

Consumer Loyalty Analysis in Terms of Product Quality and Brand Image of PT. Indojaya Agrinusa Medan Products

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan citra merek terhadap loyalitas pelanggan terhadap produk pakan ayam broiler di PT. Indojaya Agrinusa Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Teknik pengambilan sampel yang diterapkan adalah pengambilan sampel nonprobabilitas dengan purposive sampling, di mana responden adalah konsumen produk pakan ayam broiler di PT. Indojaya Agrinusa Medan. Data yang dikumpulkan dianalisis menggunakan path analysis dengan bantuan program SPSS untuk menguji hubungan antar variabel dan menguji hipotesis penelitian. Hasil penelitian menunjukkan bahwa kualitas produk dan citra merek berpengaruh signifikan terhadap loyalitas pelanggan. Kualitas produk yang tinggi dan citra merek yang positif mampu membangun kepercayaan konsumen dan mendorong pembelian berulang. Oleh karena itu, perusahaan perlu mempertahankan dan meningkatkan kualitas produk sekaligus memperkuat citra mereknya untuk mempertahankan loyalitas pelanggan. Penelitian selanjutnya disarankan untuk menyertakan variabel tambahan yang mungkin mempengaruhi loyalitas pelanggan untuk mendapatkan temuan yang lebih komprehensif..

Kata Kunci: *Citra Merek; Kualitas Produk; Loyalitas Konsumen*

Abstract

This study aims to analyze the influence of product quality and brand image on customer loyalty towards broiler chicken feed products at PT. Indojaya Agrinusa Medan. This study uses a quantitative approach with a survey method. The sampling technique applied is non-probability sampling with purposive sampling, where respondents are consumers of broiler chicken feed products at PT. Indojaya Agrinusa Medan. The collected data were analyzed using path analysis with the help of the SPSS program to examine the relationship between variables and test the research hypothesis. The results show that product quality and brand image have a significant influence on customer loyalty. High product quality and a positive brand image can build consumer trust and encourage repeat purchases. Therefore, companies need to maintain and improve product quality while strengthening their brand image to maintain customer loyalty. Future research is recommended to include additional variables that may influence customer loyalty to obtain more comprehensive findings.

Keywords: *Brand Image; Product Quality; Consumer Loyalty*

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PENDAHULUAN

Technological developments and increasingly fierce business competition require companies to continuously innovate to maintain and strengthen consumer loyalty. In today's business environment, companies are expected not only to offer products but also to ensure that those products meet consumer expectations in terms of quality, reliability, and value. One of the most important strategies for achieving this is to improve product quality and strengthen brand image. Product quality reflects a product's ability to perform its functions and meet consumer needs, while brand image represents consumer perceptions and trust in a brand. When consumers perceive a product as having good quality and a positive brand image, they are more likely to trust the brand and remain loyal to it. Consumer loyalty is considered a vital asset for companies because loyal consumers are more likely to make repeat purchases and are more likely to recommend the product to others. Loyal consumers also contribute to long-term business sustainability by creating stable demand and reducing marketing costs. However, maintaining loyalty is not always easy, especially in a market where many competitors offer similar products. PT. Indojaya Agrinusa Medan, a company operating in the chicken feed sector, experienced fluctuations in the number of loyal consumers between 2018 and 2022. Several issues were identified, including inaccurate delivery times, inconsistent product quantities, suboptimal feed quality, and limited promotion and brand awareness. These issues have caused some consumers to lose trust in the company and switch to competitors' products. Therefore, improving product quality and strengthening brand image are important factors that the company must prioritize to increase consumer loyalty and maintain its competitiveness in the market.

Marketing Management Concept

Utilizing organizational resources through planning, organizing, leadership, and control is an essential part of management Siregar, (2021). These managerial functions are used to coordinate various organizational activities so that the available resources can be used effectively and efficiently to achieve predetermined goals. In the business context, management plays an important role in determining strategies that enable companies to compete and survive in increasingly competitive markets. One of the most important areas of management is marketing management, which focuses on how companies identify market opportunities and meet customer needs. From a marketing perspective, marketing activities include analyzing market needs, developing products, determining prices, distributing products, and communicating value to customers. According to Astuti *et al.*, (2020), marketing management emphasizes the process of marketing products and determining appropriate markets through customer development, value delivery, and communication with customers. These activities aim to build strong relationships with customers and create satisfaction that leads to loyalty. Furthermore, Kurniawan, (2023) explains that marketing management is both an art and a science that involves a series of activities planned by an organization or company. These activities must be implemented in a directed and systematic marketing mechanism so that they can influence market conditions and support company growth. Based on these expert opinions, it can be

concluded that marketing management is a systematic process of planning and implementing marketing activities carried out by a company to determine target markets, create customer value, and build long-term relationships with customers in order to achieve organizational goals effectively and efficiently.

