

**INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, PRICE
AND PACKAGING ON CONSUMER LOYALTY
IN BEAR BRAND MILK
(Case Study of Tebing Tinggi Supermarket Irian Consumers)**

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Abstract

This study aims to determine the effect of brand image, product quality, price and packaging significantly and simultaneously on consumer loyalty. The sample determination method used in this study uses a non-probability sampling technique of 98 samples who are consumers of Irian Supermarket Tebing Tinggi. Based on the results of the analysis of hypothesis 3, it can be concluded that the third hypothesis is rejected, meaning that the price variable (X3) has no significant effect on the consumer loyalty variable (Y). Based on the results of the analysis of hypothesis 1, it can be concluded that the first hypothesis is accepted, meaning that the Brand Image variable (X1) has a significant effect on the Consumer Loyalty variable (Y). Based on the results of the analysis of hypothesis 2, it can be concluded that the second hypothesis is accepted, meaning that the Product Quality variable (X2) has a significant effect on the Consumer Loyalty variable (Y). Based on the results of the analysis of hypothesis 4, it can be concluded that the fourth hypothesis is accepted, meaning that the packaging variable (X4) has a significant effect on the consumer loyalty variable (Y). Based on the results of the analysis of hypothesis 5, it can be concluded that the fifth hypothesis is accepted, meaning that the variables Brand Image (X1), Product Quality (X2), Price (X3) and Packaging (X4) simultaneously influence the Consumer Loyalty variable (Y). meaning that the packaging variable (X4) has a significant effect on the consumer loyalty variable (Y). Based on the results of the analysis of hypothesis 5, it can be concluded that the fifth hypothesis is accepted, meaning that the variables Brand Image (X1), Product Quality (X2), Price (X3) and Packaging (X4) simultaneously influence the Consumer Loyalty variable (Y). meaning that the packaging variable (X4) has a significant effect on the consumer loyalty variable (Y). Based on the results of the analysis of hypothesis 5, it can be concluded that the fifth hypothesis is accepted, meaning that the variables Brand Image (X1), Product Quality (X2), Price (X3) and Packaging (X4) simultaneously influence the Consumer Loyalty variable (Y).

Keywords: *Brand Image, Product Quality, Price, Packaging, Consumer Loyalty*

INTRODUCTION

The purpose of having consumer loyalty is to build attachment to the brand, increase profitability, increase product recommendations, maintain the existence of the company.

According to Waskita, AI, & Yuniati (2016) defines loyalty as a condition where

customers have a positive attitude towards a brand, have a commitment to the brand, and include continuing their purchases in the future. If from their experience, consumers do not get a satisfactory brand, consumers will not stop trying other brands until they get a product or service that meets the criteria.

According to Kotler (2013) Brand Image is "a collection of beliefs or trust in a particular brand". Brand image has a very important role because it can differentiate one company or product from another.

Product quality is compatibility and conformity with applicable specifications and standards, suitable or satisfied to use, can satisfy desires, meet needs and expectations at competitive costs. A product that has good quality will certainly give satisfaction to customers. If this can be continuously maintained by producers, it will provide financial benefits and also customer loyalty.

The price of a product is a measure of the size of the value of a person's satisfaction with the product he buys. The price is actually the value expressed in units of currency for a particular item.

Packaging has become a very important marketing tool. Packaging on products must be carefully designed so as to give the impression of compatibility for consumers and promotion for producers. The packaging of a product needs to be considered, for example, many companies are very concerned about the packaging of goods because the function of the packaging is not only to wrap the goods, but has an important value in promoting the product so that consumers can like it.

LITERATURE REVIEW

According to (Priansa, 2017) defining customer loyalty is a customer's long-term commitment, which is implemented in the form of behavior and attitudes that are loyal to the company and its products, by consuming regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by customers where it will affect the existence of the company.

