

THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON CONSUMER LOYALTY THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE IN PURCHASING POCARI SWEAT PRODUCTS

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Abstract

This research was conducted to determine the effect of product quality and price on consumer loyalty through consumer satisfaction. This research used a quantitative method with a purposive sampling technique (sampling with criteria) with a total of 150 respondents and involved a population of teenagers and adults with a minimum age of 17 years, who had purchased and consumed Pocari Sweat at least twice, with the object being Dian Nuswantoro University students. This test uses primary data using a questionnaire. The data analysis technique uses PLS-SEM. The research results show that product quality and price have a positive effect on consumer satisfaction, product quality has a positive effect on consumer loyalty, consumer satisfaction has a positive effect on consumer loyalty, while price has no effect on consumer loyalty.

INTRODUCTION

Indonesia is a country that has a tropical climate, causing people to feel thirsty and lacking fluids more often. In the modern era, people increasingly understand the importance of health. The lifestyle of each society is different compared to the present and the past. Judging from the increasingly sophisticated and digital journey of life, people often lack free time to maintain their health, especially people in urban areas whose lifestyles often have a risk of causing high stress and decreased nutritional quality. This condition encourages people to consume products that can improve health and stamina for their bodies, one of which is isotonic drinks (Junia, 2021).

Currently, sports venues have become one of the favorite places to do sports such as jogging, playing football, badminton and others. Exercise has a multitude of benefits for the human body. Exercising can be done anytime and anywhere. This is why jogging is very popular among people. With so many activities, it is possible that you will also need to consume isotonic drinks as a supplement for the body in carrying out daily activities. This isotonic drink has a high sugar content, therefore it must be accompanied by sufficient activity (Junia, 2021).

Isotonic is a new category in the beverage industry. As time goes by, isotonic drinks have many new brands that have enlivened the marketing world. One of the many companies in Indonesia that produces isotonic drinks is PT. Amerta Indah Otsuka with its product brand, namely Pocari Sweat. When we sleep we cannot replace fluids for approximately 8 hours, so the body becomes dehydrated. Pocari Sweat is a company that pioneered isotonic drinks, namely drinks that contain minerals and ions to replace electrolyte fluid in the body that is lost during activities. (Habibullah, 2021).

Brand Name	TOP BRAND INDEX					Information
	2019	2020	2021	2022	2023	
Pocari Sweat	68.3%	66.2%	65.1%	63.4%	63.4%	TOP
Mizone	22.1%	18.2%	20.3%	19.1%	21.2%	TOP
Hydro Coco	-	-	-	-	5.2%	

Table 1.1 Top Brand Index
Source: Top Brand Index, 2019-2023

The existence of Pocari Sweat products in Indonesia has decreased but is still in a superior position compared to its competitors. In 2019 there was an increase of 68.3% in

the Top Brand Index, but in 2023 it decreased to 63.4% and when compared with Mizone and Hydro Coco in the same year the increase was 21.2% and 5.2%. This is what proves that Pocari Sweat is still the most superior isotonic drink among its competitors (Top Brand Index, 2019-2023).

Size Type	Pocari Sweat	Mizone	Hydro Coco
350ml	6,900	3,900	12,000
500ml	7,900	5,600	15,000

Table 1.2 Isotonic Drink Product Price List

Source: Klik Indomaret, 2023

From the data above, it can be seen that Pocari Sweat is an isotonic drink whose price is higher than Mizone, but the product price compared to Hydro Coco is more affordable. Comparison: Pocari Sweat, Mizone, and Hydro coco have different prices even though the sizes are the same. Therefore, a company can determine a price that is affordable for various parties. The affordable price of a product can increase consumer satisfaction with that product. This research proves that the variable has a positive and significant influence on achieving consumer satisfaction according to (Economics et al., 2023). Meanwhile, other research proves that price has no significant effect on customer satisfaction according to (Capriati, 2023).

LITERATURE REVIEW

Product quality

Product quality is an important factor for consumers in determining product selection. The products offered by the company itself must be well tested and meet minimum standards according to applicable regulations. Generally, customers prefer quality products that meet their needs and desires. One important determinant of consumer loyalty is product quality, because good product quality can increase consumer loyalty. Satisfied customers often buy the same product. Quality is an important factor towards consumer satisfaction (Woen & Santoso, 2021). According to (Wirawan et al., 2019) Product quality is a set of distinctive characteristics of a good or service that can meet the needs and understanding of a combination of durability, reliability, accuracy, maintainability. There are three indicators according to (Triyoko, 2022): Good taste, product features, and packaging durability.

