

THE INFLUENCE OF ADVERTISING, BRAND IMAGE, AND PRICE ON CONSUMER LOYALTY OF HM SAMPOERNA CIGARETTES IN THE PEOPLE OF LHOKSEUMAWE

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Abstract

This research aims to determine the influence of advertising, brand image and price on consumer loyalty for HM Sampoerna cigarettes in the people of Lhokseumawe City. The research method used is a quantitative method with a survey approach. This research was conducted on all consumers who consumed HM Sampoerna cigarettes in the city of Lhokseumawe, totaling 100 consumers. The data used in this research is primary data obtained by distributing questionnaires directly to 100 respondents. The data analysis technique used is multiple linear regression analysis using the Statistical Program for Product and Service Solution (SPSS) software. Where all these variables will be used using a Likert scale. The research results show that advertising, brand image and price together have a positive and significant effect on consumer loyalty for HM Sampoerna cigarettes. With an advertising regression value of 0.728 and a significant value of 0.000. This shows that advertising has a positive and significant effect on consumer loyalty, so the more attractive and effective the advertising for HM Sampoerna cigarettes, the higher the consumer loyalty to the brand. Brand image has a regression value of 0.269 with a significance value of 0.041. This shows that brand image has a positive and significant effect on consumer loyalty, so a good brand image can increase consumer loyalty. Price has a regression value of 0.478 with a significance value of 0.000. This shows that price has a positive and significant effect on consumer loyalty, so the price given by HM Sampoerna is in accordance with the product quality that consumers receive, which can increase consumer loyalty.

Keywords Advertising, Brand Image, Price, and Consumer Loyalty.

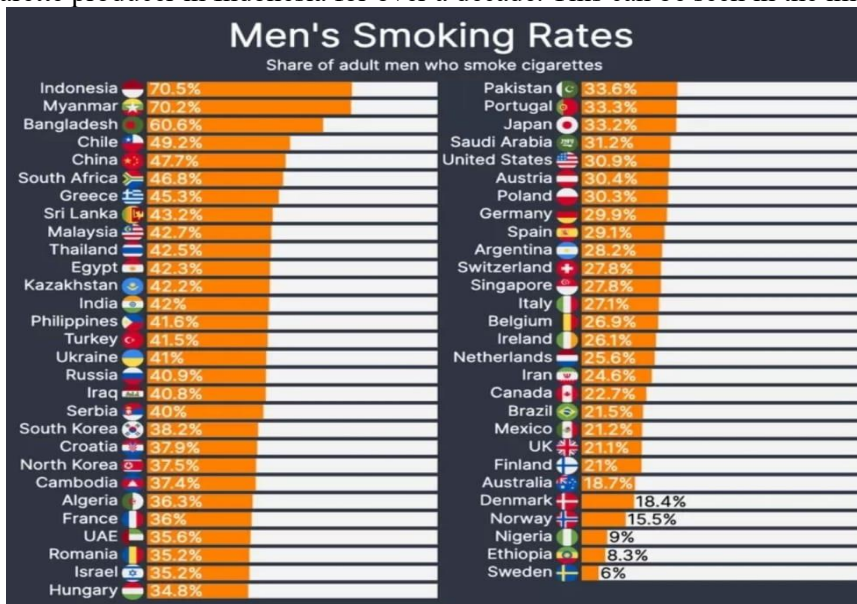
INTRODUCTION

Tobacco is processed into cigarettes, a product whose existence continues to be widely discussed in Indonesia. This is because the level of cigarette consumption in the country remains relatively high to this day. Indonesia ranks 13th in the world, as evidenced by the 2023 data on the number of smokers by country, with a percentage of 37.90%. Based on 2023 statistical data, Indonesia occupies the 3rd position in the world in terms of cigarette market revenue, after China and the United States. The tobacco sector in Indonesia has undergone a significant transformation from conventional practices to become one of the world's leading industries, providing a massive positive impact on the national economy through job creation, value contribution, and substantial foreign exchange earnings. As is known, the tobacco sector contributes significantly to employment prospects and is considered a source of state revenue, both of which are very important for the government. On the other hand, the government is also responsible for increasing public knowledge about health issues in addition to the welfare of the population. Consequently, the government intervenes heavily in the tobacco sector through strategies regarding price and investment, marketing and promotion, employment, taxation or excise duties, and other measures. This government intervention, directly or indirectly, reduces the flexibility of cigarette companies in their product marketing strategies, which impacts efforts to promote cigarette advertising.. This is affirmed in Law Number 36 of 2009, specifically in Article 113 and Article 114, which state that the central government and local governments are obliged to protect the public from the dangers of secondhand smoke and to regulate the prohibition of tobacco product promotion and sponsorship.