Consumer Loyalty in Marketing Perspective

Long-term relationships between companies and customers are formed through a continuous process that is built by consistently meeting customer needs and expectations. Companies must understand what customers want and ensure that the products or services offered are able to provide value and satisfaction. This process can be carried out through appropriate strategies that allow companies to recognize and respond to customer expectations effectively Dewi *et al.*, (2022). When companies are able to meet these expectations, customers are more likely to develop trust and maintain a lasting relationship with the brand. In line with this, loyalty can be achieved when consumers are able to compare the value of products and services offered and perceive benefits that are sustained over time Mujito *et al.*, (2023). According to Kristanto, (2022), creating customer satisfaction is not only about enjoying the product at the moment of purchase, but also about providing long-term benefits that can be continuously felt by consumers. Furthermore, the level of consumer loyalty can be categorized into several levels, namely loyal consumers, normal consumers, semi-loyal consumers, and non-loyal consumers Christina *et al.*, (2022). In addition, consumer loyalty is often influenced by factors such as customer satisfaction, product quality, and brand image Aulia *et al.*, (2025). Loyalty can also be identified through consumer behavior, such as recommending products to others and making repeat purchases because the products are considered capable of meeting their needs (Oktaviani & Purnama, 2021).

Competitiveness In Terms Of Product Quality

Factors that determine or influence consumer decisions in choosing a product can be seen from several aspects, one of which is product quality. Product quality plays an important role because it reflects the actual experience felt by consumers when using a product and becomes part of the product's inherent attributes (Okta & Irmawati, (2026)). In general, a product is something offered to the market to fulfill consumer needs and generate profit for the company. Products are the result of creativity and innovation from individuals, marketing teams, and companies in delivering value to consumers (Kharisma & Evi, 2023). Furthermore, (Asti & Ayuningtyas, 2020) define product quality as the overall evaluation of consumers regarding the superiority of the performance of a good or service. Another perspective explains that product quality can also be classified based on durability and form, which include non-durable goods, durable goods, and services (Hermayanto, 2023). The use of quality products is expected to provide benefits for companies, such as increasing market share, reducing operational costs, expanding market reach, and improving the company's reputation (Widodo, 2023). In determining product quality, several factors must be considered, including product function, physical form, and production cost or price Putri *et al.*, (2023). In addition, product quality can also be

assessed through several dimensions such as performance, noise level, durability, and brand recognition (Arimawasti & Suwaidi, 2024).

Brand Image And Consumer Trust

The emergence of an image in the minds of consumers regarding a product or service reflects the brand image built by an organization. Brand image represents consumers' perceptions and impressions that arise after they receive information, experience, or interaction with a particular product. A positive brand image is very important for companies because it helps differentiate their products from competing products in the market and builds consumer confidence in the quality and reliability of the product offered. Through a strong brand image, companies are able to create a unique identity that can influence consumer attitudes and purchasing decisions. Branding is therefore an important strategy used by companies to strengthen brand image in the minds of consumers. According to (Silaban & Angellista, 2021), branding aims to guarantee product authenticity, ensure product quality, make it easier for consumers to recognize and remember the product, increase brand equity, and facilitate the distribution process in the market. A strong brand can also create emotional attachment between consumers and the product. Furthermore, Rosadi *et al.*, (2025) explain that branding considerations must pay attention to several factors, such as being easy to remember, having a modern impression, possessing a positive meaning, and being able to attract consumer attention. These elements are important because they influence how consumers perceive and evaluate a brand. In line with this, Indrasari, (2019) states that brand image is formed by various factors including product quality, consumer trust, product benefits, service quality, perceived risk, price, and consumer perception of the brand itself. Another perspective presented by Firmansyah, (2019) explains that brand image can be viewed through several components, namely company image, user image, and product image. These components collectively shape how consumers interpret and evaluate a brand, which ultimately influences their level of trust and preference toward the product.