According to Keller, Brand Image in (Widyastuti and Said, 2017) brand image is a consumer's perception of a brand which is also a reflection of memories that can be described and related to the brand. According to Pradana et al. (2018) Brand Image is a situation where consumers think and feel an attribute of a brand so that consumers can properly stimulate consumer purchase intentions and increase brand value.

According to Kotler (2014) that product quality is a product's ability to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. According to Imansari (2018) that product quality is an important factor that influences every customer's decision to buy a product. The better the quality of the product, the more consumers will want to buy the product.

According to Kotler & Armstrong (2018) price is the amount of money paid for services, or the amount of value that consumers exchange in order to get benefits from

owning or using goods or services. According to Tjiptono (2015) said that price is an inherent part of the product that reflects the quality of the product.

According to Rafikasari & Fauzy (2021) packaging is a business established by someone to maintain brand equity in order to promote sellers.

METHOD

The method used in analyzing the data in this study is a data processing program or data software, namely SPSS. This study uses hypothesis testing with the t test as a tool to find out whether the independent variables have an effect or not on the dependent variable. each variable will be measured by the following indicators: The validity test is carried out to measure the determination of the measuring instrument to carry out the task of achieving its goals. The reliability test will show the consistency of the respondent's answer questions contained in the test questionnaire. This test is carried out after the validity being tested is a valid question. normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. multicollinearity test aims to test whether in the regression model there is a high or perfect correlation between the independent variables. the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. Determinant coefficient test (R²) is used to see how much influence the independent variables have on the dependent variable.

The data analysis technique used in this study is a two-predictor or multiple regression analysis technique. This analysis is used to determine whether there is an influence of Brand Image, product quality, packaging and price of milk individually (partially) or together (simultaneously) on consumer loyalty (Y), the multiple regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Information :

Y	= consumer loyalty
X ₁	= Brand Images
X ₂	= Product Quality
X ₃	= Price
X ₄	= Packaging
A	= constant
b ₁ ,b ₂ ,b ₃ ,b ₄	= regression coefficient
e	= error

The T test basically aims to test the effect of each of the independent variables partially on the dependent variable. The F test shows whether all the independent or independent variables included in the model have a simultaneous effect on the dependent (bound) variable.

RESULTS AND DISCUSSION

Content Results and Discussion

Validity Test Results

Consumer Loyalty Variable (Y)			
Statement	Rcount	Rtable	validity
1	0.989	0.3610	Valid
2	0.970	0.3610	Valid
3	0.727	0.3610	Valid
4	0.964	0.3610	Valid
Brand Image Variable (X1)			
Statement	Rcount	Rtable	validity
1	0.921	0.3610	Valid
2	0.722	0.3610	Valid
3	0.870	0.3610	Valid
4	0.670	0.3610	Valid
Product Quality Variable (X2)			
Statement	Rcount	Rtable	validity
1	0.738	0.3610	Valid
2	0.536	0.3610	Valid
3	0.809	0.3610	Valid
4	0.791	0.3610	Valid
5	0.440	0.3610	Valid
Price Variable (X3)			
Statement	Rcount	Rtable	validity
1	0.724	0.3610	Valid
2	0.653	0.3610	Valid
3	0.712	0.3610	Valid
4	0.720	0.3610	Valid
5	0.537	0.3610	Valid
Packaging Variables (X4)			
Statement	Rcount	Rtable	validity
1	0.715	0.3610	Valid
2	0.724	0.3610	Valid
3	0.820	0.3610	Valid
4	0.755	0.3610	Valid
5	0.490	0.3610	Valid

The table shows that all statement points have a greater r calculated value than the r table value, so that it can be concluded if all statements for each variable are declared valid.

Reliability Test Results

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Variable	Cronbach Alpha	Constant	Reliability
Consumer Loyalty Variable (Y)	0.845	0.6	Reliable
Brand Image Variable (X1)	0.813	0.6	Reliable
Product Quality Variable (X2)	0.762	0.6	Reliable
Price Variable (X3)	0.762	0.6	Reliable
Packaging Variables (X4)	0.773	0.6	Reliable

Based on the Cronbach Alpha reliability test which is greater than 0.6, the results of this study indicate that the measurement tools in this study have fulfilled the reliability test (reliable and can be used as a measuring tool).

