

The Effect of Product Quality and Brand Image on Customer Satisfaction and Customer Loyalty

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ABSTRACT

Brand image an important role in the marketing strategy that can be implemented by the originote company by providing the best facilities for its users to be able to provide trust, satisfaction so that consumers make continuous purchases of the product. The purpose of this study was conducted to determine the greatest influence on customer loyalty. This type of research is quantitative with a purposive sampling technique distributed through questionnaires to 100 male and female respondents who use originote products aged 18-45 years who have made at least 2 purchases in the last 3 months and domiciled in West Jakarta. Primary data analysis was carried out using the Structural Equation Modeling (SEM) method. The results of this study indicate that the 5 proposed hypotheses are accepted, and the product quality variable has the greatest direct influence on customer satisfaction. This study contributes to the originote company in maintaining and increasing customer loyalty by looking at several factors formed from each consumer complaint optimally and measurably. For further research, the researcher suggests expanding the research area and looking for objects in other fields.

Keywords: *Workload, Work Culture, Work Motivation, Employee Performance, Mediation Analysis*

INTRODUCTION

Customer loyalty plays a crucial role in any business organization or endeavor. Customer loyalty encompasses both attitudinal and behavioral components. The attitudinal component encompasses concepts such as repurchase intentions for additional products or services from the same company, willingness to recommend the company to others, demonstration of commitment to the company by resisting switching to competitors, and willingness to pay a premium. The behavioral aspect of customer loyalty, on the other hand, refers to actual repeat purchases of a product or service, including purchasing more of the same product or service or alternative products from the same company, recommending the company to others, and the likelihood of long-term use of the product while maintaining its quality (Tran et al., 2021).

Nawa and Hidayat (2020) state that product quality is a crucial factor in marketing strategies because it affects customer satisfaction. In addition to customer retention, another factor that every company needs to improve is brand image. Brand image is another supporting factor in building customer loyalty (Bergkvist & Zhou, 2016). The better the product and brand quality, the higher the customer satisfaction and loyalty towards the company (Boateng & Okoe, 2015).

Cosmetics are a broad and popular category among teenagers and adults because they identify with a relaxed lifestyle, great flexibility, and convenience (Boerman & Kruikemeier, 2016). Diputra and Yasa (2021) stated that the cosmetics market in Asia is one of the fastest-growing markets, increasing significantly to more than US\$70 billion, the second highest after the Western European market. Ismail and Spinelli (2012) stated that in this competitive and aggressive market, companies realize the importance of retaining existing customers, and several companies have undertaken various activities to build long-term relationships, or can be called increasing customer loyalty. Companies with loyal consumers will have a competitive advantage over other companies, and this loyalty will be related to the company's success and profitability because loyal consumers will repurchase, spend more money, trying new products, and tell others about the product (Anagnostopoulos et al., 2018). Amos et al. (2008) stated that many companies lose

about 13% of their customer base every year, showing a challenge in the competitive world of modern competition to achieve only 1% annual growth in sales growth.

Previous research related to Product Quality, Brand Image, Customer Satisfaction, and Customer Loyalty has been conducted. Product Quality and Brand Image have a positive effect on Customer Satisfaction (Darmawan, 2019; Wilis & Nurwulandari, 2020). Customer Satisfaction influences Customer Loyalty (Khairawati, 2019; Hayati et al., 2020). Product Quality influences Customer Loyalty (Jack & Choi, 2018; Saputra & Djumarno, 2021). Furthermore, Brand Image influences Customer Loyalty (Wilis & Nurwulandari, 2020; Dam & Dam, 2021).

This study adapted the research conducted by Wantara and Tambrin (2019) on the marketing of the Madurese batik garment industry. However, this study differs from previous studies. First, we added a brand-image variable. Second, previous studies have focused more on the Madurese batik industry in Indonesia. This study focuses on customers of Jakarta's origin industry in Jakarta (Kittur & Chatterjee, 2021).

The purpose of this study is to explore the influence of brand image on customer satisfaction and loyalty in the origin industry. Furthermore, we aim to identify the variables that have the greatest influence on customer loyalty. It is hoped that this research will contribute to marketing management theory and science, and improve customer loyalty in the service sector (Tran et al., 2021).