Price

Price is important for a company, because with price the company is able to get income to run the company. Not only that, price is also a medium that consumers will use as an exchange process for goods and services. Price is important for a company to



generate profits and attract customers. Every company tries to set prices that are affordable for consumers in order to gain an advantage over its competitors. Price is the amount of rupiah that the market can pay (Anggraini & Budiarti, 2020). In this case, the higher the price, the lower the demand. For luxury goods, a higher price indicates a better product. The level of demand may decrease if the price is higher than existing competing products (Capriati, 2023). Price has four indicators according to (Pranoto et al., 2022) namely: Affordable prices, prices that are in line with competitors' competitiveness, appropriate prices and quality of goods and services, price match with the usefulness of products and services.

Consumer Satisfaction

Consumer satisfaction is a person's feeling of happiness or disappointment with a product that arises after comparing expectations with the product's performance results (Capriati, 2023). As consumers become increasingly selective in the products they want to consume, companies need to guarantee consumer satisfaction with the products they offer. Consumer satisfaction is an emotional or individual assessment obtained from each buyer after using a product, where the expectations in the buyer's mind have been fulfilled (Woen & Santoso, 2021). Consumers who are satisfied with a product or service are more likely to repurchase and use the service again if they need it again. This means that consumer satisfaction is quite important in repeat purchases which contributes to the majority of company sales. Consumer satisfaction has several indicators according to (Butarbutar et al., 2021) namely: Conformity to expectations, suitability of price, interest in repurchasing, willingness to recommend.

Consumer Loyalty

Loyalty can be interpreted as their experience with previous product purchases. The concept of consumer loyalty is related to a customer's behavior in using a product. If a buyer feels loyal, he will decide to repeat purchase of that product (Putera, 2018). Customer loyalty is when a customer has a positive attitude towards a product or producer (providing services or products). Consumer loyalty is the level of loyalty a buyer has towards a particular brand by making repeat purchases (Rahma & Daryanto Seno, 2022). Consumers will continue to give good reviews to companies because they are satisfied with the products they buy based on previous purchases. There are several characteristics of loyal consumers (Sartika, 2017) namely: repeat purchases, recommending the product to other parties, consumer satisfaction, consumers have no interest in switching to a similar product.

Hypothesis Development

The Influence of Product Quality on Consumer Satisfaction

Product quality is the ability of a product to carry out functions such as durability, accuracy and ease of use according to (Capriati, 2023). This aims to enable customers to see the quality of a product, which is determined based on the characteristics or characteristics of the product or service, whether they are satisfied or not with the

consumption of the product.(Santoso, 2019). Companies need to continue to improve the quality of their products or services because improving product quality can make consumers feel satisfied with the products or services they buy(Maghfiroh, 2019). Research results from(Santoso, 2019);(Woen & Santoso, 2021);(Capriati, 2023);(Zaputera et al., 2019)shows that the influence of product quality can be a significant relationship in increasing customer satisfaction. Therefore, the hypothesis proposed in this research is:

H1: Product quality has a significant positive effect on consumer satisfaction.

The Effect of Price on Consumer Satisfaction

Price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of owning or using the product or service.(Maghfiroh, 2019). Each company is obliged to monitor the prices that have been set by many external competitors, so that later the prices set by the company are in line with consumer expectations and market prices. Results from research(Capriati, 2023);(Siti Meisaroh et al., 2022);(Kristianto & Wahyudi, 2019);(Anggraini & Budiarti, 2020)shows that the influence of price can be a significant relationship in increasing consumer satisfaction. Therefore, the hypothesis proposed in this research is:

H2: Price has a significant positive effect on consumer satisfaction.

The Influence of Product Quality on Consumer Loyalty

In research that discusses product quality on customer loyalty(Capriati, 2023);(Rahma & Daryanto Seno, 2022);(Zulkarnain et al., 2020);(Putera, 2018)get the results that product quality has a positive and significant influence on customer loyalty. Quality products will raise consumer awareness and consumer loyalty towards the product. Customers trust that the company will consistently provide the highest quality goods, which will improve as time goes by(Arif Rachman Putra et al., 2022). Therefore, the hypothesis proposed in this research is:

H3: Product quality has a significant positive effect on consumer loyalty.