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The aggressive marketing strategies carried out by the tobacco industry have managed to rank as the number one most consumed cigarette producer in Indonesia for over a decade. This can be seen in the image. below.



Source: HarianMassa.id

Figure 1.1 Countries with the Highest Number of Smokers in 2023

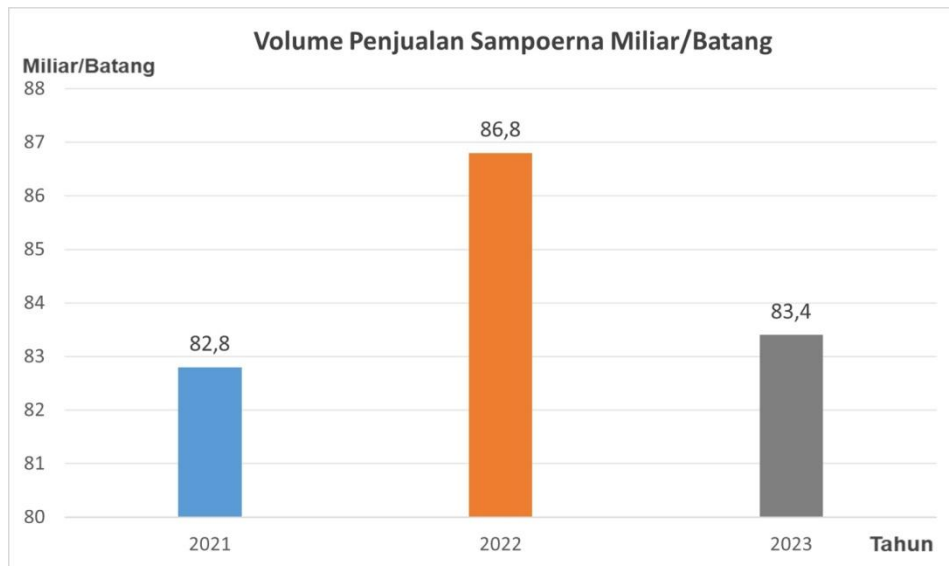
In 2023, Indonesia ranked first as the country with the highest percentage of male smokers at 70.5%, followed by Myanmar and Bangladesh. The high percentage of cigarette consumers in Indonesia makes industry players compete to build tobacco businesses, consequently making the cigarette industry in Indonesia popular and superior. According to the Central Statistics Agency (BPS), the average per capita cigarette consumption per week in Lhokseumawe city is shown in the table below.

Table 1 Weekly Consumption per Individual, Grouped by Type of Cigarette and Tobacco Products, in the Lhokseumawe City Area

Filtered Kretek Cigarettes		Unfiltered Kretek Cigarettes		White Cigarettes		Cigarettes and Other Tobacco	
2022	2023	2022	2023	2022	2023	2022	2023
6,079	11,025	1,035	1,236	0,657	0,822	0,033	0,021

Source : Badan Pusat Statistik

Based on table 1., information is obtained that residents of Lhokseumawe city consumed 11,025 filtered kretek cigarettes during the week in 2023, up 81.36% compared to 6,079 in 2022, then unfiltered kretek cigarettes in 2023 were 1,236, up 19.42% compared to 2022, and white cigarettes in 2023 were 0.822, up 25.11% compared to 2022, while cigarettes and other tobacco in 2023 were 0.021, down 36.36% compared to 2022. It can be concluded that cigarette consumption in Lhokseumawe city continues to increase every week, this is of course the people of Lhokseumawe city always make continuous or repeated purchases which causes consumer loyalty to the cigarettes they consume. PT HM Sampoerna focuses its business activities on the tobacco industry. HM Sampoerna's popularity as a cigarette producer in Indonesia has a positive impact on the company, one of which is the creation of consumer loyalty. Consumer loyalty can be defined as a consumer's commitment or willingness to make repeat purchases, expand purchases to other products, recommend the product, and demonstrate immunity to the appeal of similar products from other companies.



