

THE EFFECT OF PRODUCT QUALITY, BRAND IMAGE AND CONSUMER SATISFACTION ON CONSUMER LOYALTY XIAOMI SMARTPHONES IN LHOKSUKON CITY COMMUNITY

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Abstract

This study aims to examine and analyze the effect of product quality, brand image, and consumer satisfaction on consumer loyalty Xiaomi smartphone in Lhoksukon City Community, North Aceh District. The research method used is quantitative method and the sampling technique is Incidental Sampling, then the data collection technique uses a questionnaire using a Likert scale. The results of the study explain that in the Product Quality variable (X_1) Partially Product Quality has a positive and significant effect on Consumer Loyalty (Y) with H_0 rejected and H_a accepted, then on the Brand Image variable (X_2) Brand Image has a partially positive and significant effect on Consumer Loyalty (Y) with H_0 rejected and H_a accepted, then on the Consumer Satisfaction variable (X_3) Consumer Satisfaction has a positive and significant effect on Consumer Loyalty (Y) with H_0 rejected and H_a accepted, then simultaneously Product Quality (X_1), Brand Image (X_2), and Consumer Satisfaction (X_3) have a positive and significant effect on Consumer Loyalty (Y) in the Lhoksukon City Community.

Keywords: *Product Quality, Brand Image, Consumer Satisfaction, Consumer Loyalty*

1.INTRODUCTION

Consumer loyalty is one of the most important things for a marketer and really hopes to be able to retain their customers in the long term. Companies that have a loyal customer, then it can be a very valuable asset for the company. These customers not only continuously use the company's products or services, but by themselves these customers also recommend them to others according to their experience. Loyal customers can indirectly help companies in promoting products or services to those closest to them. Currently, communication tools have become a necessity that is quite important to support all needs in activities for all levels of society. In the development of mobile phone technology from time to time it always shows very rapid progress, along with its development now mobile phones have evolved into a *smartphone* that has the ability to use and function like a computer. *Smartphone* companies have entered and are competing for market share, such as Samsung, Apple, Oppo, Vivo, Xiaomi, and so on. Xiaomi is a private Chinese electronics company headquartered in Beijing and founded in 2010. In the first quarter of 2022, Xiaomi was the 3rd largest smartphone manufacturer in the World designing, developing and selling smartphones, mobile apps and electronics to consumers around the world. Xiaomi's founder and CEO is Lei Jun, who is the 23rd richest person in China according to Forbes. The company is now valued at over 46 billion USD and has more than 16,700 employees, hailing from China, Malaysia, Singapore, India, the Philippines and Indonesia.

Loyalty or loyalty is defined as a customer's commitment to a store brand, or supplier based on a very positive attitude and is reflected in consistent repeat purchases (Griffin in Fian 2016). One of the factors that influence consumer loyalty is product quality. From the researchers' initial interviews with several *Xiaomi smartphone users* in Lhoksukon City, they mostly complained about *Xiaomi smartphones* in terms of product quality, such as not getting regular *software updates*, *smartphone devices* getting hot quickly if used for a long time. According to

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Assauri (2015) product quality is a form of statement of the level of consumer satisfaction, the ability of a particular brand or product to carry out the expected functions. When the quality of the product that consumers feel is good, then they will be interested in buying the product again and recommending it to others. In the *smartphone* business competition, product quality is a very important thing that manufacturers must pay attention to. The results of a study conducted by (Alfin Dana Perkasa, 2019) product quality has a positive and significant effect on consumer loyalty. This proves that product quality is the main thing that is considered by consumers when they want to repurchase the same product or recommend it to others.

Brand image can be understood as the perceptions and beliefs held by consumers, the Xiaomi *smartphone* brand has recently been very well known among the public as one of the most suitable *smartphones* to buy for the lower middle class who are eyeing *smartphones* with low price tags that can get high specifications. or what people often call a product the most *value-for-money smartphone* , but lately Xiaomi has been getting very fierce competition from other *smartphone brands that also offer smartphones* at low prices with high specifications such as Infinix, Realme, and Itel. In terms of brand image, the Xiaomi smartphone also has several weaknesses, such as weak brand separation and very minimal advertising and does not involve public figures in introducing their products so that their products are not well known to the public.