RESEARCH METHODS

This study uses a quantitative approach to measure the independent and dependent variables through numerical data analyzed using statistical techniques. (Dewi & Meutia, 2022) state that quantitative descriptive research aims to provide a systematic, factual, and accurate description of the facts and characteristics of a population. This research was conducted at PT. Indojaya Agrinusa, located at Jalan Medan Tanjung Morawa KM. 12.8, Tanjung Morawa District, Deli Serdang Regency, with the research period from August to September 2023. The population in this study amounted to 138 consumers. Jaya, (2019) states that a population is a generalized area consisting of objects or subjects that have certain characteristics to be studied and conclusions drawn. The research sample was taken as many as 98 consumers using a nonprobability sampling technique through the purposive sampling method. Subhaktiyasa, (2024) explains that purposive sampling is a sampling technique based

on certain criteria determined by the researcher. The data collection technique was by distributing questionnaires to each respondent (Riyanto & Hatmawan, 2020).

RESULTS AND DISCUSSION

Respondent Characteristics

In this study, the respondents were consumers at PT. Indojaya Agrinusa. Respondent characteristics were divided into four categories: gender, age, education, and long-term subscription.

Table 2.
Respondent Characteristics

Variables	Categories	Frequency	Percentage (%)
Gender	Male	56	57
	Female	42	43
Age	18-25 Years	13	13
	26-35 Years	38	40
	36-45 Years	27	27
	> 45 Years	20	20
Education	Senior High School	14	14
	diploma degree	23	24
	bachelor's degree	43	44
	Other	18	18
long-term subscription	2 Years	25	25
	3-5 Years	47	48
	> 5 Years	26	27
Total		392	400

Source: 2023 Research Results (Processed Data)

Based on the results of research on 98 respondents, the characteristics of the respondents showed that the majority of respondents were male, namely 56 people (57%), Meanwhile, there were 42 female respondents (43%). Based on age, respondents were dominated by the 26–35 age group with a percentage of 40%, followed by the 36–45 age group with 27%, and those over 45 years old with 20%, and 13% of the 18–25year age group. This shows that most respondents are of productive age. In terms of their last educational level, the majority of respondents had a bachelor's degree (43 people) (44%), followed by a diploma degree (23 people) (24%), other education (18 people), and senior high school (14 people). Meanwhile, based on the long-term subscription, the majority of respondents had subscribed for 3–5 years (47 people) (48%), followed by respondents who had subscribed for more than 5 years (26 people) (27%), and those who had subscribed for 2 years (25%). This indicates a fairly good level of customer loyalty.

Validity and Reliability Test

The results of the validity test for the research variables of the Influence of Product Quality (X1), Brand Image (X2) and Consumer Loyalty (Y) are:

Table 4.10.
Variable Validity Test

Variable	Item	r-count	r-table	result
Product Quality	X1.1	0.889	0.30	Valid
	X1.2	0.447	0.30	Valid
	X1.3	0.945	0.30	Valid
	X1.4	0.680	0.30	Valid
	X1.5	0.938	0.30	Valid
Brand Image	X2.1	0.682	0.30	Valid
	X2.2	0.772	0.30	Valid
	X2.3	0.429	0.30	Valid
	X2.4	0.508	0.30	Valid
	X2.5	0.762	0.30	Valid
Consumer Loyalty	Y1.1	0.371	0.30	Valid
	Y1.2	0.595	0.30	Valid
	Y1.3	0.337	0.30	Valid
	Y1.4	0.656	0.30	Valid
	Y1.5	0.383	0.30	Valid

Source: 2023 Research Results (Processed Data)

Tabel 3.
Uji Reliabilitas

Variable	Cronbach's Alpha	Result
Product Quality	0,911	Reliabel
Brand Image	0,829	Reliabel
Consumer Loyalty	0,709	Reliabel

Source: 2023 Research Results (Processed Data)

The table shows that each statement in the product quality, brand image, and consumer loyalty variables has a value ($r_{count} > r_{table}$). This indicates that all statement items in each variable have met the validity test criteria. Thus, all questionnaire items used in this study are declared valid and suitable for use as research instruments to measure product quality, brand image, and consumer loyalty variables. A questionnaire is said to be reliable if the *Cronbach's Alpha* > 0.60 and unreliable if it is equal to or below 0.60. Meanwhile, the reliability test in Table 3. shows that the Cronbach's Alpha value for all variables, namely product quality, brand image, and consumer loyalty, is above 0.60. Therefore, it can be concluded that all variables in this study are reliable

Classical Assumption Testing

In testing normality in SPSS using the histogram graph method, normal probability plot graph and also the One Sample Kolmogorov-Smirnov test, the following are the results of the normality test with histogram graph analysis, normal P Plot and One Sample Kolmogorov-Smirnov.

