

## ROLE OF PRODUCT QUALITY, PRICE AND PRODUCT INNOVATION TO INCREASE CUSTOMER LOYALTY

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**Abstract-** Companies can survive in business competition when companies can increase their sales. One of them is by increasing customer loyalty and also companies must try to find new customers. The purpose of this study is to determine the effect of the independent variables, namely product quality, price and product innovation on the dependent variable, namely consumer loyalty. Residents from Surabaya are the respondents of this study who are consumers of the product under study. The technique used for sampling is random sampling technique so that 100 respondents were obtained in this study. The analytical tool used for this research is multiple linear regression. The results obtained that all independent variables (product quality, price and product innovation) partially significant effect on the dependent variable (customer loyalty). It is also found that the independent variables simultaneously affect customer loyalty.

**Keywords:** product quality, price, product innovation, consumer loyalty.

### INTRODUCTION

Economic growth in modern times is in line with increased market competition. Every company needs effort for market competition. The current industrial business competition is getting faster and faster, this is due to various industrial factors that affect economic activity, so companies are required to meet and compensate for the changes that occur. Industry competition shows their respective advantages and tries to satisfy customers. The company's efforts to be able to survive the market competition one way by increasing the profits obtained. With high profits the company will be able to develop its business and be able to excel from its competitors (Mardikaningsih, 2017). How to increase profits is done with increased sales. Sales are made not only to find new consumers, but also to increase consumer loyalty. With consumer loyalty, the company will have its own market without the need to compete with its competitors (Wahab, 2017).

Consumer loyalty is the behavior of consumers who always buy a product from time-to-time Griffin (2003). Consumers are said to have loyalty if they always buy a product regularly (Hasan, 2008). Increased consumer loyalty needs to be done by every company. Consumer loyalty will be in line with the company's future development (Darmawan, 2010).

This form of consumer loyalty cannot be separated from the quality of a product. Product quality can be used as a weapon to be able to compete and gain consumer loyalty (Kotler & Armstrong, 2008). Khayru (2021) said that product quality is the value of a product's condition based on established standards. The quality of the product consists of factors that indicate the meaning of the product it was made (Bell et al., 2005; Munir & Putra, 2021).

Consumer behavior will pay attention to the product based on the price of the product (Darmawan & Grenier, 2021). The company needs to carry out a pricing strategy (Darmawan, 2009). Generally, consumers will decide to consume products that have a balance between price and the function obtained (Kotler & Armstrong, 2008). Price is the value of a product as measured by units of money (Kotler, 2002; Iskandar, 2003). The value of this product will affect consumer loyalty to the product (Djaelani & Darmawan, 2021; Sinambela & Widyawati, 2021).

In addition to consumer prices also see the innovation of a product. Tamamudin (2012) explained that if product innovation is in accordance with consumer needs, it will provide a strong factor to consumers to buy the product. Product innovation undermines the process to produce products that are interrelated with the goal of adjusting consumer desires (Kotler, 2002). To be able to compete for consumer loyalty, companies need to provide product innovation (McGrath & Maslennikov, 2021). To increase consumer loyalty, companies need to conduct research on factors that affect consumer loyalty.

### RESEARCH METHODS

Surabaya residents are users of floor tiles products so that they can be used as the population in this study. The population of this study was not detected in number. Therefore, this study set 100 respondents as the sample. This study analyzed the data with multiple linear regression. The way of sampling is done by random sampling technique.

The first free variable is quality. Schiffman and Kanuk (2007) stated the quality of the product as a form of company business so that consumers can get to know their products with certain characteristics. Product quality indicators according to Darmawan & Grenier (2021) are 1) Performance; 2) Aesthetics; 3) Conformity.

The second free variable of this study is price. Price according to Sinambela & Djaelani. (2022) is a form of exchange carried out by consumers to get product purposes. Kotler and Armstrong (2008) explained the price indicator that is 1) competitive price; 2) price affordability; 3) balance of price and function; 4) balance price with quality.

Product innovation is the third free variable. Product innovation is knowledge of Hubei's new products (2012). Indicators of product innovation according to Kotler & Keller (2009) are 1) product inventions that do not yet exist; 2) add value to the old product; 3) new product lines; 4) Additional product lines.

The variable tied to this study is consumer loyalty. Based on Oliver (1997) consumer loyalty is the certainty of consumers to buy products back due to a good experience of a product. Consumer loyalty indicator according to Griffin (2003) i.e., 1) buyback; 2) invite others; 3) be loyal to a particular brand; 4) Always talk about good things about a particular product.

Furthermore, the indicator of each variable will be used as a statement on the questionnaire. Each statement will be assessed on a Likert scale and then data analysis will be performed with SPSS.