Brand image as reflected by associations embedded in consumer memory, What is always remembered for the first time when hearing a slogan and embedded in the minds of consumers with indicators of brand image are identity, brand personality, brand associations, brand attitudes and behavior, brand benefits and advantages (Kotler and Keller, 2016). Studies conducted in previous research by (Ivan Oktaria Lubis, Suwitho 2017) brand image has a positive effect on customer loyalty, meaning that the more brand image increases, the more consumer loyalty will also increase. This proves that brand image is very important to create consumer loyalty . From the author's initial interviews with several Xiaomi *smartphone users* in Lhoksukon City, it was found that most people were satisfied and many also revealed some of the weaknesses of Xiaomi *smartphones* in general such as unfavorable resale prices, designs that were not suitable for most women, and Few advertisements so that people don't get much information about the latest products from Xiaomi *smartphones* . Consumer satisfaction is the emergence of feelings of pleasure or disappointment after comparing perceptions of the performance (results) of a product with expectations (Tjiptono (2016: 146). Consumer satisfaction has an effect on forming a consumer's loyalty to a product or service. The higher the customer satisfaction, the generate profits for the company because satisfied consumers will continue to make purchases and recommendations to the company. Conversely, without satisfaction, it can cause customers to move to other products or services. Therefore, many companies are trying to develop effective strategies to build, maintain and increase customer loyalty by maintaining customer satisfaction.

There are several advantages for companies about the importance of maintaining consumer loyalty. The benefits of customer loyalty are long-term and cumulative, meaning that the longer a customer's loyalty lasts, the greater the profit a company can get from a customer. To increase the loyalty of Xiaomi *smartphone users* , companies need to pay attention to the factors that influence consumer loyalty, including consumer satisfaction, product or service quality, brand image, brand trust, and consumer relations. Based on the problems previously described above, the problems can be formulated, namely: (1) How does product quality affect consumer loyalty Xiaomi *smartphones* in Lhoksukon City Community?; (2) What is the effect of brand image on Xiaomi *smartphone consumer loyalty* in Lhoksukon City Community?; (3) What is the effect of consumer satisfaction on Xiaomi *smartphone customer loyalty* in Lhoksukon City Community?; (4) What is the effect of product quality, brand image and consumer satisfaction on Xiaomi *smartphone consumer loyalty* in Lhoksukon City Community?

2. LITERATURE REVIEW

Definition of Marketing

Marketing is a process by which a group or individual or a company conducts business activities designed to determine prices and make various efforts to meet market demand. By distributing products in the form of goods and services to consumers, the main objective is to seek and maximize profits for business people and companies by means of various strategies that have been designed before hand. Marketing according to Kotler and Armstrong (2012): "*Marketing as the process value for customers and build strong customer relationships in order to capture value from customers in return*", meaning that it states that marketing is a process by which companies create value for customers and build strong customer relationships. capture value from customers in return.

Definision of consumer loyalty

Priansa (2017: 247) defines consumer loyalty as a long-term commitment of consumers, which is implemented in the form of behavior and attitudes that are loyal to the company and its products, by consuming regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by consumers where it will affect the existence of the company. According to Griffin in Fian (2016) states that consumer loyalty is a consumer commitment to a store brand, or supplier based on a very positive attitude and is reflected in consistent repeat purchases. Consumers with high loyalty will notify the superiority and quality of these services to other people and often even give suggestions to use the services provided to consumers.