Figure 1.
Histogram Normality Test

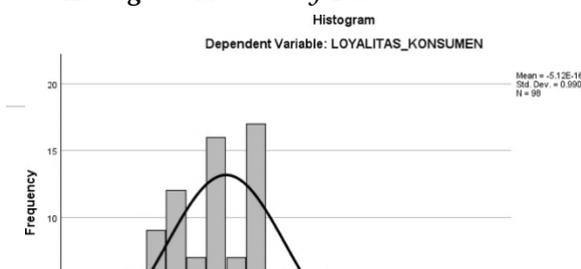
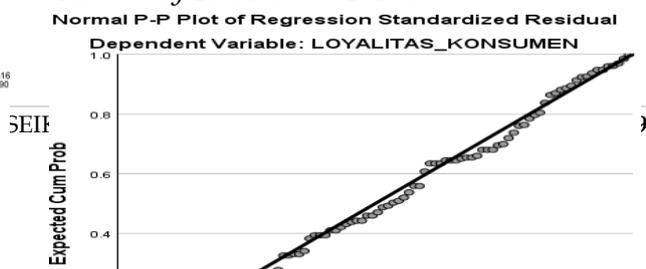


Figure 2.
Normality Test Normal P-Plot



Source: 2023 Research Results (Processed Data) Source: 2023 Research Results (Processed Data)

Table 4.
Normality Test

N		98
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.34137148
Most Extreme Differences	Absolute	.054
	Positive	.054
	Negative	-.034
Test Statistic		.054
Asymp. Sig. (2-tailed) ^c		.200 ^d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: 2023 Research Results (Processed Data)

Figure 1. shows that the real data forms a curved line that tends to be symmetrical (U) neither to the left nor to the right, so it can be concluded that the data is normally distributed. And Figure 2. The *P-Plot Normality Graph* shows that the data is spread around the diagonal line and mostly approaches the diagonal line so it can be concluded that the data is normally distributed, Table 4. In the *One Sample Kolmogorov-Smirnov test*, it can be seen that the significant value is 0.200 or >0.05, thus it can be concluded that the data is normally distributed.

Multiple Linear Regression Analysis

Table 5.
Multicollinearity Test

Model	Unstandardized Coefficients		Std. Coefficient Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	7.313	1.337		5.470	.000		
Product Quality	.169	.072	.213	2.343	.021	.835	1.197
Brand Image	.434	.085	.466	5.119	.000	.835	1.197

Source: 2023 Research Results (Processed Data)

Based on Table 5. above, each product quality variable (X1) and brand image (X2) has a tolerance value of 0.835 > 0.01, while the VIF value of each product quality variable (X1) and brand image (X2) is 1.197, which is smaller than 10. Thus, in the multicollinearity test, there is no correlation between the product quality variables

and brand image. The heteroscedasticity test aims to determine whether there is inequality in the variance of residuals from one observation to another in the regression model. To test for heteroscedasticity, the following method can be used:

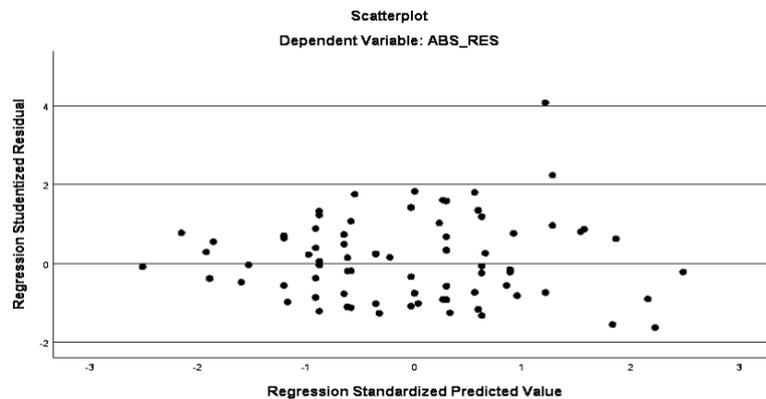
1. Coefficient of Determination

Table 6.
Heteroscedasticity Test Using the Glejser Test Method

Unstandardized Coefficients		Std. Coefficient			Collinearity Statistics		
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	1.906	.792		2.405	.018		
Product Quality	-.026	.043	-.067	-.597	.552	.835	1.197
Brand Image	-.028	.050	-.063	-.564	.574	.835	1.197

Source: 2023 Research Results (Processed Data)