The Effect of Price on Consumer Loyalty

Price also has the opportunity to achieve satisfaction and create customer loyalty. According to(Setyowati, 2017)Customers find that price fairness has a positive and significant effect on satisfaction, and has a direct and indirect effect on loyalty which is mediated by customer satisfaction. Results from research(Anggraini & Budiarti, 2020)And(Rahma & Daryanto Seno, 2022)positive and significant effect while research from(Sari et al., 2018);(Sholikhah & Hadita, 2023);(Mulyono & Danang, 2021)does not have a positive and significant effect on consumer loyalty. Therefore, the hypothesis proposed in this research is:

H4: Price has a significant positive effect on consumer loyalty.

The Influence of Consumer Satisfaction on Consumer Loyalty

Customers are more satisfied and loyal to products that meet consumer expectations. Because it is in accordance with the product's objectives, namely being able to meet customer needs and be useful for customers. This research shows that customer satisfaction has a significant and influential effect on customer loyalty, in accordance with research(Sari et al., 2018)which explains that customer satisfaction has a big influence on customer loyalty because customers experience a pleasant experience. This is supported by several researchers(Santoso, 2019);(Capriati, 2023);(Anggraini & Budiarti, 2020)who believes that consumer satisfaction will influence the desire to buy the product again or be loyal. Therefore, the hypothesis proposed in this research is:

H5: Consumer Satisfaction Has a Significant Positive Influence on Consumer Loyalty.

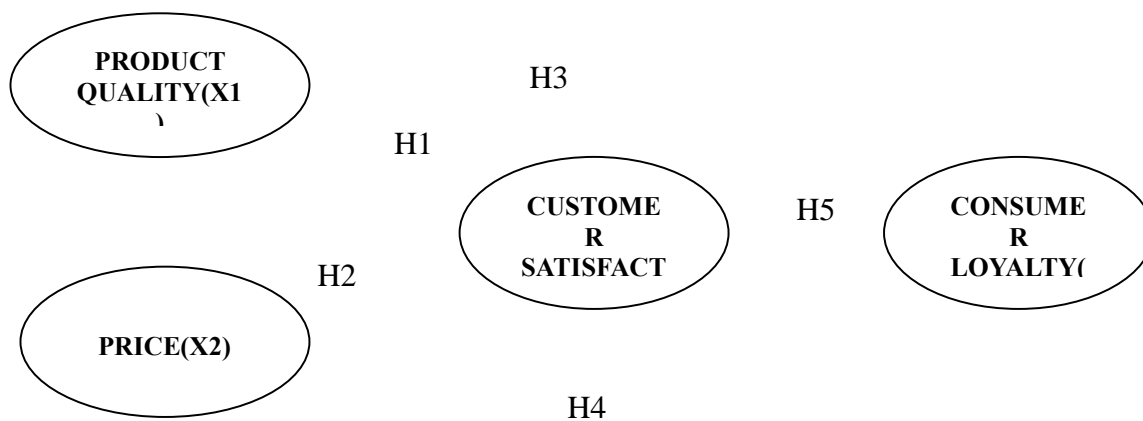


Figure 2.1. Research Framework Concept

RESEARCH METHODS

The type of data in this research uses primary data, where the data is collected directly via Google Form using a questionnaire with a seven-point Likert scale, namely: (7) Strongly Agree, (6) Strongly Agree, (5) Agree, (4) Neutral, (3) Disagree, (2) Strongly Disagree, (1) Very Strongly Disagree. The population of this research is Dian Nuswantoro University FEB 2020 students who purchased pocari sweat and the quantity is unknown (non probability), while the sampling technique used *purposive sampling* (sampling with criteria) with the criteria: Pocari Sweat consumers aged 17 years and over, have bought and drank Pocari Sweat at least twice, Dian Nuswantoro University FEB students class of 2020 and 150 respondents were obtained. The indicators used for product quality have three indicators according to(Triyoko, 2022)that is good taste, product features, and packaging durability, the price indicator has four indicators according to(Pranoto et al., 2022)namely affordable prices, prices in line with competitors' competitiveness, appropriate prices and quality of goods and services, suitability of prices to the usefulness of products and services, consumer satisfaction has four indicators according

to(Butarbutar et al., 2021)namely suitability of expectations, suitability of price, intention to repurchase, willingness to recommend and consumer loyalty have four indicators according to(Sartika, 2017)repeat purchases, recommending the product to other parties, consumer satisfaction, consumers have no interest in switching to a similar product.