According to Hasan (2014: 6) the main factors that influence consumer loyalty are as follows:

1. Consumer satisfaction (*consumer satisfaction*). Consumer satisfaction is considered as a strong predictor of customer loyalty including positive recommendations, repurchase intentions and others.
2. Product or service quality (*service quality*). Product or service quality is strongly related to customer loyalty. Quality increases sales and increases market share, and directs/leads consumers towards loyalty.
3. Brand image (*brand image*). Brand image appears to be a determining factor for customer loyalty which participates in raising/building a more positive corporate image.
4. Perceived *value* . Perceived value is a comparison of the perceived benefits and the costs incurred by the customer which are treated as a determinant of consumer loyalty.
5. Trust (*trust*). Trust is defined as the perception of trust in the reliability of the company which is determined by systematic confirmation of expectations of the company's offer. Relational consumers (*customer relationship*). Consumer relational is defined as the consumer's perception of the proportionality of the ratio of costs and benefits, the ratio of costs and benefits in a continuous and reciprocal relationship.
6. Switching costs (*switching cost*). In relation to consumers, this *switching cost* becomes a restraining or self-controlling factor from switching product suppliers/distributors and perhaps because of that consumers become loyal.
7. Dependability (*reliability*). Not only limited to its ability to create superior value for customers, but also includes all aspects of organizational achievements related to public appreciation of the company that directly impact consumer loyalty .

Definition of Product Quality

Malau (2017) revealed that quality is an achievement that must be obtained by the company, because if product quality decreases, consumers will switch to other producers. According to Assauri (2015) product quality is a form of statement of the level of consumer satisfaction, the ability of a particular brand or product to carry out the expected functions. Kotler (2012) revealed that the purpose of product quality is to ensure that the goods produced can reach predetermined standards, and reduce production costs to a minimum or low. According to Tjiptono

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(2014) product quality is quality that includes efforts to meet or exceed customer expectations; quality includes products, services, people, processes, and the environment; quality is a state of constant change (eg what is considered quality today may be perceived as less quality in the future). Products offered can include physical goods, services, people or individuals, places, organizations, and ideas. So, products can be in the form of *tangible* or *intangible* benefits that can satisfy customers. Conceptually, a product is a producer's subjective understanding of "something" that can be offered as an effort to achieve organizational goals by fulfilling consumer needs and desires, in accordance with organizational competence and capacity as well as market purchasing power.

Product Tiers

In the world of marketing, a product that can be physical or a service has several product levels based on the classification of value (usefulness) to customers. This product level was put forward by Philip Kotler in his book, Marketing Management 15th edition, which is as follows:

1. Core benefits *are* the benefits of each product that are really needed and consumed by customers.
2. Basic products (*Basic Products*) basic products that fulfill the most basic product functions or a minimal product design can function.
3. Value added products (*Augmented Products*) products offered with various attributes and conditions that are normally expected and agreed to be purchased.
4. Potential (*Product Potential*) all kinds of additions and changes that might be developed for future products.
5. Product expectations (*Expected Product*) are all kinds that consumers believe about what will be obtained related to a product performance or service that is obtained from the product.

Definition of Brand Image

According to Kotler and Keller (2016: 258) brand image is a name, term, sign, symbol, design, or a combination of these things, intended to identify the goods or services of a person or group of sellers and to differentiate it from competitors' goods and services. According to Kenneth and Donald (2018: 42) brand image reflects the feelings consumers and businesses have about the entire organization as well as individual products or product lines. According to Schiffman and Wisenblit (2015:133) Brand image is a different image that a brand has in the minds of consumers.

Factors influencing brand image

Brand Image Forming Factors according to Schiffman and Kanuk (2010: 135) there are several factors forming a brand image, as follows:

1. Quality and quality, related to the quality of goods offered by manufacturers with certain brands.
2. Can be trusted or relied upon, relating to opinions or agreements formed by the community about a product that is consumed.
3. Usability or benefits, which are related to the function of a product that can be utilized by consumers.
4. Service, which is related to the task of producers in serving consumers.
5. Risk, related to the size of the consequences of profits and losses that may be experienced.

Definition of Consumer Satisfaction

Satisfaction is a person's feeling of being happy or disappointed as a result of a comparison between perceived product performance (outcome or outcome) associated with expectations (Kotler & Keller (2014). According to Kotler (2015: 180) satisfaction is a person's level of satisfaction after comparing the perceived performance or results compared to his expectations. So satisfaction or dissatisfaction is the conclusion of the interaction between expectations and experiences after using the services or services provided. Meanwhile, according to Tjiptono (2014:

146) consumer satisfaction is the emergence of feelings of pleasure or disappointment after comparing the perceptions on the performance (results) of a product with expectations.