LITERATURE REVIEW

Product Quality

Kotler and Keller (2018) described product quality as the overall characteristics and attributes of a product or service that depend on its capacity to meet explicit or implicit needs. According to Saputra and Djumarno (2021), superior products often result in loyal customers. The product quality indicators used in this study—performance, features, reliability, compliance, durability, serviceability, aesthetics, and perceived quality—were obtained from (Diputra & Yasa, 2021).

Brand Image

Brand image is a clue used by consumers to evaluate a product when they do not have sufficient knowledge about the product, and consumers tend to choose products that are well known through experience using the product or based on information obtained from various sources (Kotler, 2018). Mohammed and Rashid (2018) stated that brand image is a set of beliefs in the name, symbol, design, and impression that consumers have towards a brand obtained from factual information, and then they use the brand. According to Diputra and Yasa (2021), brand image is a set of associations about a brand that is stored in the minds or memories of consumers, and brand image is formed in the minds of consumers because they are accustomed to using certain brands and there is consistency in brand image.

Customer satisfaction

Soliz et al. (2011) argued that customer satisfaction can be defined as the gap between a customer's expectations before consuming a product or service and their actual experience. Jack and Choi (2018) in their research state that customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perceived performance (result) of a product with the expected performance (result). If performance is below expectations, the customer is dissatisfied. According to Darmawan (2019), satisfaction is an emotion resulting from comparing a person's expectations with the perceived performance of a product or result, and feeling happy or disappointed. This phrase is often used to assess how well a company's goods and services meet or exceed client expectations. Consumer satisfaction is viewed as a unique type of attitude in the service industry.

Customer Loyalty

According to Ndubisi (2006), customer loyalty is defined as a firm's commitment to consistently purchasing or prioritizing a product or service. This results in repeat purchases of the same brand, even though the customer experiences situational or marketing influences from competitors in switching to another brand. According to Wilis and Nurwulandari (2020), loyalty is an old term that often refers to loyalty and submission to the government, group, or person. According to Tran et al. (2021), loyalty is a strong willingness to continue using or purchasing a preferred product or service in the future, even when faced with external factors and marketing campaigns that may cause customer switching.

THEORETICAL FRAMEWORK AND HYPOTHESES**Relationship Between Product Quality and Customer Satisfaction**

Better product quality will maintain a high level of customer satisfaction, thus motivating customers to make repeat purchases, according to research by Kulsum and Syah (2018), who also consider product quality when making decisions about what to buy, and if buyers are positive that the goods meet the requirements, then they will be satisfied (Naini et al., 2022). When consumers compare their impressions of the performance of a product or service to their desired expectations, clients may feel satisfied or disappointed. Customer happiness is very important, as it increases the company's financial performance and ensures the company's long-term survival (Mary & John, 2018). Based on this statement, the following hypothesis is proposed:

H₁: Product Quality has a positive effect on Customer Satisfaction.

Relationship between Brand Image and Customer Satisfaction

Brand image provides a perception of a brand that reflects consumers' memories of their association with the brand (Wilis & Nurwulandari, 2020) and focuses on parts of a brand that are recognizable but cannot be spoken of, such as symbols, certain letter designs or colors, or customer perceptions of a product or service represented by the brand (Abdullaeva, 2020). Brand image is often used as a benchmark for the impressions that arise and are felt by consumers towards a brand that is stored in consumers' memories and can influence consumer behavior (Susanto et al., 2022). One measure of marketing success is a product's ability to maintain and increase market share (Kittur & Chatterjee, 2021), another measure for maintaining and increasing market share is customer satisfaction with the same product or brand and loyalty to that brand (Ogba & Tan, 2009). Thus, consumer satisfaction is the level of a person's feelings resulting from comparing the reality and expectations of a product or service (Ismail & Spinelli, 2012). Therefore, based on the above statement, the following hypothesis is proposed.

H₂: Brand Image has a positive influence on Customer Satisfaction.

