The Effect of Product Quality and Brand Image on Customer Loyalty at PT. Ultiface Selamet Nugraha

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Abstract. This study aims to determine the effect of product quality and brand image on customer loyalty at PT. Ultiface Selamat Nugraha. The type of approach used in this research is quantitative research. The number of samples used in this study was 100 respondents. Samples were taken using a purposive sampling technique. The data was collected using distribution in the form of questionnaires and processed by validity test, reliability test, classical assumption test, multiple linear regression test, t-test, f test, and the coefficient of determination. Based on the results of the study, shows that partial product quality (X_1) has a positive and significant effect on customer loyalty and brand image (X_2) has a positive and significant effect on customer loyalty. Product quality and brand image simultaneously affect customer loyalty.

Keywords: Product Quality · Brand Image · Customer Loyalty

1 Introduction

In Indonesia, the development of skincare in this era of globalization is increasing rapidly. This is because, at this time, appearance or beauty, or maintenance problems can be easily resolved along with the development of various skincare products. Developments can be seen in terms of products that make customers feel satisfied with the results obtained after using them. Skincare is currently also developing rapidly, many new skincare products have emerged and even almost all skincare brands exist in one area or city. People, especially women, both teenagers, and parents, now have more confidence in skin care products and services that change the patient's face to be whiter, cleaner, and brighter for their appearance. This Rodeos Skincare seeks to make all citizens interested in buying and using existing services.

Product quality is a very important starting point for creating a positive image and maintaining long-term customer loyalty [1]. Continue to increase the level of quality of each product, so that it will cause a high level of satisfaction to be experienced by consumers, with the high level of satisfaction experienced by consumers so that consumers will recommend products to others [2]. Product quality also plays a very important role in attracting consumers, one of which is to make the umpteenth purchase.

Each consumer has a different buying attitude because consumers come from various segments who must have different behaviors and mindsets in considering an object. Comparison of consumer needs and wants creates a unique buying attitude.

The industry is very important for building a brand image through various attributes such as a good, unique, and easy-to-pronounce brand name, and an easy-to- remember logo, as well as product packaging that has certain characteristics that are not easily imitated by product packaging from other industries. A good brand image, is, of course, one of the industry's strategies to be able to attract a lot of new customers and the success or failure of a brand in attracting the attention of the consumers themselves.

Industries that want their products to be known and attract the attention of consumers, the industry needs to recognize and understand consumer attitudes toward the products that will be offered later. Consumer action is part of the buying process where the consumer's action will lead to an evaluation of the product that is accepted by the market. Loyal customers are a very significant asset for the industry. Loyal customers can be used as a facility for new customers because satisfied customers will of course recommend the products they use to others.

The company PT. Ultiface Selamet Nugraha is to create safe skincare products with good quality, of course, using natural ingredients.

2   Theoretical Foundations

2.1   Marketing Concept

The marketing concept or marketing management philosophy refers to the philosophy used by industries to focus their marketing efforts. Primarily, the marketing concept represents the philosophy a company uses to define and meet the needs of its customers, serving both the consumer and the industry. Therefore, marketing can be said to be the process of finding customers and maintaining ties with them and at the same time familiarizing their needs and wants with the services or products offered by an organization or industry, and ensuring that the organization will achieve profits.

The marketing concept refers to increasing the expertise of the industry to compete and get optimal profits. For the industry to succeed in achieving this, the industry needs to pay close attention to the marketing concepts contained therein. Amid intense business competition, where people are starting to carry out their new business both offline and online, every business owner must have a strategy so that their product or service can be more accepted than their competitors. Even though at present many industries are implementing digital marketing strategies, they still need to pay attention to how the marketing concept needs to be processed so that the marketing efforts carried out can produce satisfying results.

2.2   Product Quality

Product quality is a condition of form, function, and characteristics of a product, whether object or service, which originates from the expected quality level such as durability, reliability, accuracy, ease of operation, product repair, and other product attributes to fulfil and satisfy the needs of consumers or customers.