Source: PT. HM Sampoerna Tbk Annual Report 2023

Figure 1.2 Graph of PT. HM Sampoerna's Sales Volume in 2023

During 2023, HMSP sold 83.4 billion sticks, a decrease compared to the previous year's sales of 86.8 billion sticks. This decline was caused by the effect of increased costs and global inflationary pressure, which was reflected in a rise in the cost of goods sold. The high prices resulting from global pressures encouraged consumers to switch to alternative cigarette products offered at a cheaper price than HM Sampoerna products, especially with the large number of cigarettes without excise tax (illegal) successfully entering Indonesia. To stimulate consumer interest, companies must formulate an advertising strategy that can showcase the value offered, while simultaneously functioning to introduce the product, remind consumers, attract attention, and maintain relationships with customers, which can increase their interest in the products sold. Advertisements often associate cigarettes with certain attractive lifestyles, such as courage, freedom, or success. This makes consumers feel that smoking is a part of their self-identity. Cigarette advertisements also attempt to connect the product with a specific social status, leading consumers to feel that smoking will enhance their self-image in the eyes of others.

In addition to advertising, an effective strategy for creating consumer loyalty is establishing a positive brand image. 'Brand image is a description of consumer associations and beliefs about a particular brand. Brand Image is the perceptions and beliefs held by consumers, as reflected in the associations or in the consumer's memory' (Tjiptono 2015). Furthermore, a factor that influences consumer loyalty is price. The price of Sampoerna cigarettes is relatively high compared to other cigarette brands, and this can influence whether customers will continue to buy Sampoerna cigarettes or try other cigarette brands that have lower prices. According to Insani and Nina M. (2020), price is the exchange value in the form of profit or a certain amount of payment that consumers must give for the product offered, whether in the form of money, goods, services, or support from other parties. Based on the background that has been explained, the researcher chose to conduct a study entitled '**The Influence of Advertising, Brand Image, and Price on Consumer Loyalty of Sampoerna Cigarettes Among the People of Lhokseumawe City**'.

LITERATUR REVIEW

1. The Influence of Advertising on Consumer Loyalty

Advertising is an element of communication because, fundamentally, advertising is a way of conveying information, which includes details about the product, whether it be goods or services (Abiyoga, 2021). To increase sales and profits, advertising must be able to influence customers to act in accordance with the company's marketing plan. Furthermore, advertising is one of the best channels for promoting a product or service. In addition, every company also creates advertisements with the goal of attracting consumers and, ideally, preventing them from switching to other similar companies. Therefore, companies must design advertisements as creatively as possible (Purwati et al., 2019). Social media advertisements can convince potential buyers about the advantages of the goods offered. Advertising can be defined as an activity to increase brand awareness, foster preferences, and guide consumers toward a specific product or service choice (Pratama & Hayuningtias, 2022).

Based on the findings conducted by Qomariyah & Dwiridotjahjono, (2024), advertising has a positive and significant influence on consumer loyalty. The research results conducted by Noor, (2018) also state that advertising

has a positive and significant influence on consumer loyalty. Meanwhile, findings by Andi et al., (2021) conclude that advertising does not affect consumer loyalty.

2. The Influence of Brand Image on Consumer Loyalty

Pratama & Hayuningtias (2022) state that a brand is a valuable asset for producers, which is protected over the long term. Building a positive brand impression is key to captivating consumers. A brand not only serves as an identity but also as a guarantee of a product's quality. A brand can transform into a self-representation, even a marker of social status that enhances the user's image. Brand image describes consumers' perceptions of a brand, formed from prior experiences and interactions. Consumer attitudes and beliefs are related to this image, thereby influencing purchasing decisions. Brand image is also a set of associations that are active in the memory when the brand is contemplated (Savitri & Wardana, 2018). Brand image is the consumer's view of a brand formed through the associations embedded in their minds (Ambitan et al., 2021). According to a study conducted by Yunaida (2018), it was found that brand image has a positive and significant impact on consumer loyalty. Other research findings also prove that advertising affects consumer loyalty (Andi et al., 2021) (Zahara Fonna, 2024).

