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Effect of Product Quality and Product Value on Customer Loyalty: Empirical Study on Seaweed SME

ST. Rukaiyah [†]

¹ Department of Magister Management, Universitas Fajar, Makassar City, South Sulawesi 90231

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Email:

rukaiyah_st2609@yahoo.com

Abstract

This study aimed to determine the effect of product quality product value on customer loyalty at seaweed processing centers in the Bantaeng district. The products being marketed include crackers from seaweed, seaweed nuggets, seaweed noodles, and seaweed meatballs. Researchers consider this theme's departure significant, seeing how much influence product quality and product value have on customer loyalty. The data collection method used a questionnaire, which was distributed to 97 respondents. The results of the study state that product quality is the reason someone returns to buy a product. The better the product's quality, the higher the product's value in the eyes of the customer, and customer loyalty is more dominantly influenced by product quality than product value.



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1 Introduction

Over time, quality is one of the main factors to ensure an organization or company's success and success to achieve tangible or intangible profits. In marketing a product or creating a product, it is the quality factor that is often questioned, proud of, and complained about by customers when they want to buy a product. So, it can be said that product quality is the reason someone returns to buy and the reason someone leaves a product and decides not to buyback. A product is an item that is sold or offered to someone. Product quality is a reflection that reflects the value of the product itself. Products have essential meaning for the company because, without the product, the company will not do anything from its business. Consumers will buy a product when they feel it is suitable; therefore, the product must be adjusted to the buyer's wishes or needs so that product marketing is successful. In other words, product manufacturing is better oriented towards market wants or consumer tastes. According to (Lu et al., 2019; Selnes, 1993; Yusuf & Putra, 2019) defining product quality is an essential product differentiation source that allows companies to create brand loyalty and an afternoon advantage over their competing suppliers. (Myers et al., 1997; Tse & Tan, 2012) said that product quality is an item's production process. The quality of the company's product can create a positive perception from cus-

[†] Corresponding author. ST. Rukaiyah
Email address: rukaiyah_st2609@yahoo.com

tomers of the company and result in customer satisfaction and loyalty. Product quality needs the company/producer's immediate attention, considering that the quality of a product is closely related to consumer satisfaction, which is the goal of the company's marketing activities (Zhang & Wang, 2020). Product quality is the ability of a product to carry out its function, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes (Andreasen et al., 2008; Kotler et al., 2016; Kotler & Keller, 2009). By looking at the definition, it can be concluded that product quality is an effort to meet or exceed customer expectations, where a product has a quality that is under predetermined quality standards. Quality is a condition that always changes due to consumer tastes or expectations of a certain quality. Products are always changing. In business competition, the company's ability to meet customer needs is vital. The company's ability to meet customer needs is strongly influenced by product quality, price, and other supporting factors.

According to (Maiga & Jacobs, 2005; Pabedinskaitė & Akstinaitė, 2014), the higher the level of quality that the company provides to customers, the higher the level of customer need fulfillment, which can be expressed by the level of customer satisfaction. Nevertheless, when there is a gap between the quality of the product the company provides and its actual needs, dissatisfaction arises. There are seven essential roles of quality: First, Improve company reputation. Companies or organizations that have produced a quality product or service will get a priority as an organization that prioritizes quality; therefore, the company or organization is known by the wider community and will get more value in the eyes of the community. Second, Lowering Costs. To produce quality products or services, a company or organization does not need to pay high costs. This is because the company or organization is oriented towards customer satisfaction, namely by placing the type, type, time, and quantity of products produced following consumers' expectations and needs. Third, Increase Market Share. What will increase the market share if the minimum cost is achieved because organizations or companies can reduce prices, even though quality remains the main thing. Fourth, global impact. If they can offer a quality product or service and be known in the flea market, the product or service will also be recognized and accepted in the international market. Fifth, there is product responsibility. With increasing competition for the quality of the product or service produced, the organization or company will be increasingly responsible for designing and distributing these products to meet consumer needs. Sixth, for product appearance. Quality will help the product or service be known; in this case, the company will produce products that will also be known and trusted by the wider community. Seventh, Realizing, quality that feels important. The current competition is no longer a question of price product quality; this encourages consumers to buy products at high prices but with high-quality prices.