Relationship Between Product Quality and Customer Loyalty

Product quality serves to fulfill functions and loyalty as a model of consumer behavior influenced by the product; in this case, product quality is part of the marketing stimuli (Aydin & Ozer, 2005). The role of product quality is crucial in determining consumer desires; thus, with product quality, consumers achieve their own satisfaction (Darmawan, 2019). Theoretically, the relationship between product quality and customer loyalty is demonstrated by Naini et al. (2022), who stated that customers will be loyal if the company sets the product quality comparable to the value of the benefits provided to customers. Customer loyalty is formed through a learning process, namely a process through which consumers try to find the product quality that is most suitable for them, meaning that the quality of the product can provide desires that match their expectations and needs (Diputra & Yasa, 2021). Based on this statement, we propose the following hypothesis:

H₃: Product Quality has a positive effect on Customer Loyalty.

Relationship Between Customer Satisfaction and Customer Loyalty

According to Khairawati (2019), customers who are satisfied with a company's offerings or even love their services are more likely to become loyal customers and promote it. Customer criticism occurs when dissatisfaction is a determining factor for behavioral changes. Another explanation is provided by Hayati et al. (2020), who stated that customer satisfaction influences brand loyalty. Susanto et al. (2022) showed that customer satisfaction influences brand loyalty. Generally, companies gain two main benefits from customer satisfaction: encouraging referrals and profitable word-of-mouth loyalty (Harzaviona & Syah, 2020). A company's long-term goals include customer loyalty and happiness. Any company seeking to improve business performance and foster greater customer loyalty must prioritize customer satisfaction (Naini et al., 2022). Based on the above literature, the following hypothesis is proposed.

H₄: Customer Satisfaction has a positive effect on Customer Loyalty.

Relationship Between Brand Image and Customer Loyalty

Brand image leads to customer evaluations of a brand's quality (Ogba & Tan, 2009). The positive value of a company's brand embedded in customers' minds results in a sense of satisfaction, and customers are more likely to recommend an organization's brand based on their experiences (Safira & Lestariningsih, 2021). The fact remains that Brand image exists as a result of the interaction between customers' relative

attitudes toward a particular brand and their repeat purchasing behavior for that brand (Saeed et al., 2013). Therefore, brand loyalty arises from repeat purchases or the absence of perceived differences between brand alternatives (Upamannyu & Sankpal, 2014). It can also occur as a result of simple habitual buying behavior (Durmaz et al., 2018), meaning long-or short-term involvement in repeat purchases. This means that customer engagement in repeat purchasing behavior for a brand and the success or failure of this process determine the degree of brand loyalty and will likely influence long-term consumer loyalty (Rudzewicz & Strychalska, 2021). Based on the above literature, the following hypothesis is proposed.

H₅: Customer Satisfaction has a positive effect on Customer Loyalty.

From the explanation of the relationship between the variables above and forming a hypothesis, the following is a picture of the research model.

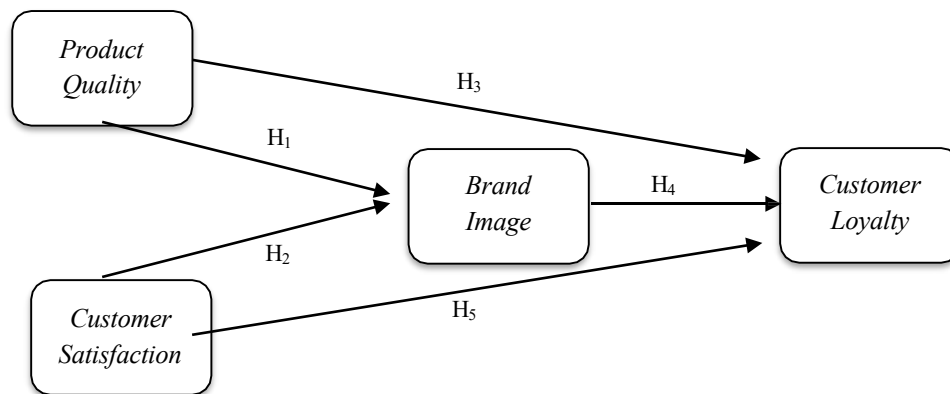


Figure 1. Conceptual Framework

RESEARCH METHOD

There are 20 indicators in this research questionnaire, the measurement related to the Product Quality variable consists of 5 statements adopted from Roshan et al. (2020), the measurement of the Brand Image variable consists of 5 statements adopted from Salehzadeh et al. (2018), the measurement of the Customer Satisfaction variable consists of 5 statements adopted from Chikazhe et al. (2021), the measurement of the Customer Loyalty variable consists of 5 statements adopted from (Chikazhe et al., 2021).