Definition of the Association and American Marketing "Marketing is the process of planning and executing the thinking, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that meet the demands of people and organizations. Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others [3].

According to [3] Marketing is a process by which companies create value for customers and build strong customer relationships to achieve value from customers in return. For [4] Marketing is the activity of exchanging goods and services directed at satisfying needs and wants through the principle processes of pricing, promotion, and product quality to consumers and customers. Based on this thought, it can be concluded that marketing acts as a link between wants and demands for the goods and services that consumers need.

2.3   Brand Image

Image (image) namely the assumption of society towards the industry and its products. A good image of the product will benefit the industry, because consumers will unconsciously recommend the product to others. On the other hand, a bad image about the product will make consumers spread this unfavorable information to others.

According to [5] Brand image (brand image) is a brand assumption associated with brand associations embedded in consumer memory. Some of the marketing tools that can be used to create a brand image are the product itself, packaging/labels, brand name, logo, colors used, point of purchase promotions, retailers, advertisements and all kinds of other promotions, prices, brand owners, country of origin, especially the target market and product users.

2.3.1   Components of Brand Image

3 components create Brand Image, namely:

1. Corporate image, is a set of associations that consumers perceive towards the industry that makes products and services.
2. User image, a set of associations that consumers perceive towards users who use objects or services, including the wearer himself, lifestyle or character, and social status.
3. Product image, is a set of associations that consumers perceive to a product, which includes the attributes of the product, the use for the consumer, its use, and warranty.

There are some benefits of Brand Image, namely:

Brand Image that has been built by the industry and has become a consumer perception, will share benefits for both the industry and consumers.

There are also the following benefits:

1. Benefits for the company, Companies can improve other product lines by using the positive image that has been created against their old products.
2. Benefits for consumers, Consumers with a positive image of a certain brand, are more likely to carry out purchases to repurchase continuously

And there are some Methods of Building Brand Image are:

1. Have the right positioning.

    Brands can be positioned by various methods, for example by placing their location specifically in the minds of customers. Helping to the position is placing all aspects of brand value, including functional efficacy so that it is always number one in the customer's mind.

2. Have the right brand value.

    Continue to be the right brand in positioning in the minds of customers, the brand wants to continue to be competitive. To manage this matter, we need to recognize the brand value. Brand value forms brand personality. Brand personality is more lightning than brand positioning. Because brand personality reflects the turmoil of changing consumer tastes.

3. Have the right concept.

    The final session to communicate the right brand value and positioning to consumers must be supported by the right concept. Concept development is a creative process, because different from positioning, concepts can be continuously changed according to the life cycle of the product in question. A good concept is to be able to communicate all the elements of brand value and the right positioning so that the brand image can be continuously improved.

2.4 Customer Loyalty

Customer loyalty is one of the core goals pursued in modern marketing. This is due to the expected loyalty that the industry will gain long-term benefits from mutualism bonds that are established within a certain period that have a significant position in an industry, maintaining them is tantamount to improving the system's financial performance and maintaining the viability of the industry. Customer loyalty can also be said universally as meant as someone's loyalty to a product, both a particular object or service.

    According to [6, 7] Customer loyalty can be said to a customer who not only repurchases goods and services but also has a commitment to positive behavior towards the service industry, for example by recommending other people to buy.

    According to [8, 9] Customer loyalty is an attitude of encouragement to make purchases on an ongoing basis and can build customer loyalty to a product or service obtained by the business entity which can take a long amount of time through a continuous buying process.

