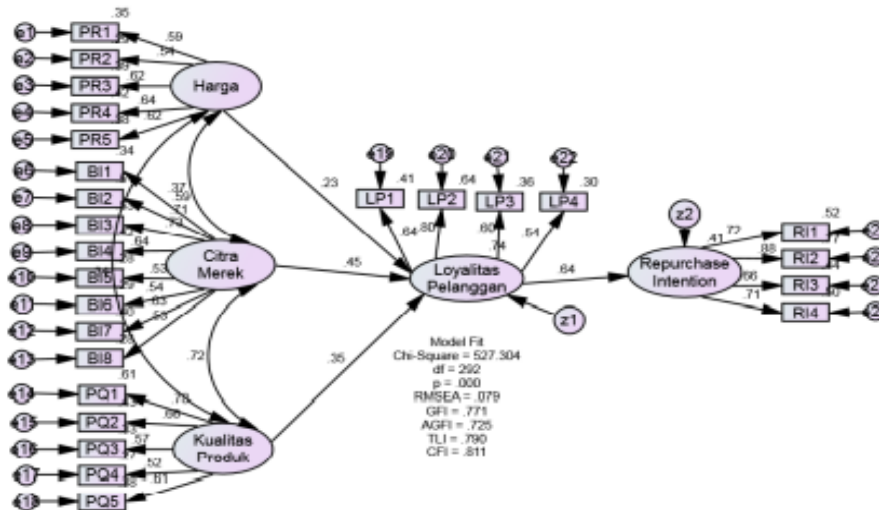


Figure 5. Structural Equation Model (SEM) Test Results

***Descriptive Statistical Analysis***

Table 5 Descriptive Statistics Results

**Statistik Deskriptif**

| Indikator | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Harga1 | 130 | 2.20 | 5.00 | 3.9523 | .37833 |
| Citra_Merek | 130 | 3.00 | 4.88 | 4.0212 | .32092 |
| Kua_Produk | 130 | 2.60 | 5.00 | 4.0138 | .27415 |
| Loy_Pelanggan | 130 | 3.00 | 5.00 | 4.0481 | .30673 |
| Re_Intention | 130 | 2.00 | 5.00 | 3.9788 | .39132 |
| Valid N (listwise) | 130 | | | | |

Source: Processed Data (SPSS)

The table above shows the number of samples, minimum and maximum values, mean and standard deviation, with the minimum and maximum values for each variable being 2 and 5, and a Likert scale of 1 to 5 provided for all variables, with 1 being strongly disagree and 5 being strongly agree. This chapter describes about the methods used in the study, the population, sample, sampling techniques, sources and methods of data collection, the operationalization of variables and data analysis methods. For articles that are not in the form of the research results can contain explanations about the subject to be the focus of discussion (eg green purchase behavior phenomenon in Indonesia plastic pay policy) as well as the measures proposed to resolve the problems faced.

***Analysis and Research Results***

The table depicts the research hypothesis that price, brand image, and product quality all have a positive effect on customer loyalty. Customer loyalty influences repurchase intentions as well. With the following debate:

1. Hypothesis Testing 1 (H1): Based on the test results table, H1 test is acceptable.
2. The results of this test show that price has a significant effect on customer loyalty. This is also consistent with Tamosiuniene and Jasilioniene's (2007) opinion and empirical research by other researchers that service price, as one of the factors influencing customer loyalty, has emerged as an important object in marketing research.
3. Hypothesis Testing 2 (H2): Based on the test results table, H2 test is acceptable.
4. The findings of this study suggest that there is a strong link between brand image and customer loyalty. This is also supported by Sonmez's (2014) belief that the key to retaining existing customers and attracting new customers is brand image. Consumer purchasing interest is generated and increased when customers have a positive perception of and trust in a brand.
5. Hypothesis Testing 3 (H3): Based on the table of test results, H3 is accepted.
6. These findings suggest that there is a significant relationship between product quality and customer loyalty. According to Barlaw and Maul (in Cornelia, 2014), the highest quality production will attract loyal customers.
7. Hypothesis Testing 4 (H4): Based on the test results table, H4 is accepted.
8. These results indicate that there is a significant influence between the repurchase. This is supported by Curtis, Abrat, Rhoades and Dion (2011) in their research concluded that there is a relationship between customer loyalty and repurchase intentions.

**4. Conclusion and Implications**

Among the hypotheses tested in this study were the effects of each variable, namely price, brand image, product quality, customer loyalty, and repurchase intention. According to the results of the previous chapter's tests, price, brand image, and product quality all have a significant impact on customer loyalty, and customer loyalty also has a significant impact on consumer repurchase intentions. When compared to other factors, customer loyalty has the most dominant influence on repurchase intention because the results of the three hypotheses related to the effect on customer loyalty show that all p-values less than 0.05 indicate that the hypothesis is accepted. The results show that customer loyalty has a strong influence on repurchase when viewed from the value of the Standardized Regression Weights Estimate.

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