The population in this study comprised male and female users of origin products domiciled in West Jakarta. Due to limited research resources, a purposive sampling method was used with the criteria determined by the researcher: men and women aged 18-45 years who use originote products and have made at least two purchases in the last three months. The data collection technique used was by distributing an online questionnaire via Google Forms for a period of two months in January and February 2024. Data collection was performed once. The questionnaire used a Likert scale, with a rating scale of 1 to 5. A score of five means strongly agree (SS), a score of four agree (S), a score of three neutral (N), a score of two disagree (TS), and a score of one strongly disagree (STS). The type of research used was quantitative research using the Structural Equation Modeling (SEM) method, with the determination of the number of samples based on Hair et al. (2021) stating that the sample that can be used is at least five times the number of questions, so the sample size used in this study was (20×5) 100 respondents.

The data collection technique began with the distribution of an initial questionnaire (pre-test) to the 30 respondents. Validity and reliability tests were conducted using Confirmatory Factor Analysis (CFA) to test and measure the hypothesized model. Validity testing was conducted using the Kaiser Meyer Olkin (KMO) and Measures of Sampling Adequacy (MSA) anti-image matrix correlation measurements, with the condition that acceptable factor analysis values were if $KMO \geq 0.5$ and $MSA \geq 0.5$. Furthermore, the reliability test examined Cronbach's alpha value, with the condition that an acceptable value was ≥ 0.6 (Hair et al., 2021).

Then, the analysis of primary data from 100 respondents used the structural equation Modeling method, which tested the outer and inner models. The outer model testing consisted of convergent validity, discriminant validity, reliability, collinearity, and adjusted R-squared. The inner model testing used p-values, t-statistics, and original sample criteria.

RESULTS AND DISCUSSION

Based on the results of the pretest of 30 respondents with Confirmatory Factor Analysis (CFA), there

are four variables with Kaiser Msyer Olkin (KMO) and Measures of Sampling Adequacy (MSA) anti image matrix correlation values ≥ 0.50 , then Cronbach's alpha ≥ 0.6 , which can be declared valid and reliable, so that the research can be continued.

The respondents in this study were male and female users of original products domiciled in West Jakarta. Based on the results of the distribution of online questionnaires via Google Form, 100 respondents were obtained, consisting of 82 males (82.5%) and 18 females (17.5%). For the age range of 18-25 years as many as 49 people (49.1%, 26-30 years as many as 42 people (42.1%, 31-40 years as many as 9 people (8.8%). The occupation is dominated by private/state employees (63 people or 63.2%), students (26 people or 26.3%), housewives (seven people or, and other jobs (four people or 4.5%).

Outer Model Testing

Table 1. Outer Model Results

<i>Variable</i>	<i>Indicator</i>	<i>Outer Loading</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>AVE</i>
<i>Brand Image</i>	BI1	0.757	0.817	0.872	0.577
	BI2	0.772			
	BI3	0.765			
	BI4	0.744			
	BI5	0.759			
<i>Customer Satisfaction</i>	CS1	0.721	0.810	0.868	0.568
	CS2	0.772			
	CS3	0.746			
	CS4	0.802			
	CS5	0.724			
<i>Product Quality</i>	PQ1	0.755	0.801	0.862	0.556
	PQ2	0.720			
	PQ3	0.719			
	PQ4	0.786			
	PQ5	0.748			
<i>Customer Loyalty</i>	CL1	0.754	0.818	0.873	0.579
	CL2	0.769			
	CL3	0.750			
	CL4	0.779			
	CL5	0.751			

Source: Researcher-processed data findings, 2025

The convergent validity value can be determined by looking at the loading factor value in the outer loading table and the Average Variance Extracted (AVE) value. According to Hair et al. (2021), the fixed values that must be met to measure convergent validity are ≥ 0.7 for the loading factor value, and ≥ 0.5 , for the AVE value. In this study, the results obtained from 20 indicators had a loading factor value ≥ 0.7 , thus declaring the 20 indicators acceptable, and an AVE value ≥ 0.5 .

