



The Influence Of Customer Satisfaction, Product Quality And Promotion Strategy On Consumer Loyalty In The Study Of Consumers At PT Calista Beauty Clinic Medan

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ARTICLE INFO

Article history:
Received: 2021-02-24
Revised: 2021-04-10
Accepted: 2021-04-29

Keywords:

Consumer Satisfaction; Quality Products; Promotion Strategy; Consumer Loyalty

ABSTRACT

The research was conducted at PT Calista Beauty Clinic Medan. The research objective was to test and analyze the influence of Customer Satisfaction, Product Quality and Promotion Strategy on Study Consumer Loyalty at PT Calista Beauty Clinic Medan's Consumers. Consumer loyalty has decreased due to decreased customer satisfaction, product quality and less than optimal promotion strategies. The research method uses quantitative. The population in this study amounted to 198 consumers and the research sample amounted to 132 consumers. The sampling technique used was random sampling. Hypothesis testing partially and simultaneously Customer Satisfaction, Product Quality and Promotion Strategy had a positive and significant effect on Study Consumer Loyalty at PT Calista Beauty Clinic Medan's Consumers.

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1. Introduction

Consumers are the main targets that need to be paid attention to by producers or companies because every consumer has different perceptions and attitudes about a product. Today's face and skin care has become an inseparable part of our lifestyle. Consumer loyalty has an important role in a company, maintaining them means improving financial performance and maintaining the survival of the company.

PT Calista Beauty Clinic Medan is a company engaged in beauty clinics. In this company, there is a decrease in the level of customer loyalty, which is reflected in the decrease in the number of customers who make transactions each month.

Customer satisfaction is very important for a business, because it can create commitment and loyalty to a product. Consumers will buy over and over again, because trust and good service have been created. Consumers will try to find out the background of a product, its uses, and benefits. So that the products purchased by customers can indeed help problems or become solutions for these customers. The quality of a product depends on the level of customer satisfaction in using the product. Without customer satisfaction, a product can be considered as failing to meet consumer expectations.

Customer satisfaction at PT Calista Beauty Clinic Medan has decreased, which is marked by an increase in consumer complaints that are more related to services that have not been maximized, such as online services which are quite slow in providing information and delivery online during a pandemic, closing speed without prior information, changing rules which is tight so as to result in consumers being disappointed.

Quality is a factor contained in a product that causes the product to be valued according to the purpose for which the product was produced. The quality of a product serves various purposes, both producer and consumer goals. Manufacturers consider the quality of a product to be good if the product is selling well and is liked in the market, so that it is able to bring optimal profits. Meanwhile, consumers will consider the quality of the product to be good if their needs and desires for the product can be satisfied.

The product quality of PT Calista Beauty Clinic Medan is less innovative and there is a product development compared to other clinical products. The content of each product has not many benefits, so consumers have to use quite a lot of beauty products. Then often some kind of lotion, whatever cream The face and body of the shop are often empty, so sometimes it makes consumers take a long time to receive the product.



The company develops a promotional strategy which is one of the determining factors for the success of the marketing program. Regardless of the quality of a product, if consumers have never heard of it and are not sure that the product will be of use to them, then they will never buy it.

The promotion strategy at PT Calista Beauty Clinic Medan is still not vigorous. The promotion strategy at this company is just more and concentrates the use and utilization of social media and endorsement from several artists. Lack of price cuts and gifts that lead to low consumer loyalty.

2. Literature Review

According to Hasan (2013: 126) explains that customer satisfaction is one of the determinants of customer loyalty. Customer satisfaction is considered as a strong predictor of customer loyalty including positive recommendations, repurchase intention, etc. According to Adam (2015: 102), service and product quality are different and others are expected to result from consistency, namely consumer loyalty. According to Abdurrahman (2015: 16) to create value for customers and build strong and profitable customer relationships, a reliable marketing strategy is needed. With a reliable marketing strategy, the company designs an integrated marketing mix consisting of the four P's (product, price, place and promotion).