Factors Affecting Consumer Satisfaction

According to Fornell 1992 (in Liu, 2016: 31) there are three factors that can affect a consumer's satisfaction, namely:

1. Perceived quality
The main determinant of customer satisfaction is quality or performance. Quality is very fundamental to all economic activity because it can describe two components as a whole a consumption experience.
2. Perceived value
Value is the benefit felt by consumers for the price paid by them. Consumers will compare the perceived value after making a transaction with the offers provided by the company either in the form of goods or services.
3. Consumer expectations
Hope is the beginning before consumers feel the quality and value provided by the company. Consumers have expectations of the extent to which the company offers in the form of a product or service.

3. RESEARCH METHOD

Research Objects and Locations

This research was conducted in Lhoksukon City Community, North Aceh District, Aceh, Indonesia . While the object of this research is the influence of brand trust which includes product quality, brand image and consumer satisfaction on *Xiaomi smartphone* consumer loyalty in Lhoksukon City Community.

Population and Sample

The population according to Sugiyono (2015: 80) is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study is all Lhoksukon City Community who are currently, have had and want to buy back *Xiaomi smartphones* . While the research sample according to Sugiyono (2015) is part of the number and characteristics possessed by the population. A sample size of 100 is sufficient for most studies. The sample in this study is the people of Lhoksukon City who have, have had and want to buy back *Xiaomi smartphones* .

Sampling technique

The sampling technique used in this study is Incidental Sampling. Incidental Sampling (Sugiyono, 2015) is a sampling technique based on chance/incidental encounters with researchers that can be used as samples, if it is deemed that the person met by chance is suitable as a data source.

Variable Operational Definitions

1. product quality (X_1) is quality that includes efforts to meet or exceed consumer expectations; quality includes products, services, people, processes, and the environment; quality is a state of constant change (eg what is considered quality today may be perceived as less quality in the future).
2. brand image (X_2) is a name, term, sign, symbol, design, or a combination of these , intended to identify the goods or services of a person or a group OK seller and to differentiate it from competitors' goods and services .
3. consumer satisfaction (X_3) is the emergence of feelings of pleasure or disappointment after comparing perceptions of the performance (results) of a product with expectations.

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4. Consumer Loyalty (Y) is a deeply held commitment to repurchase or re-patronize a preferred product or service in the future even though situational influences and marketing efforts have the potential to cause behavior to change.

Validity Test and Reliability Test

Validity test is used to measure whether a questionnaire is valid or not. A questionnaire can be said to be valid if the questions contained in the questionnaire are able to reveal something that will be measured by the questionnaire. To calculate the validity test, compare the value of *correlated item-total correlations* (r_{count}) with the calculated r_{table} . If the r_{count} is greater than the r_{table} and the value is positive, then the question or indicator is valid (Ghozali, 2016). If: $r_{\text{count}} > r_{\text{table}}$, it means that the statement or indicator is valid. If: $r_{\text{count}} < r_{\text{table}}$, it means that the statement or indicator is invalid. While the reliability test is used to measure a questionnaire which is an indicator of the variable. A questionnaire can be said to be reliable or reliable if one's answers to statements are stable or consistent from time to time. A variable is said to be reliable if the *Cronbach alpha* (a) value is greater than 0.60.