Discriminant validity describes the differences between one latent variable and another (Hair et al., 2021). Three methods can explain the discriminant validity test: the Heterotrait-Monotrait Ratio (HTMT), the Fornell-Larckel Criterion, and Cross-Loading. The Heterotrait-Monotrait Ratio (HTMT) is the ratio of the average correlation between items measuring a variable to the geometric mean of the correlation between items. According to Henseler et al. (2015), a variable is considered to have good discriminant validity if its HTMT value is < 0.90 . In this study, all relationships between variables showed HTMT values that met the standard, namely, below 0.90.

The Fornell-Larckel Criterion states that a latent construct should explain the variance of its own indicator better than the variance of other latent constructs (Hair et al., 2021). All the variables measured in this study met the criteria; thus, all the variables had good discriminant validity. The cross-loading value indicates the correlation between an indicator, its construct, and other constructs. The correlation value of an indicator with its latent variable should be greater than that with other latent variables (Hair et al., 2021). Based on the calculation results, the overall cross-loading value of the measurement items for Product Quality, Brand Image, Customer Satisfaction, and Customer Loyalty had a greater value and stronger correlation with the main variable being measured compared to other variables, indicating that the variables have good discriminant validity.

The internal consistency reliability test in SEM-PLS can be measured by examining the Composite

Reliability (CR) value. According to (Hair et al., 2021), a CR value can be considered reliable if it is > 0.7 . The results show that all latent variables (constructs) have a composite reliability value of > 0.70 . Collinearity between indicators was observed in the Collinearity Statistics (VIF) value. In the Outer VIF Value table, the VIF value is < 5 , indicating that the indicators do not have collinearity problems (Hair et al., 2021). The calculations show that all indicators have VIF values < 5 ; therefore, none of the indicators experienced multicollinearity problems.

The coefficient of determination explains the extent to which exogenous variables can explain endogenous variables (Hair et al., 2021). Based on calculations, the variables of Product Quality and Brand Image can explain the variable of Customer Satisfaction by 57.5%, while the remaining 42.5% is explained by other variables not examined in this study. The variables of Product Quality, Brand Image, and Customer Satisfaction explain 72.0% of the variable of Customer Loyalty, while the remaining 28.0% is explained by other variables not examined in this study.

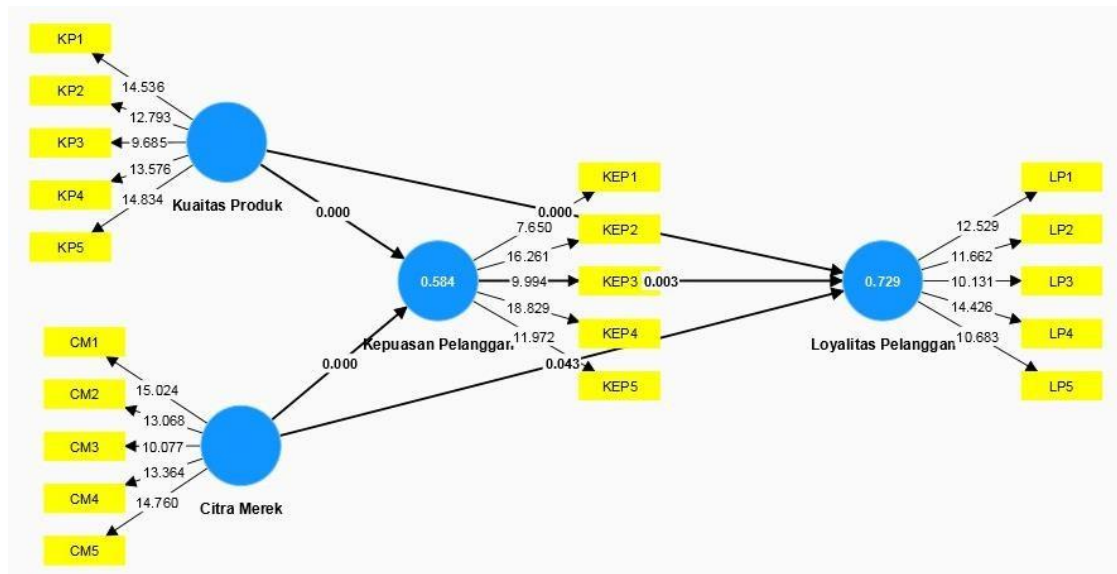


Figure 2. Hypothesis Test Results

The inner model (hypothesis test) of this study was developed by examining the significance of the path coefficients. According to Hair et al. (2021), if the statistical T-value is greater than the T-table (1.960) at the 5% level, with a p-value < 0.05 , a significant effect can be observed, while the direction of the relationship can be determined by examining the original sample values.

