
THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON CUSTOMER LOYALTY IN PURCHASING SOY SAUCE AT PD RUSA DUA IN SINGKAWANG CITY

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Abstract

This study aims to analyze the effect of Product Quality and Brand Image on Customer Loyalty in purchasing soy sauce at PD Rusa Dua in Singkawang City. This study employed a quantitative approach with an associative research design. The research sample consisted of 100 respondents selected using a purposive sampling technique. Data were collected through the distribution of questionnaires using a Likert scale. Data analysis was carried out using multiple linear regression with the assistance of SPSS through validity tests, reliability tests, classical assumption tests, correlation coefficient analysis, coefficient of determination analysis, and hypothesis testing using the t-test and F-test. The results showed that all research instruments were declared valid and reliable. Partially, Product Quality had a positive and significant effect on Customer Loyalty, with a t-count value of 2.265 and a significance value of 0.026. Brand Image had a positive and significant effect on Customer Loyalty, with a t-count value of 6.861 and a significance value of 0.000. Simultaneously, Product Quality and Brand Image had a significant effect on Customer Loyalty, with an F-count value of 64.763 and a significance value of 0.000. The coefficient of determination (R^2) value of 0.572 indicates that 57.2% of Customer Loyalty can be explained by Product Quality and Brand Image, while the remaining percentage is influenced by other factors outside this study.

Keywords: Product Quality, Brand Image, Customer Loyalty

INTRODUCTION

Increasingly dynamic business competition encourages companies to maintain market sustainability through efforts to preserve customer loyalty. In marketing, customer loyalty is often associated with consumers' perceptions of product quality and the brand image owned by a company. A study conducted by Oktadiani & Laily (2020) showed that product quality and brand image have a positive and significant effect on customer loyalty. Similar findings were also presented by Martiza & Murwanti (2024), who found that product quality and brand image have a positive effect on customer loyalty. In addition, Farez, Fachri, & Ramadhan (2024) reported that product quality and brand image are positively related to consumer repurchase behavior through customer satisfaction.

This phenomenon is also found in the food industry, including the soy sauce industry in Singkawang City. Singkawang City is one of the regions in West Kalimantan Province that has culinary consumption characteristics closely associated with the use of soy sauce as a complement to various types of food. Data from the Investment and Manpower Office of Singkawang City (2025) show that there are 22 soy sauce industrial businesses operating in Singkawang City. The number of business actors reflects the existence of competition in attracting and retaining customers in a relatively similar market. One of the companies operating in this industry is PD Rusa Dua, which is engaged in the production and distribution of soy sauce in Singkawang City.

PD Rusa Dua markets soy sauce products characterized by a bright black color, a distinctive salty taste, and packaging that is easily recognized by consumers. Based on interviews with customers, Rusa Dua soy sauce products are associated with consistency of taste, affordable prices, and usage experiences that have lasted for a relatively long period. Consumers also show a tendency to make repeat purchases and provide recommendations to others. This condition is in line with the company's sales development, which increased from Rp1,086,000,000 in 2023 to Rp1,144,500,000 in 2024 and increased again to Rp1,265,000,000 in 2025.

The increase in sales during this period indicates a tendency for repeat purchases of the products offered by the company. In marketing research, repeat purchase, resistance to the influence of competing products, and willingness to recommend products to others are indicators used to measure customer loyalty. At the same time, product quality and brand image are factors widely studied in relation to the formation of customer loyalty, as shown in the studies by Oktadiani & Laily (2020), Martiza & Murwanti (2024), and Farez, Fachri, & Ramadhan (2024).

