

## The Influence of Product Quality, Promotion, Price, Trust and Purchase Decision on Consumer Loyalty at PT. X

Maman Nur Saman, Christian Wiradendi Wolor, Saparuddin

Universitas Negeri Jakarta, Indonesia

Email: mnursaman888@gmail.com, christianwiradendi@unj.ac.id, saparuddin@unj.ac.id

### Abstract

*Increasingly intense competition between product provider institutions recently is not only caused by globalization. But more because customers are getting smarter, price conscious, more demanding, less forgiving, and approached by many products. Consumer loyalty is an important factor in maintaining existence in market competition, increasing sales and as a step in purchasing decisions and to achieve goals. This study uses quantitative methods. The aim is to determine customer loyalty and purchase decisions as intervening variables. The research sample is all consumers at PT X with a total sample of 150 respondents. The data analysis method used in this study is SPSS and also Smart PLS version 3. The results of this study indicate product quality, promotion, price, significant trust in purchasing decisions. as well as a significant purchase decision on customer loyalty.*

**Keywords:** *Product quality, promotion, price, trust, purchase decision, consumer loyalty.*

### INTRODUCTION

A company is an activity carried out by individuals and organizations related to the production, business, purchase or exchange of goods or services, for the purpose of (Lindawati & Sengkey, 2017);(Asikin & Fadilah, 2024). The word business comes from the Language In United Kingdom, specifically business means goodness. In a simple context, what does it mean to be busy doing an activity or job that provides benefits to a person (Saebah & Asikin, 2022). Business to business (B2B) is a term used to describe a business transaction or business relationship between two businesses or organizations, rather than between a business and the end consumer.

According to (Keller & Kotler, 2015). Business-to-business (B2B) refers to a transaction of products, services, or information that involves at least two organizations as the parties to the transaction. Business-to-business (B2B) refers to the trade between two organizations, either in the form of products, services, or resources (Porter & Heppelmann, 2017). In general, business to business (B2B) is a business model in which a company that sells products, services, or solutions to other companies as a consumer will use them in its operations, or integrate them into its own products or services. B2B transactions typically involve larger order volumes and more complex contracts than business-to-consumer (B2C) transactions (Asikin, Amelia, et al., 2024).

In order to seize the market and be consistent in trade, this research was conducted by prioritizing several variables such as product quality, promotion, price, trust, purchase decisions and consumer loyalty. Supported Overall the industrial sector in the manufacturing processing sector experienced an increase in growth rate as seen from the rate and source of growth, producers felt very positive growth, because demand from consumers and the price of the product was very good. This condition is what makes some producers increase production in maximum quantities (Asikin, Fadilah, et al., 2024).

Growth prospects in the manufacturing industry in Indonesia have increased rapidly. This optimism refers to the condition of the Indonesian state in 1998 which experienced a monetary crisis in the new order era when the economy experienced a downturn. However, after going through several phases, Indonesia was able to rise and begin to develop after a dozen years of experiencing a monetary crisis.

## **RESEARCH METHODS**

The method of this quantitative research is to test a theory, present a fact or describe statistics, show relationships between variables and some are in the nature of developing concepts, developing understanding, or describing many things (Raihan et al., 2019) This study specifically analyzes the influence of product quality, promotion, price, trust and purchase decisions on consumer loyalty in PT X. This study also explains the influence and relationship of the variables contained in this study. The approach used is a quantitative approach, because the data used in this study is tied to numbers or scales, in addition to the type of research whose specifications are systematic, planned, and clearly structured from the beginning to the creation of a research plan (Sugiyono, 2016).

## **RESULTS AND DISCUSSION**

### **Definition of Consumer Loyalty**

Loyalty is a word taken from the word loyal which means loyal, customer loyalty can also be interpreted as consumer loyalty, which is taken without coercion and born from consumer self-awareness, actually loyalty is the fruit of efforts created by the company for customer satisfaction, which can affect customer behavior (Keller & Kotler, 2015). According to (Kotler & Caslione, 2009) Loyalty can be achieved in two stages: (1) the company must be able to satisfy the needs and desires of customers. This gives them a positive experience with the product and (2) the company needs to maintain a relationship with the customer so that they buy the product again.

According to Freddy Rangkuti (2019), Literally loyal means loyalty or loyalty can be interpreted as something loyal. This loyalty is accepted without coercion, but is born from an understanding of the past self. Consumer satisfaction efforts are more likely to affect consumer attitudes. On the other hand, the concept of consumer loyalty is more about the attitude of buyers.