The calculation results using the bootstrapping method are presented in the table below.

Table 1. Inner Mode Results

Variable	Hypothesis	Original Sample	T Statistics (O/STDEV)	P Values	Information
PQ → CS	H ₁	0.454	5.095	0.000	The data support the hypothesis
BI → CS	H ₂	0.379	4.737	0.000	The data support the hypothesis
CS → CL	H ₃	0.453	3.922	0.000	The data support the hypothesis
PQ → CL	H ₄	0.317	2.756	0.003	The data support the hypothesis
CM → CL	H ₅	0.177	1.996	0.043	The data support the hypothesis

Source: Data processed by the author, 2025

Inner model testing (hypothesis testing) was performed by examining the results of path coefficient significance. If the T-statistic value is greater than the T-table (1.960) at the 5% level, with a p-value of < 0.050 , it can be said that there was a significant influence. Testing H₁ on the influence of Product Quality on Customer Satisfaction obtained T Statistics $5.095 \geq 1.960$ with a p-value of $0.000 < 0.050$, indicating a significant and positive influence between Product Quality on Customer Satisfaction; thus, H₁ can be accepted. The results of the H₂ test show that Brand Image has a significant and positive effect on Customer Satisfaction with a T-statistic value of $4.737 > 1.960$ and a p-value of $0.000 < 0.050$, so H₂ can be accepted.

Furthermore, the H3 test shows that Product Quality has a significant and positive effect on Customer Loyalty with a T-statistic value of $3.922 > 1.960$ and a p-value of $0.000 < 0.050$; thus, H3 is accepted. The results of the H4 test also show that Brand Image has a significant and positive effect on Customer Loyalty with a T-statistic value of $1.996 > 1.960$ and a p-value of $0.043 < 0.050$, so H4 is accepted. Finally, the H5 test proves that Customer Satisfaction has a significant and positive effect on Customer Loyalty with a T-statistic value of $2.756 > 1.960$ and a p-value of $0.003 < 0.050$; thus, H5 is accepted. Thus, all the hypotheses proposed in this study are proven to have a significant relationship in accordance with the initial assumptions.

This study's first finding proves that product quality can increase customer satisfaction among consumers of origin in West Jakarta. Based on the results of respondents, this is because consumers feel comfortable when using originote products, which also have high quality, making consumers more satisfied with using the product. When consumers feel that Originote products are very suitable for skin health, they will feel that Originote products are in accordance with what they expect and will use them continuously. In addition, origin products are also suitable for all groups without causing side effects, thus creating a sense of satisfaction for its users. The age factor has a high impact on consumer satisfaction, because consumers who have long used Originote products can provide good assessments and positive information to colleagues who are new to Originote. This finding is in line with previous research that states that product quality has an impact on customer satisfaction (Kulsum & Syah, 2018; Mary & John, 2018).

Further research shows that brand image can increase customer satisfaction among origin users in West Jakarta. Originote's brand image meets BPOM standards, giving consumers confidence in using the product. Furthermore, the benefits of original products have been proven through positive consumer reviews. Originotes are renowned for their high quality and ensuring customer satisfaction, thus meeting overall consumer expectations. Regular use of originote can improve users' appearance and confidence, thereby meeting their expectations. This study aligns with previous research that suggests that brand image impacts customer satisfaction (Abdullaeva, 2020; Susanto et al., 2022).