Product quality is an understanding that the company's products get a selling value that is not owned by competitors. Therefore, the company tries to focus on product quality and compare it with competing companies' products. However, a product with the best appearance or even better appearance is not the highest quality product if its appearance is not what the customer needs and wants. In this study, four indicators of product quality variables were determined according to (José Tarí, 2005; Lakhali et al., 2006; Putra, 2019). The dimensions of product quality are divided into eight: performance, features, reliability, conformance to specification, durability, serviceability, Esthetics, and perceived quality. (Perceived quality), from these dimensions, four indicators are selected according to the research (e.g., performance, features, perceived quality, serviceability). The values that come from the entity define the emotional values and expectations that are realized, the embodiment of the perception of quality as well as the reflection of the price a customer who has purchased a product will create an emotional sense that reveals whether the product that has been used has met the expectations or has not met the expectations they had before purchasing the item. If emotional feelings are met when using the item, the user can recommend it to people who need the item, and a sense of trust in the quality of the item will be built, not only recommending it to others, but they will make repeated purchases and will create a sense of loyalty with the product of the item they bought. We all know that value is a tool that can measure and provide a measure for what we have done. Value is a calculation, either logic or just words about something it sees. The value becomes very important because it can compare one thing to the same thing. This also applies to a product being sold. The value seen here is limited to price, weight, size, and other logical calculations. However, the product's value can also be a comparison with the products offered by other people of the same type. The value contained in a product will significantly affect the selling value in the market later. According to (Kotler, 2012; Philip & Armstrong, 2008) the value reflects several benefits,

both tangible and intangible, and costs perceived by customers. Value is the combination of quality, service, and price ("QSP"), which are also called the "three elements of customer value." The value increases with increasing quality and service, and vice versa decreases with decreasing price, although other factors can also play an essential role in our perception of value. Meanwhile, according to (Halder et al., 2020; Kim & Seock, 2019), value is a continuous perspective on consumer action to decide on a product or service to produce welfare for consumers.

Building a sense of loyalty to a product is not easy because it must satisfy the customer's taste and always issue up to date products and always improve product quality to build trust about product quality that makes sense of loyalty to the product. Consumer satisfaction has a positive relationship with the return on investment (ROI) and market value. Many studies argue that satisfaction is a psychological process of perceiving work results based on predetermined expectations. So, the customer is satisfied when the expectation of the value is positively confirmed (Ahmad et al., 2020; Firman et al., 2020; Indahingwati et al., 2019; Suriyanti et al., 2020). The smaller the gap between expectations and those suggested/obtained by consumers, the higher the customer's level of satisfaction. Having loyal customers is one of the company's final goals because customer loyalty can guarantee the company's longevity in the long run. Loyal customers have a kind of fanaticism that is relatively permanent in the long run towards a service product or a company that has become their choice. Loyal customers are willing to make repeat purchases from the same manufacturer, or may not bend purchases for all product lines, implement the positive word of mouth for the company to potential purchases, and are immune to competitors' persuasion. From the description above, it can be stated that customer loyalty refers more to a form of behavior that is relatively stable in the long term from the decision-making units to make continuous purchases of the selected product/service or company.

This study aimed to determine the effect of product quality product value on customer loyalty at seaweed processing centers in Bantaeng regency. The products being marketed include crackers from seaweed, seaweed nuggets, seaweed noodles, and seaweed meatballs. Researchers consider this theme's departure significant, seeing how much influence product quality and product value have on customer loyalty.

2 Research Method

The research was conducted on the customer object at the seaweed processing center located at the processing industry complex in Bantaeng Regency. The data collection method used a questionnaire distributed to 97 respondents. The operational definitions of the variables from this study are as follows:

1. Product quality (X1). According to Garvin, as quoted by (Mowen & Minor, 2008), there are eight dimensions of product quality that are considered as attributes of an item that is evaluated by consumers (e.g., *Performance*, namely the appearance or performance of the primary function or product characteristics. *Features*, namely several additional attributes that complement the primary function of the product *Reliability*, namely the possibility of a product not being damaged or failing within an unquestionable period *Durability*, namely the age or durability of the product *Serviceability*, namely the ease with which a product can be repaired and personal service that is appropriate, reliable, and on-time *Aesthetics*, namely how the product looks, feels and sounds *Conformance to specification*, namely the level of conformity of the product with the specifications that have been promised *Perceived quality*, which is a combination of all categories which is the influence of the *brand image* and intangible factors others that influence consumer perceptions of quality
2. Product value (X2) Is the value received by customers concerning the brand and its convenience in consuming a product. A positive image of a brand and convenience will have an impact on embedded loyalty and creating value. (Mashur et al., 2020) argue that the value dimension consists of 4 main aspects (e.g., *emotional value*, namely utility that comes from feelings or affective/positive emotions. Arising from consuming the Social product *value*, namely the utility obtained from the product's ability to improve the consumer's social self-concept. *Quality / Performance value*, namely the utility

obtained from the product, reduces short-term costs and long-term costs. *Price / Value for money*, namely the utility obtained from perceptions of the expected quality and performance of the product).