Previous literature shows that product quality and brand image are variables frequently associated with customer loyalty. Product quality affects customer loyalty, and this effect occurs through increased customer satisfaction (Utami & Handrito, 2023). Other findings confirm that product quality contributes to customer loyalty through the role of customer satisfaction as a mediating variable (Sholikhah & Hadita, 2023). Brand image has also been reported to have a significant effect on customer loyalty through increased consumer trust and preference for a product (Widyana & Simangunsong, 2021). Other research findings

show that brand image can influence customer loyalty, which is strengthened by customer satisfaction (Saputra & Padmantlyo, 2023). In addition, simultaneous testing indicates that product quality and brand image jointly have a significant effect on customer loyalty (Chinna, Soegoto, & Djemly, 2022). Another study also confirms that product quality, brand image, and other related variables simultaneously affect customer loyalty through customer satisfaction (Soetiyono & Alexander, 2025). However, most of these studies are still dominated by the contexts of the cosmetics, fast food, and marketplace industries, so they do not fully represent the characteristics of traditional seasoning-based consumer products. Therefore, the study of the effect of product quality and brand image on customer loyalty toward PD Rusa Dua soy sauce products in Singkawang City still requires empirical evidence to expand the research context and strengthen the generalization of previous findings.

Based on the explanation above, this study aims to analyze the effect of product quality and brand image on customer loyalty in purchasing soy sauce at PD Rusa Dua in Singkawang City. The analysis was conducted to examine the partial and simultaneous effects of each variable on customer loyalty as the dependent variable.

REVIEW OF LITERATURE

Product Quality

Product quality is defined as the ability of a product to perform its functions, which includes all aspects of durability, reliability, accuracy, ease of operation, ease of repair, and other product attributes (Kotler & Armstrong in Firmansyah, 2019). A study conducted by Muis, Sumardiono, Manurung, and Melia (2023) showed that product quality is a factor related to customer loyalty through customer satisfaction. In addition, Margareta, Yantih, & Hatta (2023) stated that product quality has a positive and significant effect on customer loyalty, indicating that product quality is one of the aspects considered by consumers in maintaining a relationship with a brand. In this study, product quality was measured using six indicators proposed by Tjiptono in Firmansyah (2019), namely performance, features, reliability, conformance to specifications, durability, and aesthetics. Oktadiani & Laily (2020) found that product quality has a positive and significant effect on customer loyalty at Fast Fashion Uniqlo in Tunjungan Plaza Mall. Martiza & Murwanti (2024) also reported that product quality has a positive effect on customer loyalty toward Skintific products in Soloraya. In addition, Farez, Fachri, & Ramadhan (2024) found that product quality has a positive and significant effect on consumer repurchase intention through customer satisfaction toward Converse products.

H1: Product Quality has a positive and significant effect on Customer Loyalty in purchasing soy sauce at PD Rusa Dua in Singkawang City.

Brand Image

Brand image refers to the perception formed in consumers' minds when they recall a particular product brand (Firmansyah, 2019). In marketing research, brand image is often examined as a representation of consumers' perceptions of the characteristics and reputation of a product. Nanda & Susanti (2024) stated that brand image has an effect on customer loyalty. Furthermore, Nadjwa, Srivania, & Mardhiana (2024) explained that brand image is

one of the factors examined in relation to customer loyalty, along with perceived quality and brand awareness. In this study, brand image was measured using five dimensions proposed by Wijaya in Firmansyah (2019), namely brand identity, brand personality, brand association, brand attitude and behavior, and brand benefit and competence. The relationship between brand image and customer loyalty has been examined in several previous studies. Oktadiani & Laily (2020) found that brand image has a positive and significant effect on customer loyalty. Martiza & Murwanti (2024) also showed that brand image has a positive effect on customer loyalty through customer satisfaction toward Skintific products. Meanwhile, Farez, Fachri, & Ramadhan (2024) reported that brand image has a positive effect on consumer repurchase intention, both directly and through customer satisfaction as an intervening variable.