Furthermore, this study successfully demonstrated that product quality can increase customer loyalty among originote users in West Jakarta. The results of this study demonstrate that originote products offer high quality, are suitable for all groups, and have no side effects. This can make consumers loyal to original products, who will continue to use them and even recommend them to others. Originote consistently provides convenience for consumers when product damage occurs and provides professional solutions to increase consumer confidence in the original products. Originote product quality is a top priority in a company's strategy to provide a memorable experience for its consumers, thus meeting consumer expectations and ensuring customer loyalty. Therefore, the results of this study align with previous empirical evidence that product quality affects customer loyalty (Aydin & Ozer, 2005; Diputra & Yasa, 2021).

The following results show that customer satisfaction can increase customer loyalty among origin users in West Jakarta: Judging from consumer responses, Originote's success in the beauty industry and its constant innovation in every product offered are key factors in creating a loyal attitude toward the product. Consumers can also motivate someone to purchase original products because of the positive impressions they receive. Consumers can even recommend original products without being asked, because they feel they are receiving value that is truly commensurate with their expenditure, thus fostering consumer loyalty. If consumers are satisfied with the type of beauty product they have received, it will lead to loyalty, as customer satisfaction plays a role in fostering customer loyalty. Furthermore, customer loyalty encourages strong relationships between companies and customers. Thus, these results align with previous research (Harzaviona & Syah, 2020; Naini et al., 2022) which states that customer satisfaction has an impact on customer loyalty.

The final results of this study explain that brand image can increase customer satisfaction because the original brand image that meets BPOM standards provides a strength that makes the product the main choice of consumers. The Originote brand, which has high quality and proven benefits, makes consumers prefer originote products over other beauty products. When consumers feel happy with original products that are very suitable for skin health, they will tell positive things about the product to others and make them loyal to Originote products, which ultimately makes long-term repeat purchases. Occupation has a high impact on customer satisfaction because jobs with higher incomes tend to use and make repeat purchases. Thus, these results are in line with those of previous studies that state that brand image has an impact on customer loyalty (.

CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study examines the influence of product quality, brand image, customer satisfaction on customer loyalty among Originote product users in West Jakarta as the object of research. This study explains how factors, such as product quality, brand image, and customer satisfaction influence customer loyalty. Based on the findings of this study, it can be concluded that to be able to improve brand image towards customer loyalty among Originote consumers in West Jakarta, companies must prioritize superior brands used by consumers and consistently maintain them optimally. Furthermore, to improve customer satisfaction towards customer loyalty among originote consumers in West Jakarta, companies must listen to all forms of consumer complaints and provide appropriate solutions. Then, to be able to improve customer loyalty among Originote consumers in West Jakarta, companies must be able to pay attention to several factors of product quality, brand image and customer satisfaction optimally and measurably.

This study as several limitations that can be improved and developed. First, the respondents in this study were consumers using originote products, limited to respondents located in West Jakarta. As a result, these findings cannot represent all consumers using original products in DKI Jakarta. Therefore, for future research, the researcher suggests expanding the respondent demographics for more comprehensive results. Second, the variables in this study still need to be developed so that other variables related to this study can be used with various factors. Therefore, in future research, the researcher suggests the addition of other variables. Finally, future research can partially distribute the questionnaire to prevent a lack of focus when filling out the questionnaire. The results of this study have several important implications. First, companies must continuously maintain and improve product quality through innovation and quality consistency, as these have been proven to influence customer satisfaction and loyalty. Second, brand image needs to be strengthened through consistent marketing communications, official certification (BPOM), and the use of positive consumer reviews to foster trust and strengthen brand positioning. Third, customer satisfaction must be prioritized by providing responsive services, rapid resolution of complaints, and loyalty programs to strengthen long-term relationships with consumers. Fourth, the company also needs to consider demographic segments such as age and occupation in its marketing strategy so that product messages and offerings are more relevant to consumer needs. With this integrated strategy, Originote maintains its competitive advantage, and continuously increase consumer loyalty.

Based on these implications, it can be suggested that if an original company wants to increase customer loyalty, it can focus on addressing issues related to product quality and brand image. To that end, the original company can consider several aspects, including first, improving product quality by consistently maintaining all forms of quality that have been recognized by its consumers. Next, it provides a superior brand that meets the expectations and desires of consumers. Then, by looking at the aspects of product quality and brand image, the higher the product quality received by the original consumers, the higher the chance of maintaining customer loyalty. This can be achieved if the customer satisfaction increases.

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