



RESEARCH ARTICLE

The Impact Of Price And Brand Image On Consumer Loyalties Of Singkong Moro Crips On The Housing Industry In Sari Lampung East Sources Village

Sugiono¹, Hikmatul Aliyah^{1*)}, Rinnanik¹, Lukmanul Hakim¹

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Abstract

The research aims to find out the impact of packaging, price and brand image on loyalty. Supposed packaging, price and brand image. The study used quantitative research methods, with a total of 97 respondents. Sampling using non-probability sampling techniques with random sample methods. The data analysis techniques used are Data Quality Test, Classical Assumption Test, Double Linear Regression Analysis, Hypothesis Test and Determination Coefficient Test. Based on calculations with some of these techniques and tests, it is known that the packaging individually has no influence on consumer loyalty. While price and brand image have a positive and significant influence on consumer loyalty.

Keyword: Packing, Price, Brand Image

Introduction

The business world is constantly undergoing rapid development and change, so it demands companies to be able to respond to such changes quickly and accurately. A company's inability to respond to competition or existing market conditions properly can lower loyalty and even lead to consumers switching brands. Without the loyalty of the consumer, the company would not grow well, even could suffer a decline in business that could threaten the company's existence. The problem faced by companies today is how they attract consumers and maintain their loyalty, so that they can continue to survive and thrive.

Building Consumer Loyalty is not an easy thing to do with an instantaneous process. One way to increase Consumer loyalty is to identify the right strategy to keep the company able to survive in the midst of competition. A company that is superior is one that is capable of monitoring business changes and is able to exploit the opportunities that exist effectively and effectively. Doing good marketing communication with the Consumer, will result in the relationship between the company and Consumer becoming closer and more harmonious. One of the best marketing communication strategies is to promote sales. Promotion is an activity in an attempt to convey the benefits of products and persuade consumers to buy the products offered.

Price is an important factor in consumer loyalty. A reasonable price that matches the value given by a product can increase consumer value perception of the product. Too high prices can reduce consumer interest and loyalty, while too low prices can cause the impression of cheap or low quality products. In addition, competitive price offers, discounts, or

loyalty programs can increase product value and boost consumer loyalty. Pricing strategy in a business becomes one of the important things that entrepreneurs should consider, because each pricing will result in a different level of consumer demand. Loyalty is a diverse concept that consists of attitudes and behavior. Rauyruen and Miller in (Srivastava, 2015). Loyalty from a behavioral perspective according to Bandopadhyay and Martel (Srivastava, 2015) occurs when re-purchase, re-buy can nurture the existence of customer loyalty because of the behavior in buying the same product or service again or repeatedly. According to (Kotler and Armstrong, 2016: 69) explains that the price is a measure of the value of cash purchased for some use since the purchase of goods or services, and the price can also be interpreted as the amount of cash deposited on goods and services.

Packaging has become a very important marketing tool. Packaging on products must be carefully designed to give an impression of suitability to consumers and promotion to manufacturers. The packaging of a product needs to be considered as an example of many companies that are very attentive to the packing of goods because the function of the packaging is not only to pack the goods but has important value in promoting the product produced so that the consumer can like it. If the producer takes this into consideration, then the sale of snacks, i.e. crocodiles, provides the expected smoothness. A lot of the neglected aspects of wrapping are beauty. The beauty of the wrappers became one of the sales successes. Then the company has to develop the packaging design for the product to be produced. Innovative packaging will persuade consumers to make purchases. (Philip Kotler 2012) Packaging covers all activities of designing and producing containers or wrappers for products. According to (Tjiptono 2012) packaging is a container or packaging of a product. (Afrida Pratiwi, Dedi Junaedi, Agung Prasetyo 2020) Price Impact on Consumer Purchase Decisions Case Study 212 Mart Cikarang Analysis results show price variables have a significant influence on purchase decisions.

The image of a brand is very important, because it presents a distinctive image in a product and is one of the assets that a company that is engaged in any field is obliged to build and implant a good image of the consumer in getting a strong brand image and a good reputation in the society, it takes hard work

Institut Bakti Nusantara

*) *corresponding author*

Hikmatul Aliyah

Email: alyaoyee@gmail.com

and a very long time in forming a brand image. Given that the building of the brand image is not instantaneously the same as the company that has difficulty in obtaining a good brand image in the community then the company must be creative because it is not easy to construct and maintain the image that has been built to consumers, then the enterprise must maintain the already built image to the consumers by using the new inofasi-inofasi. According to Kotler and Keller (2015) a brand image is a condition of a strong brand and an image is relatively consistent perceptions in the long term. If a consumer remembers a product, there must be an advertisement that makes the consumer remember the product.