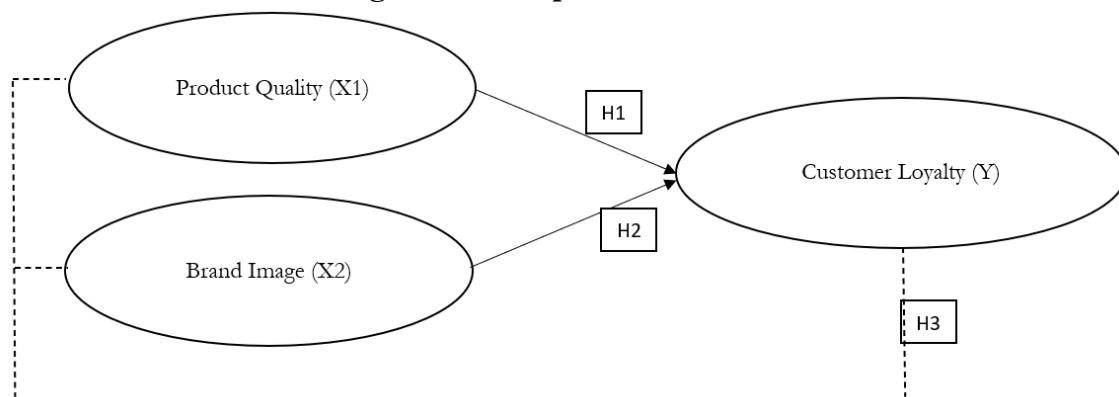
H2: Brand Image has a positive and significant effect on Customer Loyalty in purchasing soy sauce at PD Rusa Dua in Singkawang City.

Customer Loyalty

Customer loyalty is defined as the tendency of customers to purchase products or use services offered by a company consistently over a certain period (Ananda & Susila, 2024). Customer loyalty is formed through consumers' evaluation of the benefits they receive relative to the sacrifices they make, as well as the consistency of positive experiences throughout their interactions with a company (Anis & Sumiyati 2025). In this study, customer loyalty was measured using indicators proposed by Auliaurrahman & Kusumahadi (2022), namely repeat purchase, retention, and referrals. Griffin (2005) in Auliaurrahman & Kusumahadi (2022) explains that customer loyalty is reflected in repeat purchase behavior, customer resistance to negative influences from competitors, and customers' willingness to recommend products to others. Chinna, Soegoto, & Djemly (2022) stated that product quality and brand image simultaneously have a significant effect on customer loyalty, indicating that customer loyalty is influenced by a combination of product quality and brand image.

H3: Product Quality and Brand Image simultaneously have a positive and significant effect on Customer Loyalty in purchasing soy sauce at PD Rusa Dua in Singkawang City.

Figure 1. Conceptual Framework



RESEARCH METHOD

This study used an associative research method aimed at analyzing the relationship between Product Quality (X1) and Brand Image (X2) toward Customer Loyalty (Y) at PD Rusa Dua in Singkawang City. The data used consisted of primary and secondary data. Primary data were obtained through direct interviews with the owner of PD Rusa Dua and the distribution of questionnaires to customers who used Rusa Dua soy sauce. Secondary data were obtained from company documents and related institutions, including data on soy sauce industrial businesses in Singkawang City, product price data, and sales data of Rusa Dua soy sauce. The research population consisted of all PD Rusa Dua customers. The sample was determined using a purposive sampling technique (Siregar, 2017), with the criteria that respondents were at least 17 years old and had purchased and used Rusa Dua soy sauce products at least twice. Based on the Purba formula in Sujarweni (2015), the minimum sample size obtained in this study was 96 respondents. This study used 100 respondents as the research sample.

The independent variables in this study consisted of Product Quality (X1) and Brand Image (X2), while the dependent variable was Customer Loyalty (Y) (Sugiyono, 2023). Product Quality was measured through indicators of performance, additional features, reliability, conformance to specifications, durability, and aesthetics (Tjiptono in Firmansyah, 2019). Brand Image was measured through indicators of brand identity, brand personality, brand association, brand attitude and behavior, and brand benefit and competence (Wijaya in Firmansyah, 2019). Customer Loyalty was measured using indicators of repeat purchase, retention, and referrals (Auliaurrahman & Kusumahadi, 2022). Data were collected using a questionnaire with a five-point Likert scale consisting of response options ranging from strongly disagree to strongly agree (Sugiyono, 2023).