3. Customer loyalty (Y) Is a customer who is willing to make purchases continuously at a shop selected for shopping. Having loyal customers is one of the business's goals because it can guarantee long-term sustainability. The indicators of customer loyalty put forward by (Duffett, 2015; Lee et al., 2019; Spears & Singh, 2004) (e.g., Making repeat purchases regularly, buying outside the product/service line, inviting other people, showing immunity from the pull of competitors).

The analysis method used in solving the problems discussed is Descriptive Analysis, which is an analysis that describes, describes and explains office activities related to leadership and discipline on employee performance. Multiple Regression Analysis is used to determine the magnitude of the influence between work discipline and leadership style on employee performance. The general equation for multiple regression is:

$$Y = a + bX_1 + X_2 + e$$

Information:

Y	= dependent variable (customer loyalty)
X1	= Product quality
X2	= Product value
bo	= Constant
e	= Standard error

In this study's statistical analysis stage, various processes were passed (i.e., the validity and reliability tests, the F test, and the T-test).

3 Result and Discussion

3.1. Respondent Characteristics

In this study, the sample is the seaweed processing center customer, and this study took 97 respondents. More details will be presented in the form of table 1.

Table 1. Data Respondents

Measurement	Variables	n	%
Gender	Male	47	48,5
	Women	50	51,5
Job	Student	31	32,0
	Farmer	10	10,3
	Honorary Employees	11	11,3
	Civil servants	26	26,8
	Housewife	11	11,3
	General employees	8	8,2
Age / Years	12-16	18	18,6
	30-65	10	10,3
	16-18	13	13,4
	19-30	11	11,3
	31-60	26	26,8
Pendidikan Levels	20-70	11	11,3
	Junior High	21	21,6%
	High school	32	33,0%
	S1	30	30,9%
	S2	14	14,4%

Based on table 1, it can be seen that of the 97 respondents who were taken in research on the Effect of Product Quality, Product Value, on Customer Loyalty in Seaweed Processing Centers. Customer based on the male was 48.5%, while the female gender was 51.5%. This shows that some of the customers of seaweed processing centers are predominantly women. Respondents who work as Students are 31 people or 32.2% of respondents who work as Farmers are ten people or 10.3%, respondents who work as Honorary are 11 people or 11.3%, respondents who work as PNS are 26 people or 26.8 %, respondents who work as housewives are 11 people or 11.3%, respondents who work as self-employed are eight people or 8.2%. Based on the dominant job in making buyers in seaweed processing centers are students. respondents aged 12-16 years were 18, people or 18.6%, respondents aged 30-65 were 10 people or 10.3%, respondents aged 16-18 were 13, people or 13.4%, respondents who 11 people aged 19-30 or 11.3%, respondents aged 31-60 were 26, people or 26.8% and respondents aged 20-70 were 11 people or 11.3%. This shows that most of the customers of grass processing centers are people aged 31-60. This research is about product quality, product value to customer loyalty in seaweed processing centers based on education level, SMP 21.6%, high school education level, 33.0%, S1 level, 30.9% and S2 level, 14.4%. Based on the dominant education in making buyers in seaweed processing centers is SMA.

3.2. Statistical Result

3.2.1 Validity Test

In testing the validity of the variables, the calculation is done by averaging all the scores of the total question items. Where $r\text{-estimated} = 0.2006$. If $r\text{-calculated} > r\text{ table}$, the indicator is said to be valid (Umar 2014: 166). The test results are obtained as follows:

Table 2. Validity Test

Variables	Item	r-estimated	r-calculated	Info
Product quality	Item 1	0.676	0.2006	Valid
	Item 2	0.691	0.2006	Valid
	Item 3	0.682	0.2006	Valid
	Item 4	0.670	0.2006	Valid
	Item 5	0.526	0.2006	Valid
	Item 6	0.646	0.2006	Valid
Product Value	Item 1	0.580	0.2006	Valid
	Item 2	0.829	0.2006	Valid
	Item 3	0.555	0.2006	Valid
	Item 4	0.782	0.2006	Valid
Customer loyalty	Item 1	0.703	0.2006	Valid
	Item 2	0.752	0.2006	Valid
	Item 3	0.609	0.2006	Valid
	Item 4	0.653	0.2006	Valid
	Item 5	0.446	0.2006	Valid
	Item 6	0.417	0.2006	Valid

Based on the table of the validity test results as shown in table 2, it can be seen that all r-calculated values are more significant than r-estimated, which means that all of these variables are declared valid and can be used as data collection tools in the research conducted.