Method

This research is quantitative. According to (Sugiyono 2017), quantitative research is a research method based on the philosophy of positivism, used to research on a particular population or sample, data collection using research instruments, data analysis of quantitatinal or statistical nature, with the aim of testing a hypothetical set. According to (Sugiyono 2016) a sample is the portion or quantity and characteristics that the population has. Sample is part or representative of the population being studied. As for the sampling technique that will be used in this research, it is purposive samplings. The data collection techniques used by researchers in this study are interviews, questionnaires and documentation.

The validity test can use the Pearson Product Moment formula, namely:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{(N \sum X^2 - (\sum X)^2)(N \sum Y^2 - (\sum Y)^2)}}$$

Description: r : Correlation coefficient X : item score value Y : total score value N : number of subjects

According to (Sugiyono 2018) Double linear regression analysis is used to determine the direction of the relationship between independent variables and dependent variables, whether each independent variable is positively or negatively related. Double linear regression formula:

$$Y = a + B_1X_1 + B_2X_2 + B_3X_3$$

The t test is performed to determine the influence of each independent variable on the dependent variable. The F test is used to determine whether independent variables together have a significant influence on dependent variables.

According to Ghozali (2018) the Determination Coefficient (R²) essentially measures how far a model is able to describe variable dependency variations with values between zero and one.

Results and Discussion

Here are the validity and reliability test results for the level of validity performed the test of significance by comparing the value of r count with the r value of the table. In this study the number of samples used is 97 with alpha 0.05 obtained r table 0.198. If the r count is greater than the r of the table and the r value is positive, then the question element is said to be valid.

Table 1. Instrument Validity Test Results

Variable	Question Item	Corrected Item Pertanyaan Total Correlation	r Table	Keterangan
Packaging (X1)	Kemasan 1	0,744	0,198	Valid
	Packaging2	0,759	0,198	Valid
	Packaging3	0,823	0,198	Valid
	Packaging4	0,825	0,198	Valid
Price (X2)	Price 1	0,766	0,198	Valid
	Price 2	0,779	0,198	Valid
	Price 3	0,905	0,198	Valid
	Price 4	0,895	0,198	Valid
Citra Merk (X3)	Citra Merk 1	0,737	0,198	Valid
	Citra Merk 2	0,764	0,198	Valid
	Citra Merk 3	0,784	0,198	Valid
	Citra Merk 4	0,742	0,198	Valid

Consumer Loyalty (Y)	Consumer Loyalty 1	0,803	0,198	Valid
	Consumer Loyalty 2	0,696	0,198	Valid
	Consumer Loyalty 3	0,828	0,198	Valid
	Consumer Loyalty 4	0,845	0,198	Valid

From Table 1 it can be seen that each item of the question has r count > of the table r (0,198) and a positive value. Thus the question element is declared valid

Table 2. Instrument Reliability Test Results

Variabel	Reliabilitas Coefficient	Cronbach Alpha	Description
Packing (X1)	8 Question Item	0,922	Relibel
Price (X2)	8 Question Item	0,942	Relibel
Citra Merk (X3)	10 Question Item	0,912	Relibel
Brand Consumen (Y)	6 Question Item	0,888	Relibel

From Table 2 it is known that each variable has Cronbach Alpha > 0.6. Thus the variables (Wealth, Price, Brand Image, and Consumer Loyalty) can be said to be reliable.