Data analysis was carried out with the assistance of SPSS software through several stages. The validity test was conducted using the Pearson Product Moment technique (Ghozali, 2016). The reliability test was conducted using the Cronbach's Alpha method (Siregar, 2017). The classical assumption tests included the normality test using the Kolmogorov-Smirnov method (Ghozali, 2016). The linearity test was conducted using the Test for Linearity (Widhiarso, 2010). The multicollinearity test was conducted based on Tolerance and Variance Inflation Factor (VIF) values (Ghozali, 2016). Hypothesis testing was carried out using multiple linear regression analysis (Siregar, 2017). Further analysis included correlation coefficient testing (R) (Siregar, 2017), coefficient of determination testing (R^2) (Ghozali, 2016), simultaneous testing (F-test) (Siregar, 2017), and partial testing (t-test) (Siregar, 2017).

RESULTS AND DISCUSSION

Test Research Instruments

a. Validity Test

The validity test aims to assess the ability of each statement item in the questionnaire to accurately measure the variables studied. The test was conducted by analyzing the

correlation between each item score and the total score, then comparing the calculated r value with the r -table value. With a sample size of 100 respondents, the degree of freedom (df) obtained was 98 ($n-2$), so the r -table value at the 5% significance level was 0.196. The validity test results for all statement items in each research variable are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Product Quality (X1)	X1.1	0.641	0.196	Valid
	X1.2	0.553		
	X1.3	0.457		
	X1.4	0.563		
	X1.5	0.559		
	X1.6	0.500		
	X1.7	0.582		
	X1.8	0.608		
	X1.9	0.588		
	X1.10	0.590		
	X1.11	0.598		
	X1.12	0.656		
Brand Image (X2)	X2.1	0.589	0.196	Valid
	X2.2	0.503		
	X2.3	0.668		
	X2.4	0.438		
	X2.5	0.581		
	X2.6	0.670		
	X2.7	0.612		
	X2.8	0.694		
	X2.9	0.684		
	X2.10	0.673		
Customer Loyalty (Y)	Y.1	0.655	0.196	Valid
	Y.2	0.608		
	Y.3	0.503		
	Y.4	0.770		
	Y.5	0.686		
	Y.6	0.750		

Source: Processed Data, 2026

Based on the validity test results in Table 1, all indicators of Product Quality (X1), Brand Image (X2), and Customer Loyalty (Y) have calculated r values greater than the r -table value (0.196). These results indicate that all statement items are valid in measuring the research variables and are therefore appropriate to be used as data collection instruments.

b. Reliability Test

The reliability test was conducted to assess the level of consistency and reliability of the research instruments. The test used the Cronbach's Alpha method, with the criterion that

an instrument is reliable if the Cronbach's Alpha value exceeds 0.60. The reliability test results for all research variables are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Description
Product Quality (X1)	0.815	12	Reliable
Brand Image (X2)	0.814	10	
Customer Loyalty (Y)	0.748	6	

Source: Processed Data, 2026

Based on the reliability test results in Table 2, the variables Product Quality (X1), Brand Image (X2), and Customer Loyalty (Y) have Cronbach's Alpha values above 0.60. These results indicate that all research instruments meet the reliability criteria and are appropriate for use in data collection.

Classical Assumption Test

a. Normality Test

The normality test was conducted to determine whether the research data were normally distributed. The test used the Kolmogorov-Smirnov method, with the criterion that data are considered normally distributed if the significance value is greater than 0.05. The normality test results processed using SPSS are presented in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.061
Asymp.Sig.(2-tailed)	.200 ^c

Source: Processed Data, 2026

Based on the normality test results in Table 3, the Asymp. Sig. (2-tailed) value obtained was 0.200, which is greater than 0.05. Therefore, the research data are declared normally distributed and meet the normality assumption.

b. Linearity Test

The linearity test was conducted to determine whether there was a linear relationship between the independent variables and the dependent variable. The test used the Test for Linearity method, with the criterion that a relationship is considered linear if the Sig. Linearity value is < 0.05 and the Sig. Deviation from Linearity value is > 0.05. The linearity test results processed using SPSS are presented in Table 4.