Hypothesis test

Multiple Linear Regression Analysis

Research Hypothesis Testing using Multiple Linear Regression Analysis. Multiple linear regression testing explains the influence of the independent variable (X) on the dependent variable (Y). Data analysis in this study use multiple linear regression analysis using SPSS. Multiple Linear Regression is used to see the effect of product quality, brand image and consumer satisfaction on Xiaomi *smartphone* consumer loyalty in Lhoksukon City Community using the help of the SPSS program (*Statistical Package for the Social Science*). The regression equation can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where :

Y	= Consumer Loyalty
α	= Constant / Intercept
$\beta_1 \beta_2 \beta_3$	= Regression Coefficient
X_1	= Product Quality
X_2	= Brand Image
X_3	= Consumer Satisfaction
e	= Error term

1. Partial Effect Test (t test)

The t statistical test basically shows how far the influence of one independent variable separately (individually) explains the variation of the dependent variable (Ghazali, 2016). This test was conducted to determine the significance or significance of each regression coefficient value (X_1 , X_2 , and X_3 ,) independently of the dependent variable (Y). The t test has a significant value $\alpha = 5\%$. The criterion for testing the hypothesis using the t statistical test is if the significant value of t (p-value) is < 0.05 , then the alternative hypothesis is accepted, which states that an independent variable individually and significantly affects the dependent variable (Ghozali, 2016).

2. Simultaneous Influence Test (F test)

The F test or simultaneous test is the overall test, namely the test to prove the fourth hypothesis whether all the independent variables in the model have a significant effect or not on the dependent variable. The approach taken in the F test is to compare F_{count} with F_{table} , where if $F_{\text{count}} > F_{\text{table}}$ then the fourth hypothesis is accepted, meaning simultaneously that overall the independent variables, namely variables product quality, brand image, and consumer satisfaction together have

a significant effect on consumer loyalty . Conversely, if $F_{\text{count}} < F_{\text{table}}$, the fourth hypothesis is rejected, meaning simultaneously that as a whole independent variables namely product quality variables , image brand , and consumer satisfaction together have no significant effect on consumer loyalty.

3. Determination Coefficient Test (R^2)

According to Ghazali (2016), the coefficient of determination (R^2) essentially measures how far the model's ability to explain the variation of the dependent variable. The coefficient of determination ranges from 0 (0%) $< R^2 < 1$ (100%). The small R^2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one (100%) means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. In general, the coefficient of determination for cross- sectional data is relatively low because there is a large variation between each observation, while for time series data it usually has a high coefficient of determination.

4. RESULTS AND DISCUSSION

Validity Testing Results

Validity testing is used to measure the validity of a questionnaire. According to Ghazali (2016) a questionnaire can be said to be valid if the statement which is an indicator of a construct contained in the questionnaire is able to express something that the questionnaire will measure. Ghazali (2016) explains that if: $r_{\text{count}} > r_{\text{table}}$, it means that the statement or indicator is valid. If: $r_{\text{count}} < r_{\text{table}}$, it means that the indicator or statement is invalid. The results of validity testing can be seen in Table 1 as follows:

Variable	Statment	A	r_{table}	r_{count}	Information
Product Quality (X_1)	$X_{1.1}$	0.05	0.196	0.740	Valid
	$X_{1.2}$	0.05	0.196	0.643	Valid
	$X_{1.3}$	0.05	0.196	0.614	Valid
	$X_{1.4}$	0.05	0.196	0.471	Valid
	$X_{1.5}$	0.05	0.196	0.443	Valid
	$X_{1.6}$	0.05	0.196	0.446	Valid
	$X_{1.7}$	0.05	0.196	0.427	Valid
	$X_{1.8}$	0.05	0.196	0.495	Valid
Brand Image (X_2)	$X_{2.1}$	0.05	0.196	0.703	Valid
	$X_{2.2}$	0.05	0.196	0.722	Valid
	$X_{2.3}$	0.05	0.196	0.695	Valid
	$X_{2.4}$	0.05	0.196	0.721	Valid
	$X_{2.5}$	0.05	0.196	0.398	Valid
	$X_{2.6}$	0.05	0.196	0.514	Valid
Consumer Satisfaction (X_3)	$X_{3.1}$	0.05	0.196	0.885	Valid
	$X_{3.2}$	0.05	0.196	0.919	Valid
	$X_{3.3}$	0.05	0.196	0.809	Valid
Consumer Loyalty (Y)	Y.1	0.05	0.196	0.627	Valid
	Y.2	0.05	0.196	0.550	Valid
	Y.3	0.05	0.196	0.671	Valid

From the table above it can be seen that the value of r count is greater than 0.196, so it can be concluded that each statement item in the questionnaire is declared valid.