2.1 Conceptual Framework

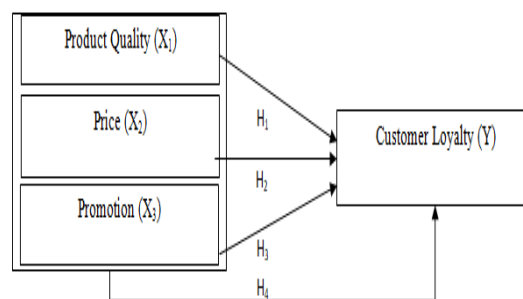


Fig 1 Conceptual Framework

3. Research Methods

The research approach used in this research is a quantitative approach. This type of research is a type of quantitative descriptive research. This research is explanatory research. In explanatory research, the researcher tries to explain or prove the relationship or influence between variables. The population in this study amounted to 198. The sampling technique used is simple random sampling. Simple random sampling is taking members of the sample from the population at random without paying attention to the strata in the population. The number of samples in this study using the Slovin technique in finding the number of samples obtained as many as 132 consumers 30 consumers for validity and reliability testing.

4. Results

4.1 Classic Assumption Test

a. Normality test

The results of normality testing are the histogram graph on real data forms curves that tend to be symmetrical (U) does not deviate to the left or right, so it can be said that the data is normally distributed. The PP Plot Normality Graph shows that the data spreads around the diagonal line, the spread is mostly close to the diagonal line. This means that the data is normally distributed. The statistical normality test using the Kolmogorov Smirnov obtained a significant value of $0.497 > 0.05$. Thus, the test results show that the data is normally distributed.

b. Multicollinearity Test

Multicollinearity can also be seen from the tolerance value and variance inflation factor (VIF). The following are the results of the multicollinearity test that the tolerance value > 0.1 and the VIF value for the variable < 10 means that multicollinearity does not occur in this study.

c. Heteroscedasticity Test

The heteroscedasticity test aims to examine the difference in residual variance from one observation period to another. There are several ways to detect the presence or absence of heteroscedasticity / From the graph shows the dots spread with an unclear pattern both above and below the zero (0) on the Y axis, not gathering in one place, so from the scatterplot graph it can be concluded that there is no heteroscedasticity in the regression model. NSignificant value > 0.05, namely customer satisfaction (0.273), product quality (0.676) and promotion strategy (0.078) that there is no heteroscedasticity problem.

4.2 Research Model

Hypothesis testing used in this study is to use multiple linear regression analysis. The regression model used is as follows $Y = 3.473 + 0.411 X_1 + 0.197 X_2 + 0.182 X_3 + e$. The explanation of the multiple linear regression above is a constant of 3.473, which states that if there is no or constant then the variables of customer satisfaction, product quality and promotion strategy are consumer loyalty. on 3.473 units. The regression coefficient for the consumer satisfaction variable is 0.411 and has a positive value, this means that if each increase in the consumer satisfaction variable 1 unit will increase the consumer loyalty variable by 0.411 units assuming the other variables are constant. The regression coefficient for the product quality variable is 0.197 and has a positive value. , this states that if each increase in the product quality variable 1 unit will increase the consumer loyalty variable by 0.197 units with the assumption that the other variables are constant. increase the dependent variable consumer loyalty by 0.192 units with the assumption that the other variables are fixed.

b. Hypothesis Determination Coefficient

HThe result of the coefficient of determination test is the Adjusted R Square value of 0.177, this means 17.7% of the variation in consumer loyalty variables which can be explained by variations in the variable customer satisfaction, product quality and promotion strategy while the rest is 82.3% (100% - 17.7 %) explained by other variables not examined in this study, such as service quality, product innovation, product design and so on.

c. Simultaneous Hypothesis Testing (Test F)

The test results obtained F count (10.373) > F table (2.68) and a significance probability of 0.000 < 0.05, meaning that H_a is accepted and H_o is rejected, namely that simultaneously Customer Satisfaction, Product Quality and Promotion Strategy have a positive and significant effect on Loyalty. Consumers Study at Consumers PT Calista Beauty Clinic Medan.

d. Partial Hypothesis Testing (t test)

The t-table value for the 0.05 probability in degrees of freedom (df) = 132-4 = 128 is 1.979. Hypothesis testing partially obtained tcount > ttable or 3,692 > 1,979 and significant obtained 0,000 < 0.05, means that H_a is accepted and H_o is rejected, namely that partially Consumer Satisfaction has a positive and significant effect on Study Consumer Loyalty at PT Calista Beauty Clinic Medan consumers. Hypothesis testing partially obtained tcount > ttable or 3,692 > 1,979 and significant obtained 0,000 < 0.05, means that H_a is accepted and H_o is rejected, namely partially Product Quality has a positive and significant effect on Study Consumer Loyalty at PT Calista Beauty Clinic Medan's Consumers. Hypothesis testing partially obtained tcount > ttable or 3,692 > 1,979 and significant obtained 0,000 < 0.05, means that H_a is accepted and H_o is rejected, namely partially the Promotion Strategy has a positive and significant effect on Study Consumer Loyalty at PT Calista Beauty Clinic Medan's Consumers.