Figure 3.
Heteroscedasticity Test Using Scatterplot Method



Source: 2023 Research Results (Processed Data)

Table 7.
Spearman's rho Correlations Method Heteroscedasticity Test

		Product Quality	Brand Image	Unstandardized Residual	
Spearman's rho	Product Quality	Correlation	1.000	.373**	
		Coefficient			
		Sig. (2-tailed)	.	.000	
		N	98	98	98
	Brand Image	Correlation	.373**	1.000	.024
		Coefficient			
		Sig. (2-tailed)	<.001	.	.818
		N	98	98	98
	Unstandardized Residual	Correlation	.039	.024	1.000
Coefficient					
Sig. (2-tailed)		.699			
	N	98	98	98	

** . Correlation is significant at the 0.01 level (2-tailed).

Source: 2023 Research Results (Processed Data)

Table 5. Above shows that the significant value of product quality (X_1) is $0.552 > 0.05$ and the significant value of brand image (X_2) is $0.574 > 0.05$, it can be concluded that there is no heteroscedasticity in this study. And Figure 3. shows that the points are spread in an unclear pattern both above and below zero (0) on the Y-axis and do not gather in one place. Thus, it can be concluded that there is no heteroscedasticity in the regression model. Based on Table 7. above, it can be seen that the significance value for the product quality variable (X_1) is 0.699 and the significance value for the brand image variable (X_2) is 0.818. Because the significance value between the independent variable and the unstandardized residual is greater than 0.05, it can be concluded that the data does not exhibit heteroscedasticity

Table 8.
Linearity Test

			ANOVA				
Sum of Squares			df	Mean Square	F	Sig.	
Consumer Loyalty	Between Groups	(Combined)	63.011	8	7.876	3.45	.002
		Linearity	42.993	1	42.993	18.8	.000
		Deviation from Linearity	20.018	7	2.860	1.25	.281
Within Groups			202.662	89	2.277		
Total			265.673	97			

Source: 2023 Research Results (Processed Data)

Table 9.
Linearity Test

			ANOVA				
Sum of Squares			df	Mean Square	F	Sig.	
Consumer Loyalty	Between Groups	(Combined)	108.039	10	10.804	5.963	.000
		Linearity	81.056	1	81.056	44.73	.000
		Deviation from Linearity	26.983	9	2.998	1.655	.112
Within Groups			157.635	87	1.812		
Total			265.673	97			

Source: 2023 Research Results (Processed Data)

Based on Table 8. above, it can be seen that the significance value for the product quality variable (X_1) is $0.000 < 0.05$, so it can be concluded that there is a linear relationship between the independent variable of product quality (X_1) and the consumer loyalty variable (Y). Based on Table 9. above, it can be seen that the significance value for the brand image variable (X_2) is $0.000 < 0.05$, so it can be concluded that there is a linear relationship between the independent variable brand image (X_2) and the consumer loyalty variable (Y).

Table 10.
Autocorrelation Test Using the Run Test Method

Runs Test	Unstandardized Residual
Test Value ^a	-.11755
Cases < Test Value	49
Cases >= Test Value	49
Total Cases	98
Number of Runs	43
Z	-1.422
Asymp. Sig. (2-tailed)	.155

a. Median

Source: 2023 Research Results (Processed Data)

Table 11.
Multiple Linear Regression Analysis

Model		B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.313	1.337		5.470	.000
	Product Quality	.169	.072	.213	2.343	.021
	Brand Image	.434	.085	.466	5.119	.000

Source: 2023 Research Results (Processed Data)

Based on Table 10. above, it can be seen that the significance value is $0.155 > 0.05$, so it can be concluded that there is no autocorrelation in the variables. whereas in table 11. if the independent variables, product quality and brand image, remain constant, then consumer loyalty will be 7.313. The regression coefficient for product quality is 0.169 and is positive. This means that every one-unit increase in product quality will increase consumer loyalty by 0.169 units, assuming other variables remain constant. The regression coefficient for brand image is 0.434 and is positive. This means that every one-unit increase in brand image will increase consumer loyalty by 0.434 units, assuming other variables remain constant.

Coefficient of Determination

The results of the coefficient of determination test can be seen in table 12. below:

Table 12.
Test of Determination Coefficient

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.586 ^a	.343	.329	1.355

a. Predictors: (Constant), Brand Image, Product Quality

b. Dependent Variable: Consumer Loyalty

Source: 2023 Research Results (Processed Data)

Based on table 12. it is obtained that the Adjusted R Square value is: 0.323 meaning 32.9% while the remaining 67.1% is influenced by variables not studied such as: product attributes, price, promotion and so on.