According to (Kimberlin et al., 2015) There are four types of loyalty that occur when attachment is low and high with a pattern of low and high repeat purchases. The types of consumer loyalty are: a) No Loyalty For various reasons, some consumers do not develop loyalty or loyalty to a particular product or service. Low engagement rates with low purchase rates indicate a lack of loyalty. Basically, companies should avoid this non-loyalty group to become the target market because they will not be loyal consumers.

b) Weak Loyalty Inertia loyalty is a type of consumer loyalty where there is a strong interest in high repurchases. Consumers with this attitude mostly buy based on habits, the reason for buying products or services is sourced from the comfort factor arising from the situation. c) Hidden Loyalty: This type of loyalty is a relatively high level of loyalty or affection with a low repurchase rate. Consumers with a repurchase loyalty attitude also rely on the influence of situational factors rather than their own attitudes. d) Premium loyalty This loyalty is proven when high attachment goes hand in hand with buyback activity. This type of loyalty is definitely what every company expects from all the big companies.

### ***Product Quality***

Quality is the most important part in creating a product. A quality product is a product that is accepted by customers according to the needs and desires of customers. According to Kotler (2015). Product quality is a thorough evaluation by customers of the goodness of goods and services. In addition, the product is a set of attributes, both tangible and not, including color, price, good name of the manufacturer, good name of the selling store and factory services received by buyers to satisfy their desires (Alma & Hurriyati, 2016). According to Wijaya (2011), Product quality is the total combination of the characteristics of a product that comes from marketing, production planning and maintenance that makes the product work to meet the expectations of customers or consumers. Product quality is a characteristic of a product or service depending on its ability to satisfy the stated or assumed customer needs.

### ***Product Indicators***

According to (Tjiptono & Yang, 2018), There are two types of product quality dimensions, including:

Quality level At this level, product quality is synonymous with performance quality, which is the ability of the product to perform its task. b. Quality consistency. Consistency In the dimension of quality uniformity, product quality is synonymous with conformity, namely freedom from product damage and uniformity at the target level. According to Tjiptono (2018), Product attributes are product elements that are considered important by consumers and are the basis for repeated purchase decisions including a) Brand is the name of a term, symbol or symbol of color, design, motion or a combination of other product attributes that are expected to provide identity and differentiation to competitor products b) Packaging is a process related to the design and manufacture of containers or packaging for a product. c) Labeling is closely related to packaging. A label is a part of a product that conveys information about the product and the seller.

According to Kotler (2009), the product level in developing products requires knowledge for companies regarding the product level. The following is an explanation of the

five levels of the product. At the basic level of core benefits where the service or benefit is actually purchased by the customer. The second level of marketing should turn the core benefits into basic products. The definition of Sharia Financial Institution does not have much difference from Conventional Financial Institutions, it's just that Sharia Financial Institutions have principles that are not the same as Conventional Financial Institutions, namely the principles of Islamic law in banking and financial activities based on fatwas issued by institutions that have the authority to determine fatwas in the field of sharia (Imaniyati & Adam, 2017).

### **Promotion**

Promotion is the process of marketing strategy as a way to communicate using the composition of the promotion mix with the market. From the explanation above, it can be concluded that promotion is all the ways that can be done to increase the visibility of a product, service, brand and company (Kotler & Keller, 2015). According to Sitorus & Utami (2017) quoted from Tjiptono (2008), promotion is one of the determining factors for the success of a marketing program. Other opinions According to Kotler & Keller (2016), promotion is an activity that is shown to influence consumers so that they can become familiar with the products offered by their company and then they become happy and buy the product.

### **Promotion Indicators**

According to Freddy Rangkuti (2019), the types of promotions that are often used include: a) Advertising Advertising uses paid media such as television, radio, print media, online, and outdoor advertising to convey promotional messages to the target audience. The purpose of advertising is to increase brand awareness, provide information about the product or service, and influence purchasing behavior. b) Personal selling Personal selling means direct interaction between a company's salespeople and potential customers. Personal selling is often used in situations involving complex purchases or products that require detailed descriptions.

The goal of personal selling is to build relationships with customers, provide product information directly, and influence purchasing decisions. c) Sales promotions Promotional campaigns include activities designed to encourage immediate purchases, such as discounts, coupons, giveaways, contests, or loyalty programs. The goal of sales promotion is to stimulate immediate purchase action and speed up the purchase decision process. d) Direct marketing Direct marketing is direct communication with customers through various channels including email, mail, telemarketing, text messaging and marketing through digital channels. The goal of direct marketing is to convey promotional messages directly to target customers, offer special offers and get immediate responses from customers. e) Public Relations Public Relations includes efforts to build and maintain a positive image of the company, including through press conferences, event organization, sponsorship, and cooperation with the media. The purpose of PR is to build trust, increase brand awareness and manage public perception of the company.

### **Price**

According to Kotler & Keller (2016), Price is the amount of money billed for a product or service and the amount of value that a consumer exchanges for ownership or use of a product or service. Meanwhile, according to (Moncayo-Martínez & Muñoz, 2018), Price is not the main thing. However, it has always been the reason for the change in demand. In addition, price is a complex concept. Pricing decisions are influenced by many competitive factors and market considerations, but some of them are highly subjective and can never be measured. Addressing these factors is fundamental in the negotiation process (Newman & Scodro, 2000).