This analysis is used to measure quantitatively about packaging (X1), price (X2), brand image (X3) and consumer loyalty. (Y). The analysis used using double linear regression with the help of SPSS version 29 with a confidence rate used in the calculation of double regression is 95% or with a significance rate of 0,005 (= 0,05), Here are the results of the calculations of double lineary regression:

Table 3. Results of Multiple Linear Regression Calculation

Coefficients ^a			
Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	.375	2.685	
Packing	.061	.081	.072
Price	.140	.066	.185
Brand Merk	.403	.057	.591

a. Dependent Variable: Loyalitas Konsumen

Based on the table above, the constant value (value a) is 0.375 and for Package (values b) is 0.061, while the price (values b) are 0.140, known as the Mark Image (valuer b) of 0.403, so that the double linear regression equation can be obtained as follows:

$$Y = 0,375 + 0,061 (X_1) + 0,140 (X_2) + 0,403 (X_3)$$

Table 4. Results of Partial Hypothesis Test (Uji t)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.375	2.685		.140	.889
Packing	.061	.081	.072	.753	.453
Price	.140	.066	.185	2.111	.037
Brand Merk	.403	.057	.591	7.096	<.001

a. Dependent Variable: Loyalitas Konsumen

Based on Table 4, it is possible to describe the test with partial test (test t) of each variable as follows: 1. The t count value for the Packaging variable (X1) is 0.753 and the value at the

distribution of 5% is 1.986 then the t count $0,753 < t$ table 1,986 and also the significant value of 0.453 is smaller than 0.05 ($0,453 < 0,05$). a 5% distribution of 1,986 then t counts $2,111 > t$ table 1,986, and also a significant value of 0,037 is greater than 0.05 ($0,037 < 0,05$). This means the price (X2) has a significant impact on Consumer Loyalty (Y). (Y).

Table 5. Results of Simultaneous Hypothesis Testing (Uji f)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	393.782	3	131.261	29.434	<.001 ^b
	Residual	414.734	93	4.460		
	Total	808.515	96			
a. Dependent Variable: Loyalitas Konsumen						
b. Predictors: (Constant), Citra Merk, Harga, Kemasan						

Based on Table 5 shows that the value of F count is greater than that of F table that is F count $29,434 > 2,47$ and also the value and also a significant value of $0,001 < 0,05$. This means that the Packaging (X1), Price (X2) and Brand Image (X3) variables together (simultaneously) have a significant influence on the Consumer Loyalty variable. (Y).

Here's the determination coefficient test:

Table 6. Results of the Determination Coefficient Test

Model Summary ^a					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.698 ^a	.487	.470	2.11175	1.941
a. Predictors: (Constant), Citra Merk, Harga, Kemasan					
b. Dependent Variable: Loyalitas Konsumen					

Based on Table 6 above, we can find the R Square value of 0.487. This means that the influence of the variables X1, X2 and X3 together (simultaneously) on the variable Y is 0.487 or 48.7% with the rest being influenced by other variables not present in this study.

Conclusions And Suggestions

This research seeks to obtain an image, influence of Packaging, Price and Brand Image on Consumer Loyalty on Singkong Moro Seneng Kripik on Household Industry in Sari Sumber Lampung East Village.

The results of the research carried out by the researchers can be concluded that the Packaging variable (X1) tested partially against the Consumer Loyalty of Singkong Moro Seneng Kripik on the Household Industry in the Village of Sari Source East Lampung, resulted in a t test of 0.753 and a value on the distribution of 5% of 1.986 then t counted $0,753 < t$ table 1,986 and also a significant value of 0.453 smaller than 0.05 ($0,453 < 0,05$). (Y).

The results of the research carried out by the researchers can be concluded that the price variable (X2) tested partially against the Consumer Loyalty of Kripik Singkong Moro Seneng on the Household Industry in the Village of Sari Source East Lampung, resulted in a t test of 2,111 and a value on a 5% distribution of 1,986 then t counted $2,112 > t$ table 1,986, and also a significant value of 0,037 greater than 0.05 ($0,037 < 0,05$). (Y).

The results of the research carried out by the researchers can be concluded that the variable Mark Image (X3) tested partially against Consumer Loyalty Singkong Moro Seneng Kripik on the

Household Industry in the village of Sari Source East Lampung, resulted in a test t of 7,096 and a value on a distribution of 5% of 1,986 then t counted $7,096 > t$ table 1,986, and also a significant value of 0.01 is smaller than 0.05 ($0,01 < 0,05$). (Y).

The results of the research carried out by the researchers can be concluded that the variables of Packaging, Price and Brand Image were simultaneously tested against Consumer Loyalty in the employee cooperation of Block D PT. White Sugar Mataram produced a value of F count greater than the value of the table F count of $29,434 > 2,47$ and also the value and also a significant value of $0,001 < 0,05$. This means that the packaging variable (X1), price (X2), dsn brand image (X3) together (simultaneously) have a significant influence on the consumer loyalty variable. (Y).

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