Simultaneous Hypothesis Testing (F-Test)

Table 13.
Simultaneous Test Results (F Test)

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	91.144	2	45.572	24.806	0.000 ^b
	Residual	174.530	95	1.837		
	Total	265.673	97			

a. Dependent Variable: Consumer Loyalty

b. Predictors: (Constant), Brand Image, Product Quality

Source: 2023 Research Results (Processed Data)

Table 14.
Partial Hypothesis Testing Results

Model	Unstandardized Coefficients			Standardized	t	Sign.
	B	Std. Error	Beta			
1	(Constant)	7.313	1.337		5.470	<.001
	Product Quality	.169	.072	.213	2.343	.021
	Brand Image	.434	.085	.466	5.119	<.001

Dependent Variable: Consumer Loyalty

Source: Research Results (Processed Data) 2023

Based on Table 13. it was found that the calculated F value was 24,806 and the f_{tabel} value at a significance level of 0.05 (5%) at the first degree of freedom. The t_{tabel} value for a significance level of 0.05 with degrees of freedom ($df = 98-3 = 95$) is 1.985. Therefore, the results of the partial test Table 14. can be explained as follows: The partial test calculation for the product quality variable has a calculated t (2.343) $> t$ (1.985) and a significance value of 0.021 < 0.05 . This means that product quality influences consumer loyalty to broiler feed products from PT. Indojoya Agrinusa. H_1 is accepted. The partial test calculation results for the brand image variable have a calculated t (5.119) $> t$ (1.985) and a significance value of 0.001 < 0.05 . This means that brand image influences consumer loyalty to broiler feed products from PT. Indojoya Agrinusa. Mabar Feed Indonesia Medan, H_2 received.

Product quality through overall consumer evaluation of the performance excellence of a product or service (Jannah & Hayuningtias, 2024). Furthermore, Taufik, (2021) explains that good product quality will make consumers continue to use the product, while poor quality can cause consumers to switch to other products. The results of this study are in line with Ade *et al.*, (2023). who stated that product quality partially has a positive and significant effect on consumer loyalty, because the better the product quality, the higher the level of customer loyalty. However, these results are not in line with Haris, (2019) who found that product quality does not have a significant effect on consumer loyalty. This study shows that product quality has a positive and significant effect on consumer loyalty.

The perception that arises in the minds of consumers when remembering a brand of a particular product is the most important thing that increases consumer loyalty Firmansyah, (2019). However, in line with the positive impact arising from brand image stated by (Febriyanti & Rahayu, 2024) that a positive brand image

provides benefits for producers because it makes the product better known and encourages consumers to choose it, while a negative brand image can make consumers hesitate or even cancel the purchase. The results of this study are in line with Perkasa (2019) who stated that brand image partially has a positive and significant effect on consumer loyalty. However, these results are not in line with Wahyudi (2022) who found that brand image does not have a significant effect on consumer loyalty. This study shows that brand image has a positive and significant effect on consumer loyalty.

The emergence of consumer loyalty must be influenced by the condition of consumers who continuously purchase and prioritize a company's products over competitors' products. Mujito *et al.* (2023). Meanwhile, defining consumer loyalty through the positive feelings experienced by consumers can establish long-term relationships, (Sauw & Mointi, 2023) that consumers who feel satisfied with a product or brand will make repeat purchases continuously, thus demonstrating loyalty to that brand. The results of this study are in line with (Lutfiah & Sunarta, 2025) who stated that product quality and brand image simultaneously have a positive and significant effect on consumer loyalty. However, these results are not in line with (Bagaskara & Kana, 2021) who found that both variables did not have a significant effect on consumer loyalty. This study shows that product quality and brand image have a positive and significant effect on consumer loyalty.

CONCLUSION

Based on the research results and discussion, it can be concluded that partially product quality and brand image have a positive and significant effect on consumer loyalty to broiler feed products of PT. Indojaya Agrinusa Medan. Simultaneously, both variables are also proven to have a positive and significant effect in increasing consumer loyalty. These findings indicate that companies need to maintain product quality, ensure products are free from damage, and pay attention to product packaging and availability to be able to meet consumer expectations. In addition, companies also need to build a strong brand image through consistent promotions to be easily remembered by consumers. However, this study has limitations because it only uses product quality and brand image variables, so further research is recommended to add other variables such as price, promotion, consumer satisfaction, marketing mix, and brand equity that can also influence consumer loyalty

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