3.2.2 Reliability Test

The reliability decision of a variable is determined by comparing the value of Cronchbach's alpha with a value of 0.6. If cronchbach's alpha > 0.6 then the variables used are reliable or consistent, conversely, if the value of cronchbach's alpha is smaller than the r-estimated, the variables used are declared unreliable or inconsistent (Ghozali, 2013). Following are the results of processing reliability test data using SPSS 16.

Table 3. Reliability Test

Variable	Cronbach Alpha	Info
Product quality	0.712	Reliable
Nilai Produk	0.639	Reliable
Loyalitas Pelanggan	0.667	Reliable

Based on table 3 above, it can be seen that all variables are greater than 0.60 so that it is said to be reliable, meaning that the questionnaire can be used more than once and is reliable.

3.2.3 Multiple Linear Regression Analysis Test

Multiple regression analysis is a study of the dependent variable's dependence with one or more independent variables (explanatory or independent variables) to estimate the population average or the average value of the dependent variable based on the known value of the independent variable. The regression analysis results are in the form of coefficients for each independent variable. Multiple regression analysis in this study aims to determine the influence of the independent variables (product quality, product value) on the dependent variable (customer loyalty). The result of regression analysis is a coefficient for each independent variable. This coefficient is obtained by predicting the value of the dependent variable with an equation.

Table 4. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.232	1.071		6.752	0.000		
	Product Quality	0.423	0.066	0.532	6.432	0.000	0.487	2.051
	Product Value	0.399	0.092	0.360	4.359	0.000	0.487	2.051

Based on the results of the calculation of the table above, it can be seen that the regression equation model is obtained as follows:

$$Y = 7,232 + 0,423X_1 + 0,399X_2 + e$$

From this equation, the following conclusions can be drawn:

1. A constant value of 7,232 indicates that if the independent variable is zero, the resulting consumer attitude is 7,232
2. The regression coefficient value for the Product Quality variable (X1) is 0.423. This means that product quality has a positive effect on customer loyalty.
3. The regression coefficient value for the product value variable (X2) is 0.399; this means that it positively affects customer loyalty.
4. The analysis results show that the most influential independent or independent variable is product quality with a coefficient value of 0.423, while the variable with the lowest influence is product value with a regression coefficient value of 0.399. From this equation, it can be seen that all independent variables have a positive effect on customer loyalty.

3.2.4 Partial Test (T Test)

The t-test is known as the partial test, which tests how the influence of each independent variable individually on the dependent variable. This test can be done by comparing the t-estimated with the t-estimated or looking at the significance column for each t-calculated. The formulation of the hypothesis in this study are:

1. If t-calculated > t-estimated, then H0 is rejected, and Ha is accepted
2. If the t-calculated < t-estimated then Ha is accepted and H0 is rejected

The basis for a decision to test T is as follows: If the sig value <0.05 , or $t\text{-calculated} > t\text{-estimated}$, then there is an effect of variable X on the variable Y. If the sig value > 0.05 , or $t\text{-calculated} < t\text{-estimated}$, there is no effect of variable X on variable Y. The results of partial testing using SPSS 16 are as follows:

Tabel 5. Uji Regresi

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.232	1.071		6.752	0.000
	Product Quality	0.423	0.066	0.532	6.432	0.000
	Product Value	0.399	0.092	0.360	4.359	0.000

a. Dependent Variable: Customer Loyalty

Based on table 5, it appears that the results of the t-test variables are product quality and product value. This is based on the significant value of each variable, both of which are less than 0.05. In addition, the t value for each variable, namely for product quality (X1) is $6,432 > 1,985$ and the product value (X2) is $4,395 > 1,985$. Thus, H_0 is rejected and H_a is accepted. This means that the two variables, namely product quality, product value have a significant effect on customer loyalty at seaweed processing centers.