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Reliability Test Results

A questionnaire is said to be reliable if the answers given to statements are consistent. (Ghozali, 2016) a construct or variable is said to be reliable if it gives an *alpha value* > 0.60 means that the variable is reliable/can be trusted. This means that the data in this research is suitable for use in the next analysis. For further explanation, see the following table:

NO	Variable	Cronbach's alpha	Alpha standard	Information
1	Product quality	0.719	0.60	Reliable
2	Brand Image	0.749	0.60	Reliable
3	Consumer Satisfaction	0.853	0.60	Reliable
4	Consumer Loyalty	0.708	0.60	Reliable

Based on the table above, it can be seen that the Cronbach's Alpha value of each variable consists of the influence of Product Quality, Brand Image, Consumer Satisfaction, on Consumer Loyalty > 0.60, which means that the data obtained from the answers to the questionnaires in this research can be relied upon to be reliable and trustworthy.

Hypothesis test

Multiple Linear Regression Analysis

Hypothesis testing using Multiple Linear Regression Analysis explains the role of the Independent Variable (X) on the Dependent Variable (Y). Data analysis in this study used multiple linear regression analysis using SPSS. The analysis of each variable is described in the table description as follows:

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	std. Error	Betas		
1 (Constant)	1,077	.613		1,757	.082
product quality	.135	.041	.281	3,275	.001
brand image	.169	.061	.278	2,781	.007
consumer satisfaction	.404	.112	.407	3,617	.000

Based on the table above, the results of Multiple Linear Regression obtained are:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 1.077 + 0.135x_1 + 0.169x_2 + 0.404x_3 + e$$

From the equation of the regression value, a constant value is obtained, namely (1,077). This indicates that if Product Quality (X_1), Brand Image (X_2), Consumer Satisfaction (X_3) is constant, has a value of (0), then Consumer Loyalty (Y) has a value (1.077). the regression coefficient of Product Quality Variable (X_1) is 0.135, which means that if Product Quality (X_1) is increased by 1 unit on the Likert scale, Consumer Loyalty (Y) will increase by 0.135, the regression coefficient of Brand Image Variable (X_2) is 0.169 which means means that if the Brand Image (X_2) is increased by 1 unit on the Likert scale, Consumer Loyalty (Y) will increase by 0.169, the regression coefficient of the Consumer Satisfaction Variable (X_3) is 0.404, which means that if Consumer Satisfaction (X_3) is increased by 1 Likert scale unit, Consumer Loyalty (Y) will increase by 0.404.

1. Partial Effect Test (t test)

- The results of the analysis of the influence of Product Quality (X_1) to Consumer Loyalty (Y) the calculated t value with a value of $3.275 > 1.984$ is greater than the t table value with a 95% confidence level ($\alpha = 5\%$) of a significant $0.001 < 0.05$. Then the Product Quality variable positive and significant effect on consumer loyalty in Lhoksukon City community. Thus hypothesis 1 (H1) is accepted.
- The results of the analysis of the influence of Brand Image (X_2) on Consumer Loyalty (Y) the calculated t value with a value of $2.781 > 1.984$ is greater than the t table value with a 95% confidence level ($\alpha = 5\%$) of a significant $0.007 < 0.05$. Then the Brand Image variable positive and significant effect on consumer loyalty in Lhoksukon City community. Thus hypothesis 2 (H2) is accepted.
- The results of the analysis of the effect of Consumer Satisfaction (X_3) on Consumer Loyalty (Y) the calculated t value with a value of $3.617 > 1.984$ is greater than the t table value with a 95% confidence level ($\alpha = 5\%$) of a significant $0.000 < 0.05$. Then the variable Consumer Satisfaction positive and significant effect on consumer loyalty in Lhoksukon City community. Thus hypothesis 3 (H3) is accepted.