One Sample Kolmogorov Smirnov Test

N	98	
Normal Parameters, b	Means	.0000000
	std. Deviation	1.28451863
Most Extreme Differences	absolute	094
	Positive	094
	Negative	-.053
Test Statistics	094	
asyp. Sig. (2-tailed)	.032c	
Monte Carlo Sig. (2-tailed)	.378d	
99% Confidence Intervals	LowerBound	.251
	Upperbound	.504

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 98 sampled tables with starting seed 926214481.

From the output in the table it can be seen that the residual values are normal, so it can be concluded that all variables are normally distributed.

Multicollinearity Test Results

Model	tolerance	VIF
1 (Constant)		
Brand Image	.902	1.108
Product quality	.898	1,114
Price	.682	1,467
Packaging	.726	1,377

Based on the calculation results above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 10 so that there are no correlation symptoms in the independent variables. So

it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model.

Glejser Test Results

Coefficientsa

Model	Unstandardized Coefficients		standardized Coefficients Betas	Q	Sig.
	B	std. Error			
1 (Constant)	2,317	.960		2,412	.018
Brand Image	-.071	.039	-.191	-1,786	.077
Product quality	.012	.034	.039	.361	.719
Price	-.006	.040	-.019	-.159	.874
Packaging	-.024	.036	-.079	-.664	.509

a. Dependent Variable: ABS_RES

The results of the Glejser test showed that there were no symptoms of heteroscedasticity in this research model.

Multiple Linear Regression Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients Betas
	B	std. Error	
1 (Constant)	-2,065	1,443	
Brand Image	.800	.059	.731
QualityProduct	.254	.052	.267
Price	.097	.059	.102
Packaging	-.116	.055	-.128

a. Dependent Variable: Consumer Loyalty

Based on these results, the multiple linear regression equation has the formulation: $Y = -a + b_1X_1 + b_2X_2 + b_3X_3 - b_4X_4 + \epsilon$, so that the equation is obtained: $Y = -2065 + 0.800X_1 + 0.254X_2 + 0.097X_3 - 0.116X_4$.

The description of the multiple linear regression equation above is as follows:

- a. The constant value (a) of -2,065 indicates the magnitude of the Consumer Loyalty Variable (Y) if the Brand Image Variable (X1), Product Quality Variable (X2), Price Variable (X3) and Packaging Variable (X4) are equal to zero.
- b. Regression coefficient value of Brand Image Variable (X1) (b1) as big 0.800 shows the magnitude of the role of the Brand Image Variable (X1) on the Consumer Loyalty Variable (Y) assuming the Price Variable (X2) is constant.
- c. Product Quality Variable regression coefficient value (X2) (b2) of 0.254 shows

- the magnitude of the role of the Product Quality Variable (X2) on the Consumer Loyalty Variable (Y) assuming the Price Variable (X3) is constant.
- d. Price Variable regression coefficient value (X3) (b_2) as big 0.097 shows the magnitude of the role of the Price Variable (X3) on the Consumer Loyalty Variable (Y) assuming the Packaging Variable (X4) is constant.
 - e. The regression coefficient value of the Packaging Variable (X4) (b_2) as big 0.116 shows the magnitude of the role of the Packaging Variable (X4) on the Consumer Loyalty Variable (Y) assuming the Brand Image Variable (X1) is constant.

Coefficient Determination
Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.868	.753	.743	1.31185	.753	71.068	4	9	.000

- a. Predictors: (Constant), Packaging, Brand Image, Product Quality, Price
- b. Dependent Variable: Consumer Loyalty

Based on the table, it can be seen that the value of the adjusted R square is 0.743 or 74.3%. This shows that the Brand Image Variable (X1), Product Quality Variable (X2), Price Variable (X3) and Packaging Variable (X4) can explain the Consumer Loyalty Variable (Y) of 74.3%, the remaining 25.7% (100% - 74.3%) is explained by other variables outside this research model.