### **Price Indicators**

Pricing by (Tjiptono & Yang, 2018), has three other objectives: a) Profit-oriented to achieve the target of investment profit, net selling profit and to maximize profit. b) Sales-oriented to increase sales and to maintain/increase market share and sales. c) Status-oriented to stabilize profits and to prevent competition as for the purpose of setting prices. d) Other objectives are that prices can also be set with the aim of preventing competitors from entering, maintaining consumer loyalty, supporting reselling, or avoiding government intervention.

According to Kotler & Keller (2016), Pricing indicators between a) Cost oriented pricing or Cost-oriented pricing because there are two types of pricing that takes into account costs and is not market-oriented, namely markup pricing and cost plus pricing. b) Demand oriented pricing by considering the state of demand, market conditions and consumer desires consisting of a) perceived value pricing of several product values in the consumer's view of what is produced by the producer. b) Demand Differential Pricing /Price Discrimination Determination of the selling price of products with two or more types of prices. Can be based on customer base, product version basis, place basis, time basis.

### **Belief**

According to (Anang et al., 2019) Trust is the expectation of brand trust and goodwill, and therefore trust reflects two things, namely brand trust brand reliability and brand intention brand intentions. According to Kotler & Keller (2016), consumer trust is as trust is a company's willingness to trust its business partners and depends on a number of interpersonal and organizational factors, such as the perception of competence, integrity, honesty, and good faith of the company.

### **Confidence Indicator**

According to Mowen (2012) Trust indicators can be measured by indicators: consistency in quality, understanding consumer desires, composition of information with product quality, consumer trust, reliable products. There are several dimensions to be able to know consumer trust, one of which according to Kotler and Keller (2016) there are four dimensions of consumer trust, which are as follows: a) Benevolence (sincerity / sincerity), namely how much a person believes that the seller behaves well to consumers. b) Ability, is the current judgment of what a person can do. In this case, how can the seller convince buyers and ensure satisfaction and security in doing business. c) Integrity, is how much confidence a

person has in the honesty of the seller to maintain and fulfill the agreement that has been made to the consumer. d) Willingness to depend, is the willingness of consumers to depend on sellers in the form of acceptance of risks or negative consequences that may occur. Purchase Decision.

According to Kotler & Keller (2015), The purchase decision is the evaluation stage, consumers form preferences between brands in a selection pool. Consumers may also form an intent to buy the brand they like the most. According to Enre et al (2020), who cited Purchase Decisions According to Buchari Alma (2014), it is stated that a purchase decision is a consumer decision that is influenced by the economy, finance, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming an attitude for consumers to process all information and take to conclusions in the form of responses that appear what products to buy.

### ***Purchase Decision Indicators***

The indicators of purchase decisions according to Kotler & Keller (2015) Among them are a) stability in a product when making a purchase, consumers choose one of several alternative options based on quality, quality and other factors that provide stability for consumers to buy the product they need. Good product quality will build consumer enthusiasm so that it supports consumer satisfaction. b) The habit of buying a product, is the continuous repetition of something in buying the same product, when consumers have made a purchase decision and they feel that the product is already attached to their minds, even the benefits of the product have been realized, consumers will feel uncomfortable if they buy another product.

c) Speed in buying a consumer product often makes a decision using simple (heuristic) rules of choice. Heuristics itself is a process carried out by a person in making a decision quickly, using a general guideline in information. According to Hahn (2015), There are three indicators in the purchase decision process There are three indicators in the purchase decision process 1) consumer buying habits, their consumers need the product and use it regularly, so it will happen Continue to buy the product. 2) Quality resulting from the consumer's purchase decision By purchasing a product, he knows the benefits of the product he buys. 3) Consumer engagement or loyalty is not a substitute for options that are typically purchased in conjunction with competitor products. which occurs when consumers are not satisfied with the products they buy.

### ***Purpose and Function***

Consumer loyalty is the main goal as a benchmark in making decisions and policies. The objectives of this research include: a) To find out whether product quality has a direct effect on the purchase decision. b) To find out if the promotion has a direct effect on the purchase decision. c) To find out if the price has a direct effect on the purchase decision. d) To find out whether trust has a direct effect on buyer decisions e) To find out whether purchase decisions have a direct effect on consumer loyalty

## Conclusion

Therefore, it is concluded that can be drawn from the research on the influence of product quality, promotion, price, trust and purchase decisions on consumer loyalty, as follows: a) testing product quality has a significant effect on purchase decisions. And these results prove that the increase or decrease in product quality has a significant impact on the increase or decrease in the level of consumer purchase decisions on the products sold or offered. b) testing promotions has a significant effect on purchase decisions. From these results, it proves that promotion is essentially a form of marketing communication. Directly affects the level of purchase decisions on a product. c) Testing prices has a significant effect on purchasing decisions.