3 Research Framework

3.1 Hypothesis Development

3.1.1 Effect of Product Quality on Customer Loyalty

Product Quality affects Customer Loyalty [10] creating a significant influence between product quality and customer loyalty, namely the existence of satisfaction from purchasing products offered to customers, they want to continue to buy, of course, use the product on a scale and are not the least bit interested in other products because they have
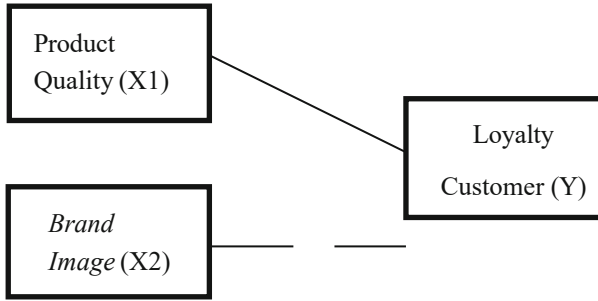
Fig. 1. Research Framework

confidence in these products and are always loyal to a product and want to recommend the product to others. According to [11] creating that product quality has a positive and significant value on customer loyalty. Steady Often heard as well [12] reported that product quality has a positive and significant effect on loyalty. From the explanation above, a hypothesis can be put forward that needs to be tested for its truth as follows

H1: Product quality has a positive and significant effect on customer loyalty.

3.1.2 The Effect of Brand Image on Customer Loyalty

Continue to have a strong brand image or brand image in the minds of customers so that it continues to be strong as well as the confidence of customers to always be loyal to the products they buy so that this can lead industry to always get profits from time to time. [13] reported that brand image or brand image has a positive and significant influence on customer loyalty. [14] studied and discovered that brand image has a positive and significant effect on customer loyalty.

H2: Brand Image has a positive and significant effect on customer loyalty.

4   Research Methods

The research method used is quantitative research. This casual quantitative research aims to obtain information in the form of data [15], both orally and in writing about product quality, and brand image can make customers satisfied with the consumption of products from Rodeos skincare. This research uses 2 pieces of information, namely primary information and secondary information. Primary information is original information collected directly from sources by researchers to specifically report research problems [16].

In this research, the population is the exact number of Rodeos skincare users. Therefore, he did the taking of illustrations for this research [17] reports, that the illustration is part of the number and characteristics possessed by the population used for research. The illustrations were taken using the purposive sampling method, in which the illustrations were taken based on certain criteria or considerations determined by the researchers themselves, such as having used products from Rodeos skincare.

5   Results and Discussion

This research aimed to test whether product quality and brand image variables affect customer loyalty variables. The selected sample is directly consumers from Rodeos skincare users. PT. Ultiface Selamet Nugraha is a company engaged in the marketing and distribution of products in collaboration with various companies. Armed with experience in marketing and distribution. PT. Ultiface Selamet Nugraha is determined to become an independent company by launching several products to meet the needs of quality skincare that is easily accessible to the general public who need care and beauty.

5.1   Validity Test and Reliability Test Validity Test

Test the validity of the results of 100 respondents, if the test value >0.195 is declared valid. From the results of processing the questionnaire data on 100 respondents, the f ollowing data results were obtained (Tables 1, and 2):

Based on the Table 3 above, it can be seen that the comparison between R count and R table states that all statement items on product quality, brand image, and customer loyalty variables are declared valid. Because each item of the variable statement produces R count $>$R table. That is, the instruments used to collect data in this study can measure what should be measured.

Table 1. Product Quality Variable Validity Test Results

No	Indicator	R count	R table	Information
1	Rodeos skincare products are made from natural and safe ingredients	0.697	0.195	Valid
2	Rodeos skincare products have a shelf life of more than 23 months	0.590	0.195	Valid
3	I feel compatible with Rodeos skincare products	0.756	0.195	Valid
4	The packaging for Rodeos skincare products is very attractive and elegant	0.774	0.195	Valid
5	The packaging for Rodeos skincare products is not easily damaged	0.780	0.195	Valid
6	*Skincare* Rodeos is suitable for facial skin from teenagers to adults	0.744	0.195	Valid

Source: data processed by researchers, 2022

Table 2. Brand Image Variable Validity Test Results Source: data processed by researchers, 2022

N o	Indicator	R count	R table	Informatio n
1	Rodeos is a well- known/famous skincare	0.83 0	0.19 5	Valid
2	*Skincare* Rodeos has an extensive distribution network	0.83 2	0.19 5	Valid
3	*Skincare* Rodeos has good corporate credibility	0.80 6	0.19 5	Valid
4	The skincare brand Rodeos is memorable in my mind	0.86 4	0.19 5	Valid
5	The Rodeos skincare logo is easy to spot	0.86 0	0.19 5	Valid
6	I trust the skincare brand Rodeos	0.89 4	0.19 5	Valid

Source: data processed by researchers, 2022

Table 3. Customer Loyalty Variable Validity Test Results.

