

**THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND BRAND
IMAGE ON CUSTOMER LOYALTY OF MACAN HITAM RICE IN
JEMBER REGENCY**

Rini Hardiyani

Agribusiness Management Department,
Politeknik Negeri Jember
rini_hardiyani@polije.ac.id

Aditya Nizar Al Ardi

International Marketing Management Department,
Politeknik Negeri Jember
aditya.nizar@polije.ac.id

Aulia Nadhirah

Agribusiness Management Department,
Politeknik Negeri Jember
aulia.nadhirah@polije.ac.id

Dinu Saadillah

Agribusiness Management Department,
Politeknik Negeri Jember
dinu.saadilah@polije.ac.id

ABSTRACT

Jember consumer loyalty as a function of product quality, pricing, and brand perception is the intended outcome of this research. One hundred customers served as the sample for this research. Product quality, pricing, and brand image served as independent variables in this study, with customer loyalty serving as the dependent variable. By administering surveys to pre-existing samples, this research made use of quantitative descriptive analysis. The researchers in this study used a 5-point Likert scale. This study employs SPSS software for data processing. One important takeaway from the data is that product quality does, in fact, influence consumer loyalty. 2) The loyalty of customers is greatly affected by price. (3) customer loyalty is strongly influenced by brand image; (4) customer loyalty is simultaneously affected by product quality, price, and brand image

Keywords: *Product Quality, Price, Brand Image, Customer Loyalty*

A. INTRODUCTION

The era of competition in the business world is increasingly fierce and inevitable. Customer loyalty is one of the main goals and challenges for businesses to maintain their business continuity. Companies consider customer loyalty to be a crucial factor and asset because loyal consumers are not only loyal to a particular product brand and make repeat purchases but also leave positive reviews and tend to recommend the product to other consumers (Kotler & Armstrong in Adawiyah

& Halida, 2024). Therefore, understanding the factors that influence customer loyalty is an important and strategic step for companies in the business world to create long-term relationships between customers and product brands.

Previous research conducted by Rachmawati, (2016) stated that customer loyalty is crucial and impacts the survival of a business. Customer loyalty has a positive influence on retaining consumer attention to a product. This, in turn, impacts a product's success in facing competition in the business world. According to Widiastuti, (2024), customer loyalty is a crucial factor for a business's long-term success because loyal customers provide stable sales and have the potential to expand the market through recommendations and positive reviews.

The importance of customer loyalty in the business world has attracted researchers to conduct studies related to factors that can influence customer loyalty to a product. Research conducted by Ramadhani et al., (2022) states that one factor that significantly influences customer loyalty is product quality. Product quality is the ability of a product to meet the expectations and hopes of consumers as buyers and product enthusiasts (Harita, 2022). Therefore, product quality needs to be maintained and even improved to maintain customer trust.

On the product brand so that even though there are competitors, customers will still choose and repeat purchases from brands with good product quality. Another factor that deserves important attention in influencing customer loyalty to a product is price. Price is the amount of money consumers pay to obtain the benefits of the product. Price will greatly determine customer loyalty because price fluctuations will influence customer considerations in purchasing the products offered (Elaman et al., 2019). In other words, companies need to set appropriate prices so that consumers will feel satisfied and happy, increasing the likelihood of consumers purchasing the product (Putri et al., 2022). Price is also an important factor always used by consumers in evaluating products (Al Ardi et al., 2024). A price that matches the product received can increase satisfaction and encourage loyalty. The third factor that is no less important in influencing customer loyalty is brand image. For customers, a good brand image gives the impression that the purchased product meets good standards according to consumers' desires and expectations, allowing consumers to be more confident in choosing that product over competitors' products (Silalahi et al., 2024). Brand image is a consumer's perception of a product brand formed from communication, experience, and reputation. The stronger a product's brand image embedded in the consumer's mind, the stronger the consumer's feeling of loyalty to the product brand and will not hesitate to always make repeat purchases (Januar & Karneli, 2016). The success of a product brand in conveying a positive image will make it easier to retain consumers amidst product brand competition in the business world. Various studies have also proven several elements that can influence customer loyalty to a product brand, such as research conducted by Dewantoro et al. (2021), Sari (2023) which states that product quality has a positive and significant effect on customer loyalty. In research by Farisi et al. (2020), Simanjuntak et al. (2023), Nopitasari et al. (2024) states that price has a significant influence on customer loyalty, and Widyana & Simangunsong (2021), Daniswara (2023), Tarigan (2024) states that brand image has a positive and significant influence on customer loyalty. However,

this differs from research by Rahmawati & Hasan (2023) and Alfian & Rochdianingrum (2024) which found that product quality had no significant effect on customer loyalty. Meanwhile, Lestari et al. (2022) stated that price had no significant effect on customer loyalty. Research conducted by Ramadhani et al. (2022) found that brand image does not have a significant effect on customer loyalty.