Table 4. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Description
Customer Loyalty * Product Quality	.000	.064	Linear
Customer Loyalty * Brand Image	.000	.092	

Source: Processed Data, 2026

Based on the linearity test results in Table 4, both Product Quality (X1) and Brand Image (X2) showed Sig. Linearity values of 0.000 (< 0.05), as well as Sig. Deviation from Linearity values of 0.064 and 0.092, respectively (> 0.05). These results indicate that both independent variables have a linear relationship with Customer Loyalty (Y).

c. Multicollinearity Test

The multicollinearity test was conducted to determine the presence of high correlation among independent variables in the regression model. The existence of multicollinearity can affect the accuracy of regression coefficient estimates and reduce the quality of the model. The multicollinearity test results processed using SPSS are presented in Table 5.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Product Quality	.562	1.780
Brand Image	.562	1.780

Dependent Variable: Customer Loyalty

Source: Processed Data, 2026

Based on the multicollinearity test results in Table 5, Product Quality (X1) and Brand Image (X2) have VIF values of 1.780 (< 10.00) and Tolerance values of 0.562 (> 0.10). These results indicate that the research model is free from multicollinearity symptoms.

Hypothesis Test

a. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to measure the effect of independent variables on the dependent variable, both partially and simultaneously, as well as to form a model explaining the relationship among variables. The regression analysis results processed using SPSS are presented in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.264	.298		4.240 .000
	Product Quality	.203	.090	.201	2.265 .026
	Brand Image	.501	.073	.608	6.861 .000

a. Dependent Variable: Customer Loyalty

Source: Processed Data, 2026

Based on the multiple linear regression analysis results in Table 6, the regression equation obtained can be interpreted as follows:

$$Y = 1.264 + 0.203 X_1 + 0.501 X_2$$

- 1) The constant value of 1.264 indicates that Customer Loyalty (Y) has a value of 1.264 when Product Quality (X1) and Brand Image (X2) are equal to zero.
- 2) The Product Quality coefficient (b1) of 0.203 indicates that every one-unit increase in Product Quality will increase Customer Loyalty by 0.203 units.
- 3) The Brand Image coefficient (b2) of 0.501 indicates that every one-unit increase in Brand Image will increase Customer Loyalty by 0.501 units.

b. Correlation Coefficient Analysis (R)

The correlation coefficient is used to measure the strength and direction of the relationship among research variables. The test was conducted using the Product Moment method. The correlation coefficient test results are presented in Table 7.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.572	.563	.35730

Predictors: (Constant), Brand Image, Product Quality.

Source: Processed Data, 2026

Based on the correlation coefficient test results in Table 7, the correlation value (R) obtained was 0.756. This value indicates that Product Quality and Brand Image have a strong relationship with Customer Loyalty because it falls within the coefficient interval of 0.60–0.799.

c. Determination Coefficient (R²)

Based on the coefficient of determination test results in Table 7, the R-Square value obtained was 0.572. These results indicate that Product Quality and Brand Image are able to explain 57.2% of the variation in Customer Loyalty, while the remaining 42.8% is influenced by other factors outside the research model.

d. Simultaneous Test (F Test)

The simultaneous test (F-test) was conducted to determine the joint effect of all independent variables on the dependent variable, with $df = n - k - 1 = 97$, $\alpha = 0.05$. The F-test results processed using SPSS are presented in Table 8.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	16.535	8.268	64.763	.000 ^b
Residual	12.383	.128		

Dependent Variable: Customer Loyalty

Predictors: (Constant), Brand Image, Product Quality.

Source: Processed Data, 2026

Based on the simultaneous test results (F-test) in Table 8, the F-count value obtained was 64.763, which is greater than the F-table value (3.09), and the significance value was 0.000 (< 0.05). Therefore, H3 is accepted. These results indicate that Product Quality and Brand Image simultaneously have a significant effect on Customer Loyalty. This shows that the research model has good predictive ability in explaining the customer loyalty variable.

e. Partial Test (t Test)

The partial test (t-test) was conducted to determine the effect of each independent variable on the dependent variable individually according to the proposed hypotheses, with $df = n - k - 1 = 97$, $\alpha = 0.05$. The t-test results processed using SPSS are presented in Table 9.