Partial Test (t)
Coefficients a

Model	Unstandardized Coefficients		std. Error	standardized Coefficient	t	Sig.
	B					
(Constant)	-	2,065	1,443		-	.156
Brand Image	.800		.059	.731	13,481	.000
Product quality	.254		.052	.267	4,909	.000

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Price	.097	.059	.102	1,640	.104
Packaging	-.116	.055	-.128	-2,115	.037

a. Dependent Variable: Consumer Loyalty

1. Hypothesis Test of the Effect of Brand Image Variable (X1) on Consumer Loyalty Variable (Y)

From the table, the value of t is obtained count of 13.481. With $\alpha = 5\%$, $t_{table}(5\%; nk = 98-4 = 94)$ obtained a t_{table} value of 1.985. From this description it can be seen that $t_{count}(13.481) < t_{table}(1.985)$, as well as with a significance value of $0.000 > 0.05$, it can be concluded that the first hypothesis is accepted, meaning that the Brand Image Variable (X1) has an effect on the Consumer Loyalty Variable (Y).

2. Effect Hypothesis Test Product Quality Variable (X2) to Consumer Loyalty Variable (Y)

From the table, the value of t is obtained count by 4.909. With $\alpha = 5\%$, $t_{table}(5\%; nk = 98-4 = 94)$ obtained a t_{table} value of 1.985. From this description it can be seen that $t_{count}(4.909) > t_{table}(1.985)$, and a significance value of $0.000 < 0.05$, it can be concluded that the second hypothesis is accepted, meaning that the Product Quality Variable (X2) influences the Consumer Loyalty Variable (Y).

3. Test hypothesis Influence Variable Price (X3) Against Variable Consumer Loyalty (Y)

From the table, the value of t is obtained count by 1.640. With $\alpha = 5\%$, $t_{table}(5\%; nk = 98-4=94)$ obtained a t_{table} value of 1.985. From this description it can be seen that $t_{count}(1,640) < t_{table}(1.985)$, and its significance value is $0.104 < 0.05$, it can be concluded that the hypothesis is rejected, meaning that the Price Variable (X3) has no effect on the Consumer Loyalty Variable (Y).

4. Hypothesis Test Effect of Packaging Variable (X4) on Consumer Loyalty Variable (Y).

From the table, the value of t is obtained count by -2.115. With $\alpha = 5\%$, $t_{table}(5\%; nk = 98-4=94)$ obtained a t_{table} value of 1.985. From this description it can be seen that $t_{count}(-2.115) < t_{table}(1.985)$, and its significance value is $0.037 < 0.05$, so it can be concluded that the hypothesis is accepted, meaning that the Packaging Variable (X4) has an effect on the Consumer Loyalty Variable (Y).

Simultaneous Test Results (F)

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	489,216	4	122,304	71,068	.000b

residual	160,049	93	1,721		
Total	649,265	97			

- a. Dependent Variable: Consumer Loyalty
- b. Predictors: (Constant), Packaging, Brand Image, Product Quality, Price

From the table obtained the value of F_{count} by 3.110. With $\alpha = 5\%$, dk quantifier : $k=2$, dk denominator : $nk-1=95$ (5%; 2; 95) the value of F is obtained table of 3.09. From this description it can be seen that $F_{count} (71,068) > F_{table} (3.09)$, and a significance value of $0.000 < 0.05$, it can be concluded that the fifth hypothesis is accepted, meaning that the Brand Image Variable (X1), Product Quality Variable (X2), Price Variable (X3) and Packaging Variable (X4) have an effect simultaneously (simultaneously) on the Consumer Loyalty Variable (Y).