No	Indicator	R count	R table	Information
1	I will be making repeat purchases on Rodeos skincare products	0.879	0.195	Valid
2	I would recommend Rodeos skincare products to others	0.810	0.195	Valid
3	I'm not interested in moving away from Rodeos skincare	0.914	0.195	Valid
4	I will not be swayed by the competitive appeal of	0.905	0.195	Valid
5	I will refuse if other products are offered besides Rodeos skincare	0.922	0.195	Valid

Source: data processed by researchers, 2022

5.2 Reliability Test

The reliability Test is an index that shows the extent to which a measuring instrument can be trusted or relied on. Testing the reliability of the instrument using the Alpha

Table 4. Product Quality Reliability Test Results

Statement	r Count	Information
X1.1	0.756	Reliable
X1.2	0.768	Reliable
X1.3	0.746	Reliable
X1.4	0.747	Reliable
X1.5	0.744	Reliable
X1.6	0.749	Reliable

Source: data processed by researchers, 2022

Table 5. Brand Image Reliability Test Results

Statement	r Count	Information
X2.1	0.779	Reliable
X2.2	0.775	Reliable
X2.3	0.780	Reliable
X2.4	0.774	Reliable
X2.5	0.773	Reliable
X2.6	0.771	Reliable

Source: Data processed by researchers, 2022

Table 6. Customer Loyalty Reliability Test Results

Statement	r Count	Information
Y. 1	0.789	Reliable
Y.2	0.801	Reliable
Y.3	0.781	Reliable
Y.4	0.783	Reliable
Y.5	0.782	Reliable

Source: Data processed by researchers, 2022

Cronbach formula because this research instrument is in the form of a questionnaire and a multilevel scale.

From the table above it can be seen that all variables have Alpha Cronbach >0.6. Thus the variables of product quality, brand image, and customer loyalty can be said to be reliable and the instruments proposed in this study are worthy of being used as data collection tools.

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		100
Normal Parameters, b	Means	0
	std. Deviation	1.776311
Most Extreme Differences	absolute	0.087
	Positive	0.047
	Negative	-0.087
Test Statistics		0.087
asymp. Sig. (2-tailed)		.160c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed by SPSS, 2022

5.3 Classic Assumption Test Normality Test

In this test using the Kolmogorov – Smirnov test by looking at Asympe. Sig which is to show that the data in this study are normally distributed, the significance value must be greater than 0.05.

Based on the table above, asymp.sig (2-tailed) shows a value of $0.160 > 0.05$, it can be concluded that the residual values are normally distributed.

5.4 Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. According to [18] a good regression model has a model where the independent variable has no correlation or the model must be free from symptoms of multicollinearity in the regression analysis. Multicollinearity can be seen from the tolerance value and inflation factor (VIF). Which is where the tolerance value must be close to 1 and the VIF value must be below 10 for each variable to be studied (Table 8).

Table 8. Tolerance value and VIF

Coefficientsa							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
1 (Constant)	4,502	2,322		1939	0.055		
Product quality	0.402	0.11	0.384	3,662	0	0.588	1,701
Brand Image	0.247	0.09	0.288	2,748	0.007	0.588	1,701
a. Dependent Variable: Customer Loyalty							

Source: Data processed by SPSS, 2022

The table above shows that the results of the multicollinearity test show that no variable has a torque value of less than 0.10, meaning that there is no correlation between the independent variables. The VIF results show the same results, that is, there is not one independent variable that has a VIF value above 0.10. So it can be concluded that there is no multicollinearity between the independent variables in this regression model

5.5   Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. The Glejser test can be used to detect the presence or absence of heteroscedasticity in a regression model. The basis of the Glejser test decision-making is that if the significance value is greater than 0.05 then it can be said that the regression model does not experience heteroscedasticity, and if the significance value is less than 0.05 then there is heteroscedasticity (Table 9).