Table 9. Partial Test Results (t Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.264	.298		4.240 .000
	Product Quality	.203	.090	.201	2.265 .026
	Brand Image	.501	.073	.608	6.861 .000

a. Dependent Variable: Customer Loyalty

Source: Processed Data, 2026

Based on the partial test results (t-test) in Table 9, with a t-table value of 1.984, the results are as follows:

- 1) Product Quality (X1) has a t-count value of 2.265 (> 1.984), with a significance value of 0.026 (< 0.05). Thus, H_1 is accepted, meaning that Product Quality has a positive and significant effect on Customer Loyalty.
- 2) Brand Image (X2) has a t-count value of 6.861 (> 1.984), with a significance value of 0.000 (< 0.05). Thus, H_2 is accepted, meaning that Brand Image has a positive and significant effect on Customer Loyalty.

The Effect of Product Quality on Customer Loyalty

The results of the study show that Product Quality has a positive and significant effect on Customer Loyalty. This is evidenced by the t-count value of 2.265, which is greater than the t-table value (1.984), with a significance level of $0.026 < 0.05$. This finding indicates that the better the product quality perceived by customers, the higher the customer loyalty in purchasing soy sauce at PD Rusa Dua in Singkawang City. The results of this study are in line with the studies by Utami & Handrito (2023) and Sholikhah & Hadita (2023), which stated that product quality has a positive and significant effect on customer loyalty. These findings indicate that products that are able to meet consumer expectations tend to increase customer loyalty.

The Effect of Brand Image on Customer Loyalty

The results of the study show that Brand Image has a positive and significant effect on Customer Loyalty. This is indicated by the t-count value of 6.861, which is greater than the t-table value (1.984), with a significance level of $0.000 < 0.05$. This finding indicates that the better the brand image owned by PD Rusa Dua, the higher the customer loyalty in purchasing soy sauce. The results of this study are in line with the studies by Widyana & Simangunsong (2021) and Saputra & Padmanty (2023), which found that brand image has a positive and significant effect on customer loyalty. These findings indicate that a positive

The Effect of Product Quality and Brand Image ...

brand image is able to increase consumer trust and preference, thereby encouraging the creation of customer loyalty.

The Effect of Product Quality and Brand Image on Customer Loyalty

The simultaneous test results show that Product Quality and Brand Image jointly have a significant effect on Customer Loyalty. This is indicated by the F-count value of 64.763, which is greater than the F-table value (3.09), with a significance level of $0.000 < 0.05$. In addition, the coefficient of determination (R^2) value of 0.572 indicates that Product Quality and Brand Image are able to explain 57.2% of Customer Loyalty. The results of this study are in line with the study by Chinna, Soegoto, & Djemly (2022), which stated that product quality and brand image simultaneously have a significant effect on customer loyalty. These findings indicate that customer loyalty can be improved through a combination of good product quality and a strong brand image.

CONCLUSION

This study aimed to analyze the effect of Product Quality and Brand Image on Customer Loyalty in purchasing soy sauce at PD Rusa Dua in Singkawang City. The results showed that Product Quality and Brand Image have a positive and significant effect on Customer Loyalty, both partially and simultaneously. Based on the regression coefficient values and t-count values, Brand Image is the variable that has the most dominant effect on Customer Loyalty compared to Product Quality. The simultaneous test results showed that Product Quality and Brand Image jointly have a significant effect on Customer Loyalty. The correlation coefficient (R) value of 0.756 indicates a strong relationship between the independent variables and the dependent variable, while the coefficient of determination (R^2) value of 57.2% indicates that Customer Loyalty can be explained by Product Quality and Brand Image, while the remaining 42.8% is influenced by other factors outside the research model.

Theoretically, this study contributes to the development of marketing literature, particularly regarding the effect of Product Quality and Brand Image on Customer Loyalty. Practically, the results of this study can serve as a consideration for PD Rusa Dua in increasing customer loyalty through efforts to maintain product quality and strengthen brand image in consumers' minds.

This study has limitations because it only used two independent variables, namely Product Quality and Brand Image, and was conducted on customers of PD Rusa Dua in Singkawang City. Therefore, future research is recommended to add other variables that have the potential to influence Customer Loyalty, such as customer satisfaction, price, service quality, promotion, and customer trust. In addition, future studies may expand the scope of the object and the number of respondents so that the research results obtained become more comprehensive and representative.

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