Contents of Discussion Results

1. Effect of Brand Image (X1) on Consumer Loyalty (Y)

Based on the results of the analysis of hypothesis 1, it can be seen that the Brand Image variable (X1) has an effect on the Consumer Loyalty variable (Y). Brand image is a product license that has been granted a patent and has a brand name that cannot be imitated. In this case, brand image is important in attracting consumers to glance at the products being marketed so they can be interested.

2. Effect of Product Quality (X2) on Consumer Loyalty (Y)

Based on the results of the analysis of hypothesis 2, it can be seen that the Product Quality variable (X2) has an effect on the Consumer Loyalty variable (Y). In marketing a product, product quality is one of the points to monitor because it can affect selling power to consumers. Product quality can be created with evidence that the product is really useful. One of them is Bear Brand milk which is widely consumed to maintain health.

3. Effect of Price (X3) on Consumer Loyalty (Y)

Based on the results of the analysis of hypothesis 3, it can be seen that the price variable (X3) has no simultaneous effect on the consumer loyalty variable (Y). Basically in marketing, price is very influential in attracting customers to sell products. In this case, price dominates the market influence simultaneously on the marketing carried out on customer loyalty to be achieved. Thus, the price factor in buying Bear Brand milk gets a negative view because it is still relatively expensive.

4. Effect of Packaging (X4) on Consumer Loyalty (Y)

Based on the results of the analysis of hypothesis 4, it can be seen that the Packaging Variable (X4) has an effect on the Consumer Loyalty Variable (Y). This can happen because packaging is also something that should be considered in buying a product. With Bear Brand milk, there is no need to doubt the packaging because it is safe and secure. But to be more certain, you can double-check before buying the product

5. Effect of Brand Image (X1), Product Quality (X2), Price (X3) and Packaging (X4) on Consumer Loyalty (Y)

Based on the results of the analysis of hypothesis 5, it can be seen that the Brand Image Variable (X1), Product Quality Variable (X2), Price Variable (X3) and Packaging Variable (X4) have a simultaneous effect on the Consumer Loyalty Variable (Y). Basically, in product marketing all aspects can be considered to get customers or consumers. In this case, brand image, product quality, price and packaging can influence a product to get the attention of consumers. So that consumers can be swayed to buy these products

CLOSING

Conclusion

1. *Brand Image*(X1) has an effect on Consumer Loyalty (Y) for Bear Brand milk consumers in Irian supermarkets, Tebing Tinggi City, meaning that the image of the Bear Brand milk brand in the public has had a positive effect on its marketing. So that the Bear Brand brand image has been able to increase its sales in meeting the health needs of consumers.
2. Product quality (X2) has an effect on consumer loyalty (Y) for consumers of Bear Brand milk in Irian supermarkets, Tebing Tinggi City, meaning that the quality of Bear Brand products has been proven to maintain a healthy body while on the move. Product quality can also affect sales so that Bear Brand maintains its quality.
3. Price (X3) has no effect on consumer loyalty (Y) for consumers of Bear Brand milk at Irian supermarkets, Tebing Tinggi City, meaning that prices also affect marketing. The price on Bear Brand is quite expensive. Because producing sterile milk of good quality requires high production costs as well, so many consumers still complain about their purchasing power.
4. Packaging (X4) has an effect on Consumer Loyalty (Y) for Bear Brand milk consumers in Irian supermarkets, Tebing Tinggi City, meaning that Bear Brand packaging has been accepted in the consumer's view. The packaging on Bear Brand is fairly good and safe for healthy sterile milk containers and has been tested for safety.
5. Brand Image (X1), Product Quality (X2), Price (X3) and Packaging (X4) simultaneously influence Consumer Loyalty (Y) for Bear Brand milk consumers in Irian supermarkets, Tebing Tinggi City, meaning that each independent variable in this study have their own influence. However, there is resistance to the price variable so that it has a contra on the price issue and cannot be affected simultaneously.

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