3.2.5 Uji Simultan (Uji F)

The F test is used to determine whether the independent variables jointly affect the dependent variable. In this study, the hypothesis used is as follows: H_0 : There is no effect of Product Quality and Product Value on Customer Loyalty at Seaweed Processing Centers. H_1 : There is an influence of Product Quality and Product Value on Customer Loyalty in Seaweed Processing Centers. For more details, the results of the F-test calculations will be presented, which can be seen in the following table:

Table 6. F-Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	181.369	2	90.684	103.110	.000 ^b
	Residual	82.673	94	0.879		
	Total	264.041	96			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Product Value, Product Quality

Based on the output in table 6, it is known that the significant value for the effect of Product Quality (X1) and Product Value (X2) simultaneously on Customer Loyalty (Y) is $0.000 < 0.05$, and the calculated F-calculated is $103.110 > F\text{-estimated } 3.09$ so that it can be concluded that H_0 is rejected and H_1 is accepted, which means that simultaneously the variables of Product Quality (X1) and Product Value (X2) have a positive and significant effect on Customer Loyalty at the Seaweed Processing Center.

3.2.6 Determination Coefficient Test

The coefficient of determination (R^2) in essence measures how far the model's ability to explain the variation in the dependent variable. The following is the table below:

Tabel 7. R-Square Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829 ^a	0.687	0.680	0.938

Based on table 7, it is known that the coefficient of Product Quality (X1) and Product Value (X2) on Customer Loyalty at the Seaweed Processing Center is 0.687. This shows that the coefficient of determination of the degree of influence of the independent variables and the dependent variable is 68.7%. In other words, this

means that the contribution of the independent variables (Product Quality and Product Value) to the dependent variable is 68.7%, while other factors of 31.3% influence the rest.

3.3. Discussion

3.3.1 *The Effect of Product Quality on Customer Loyalty at the Seaweed Processing Center*

According to (Bonadonna, 2010), defining product quality is a crucial product differentiation source that allows companies to create brand loyalty and an intermediate advantage over their competitive suppliers. The author's research indicates that product quality and product value have a significant effect on customer loyalty at seaweed processing centers. So, the hypothesis states that it is suspected that Product Quality and product value have a positive and partially significant effect on customer loyalty in seaweed processing Sentara. This study's results are following research conducted by Melisa Tanujiwa (2013), who conducted a study entitled "the effect of service quality and product quality on customer decisions," and simultaneous research results show that the quality variable affects customer satisfaction individually or partially.

3.3.2 *The Effect of Product Value on Customer Loyalty at the Seaweed Processing Center*

According to (Aditya Halim Perdana, Aditya, Syahnur Said et al., 2017) value is a continuous perspective on consumer action to decide on a product or service to produce consumers' welfare. This study proves that partially Product Value has a positive and significant effect on customer loyalty. So, the hypothesis which states that it is suspected that the product value variable has a positive and significant effect simultaneously on customer loyalty to the product of seaweed processing centers can be accepted. This study's results are supported by previous research conducted by Indah Dwi Kurniasih entitled "The effect of price and service quality on customer loyalty through the satisfaction variable where the price and service quality variables have a significant effect on satisfaction.

3.3.3 *The Influence of Product Quality and Product Value on Customer Loyalty at the Seaweed Processing Center*

The hypothesis testing results indicate that product quality and product value have a significant effect on customer loyalty at seaweed processing centers. The magnitude of the influence of product quality and product value on consumer attitudes is 0.687% influenced by the two variables of product quality and product value, while other factors influence the remaining 31.3%. Moreover, from the research results, it can also be seen that the variable product quality has the most substantial influence on the customer loyalty variable. It can be seen that the regression coefficient value of country of origin (X1) is 0.423, which is greater than the value of the regression coefficient of the product, which is only 0.399, and this can also be seen from the significant value of country of origin which shows a lower value than product value.

4. Conclusions

Based on the results of the analysis and discussion previously described, it can be concluded as follows:

1. The product quality variable has a significant effect on customer loyalty at seaweed processing centers; this is obtained from the results of respondents who have been analyzed using SPSS, which shows that the product quality variable determines customer loyalty. The results of this study indicate that product quality is the reason someone returns to buy a product.
2. The product value variable has a significant effect on customer loyalty; in this case, it is obtained based on the results of research conducted on 97 respondents, which indicated that the better the quality of the product, the higher the value of the product in the eyes of the customer.
3. Customer loyalty is more dominantly influenced by product quality than product value; this is obtained from the regression analysis results, which shows the coefficient value of product quality is higher than the product value variable.

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