5. Conclusions

Hypothesis testing partially obtained tcount > ttable or 3,692 > 1,979 and significant obtained 0,000 < 0.05, means that H_a is accepted and H_o is rejected, namely that partially Consumer Satisfaction has a positive and significant effect on Study Consumer Loyalty at PT Calista Beauty Clinic Medan's Consumers. According to Hasan (2013: 126) explains that customer satisfaction is one of the determinants of customer loyalty. Customer satisfaction is considered a strong predictor of customer loyalty including positive recommendations, repurchase intentions, etc. Customer satisfaction is very important for a business, because it can create commitment and loyalty to a product. Consumers will buy over and over again, because trust and good service have been created. Consumers will try to find out the background of a product, its uses, and benefits. So that the products purchased by customers can indeed help problems or become solutions for these customers. The quality of a product depends on the level of customer satisfaction in using the product.

Without customer satisfaction, a product can be considered as failing to meet consumer expectations. PT Calista Beauty Clinic Medan's consumer satisfaction has decreased which is marked by an increase in consumer complaints which are more related to services that have not been maximized such as online services which are quite slow in providing information and online delivery during a pandemic, speed of closure without prior information, a change in strict rules resulting in disappointment to consumers. The quality of a product depends on the level of customer satisfaction in using the product. Without customer satisfaction, a product can be considered as failing to meet consumer expectations. PT Calista Beauty Clinic Medan's consumer satisfaction has decreased which is marked by an increase in consumer complaints which are more related to services that have not been maximized such as online services which are quite slow in providing information and online delivery during a pandemic, closing speed without prior information, strict regulatory changes that resulted in disappointment for consumers. The quality of a product depends on the level of customer satisfaction in using the product. Without customer satisfaction, a product can be considered as failing to meet consumer expectations. PT Calista Beauty Clinic Medan's consumer satisfaction has decreased which is marked by an increase in consumer complaints which are more related to services that have not been maximized such as online services which are quite slow in providing information and online delivery during a pandemic, closing speed without prior information, strict regulatory changes that resulted in disappointment for consumers.

The partial hypothesis testing obtained the $t_{\text{count}} > t_{\text{table}}$ or $3,692 > 1,979$ and the significance obtained is $0,000 < 0,05$, means that H_a is accepted and H_0 is rejected, namely partially Product Quality has a positive and significant effect on Study Consumer Loyalty at PT Calista Beauty Clinic Medan's Consumers. According to Adam (2015: 102), service and product quality are different and others are expected to result from consistency, namely consumer loyalty. Quality is a factor contained in a product that causes the product to be valued according to the purpose for which the product was produced. The quality of a product serves various purposes, both producer and consumer goals. Manufacturers consider the quality of a product to be good if the product is selling well and is liked in the market, so that it can bring optimal profits. Meanwhile, consumers will consider the quality of the product to be good if their needs and desires for the product can be satisfied. The product quality of PT Calista Beauty Clinic Medan is less innovative and there is a product development compared to other clinical products. The content of each product has not many benefits, so consumers have to use quite a lot of beauty products. Then there are often several types of lotions, as well as face creams and body soaps that are often empty so that sometimes it makes consumers take a long time to receive the product.

Hypothesis testing partially obtained $t_{\text{count}} > t_{\text{table}}$ or $3,692 > 1,979$ and significant obtained $0,000 < 0,05$, means that H_a is accepted and H_0 is rejected, namely partially the Promotion Strategy has a positive and significant effect on Study Consumer Loyalty at PT Calista Beauty Clinic Medan's Consumers. According to Abdurrahman (2015: 16) to create value for customers and build strong and profitable customer relationships, a reliable marketing strategy is needed. With a reliable marketing strategy, the company designs an integrated marketing mix consisting of the four P's (product, price, place and promotion). The company develops a promotional strategy which is one of the determining factors for the success of the marketing program. Regardless of the quality of a product, if consumers have never heard of it and are not sure that the product will be of use to them, then they will never buy it.

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