Based on the test results in the table above, which shows that all independent variables have no significance, thus it can be concluded that all of these independent variables do not have heteroscedasticity.

Table 9. Heteroscedasticity Test Results

Model		Unstandardiz ed Coefficients		Standardiz ed Coefficien ts	t	Sig.
		B	std. Error	Betas		
1	(Constant)	4,04 5	1943		208 2	0.04 3
	Product quality	-0.11	0.09 4	-0.24	- 1,17 6	0.24 6
	Brand Image	0.00 8	0.06 9	0.023	0.11 4	091 0

Coefficientsa

a. Dependent Variable: ABS_RES

Source:Data processed by SPSS, 2022

5.6   Multiple Linear Regression Test

The main purpose of this regression analysis is to see the causal relationship that occurs between one variable and another (Table 10).

Based on the table above, it can be seen that the multiple linear regression equation in the form of this test is:

$$Y = 5.484 + (0.514)\, X_1 + (0.532)\, X_2 + 2.958$$

The regression equation above can be used as follows:

1. The value of the constant (α) is 5.484. This means that if the reputation for product quality and brand image is 0, then the customer loyalty decision is 5.484 units.
2. The product quality coefficient value (B1) shows a positive value of 0.514. This means that for every 1% increase in product quality, customer loyalty will increase by 0.514. Assuming the other independent variables are fixed.

Table 10. Multiple Linear Regression Test Results

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	5,484	2,958		1,854	.070
Product quality	0.514	0.143	0.384	3,608	.000
Brand Image	0.532	0.105	0.542	5,089	.000
a. Dependent Variable: Customer Loyalty					

Source: Data processed by SPSS, 2022

3. The results of brand image (B2) show a positive value of 0.532. This means that every 1% increase in the brand image will increase customer loyalty by 0.532. Assuming the other independent variables are fixed.
4. The standard error result is 2.958. This can be interpreted that the value of product quality and brand image is 0, then the purchase decision is 2.958 units.

Based on the explanation above regarding the formulation of the regression model as above, a hypothesis test can be carried out to measure the accuracy of the regression function in estimating the actual value, while in this case a hypothesis test can be used including the f test (simultaneous), t-test (partial) and the coefficient of determination (R^2).

5.7 t-test (Partial)

The t-test is used to determine whether the variable awareness of product quality and brand image has a partial effect on customer loyalty. The decision criterion is if the sig table value <0.05 or the calculated value > t table, then there is an influence of variable X on variable Y, and vice versa (Table 11).

Based on the results in the table above, namely:

1. Effect of Product Quality on Customer Loyalty The hypothesis put forward is:

Ho1: Product quality has no significant effect on customer loyalty

Ha1: Product quality has a significant effect on customer loyalty

The test criteria are as follows:

If the significance value is > 0.05 then Ho1 is accepted and Ha1 is rejected, which means that partially product quality has a significant effect on customer loyalty.

Table 11. T Test Results (Partial)

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	5,484	2,958		1,854	.070
	Product quality	0.514	0.143	0.384	3,608	.000
	Brand Image	0.532	0.105	0.542	5,089	.000
a. Dependent Variable: Customer Loyalty						

Source: Data processed by SPSS, 2022

If the significance value <0.05 then Ho1 is rejected and Ha1 is accepted, which means that partially product quality has a significant effect on customer loyalty.

Based on the table above, it can be seen that the significance value of the product quality variable is 0.000 <0.05, so Ho1 is rejected and Ha1 is accepted, which means that partially product quality has a significant effect on customer loyalty. Testing this hypothesis shows that product quality has a positive and significant effect on customer loyalty at PT. Ultiface Selamat Nugraha.