3. The Influence of Price on Consumer Loyalty

Price perception is part of the marketing strategy, where setting prices too high can make products inaccessible to consumers and reduce their market value (Asnawi et al., 2022). Anggraini & Budiarti (2020) stated that price is a crucial element for a company to achieve profit while simultaneously attracting customer interest. Price is a crucial component because it generates revenue that supports the company's long-term survival. Price also functions as an instrument used by consumers to exchange goods or services, and it is an essential element in acquiring the products they purchase for the purpose of fulfilling their needs and wants (Santoso, 2019). Price is a Rupiah-based value. In some cases, the buyer's payment defines the price. In this regard, sellers are able to differentiate their offerings from competitors by using price. In marketing, the established price may be an element for differentiating a product (Indrasari, 2019).

Previous research results show that price has a positive influence on consumer loyalty (Roza et al., 2021). Other findings also prove that price affects consumer loyalty (Anggraini & Budiarti, 2020). Meanwhile, the research results by Maharani Purnama (2019) conclude that price does not affect consumer loyalty

Operational Variables

Table 2 Operational Variables

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No	Variable Name	Indicator	Statement
1	Consumer Loyalty (Y)	<ol style="list-style-type: none"> 1. Making repeat purchases regularly. 2. Making purchases across product lines. 3. Referncing to other people. 4. Demonstrating immunity to competitors. <p>Arrayan, (2017)</p>	<ol style="list-style-type: none"> 1. Have been consuming and have been a customer of HM Sampoerna cigarette products for a long time. 2. If HM Sampoerna cigarettes are not available at the nearest store, the consumer will buy them elsewhere even if the distance is far. 3. Consumers do not consume other cigarette brands when HM Sampoerna cigarettes are finished/run out. 4. Always repeatedly purchase HM Sampoerna cigarettes even if there are other similar products. 5. Refuse to buy other cigarette brands even when HM Sampoerna cigarettes are unavailable. 6. Not interested in similar cigarette products offered by competitors. 7. Consumers do not buy other cigarette brands that are cheaper than HM Sampoerna products. 8. Consumers do not switch to other cigarette brands when the price of HM Sampoerna cigarettes increases.
2	Advertising (X ₁)	<ol style="list-style-type: none"> 1. Attention. 2. Interest. 3. Desire. 4. Action <p>Qomariyah & Dwiridotjahjono, (2024)</p>	<ol style="list-style-type: none"> 1. I am interested in paying attention to the advertising slogan of HM Sampoerna cigarettes shown on television or other mass media. 2. I am interested in the visualization and storyline of HM Sampoerna cigarette advertisements shown on television or other mass media. 3. The message conveyed in the HM Sampoerna cigarette advertisement is able to influence my decision to purchase HM Sampoerna products. 4. Seeing the advertising slogan of HM Sampoerna shown in the mass media, I proceed to purchase the product.
3	Brand Image (X ₂)	<ol style="list-style-type: none"> 1. The brand is easly memorable. 2. The brand is easly recognized. 3. The brand's reputation is good. <p>Mega popy oktavia saputri, (2019)</p>	<ol style="list-style-type: none"> 1. HM Sampoerna cigarettes have a distinctive flavor/taste in the eyes of consumers. 2. HM Sampoerna cigarettes have better product quality compared to other cigarette products. 3. Consumers feel more sophisticated/high-class when consuming HM Sampoerna cigarettes. 4. Consumers have a good perception of HM Sampoerna cigarettes.