2. Partial Effect Test (t test)

- The results of the analysis of the influence of Product Quality (X_1) to Consumer Loyalty (Y) the calculated t value with a value of $3.275 > 1.984$ is greater than the t table value with a 95% confidence level ($\alpha = 5\%$) of a significant $0.001 < 0.05$. Then the Product Quality variable positive and significant effect on consumer loyalty in Lhoksukon City community. Thus hypothesis 1 (H1) is accepted.
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- The results of the analysis of the effect of Consumer Satisfaction (X_3) on Consumer Loyalty (Y) the calculated t value with a value of $3.617 > 1.984$ is greater than the t table value with a 95% confidence level ($\alpha = 5\%$) of a significant $0.000 < 0.05$. Then the variable Consumer Satisfaction positive and significant effect on consumer loyalty in Lhoksukon City community. Thus hypothesis 3 (H3) is accepted.

3. Simultaneous Influence Test (F test)

Simultaneous testing can be seen from the F test with a significant value in the table of $0.000 < 0.05$. As well as the Fcount value of $13.480 > 2.700$ obtained by looking at the significant level of 5% and $df_2 = nk-1$ ($100-4-1=95$) and $df_1=k-1$ ($4-1=3$) obtained an F table value of (2,700). So that the test results simultaneously show that the Product Quality variable (X_1), Brand Image (X_2), and Consumer Satisfaction (X_3) has a positive and significant effect on Consumer Loyalty (Y), then hypothesis 4 (H4) is accepted.

4. Determination Coefficient Test (R^2)

The results of the Determination test (R^2) show that the value of the Coefficient of Determination or Adjusted R Square is 0.426 or 42.6%. This shows that the Product Quality Variable (X_1), Brand Image Variable (X_2) and Consumer Satisfaction Variable (X_3) can explain the Consumer Loyalty Variable (Y) of 42.6%, the remaining 57.4% ($100\% - 42.6\%$) explained by other variables outside this research model.

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5. CONCLUSIONS AND SUGGESTIONS

5.1. CONCLUSION

Based on the result of research and discussion Effect of Product Quality, Brand Image, and Consumer Satisfaction on *Xiaomi Smartphone* Consumer Loyalty in Lhoksukon City Communities, then can concluded that:

1. The results of this study indicate that partially Product Quality (X_1) has a positive and significant effect on consumer loyalty in Lhoksukon City community . This is indicated by the t value of the Product Quality Variable totaling $3,275 > t$ table 1,984 and Sig 0.001 < 0.05
2. The results of this study indicate that partially Brand Image (X_2) has a positive and significant effect on consumer loyalty in Lhoksukon City community , This is indicated by the value of t count $2.781 > t$ table 1.984 and Sig 0.007 < 0.05
3. The results of this study indicate that partially Consumer Satisfaction (X_3) has a positive and significant effect on consumer loyalty in Lhoksukon city community .
4. The results of this study show simultaneously the variables Product Quality (X_1), Brand Image (X_2) and Consumer Satisfaction (X_3) has a positive and significant effect on consumer loyalty in the Lhoksukon community . This is indicated by the calculated F value of $13,480 > F$ table of 2,700 and Sig. 0.000 < 0.05 .

5.2 SUGGESTIONS

1. For Companies
 - a. Companies can improve the quality of *Xiaomi Smartphone products*, especially in design and software where some respondents said that the design and software of *Xiaomi Smartphones* were unsatisfactory
 - b. *Smartphone* brand image so that it can better compete with other brand *Smartphones* targeting the same market
 - c. Companies must always listen to suggestions and input from consumers to continue to make improvements and increase consumer satisfaction so that consumers make repeat purchases
2. For future researchers, it is hoped that this can be continued or developed by adding other variables that can affect consumer loyalty. And it can be seen from the value of the coefficient of determination that the magnitude of the influence of Product Quality (X_1), Brand Image (X_2), and Consumer Satisfaction (X_3) on Consumer Loyalty (Y) is 46.5% while the remaining 53.5% is caused by other variables.

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