Customer loyalty is a crucial factor in various business sectors, including the food industry, such as rice. Rice is the primary food requirement for the majority of Indonesia's population, making it difficult to replace with other foods. As a staple food, rice naturally has a large market share, leading many rice brands to compete to attract consumers and become a primary choice for consumers when choosing rice products. This research was conducted on one of the local brands developing and marketed in Jember, East Java, namely macan hitam rice. Macan hitam rice has become a well-known rice brand and a preferred choice for the people of Jember due to its easy availability in various supermarkets and grocery stores in the Jember area. The quality of macan hitam rice is an important indicator, where good quality rice products can provide satisfaction to consumers, leaving a positive experience in their memories, which ultimately will encourage and increase customer loyalty, indicated by consumers making repeat purchases. Moreover, if accompanied by the company's strategy of setting affordable macan hitam rice prices for consumers, it will increasingly attract the attention and interest of the people of Jember, encouraging repeat purchases. Competition among various rice brands in Jember is also crucial for companies to ensure that the macan hitam rice brand remains a top choice for repeat customers. If these three factors meet customer expectations and create brand satisfaction, the likelihood of customer loyalty is high.

The research gap and problematic phenomena described above have prompted the author to conduct further research entitled the influence of product quality, price, and brand image on customer loyalty of macan hitam rice in Jember Regency. Understanding the factors resulting from this research is expected to provide insight for companies and businesses to pay attention to product quality and pricing, thereby creating a positive impression on consumers. This ultimately leads to the formation of a positive brand image, enabling the brand to become a primary choice when consumers make a purchase. If this is achieved, the company's strategy to increase customer loyalty to its product brand will be successful.

This research is not only relevant for academics and researchers, but is also expected to be beneficial for practitioners and company leaders seeking to maintain business sustainability. Through this research, it is hoped that practical and applicable solutions can be found to overcome the challenges faced by companies, thereby increasing customer loyalty and ultimately achieving corporate success. Therefore, this study aims to determine the influence of product quality, price, and brand image on customer loyalty of macan hitam rice in Jember Regency.

B. RESEARCH METHOD

People in Jember Regency who eat macan hitam rice were the subjects of this study, which ran from February to April of 2025. The research methodology for this study was a survey-based quantitative descriptive research. For this study, the

researcher asked participants to fill out questionnaires. It would then be possible to transform the collected data into numerical form. The researchers subsequently examined the data. The interviews and questionnaires used in this study were the main sources of data. Secondary data was culled from scholarly articles and internet resources.

Residents of Jember who had bought macan hitam rice were the subjects of the sampling technique used in this research. Each individual in the population did not have a fair chance of being chosen as a sample because this study's sample collection method utilized nonprobability sampling. Sugiyono (2018) stated that in order to be included in the sample, residents of Jember had to have bought macan hitam rice products. Therefore, one hundred participants served as the sample for this research.

Researchers conducted a data collection method by distributing questionnaires to respondents. The questionnaires distributed consisted of several questions that had to be answered by respondents with the aim of analyzing the influence of product quality, price, and brand image on customer loyalty. The questionnaires distributed contained indicators of the variables in this study using a measurement scale of a 5-point Likert scale where point 1 = strongly disagree, point 2 = disagree, point 3 = normal, point 4 = agree, point 5 = strongly agree. The data processing method in this study used SPSS software.