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No	Variable Name	Indicator	Statement
			5. The HM Sampoerna cigarette brand is quite well-known by the public. 6. The good reputation of HM Sampoerna cigarettes makes consumers choose HM Sampoerna cigarettes for consumption.
4	Price (X ₃)	1. Price affordability. 2. Suitability of price with product quality. 3. Price Competitiveness. Qonita rafida hana, (2023)	1. I do not mind purchasing HM Sampoerna cigarettes at the price offered. 2. I feel that the price of HM Sampoerna cigarettes is appropriate for the taste received. 3. I feel that the price of HM Sampoerna cigarettes is appropriate for the quality provided. 4. I feel satisfied/comfortable with the existing price of HM Sampoerna cigarettes. 5. I feel that the price given for HM Sampoerna cigarettes is relatively cheap/affordable. 6. I feel that the price of HM Sampoerna cigarettes is no less affordable than the price of other cigarette brands.

METHOD

Research Object and Location

This study was conducted in Lhokseumawe City. The subjects were customers who consumed HM Sampoerna cigarettes more than once.

Types and Sources Data

This research uses quantitative data in the form of primary data, Primary data is obtained through direct collection from actual occurrences or events (Sugiyono, 2014). This data is gathered directly from the place or object being studied. The source of primary data for this study comes from questionnaires distributed to respondents and used as the research sample.

Operational Definition of Variables

Advertisement (X₁) Advertisement is a form of communication that aims to convey information about a product to consumers to attract their interest in purchasing or using the product. Brand image (X₂) Brand image is the consumer's perception of a brand, brand image can be likened to the identity or personality of a brand. Price (X₃) Price is the exchange value of a good or service. Price can be defined as the price a customer must pay for a product or service. Consumer Loyalty (Y) This loyalty influences repeat business, economy, and higher percentage of spending.

Data Analysis Method

Multiple linear regression was chosen as the data analysis method in this study to examine the relationship of advertising, brand image, and price on the consumer loyalty towards HM Sampoerna cigarettes, utilizing SPSS software. The results of the data collection are used as the basis for assumption testing. Multiple linear regression, aided by SPSS, is utilized to examine the data and test the hypotheses. The researcher applies multiple linear regression to predict the value of the dependent variable. The predictor factors, or independent variables, are varied (valued higher or lower). Therefore, multiple linear regression analysis is applied when the research has more than one independent variable, specifically a minimum of two variables (Sugiyono, 2016). Here is the formula for the multiple linear regression analysis model: With the help of statistical tools, the numerical data will subsequently be examined. The equation is as follows: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$.

RESULTS AND DISCUSSION

The purpose of using multiple linear regression analysis in this study is to determine the extent to which price, brand image, and advertising influence customer loyalty to HM Sampoerna cigarettes. The following are the results of the multiple linear regression equation:

Table 3 Multiple Linear Regression Test Results

Variable	Unstandardized Coefficient		Standardized Coefficient
	B	Std. Error	Beta
(Constant)	2,195	2,519	
Advertisement (X ₁)	0,728	0,184	0,339
Brand Image (X ₂)	0,269	0,129	0,162
Price (X ₃)	0,478	0,100	0,425

Source: Processed data (2024)

Based on the results of the multiple linear regression equation above, the results are described as follows :

$$Y = 2,195 + 0,728X_1 + 0,269X_2 + 0,478X_3$$

1. The constant value of 2.195 means that if the variables of advertising (X₁), brand image (X₂), and price (X₃) have a constant value (0), then consumer loyalty (Y) to HM Sampoerna cigarettes among the people of Lhokseumawe city has a value of 2.195.
2. The advertising coefficient (X₁) value of 0.728 means that if advertising is increased by 1 Likert scale unit, consumer loyalty (Y) will increase by 0.728.
3. The brand image coefficient (X₂) value of 0.269 means that if brand image is increased by 1 Likert scale unit, consumer loyalty (Y) will increase by 0.269.
4. The price coefficient (X₃) value of 0.478 means that if the price is increased by 1 Likert scale unit, consumer loyalty (Y) will increase by 0.478.

Correlation Coefficient (R) and Determination Coefficient (R²)

The Correlation Coefficient is used to see how much the dependent variable is related to the independent variable. The results can be seen in the table below :

Table 4, Correlation Coefficient (R) and Determination Coefficient (R²) values

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,826	0,683	0,673	3,664

Source: Processed data (2024)

Based on Table 4 above, the correlation coefficient (R) value is 0.826 or 82.6%, indicating that advertising, brand image, and price have a strong or significant correlation with consumer loyalty. However, the independent variables, consisting of advertising, brand image, and price, as shown by the coefficient of determination (Adjusted R Square) value of 0.673, indicate that consumer loyalty is influenced by advertising, brand image, and price by 67.3%. The remaining 32.7% is influenced by variables not included in this research methodology.