These results prove that the increase or decrease in price has a significant impact on the level of consumer purchase decisions on the products sold or offered. d) testing trust has a significant effect on purchase decisions. These results prove that trust is very important to have a significant impact on the level of consumer purchase decisions on the products sold or offered. e) Testing purchasing decisions has a significant effect on consumer loyalty. These results prove that important purchasing decisions have a significant impact on consumer loyalty levels.

## BIBLIOGRAFI

- Alma, B., & Hurriyati, R. (2016). *Manajemen corporate & strategi pemasaran jasa pendidikan*.
- Anang, M. A., Dodoo, D., Ntiri, B.-S., Zugle, R., & Fynn, G. E. (2019). *Improving the quality of locally produced vegetable oils in Ghana using zeolite ZSM-11*.
- Asikin, M. Z., Amelia, A., & Hidayat, A. R. (2024). Membangkitkan Semangat Kewirausahaan untuk Meningkatkan Keberlanjutan Bisnis dengan Memperkuat Sikap, Perilaku, dan Nilai Entrepreneurship. *Cakrawala Repositori IMWI*, 7(4), 1240–1245.
- Asikin, M. Z., & Fadilah, M. O. (2024). Masa Depan Kewirausahaan dan Inovasi: Tantangan dan Dinamika dalam Era Digital. *Jurnal Syntax Admiration*, 5(1), 303–310.
- Asikin, M. Z., Fadilah, M. O., Saputro, W. E., Aditia, O., & Ridzki, M. M. (2024). The Influence Of Digital Marketing On Competitive Advantage And Performance of Micro, Small And Medium Enterprises. *International Journal of Social Service and Research*, 4(03), 963–970.
- Delgado, M. R., Nearing, K. I., LeDoux, J. E., & Phelps, E. A. (2008). Neural circuitry underlying the regulation of conditioned fear and its relation to extinction. *Neuron*, 59(5), 829–838.
- Imaniyati, N. S., & Adam, P. (2017). The Fatwa position of DSN-MUI in the national banking system. *MIMBAR: Jurnal Sosial Dan Pembangunan*, 33(1), 142–148.
- Keller, K. L., & Kotler, P. (2015). Holistic marketing: a broad, integrated perspective to marketing management. In *Does marketing need reform?: Fresh perspectives on the future* (pp. 308–313). Routledge.
- Kimberlin, D. W., Jester, P. M., Sánchez, P. J., Ahmed, A., Arav-Boger, R., Michaels, M. G., Ashouri, N., Englund, J. A., Estrada, B., & Jacobs, R. F. (2015). Valganciclovir for symptomatic congenital cytomegalovirus disease. *New England Journal of Medicine*, 372(10), 933–943.
- Kotler, P., & Caslione, J. A. (2009). How marketers can respond to recession and turbulence. *Journal of Customer Behaviour*, 8(2), 187–191.
- Lindawati, N. P., & Sengkey, F. (2017). Peningkatan Keterampilan Berbicara Bahasa Inggris dengan Teknik Role Play pada Siswa Kelas X SMA Dwijendra Denpasar. *Jurnal Manajemen Pelayanan Hotel*, 1(1), 1–7.
- Moncayo-Martínez, L. A., & Muñoz, D. F. (2018). Un sistema de apoyo para la enseñanza del método simplex y su implementación en computadora. *Formación Universitaria*, 11(6), 29–40.

- Porter, M. E., & Heppelmann, J. E. (2017). Why every organization needs an augmented reality strategy. *HBR'S 10 MUST*, 85.
- Raihan, A., Begum, R. A., Mohd Said, M. N., & Abdullah, S. M. S. (2019). A review of emission reduction potential and cost savings through forest carbon sequestration. *Asian Journal of Water, Environment and Pollution*, 16(3), 1–7.
- Saebah, N., & Asikin, M. Z. (2022). Efektivitas Pengembangan Digital Bisnis pada Gen-Z dengan Model Bisnis Canvas. *Jurnal Syntax Transformation*, 3(11), 1534–1540.
- Sugiyono, A. (2016). Outlook energi Indonesia 2015-2035: Prospek energi baru terbarukan. *J Energi Dan Lingkungan*, 12, 87–96.
- Tjiptono, F., & Yang, L. (2018). To go or not to go: a typology of Asian tourist destination avoidance. *Asian Cultures and Contemporary Tourism*, 183–200.

---

**Copyright holder:**

Maman Nur Saman, Christian Wiradendi Wolor, Saparuddin (2024)

**First publication right:**

Journal of Law and Social Politic (JOLASTIC)

**This article is licensed under:**