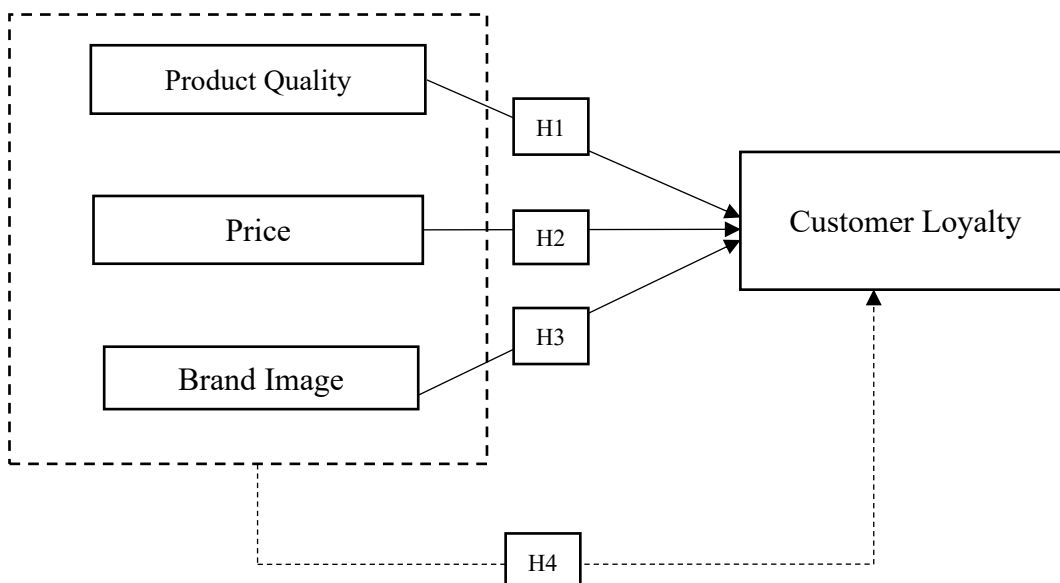


Figure 1. Research Model

Above, we can see that Y is the dependent variable and that X1, X2, and X3 are the independent variables pertaining to product quality, price, and brand image, respectively. To make sure the researcher's questionnaire would give consistent and accurate results, validity and reliability tests were run in this study. Reliability and validity of the regression results were also intended to be addressed by the classical assumption test. In this study, the t-test was utilized to ascertain the impact of each independent variable on the dependent variable, and the f-test was employed to test

the hypothesis (Hardiyani, R. et.al. 2025).

Research Hypothesis

Based on the above framework of thought, the researcher wrote the following hypothesis:

- H₁: Product quality influences customer loyalty of macan hitam rice in Jember Regency.
H₂: Price influences customer loyalty of macan hitam rice in Jember Regency.
H₃: Brand image influences customer loyalty of macan hitam rice in Jember Regency.
H₄: Product quality, price, and brand image influences customer loyalty of macan hitam rice in Jember Regency.

C. RESULTS AND DISCUSSION

1. Hypothesis Testing Results

a) Multiple Linear Regression Analysis

“Multiple linear analysis aims to describe the relationship between existing independent variables that can influence one dependent variable.

Table 1. Multiple Linear Regression Analysis

Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	3.860	1.669	
	Product Quality	.283	.057	.443
	Price	.309	.152	.182
	Brand Image	.337	.120	.226
a. Dependent Variable: Customer Loyalty				

Based on the results of the data test above, the multiple linear regression equation can be written as follows:

$$Y = 3.860 + 0.283X_1 + 0.309X_2 + 0.337X_3$$

Based on the test results above, the following results were obtained:

- 1) The coefficient value of the product quality variable (X_1) is 0.283, which means that every increase in the product quality variable will increase customer loyalty by 0.283 units, assuming the value of the other independent variables remains constant.
- 2) The coefficient value of the price variable (X_2) is 0.309, which means that every increase in the price variable will increase customer loyalty by 0.309 units, assuming the value of the other independent variables

remains constant.

- 3) The coefficient value of the brand image variable (X_3) is 0.337, which means that every increase in the price variable will increase customer loyalty by 0.337 units, assuming the value of the other independent variables remains constant.

b) Uji t

If the calculated t-value is greater than the t-table, then the conclusion is that the independent variable influences the dependent variable. The results of the t-test can be seen in the table below:

Table 2. t-test

Coefficients^a			
Model		t	Sig.
1	(Constant)	2.313	.023
	Product Quality	4.977	.000
	Price	2.028	.045
	Brand Image	2.797	.006
a. Dependent Variable: Customer Loyalty			

Source: SPSS data processing results

The test results in the table above show that:

1. Significance value for product quality variable (X_1) is $0.000 < 0.05$ or the calculated t-value is $4.977 > t\text{-table } 1.985$, then H_1 accepted and H_0 rejected.
2. Significance value for the price variable (X_2) is $0.045 < 0.05$ or the calculated t-value is $2.028 > t\text{-table } 1.985$, then H_2 accepted and H_0 rejected.
3. Significance value for brand image variable (X_3) is $0.006 < 0.05$ or the calculated t value is $2.797 > t\text{-table } 1.985$, then H_3 accepted and H_0 rejected.

c) Uji F

The results of the F test in the study are shown in the table below:

Table 3. F Test

Model	df	F	f-table	Sig.
1 Regression	3	22.343	2.70	.000^b
Residual	96			
Total	99			

Source: SPSS data processing results

The results of the f-test show that the calculated f-value $>$ f-table (22.343 $>$ 2.70) with a significance value of $0.000 < 0.05$, which means H_4 accepted.

d) Test of the Determination Coefficient (R²)

The results of the determination coefficient can be seen in the table below:

Table 4. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641 ^a	.411	.393	.81674

a. Predictors: (Constant) X_1 , X_2 , X_3

In the table above, it is known that the adjusted value (R^2) is 0.411. This shows that the independent variable variants of product quality, price, and brand image influence the dependent variable of customer loyalty by 41.1%, while the remaining 58.9% is influenced by other variables not included in the model.”

2. Discussion of Research Results

a) The Influence of Product Quality on Customer Loyalty of Macan Hitam Rice in Jember Regency

We accept hypothesis (H_1), which states that product quality significantly influences customer loyalty of macan hitam rice in Jember, because the data calculations in this study reveal a significance value for the product quality variable (X_1) of $0.00 < 0.05$ or a calculated t value of $4.977 >$ t-table 1.985. These findings are in line with those of earlier studies that found a strong correlation between product quality and customer loyalty at McDonald's East Jakarta (Dewantoro et al., 2021) and Fihi coffee shop in Pekanbaru (Sari, 2023).

b) The Influence of Price on Customer Loyalty of Macan Hitam Rice in Jember Regency

Because t-count $2.028 >$ t-table 1.985 and the significance value for the motivation variable (X_2) is $0.045 < 0.05$, as shown by the data calculations in this study, H_2 is rejected. We accept this result as evidence that the price of macan hitam rice in Jember has a substantial impact on consumer loyalty. The findings are in line with those of Nopitasari et al. (2024), who found that consumers in the Pulogadung sub-district who use Make Over cosmetic products are highly price sensitive.

c) The Influence of Brand Image on Customer Loyalty of Macan Hitam Rice in Jember Regency

Since the significance value for the motivation variable (X_3) is $0.006 < 0.05$ and t-count $2.797 >$ t-table 1.985, as shown by the data calculations in this study, H_3 is accepted. Customer loyalty to macan hitam rice in Jember is strongly impacted by the brand's image, according to this accepted finding. This agrees with earlier studies that demonstrated the importance of brand image in determining consumer loyalty to Pucuk Harum Tea (Widyana & Simangunsong, 2021).

d) The Influence of Product Quality, Price, and Brand Image on Customer Loyalty of Macan Hitam Rice in Jember Regency

The results of the calculations indicate that H4 is accepted because the calculated f-value ($22.343 > 2.70$) is greater than the f-table value ($22.343 < 0.05$). The results of the calculations show that in Jember Regency, consumer loyalty to macan hitam rice is significantly affected by product quality, price, and brand image all at once. This is in line with the findings of Kurniawati et al. (2024), who found that customer loyalty at Surabaya Social Pancong is affected by factors such as brand image, price, and product quality.

D. CONCLUSION

The relationship between product quality, price, and brand image indicates a significant positive relationship between these three factors and customer loyalty. The better the product quality, the higher the customer's perceived loyalty to the brand. If the price set for a product is in accordance with the quality and benefits received by the customer, it will increase customer loyalty to the product brand. The better the product brand image that is built and presented to customers, the more customer loyalty to the product brand will increase. This also shows that producers, especially food ingredients such as rice, must pay attention to maintaining product quality so that it remains consistent, prices are affordable for the public, and the product brand image is conveyed well and positively to consumers, so that they will make repeat purchases and create customer loyalty to the product brand.

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