## RESULTS AND DISCUSSIONS

To test the data used by the research will be conducted a validity test. From the validity test conducted, the research instrument is declared valid. Then the rehabilitation test was conducted by looking at the value of Cronbach's Alpha. Data has been reliably due to value. Alpha is obtained higher than 0.6.

Next is the normality test. Results from the research normality test as presented Figure 1. From the results obtained in figure 1, it can be seen that the distribution of data is around the diagonal line. This research data is said to be normal.

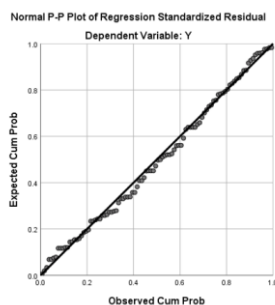


Figure 1. Normality Test  
Source: Processed Researcher

The heteroskedasticity test of this study was conducted by looking at scatterplot images. The results of this study data point are no heteroskedasticity because the data points are scattered and do not form a specific pattern.

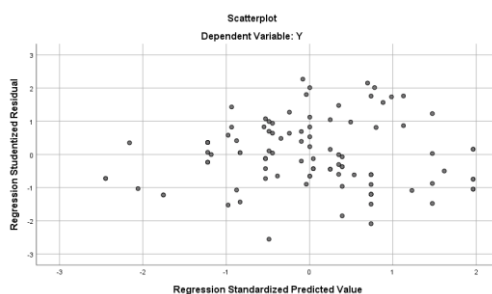


Figure 2. Heteroskedastity Test  
Source: Processed Researcher

Next, an autocorrelation test is performed. Durbin Watson's score obtained by this study was 1,161. These results showed that the study did not autocorrelated because the values were between -2 and 2. For the multicollinearity test, the study used VIF values. This study stated that there was no multicollinearity, because based on the VIF multicollinearity test obtained was at 1 to 10.

After the research data was tested using classical assumptions, the next one was done to look at the relationship of the complainant of each research-free variable with the bound variable. The results of this study can be seen in Table 1. From the results of uji t obtained that product quality has a significant value of 0.000. With this result, the product quality is said to have a whim to consumer loyalty partially. Variable X.2 is a significant value of 0.000. These results

prove that price has a significant effect on partial customer loyalty. Furthermore, product innovation variables are stated to have a significant effect on customer loyalty because of the significant value obtained by 0.000. Based on the results of the study obtained a double linear regression formula  $Y = 21,125 + 2,568X.1 + 1,816X.2 + 2,035X.3$ . These results show that the customer loyalty value will be worth 21,125 if the product quality value, price, and product innovation have zero value.

Table 1  
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	21.125	2.760		7.654	.000		
X.1	2.568	.467	.368	5.503	.000	.676	1.479
X.2	1.816	.373	.323	4.872	.000	.689	1.451
X.3	2.035	.343	.370	5.940	.000	.782	1.279

Source: SPSS Output

The results of the analysis of uji F on the study are presented in Table 2. The study's F value was 78,046 with a significant 0.000. From the results that have been obtained, it can be delegated product quality, prices, and innovations have significant leverage on the loyalty of the consensus simultaneously.

Table 2  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2717.272	3	905.757	78.046	.000 <sup>b</sup>
	Residual	1114.118	96	11.605		
	Total	3831.390	99			

Source: SPSS Output

Next is the determination coefficient test. The results of the data analysis in this study for the determination coefficient test were generated by 0.709. With an R value obtained of 0.842. From this result, all independent variables affect consumer loyalty by 70.9%. For the remainder of the 29.1% is the influence of the variables that are not studied.

Table 3.  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.842 <sup>a</sup>	.709	.700	3.407	1.895

Source: SPSS Output

The study found that all variables showed a significant role in the formation of customer loyalty. Prices encourage customer loyalty, it is expected that prices are affordable, in accordance with product quality, and according to customer purchasing power and competitive prices. Product quality and innovation also support customer loyalty. This is because the quality and product innovation is in accordance with what the customer wants, satisfying the customer, and the appearance is as desired by the customer.

## CONCLUSIONS

After obtaining the results of the study, researchers concluded the quality of the product. has an influence on consumer loyalty. Next is the price. also insists on consumer loyalty. Furthermore, product innovation is also concentrated on consumer loyalty. It is also concluded that the three variables affect employee loyalty simultaneously.

From the conclusions that have been presented before, the researcher gave some suggestions. The company needs to improve the quality of its products. The quality of the product should follow with the tastes of consumers. The company needs to conduct research on the quality of the products that consumers want. The company needs to set a price that corresponds to the intended market. The conformity of prices with the purchasing power of consumers will make consumers buy back products in the future. Furthermore, companies need to conduct research on product innovation. Product innovation will create excellence from the product and it is expected that consumers will trust more and more so as to increase consumer loyalty.

For the next researcher it is necessary to involve variables for the research to develop. Researchers also need to add research samples so that research results can be tested on larger companies.

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