2. The Effect of Brand Image on Customer Loyalty The hypothesis put forward is:

Ho2: Brand Image has no significant effect on customer loyalty

Ha2: Brand Image has a significant effect on customer loyalty

The test criteria are as follows:

If the significance value is >0.05 then Ho2 is accepted and Ha2 is rejected, which means that partially brand image has a significant effect on customer loyalty.

If the significance value <0.05 then Ho2 is rejected and Ha2 is accepted, which means that partially brand image has a significant effect on customer loyalty.

Based on the table above, it can be seen that the significance value of the brand image variable is 0.000 <0.05, so Ho2 is rejected and Ha2 is accepted, which means that partially brand image has a significant effect on customer loyalty. Testing this hypothesis shows that brand image has a positive and significant effect on customer loyalty at PT. Ultiface Selamat Nugraha.

Table 12. f Test Results (Simultaneous)

ANOVAa					
Model	Sum of Square s	d f	MeanSquar e	F	Si g.
1 Regressio n	185,62 7	2	92,814	28,82 1	.0 00 b
residual	312,37 3	9 7	3.22		
Total	498	9 9			
a. Dependent Variable: Customer Loyalty					
b. Predictors: (Constant), Brand Image, Product Quality					

Source: Data processed by SPSS, 2022

6 F Test (Simultaneous)

The f test is used to determine whether the variable product quality and brand image have a simultaneous effect on customer loyalty. The decision criterion is if the sig table value <0.05 or the calculated value $>$f table, then there is an influence of variable X on variable Y, and vice versa (Table 12).

Based on the results of the table above, it can be concluded that Ho3 is accepted, which means that there is a significant influence between variables X1 and X2 on Y.

6.1 Coefficient of Determination (R2)

The coefficient of determination (R^2) is an indicator used to describe how much variation is explained in the model. Based on the R2 value, it can be seen the level of significance or suitability of the relationship between the independent variables and the dependent variables in linear regression (Table 13).

Based on the results of the table above, the Adjusted R^2 value is 0.520. This means that the variable product quality (X_1), brand image (X_2) can explain 52.0% of the variation in the customer loyalty variable (Y) or explain 52.0% of the changes that occur in customer loyalty (Y). The remaining 48.0% is explained by factors other than these two variables.

7 Discussion

7.1 Product Quality Affects Customer Loyalty

The results of testing this hypothesis can be seen that the significance value of the product quality variable is 0.000 <0.05. This shows that product quality has a significant effect on customer loyalty. Therefore the determination of product quality properly can increase customer loyalty.

Table 13. Test Results for the Coefficient of Determination (R^2)

Summary model b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.725a	0.526	0.520	1.73423
a. Predictors: (Constant), Brand Image				
b. Dependent Variable: Customer Loyalty				

Source: Data processed by SPSS, 2022

The results of this study also strongly support previous research by [19] entitled "The Effect of Brand Image, Wardah Product Quality on Customer Satisfaction and Loyalty" which concluded that product quality has a positive and significant influence on customer loyalty.

7.2 *Brand Image* Influence on Customer Loyalty

The results of testing this hypothesis can be seen that the significance value of the brand image variable is $0.00 < 0.05$ This shows that brand image has a significant effect on customer loyalty.

The results of this study support previous research by [14, 20], so it can be concluded that brand image has a positive and significant effect on customer loyalty.

8   Closing

8.1   Conclusion

Based on the results of research conducted with a total of 100 respondents from Rodeos skincare users at PT. Ultiface Selamet Nugraha can draw the following conclusions:

1. Product quality has a positive and significant effect on customer loyalty at PT. Ultiface Selamet Nugraha.
2. *Brand Image* positive and significant effect on customer loyalty at PT. Ultiface Selamet Nugraha.

8.2   Suggestion

In this study, product quality and brand image have a significant effect on customer loyalty. Therefore it is expected that PT. Ultiface Selamet Nugraha is able to maintain and improve product quality and brand image so that customers are more loyal to buying Rodeos skincare products and increase profits for the company.

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