Hypothesis Testing

Partial Test Results (t-test)

The purpose of the partial test (t-test) is to determine the extent to which each independent variable individually influences the dependent variable. An independent variable has a significant partial influence on the dependent variable if the $t_{count} > t_{table}$ and the significance < 0.05. The determination of the t_{table} is done through the t distribution table based on a predetermined confidence level of 95% (or a significance level of 0.05). With degrees of freedom (df) calculated as $df = (n-k) = 100-4 = 96$, the t_{table} value obtained is 1.98498. The following are the results of the partial test of this study: The results of the partial regression test in this study are as shown in the following table :

t-Test Results (Partial Regression Test)

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Variable	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,195	2,519		0,872	0,386
Iklan (X ₁)	0,728	0,184	0,339	3,963	0,000
Citra Merek (X ₂)	0,269	0,129	0,162	2,074	0,041
Harga (X ₃)	0,478	0,100	0,425	4,772	0,000

Source: Processed data (2024)

Referring to the results of the t (partial test) shown in the table above, it can be explained:

1. The advertising variable obtained a significant value of 0.000 or smaller compared to the significant level used, namely 0.05 ($0.000 < 0.05$) and had a calculated t value greater than the t table, namely ($3.963 > 1.984$) and obtained a coefficient value of 0.728. So it can be concluded that advertising has a partial effect on consumer loyalty. Therefore, the hypothesis indicates that advertising plays a positive and significant role in influencing consumer loyalty at PT HM Sampoerna (H1 is accepted).
2. The brand image variable obtained a significant value of 0.041 or smaller to the significance level used, namely 0.05 ($0.041 < 0.05$) and had a calculated t value greater than the t table, namely ($2.074 > 1.984$) and obtained a coefficient value of 0.269. So it can be concluded that brand image has a partial effect on consumer loyalty. Therefore, the hypothesis indicates that brand image plays a positive and significant role in influencing consumer loyalty at PT HM Sampoerna (H2 is accepted).
3. The price variable obtained a significant value of 0.000 or smaller compared to the significance level used, namely 0.05 ($0.000 < 0.05$) and had a calculated t value greater than the t table, namely ($4.772 > 1.984$) and obtained a coefficient value of 0.478. So it can be concluded that price has a partial effect on consumer loyalty. Therefore, the hypothesis indicates that price plays a positive and significant role in influencing consumer loyalty at PT HM Sampoerna (H3 is accepted).

CONCLUSION

The research aims to determine the advertising, brand image, and price on consumer loyalty of HM Sampoerna cigarettes in the people of Lhokseumawe City.

1. Advertising has a positive and significant influence on the consumer loyalty of HM Sampoerna cigarettes. This is proven by a positive regression coefficient value of 0.728, and a significance value of $0.000 < 0.05$. Thus, it can be concluded that the aggressive advertising carried out by HM Sampoerna, both on television and other media, is proven to increase consumer loyalty. This is because consumers are interested in paying attention to the slogan contained in the HM Sampoerna advertisement, which subsequently encourages consumers to try the HM Sampoerna product.
2. Brand image has a positive and significant influence on the consumer loyalty of HM Sampoerna cigarettes. This is proven by a positive regression coefficient value of 0.269, and a significance value of $0.042 < 0.05$. Therefore, it can be concluded that HM Sampoerna possesses a positive brand image, which undoubtedly demonstrates that superior brand perception can influence consumers to choose the product specifically, HM Sampoerna products.
3. Price has a positive and significant influence on the consumer loyalty of HM Sampoerna cigarettes. This is proven by a positive regression coefficient value of 0.478, and a significance value of $0.041 < 0.05$. Thus, it can be concluded that the price offered by HM Sampoerna to consumers is deemed suitable. The price given must certainly be commensurate with the quality consumers receive, including the quality of the tobacco and the flavor/taste obtained by consumers, which ultimately can influence repeated purchases of HM Sampoerna cigarettes.

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