The data collection tool obtained by this research is a survey using quantitative methods. Data analysis to obtain the distribution of respondents' answers through Descriptive Statistics Test, Outer Model, Reliability Test, Inner Model and Hypothesis Test to test the influence between variables using SEM-PLS with SmartPls4 software.

RESULTS AND DISCUSSION RESPONDENT PROFILE

From this research, it was found that female consumers of Pocari Sweat products were valued at 63.3% and male consumers at 36.7%. With the age above 17 years as much as 98.1% and consumers under the age <17 years as much as 1.9%. And consumers of Pocari Sweat products for the class of 2020 were 154 respondents and consumers for the class of 2021 were 4 respondents.

OUTER MODEL TEST

The outer model test in this research was carried out to find out whether the indicators used were invalid or not. The results are presented as follows:

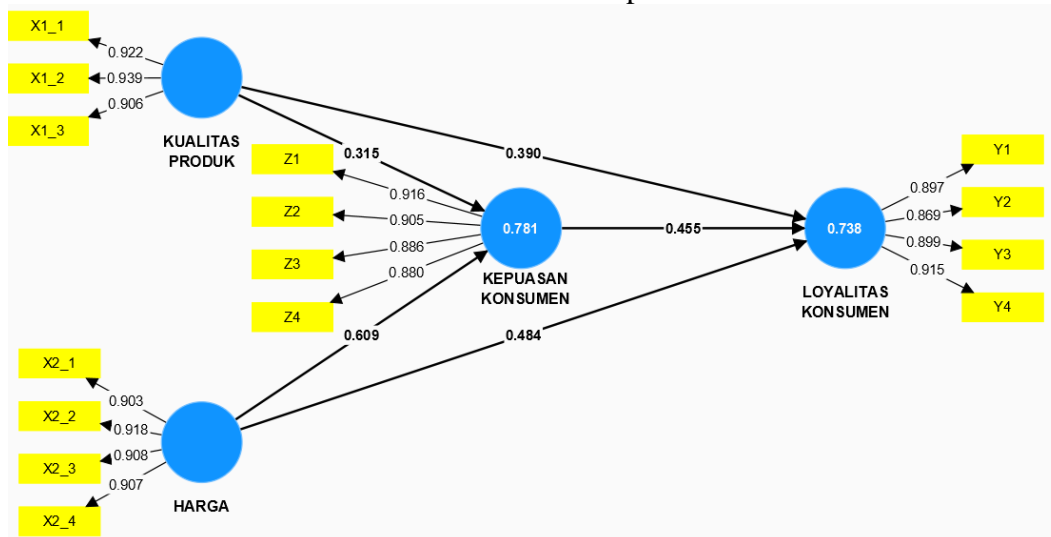


Figure 4.1Test Outer Model
Source: PLS processed data, 2024

Pemuatan luar (Outer loadings) - Matriks				
	HARGA	KEPUASAN_KONSUMEN	KUALITAS_PRODUK	LOYALITAS_KONSUMEN
X1_1			0.922	
X1_2			0.939	
X1_3			0.906	
X2_1	0.903			
X2_2	0.918			
X2_3	0.908			
X2_4	0.907			
Y1				0.897
Y2				0.869
Y3				0.899
Y4				0.915
Z1		0.916		
Z2		0.905		
Z3		0.886		
Z4		0.880		

Table 4.2 Outer Loading

Based on Figure 4.2, it is known that the results of the outer model test for product quality variables obtained an outer loading with a value range of 0.906 - 0.939; price with an outer loading value range of 0.903 – 0.918; consumer satisfaction with an outer loading value range of 0.880 – 0.916; and consumer loyalty with an outer loading value range of 0.869 – 0.915. From these results it is known that all variables have indicators above >0.70, therefore all indicators are declared valid.

Validitas diskriminan - Pemuatan silang (Cross loadings)				
	HARGA	KEPUASAN_KONSUMEN	KUALITAS_PRODUK	LOYALITAS_KONSUMEN
X1.1	0.768	0.740	0.922	0.724
X1.2	0.753	0.757	0.939	0.736
X1.3	0.720	0.740	0.906	0.705
X2.1	0.903	0.767	0.737	0.760
X2.2	0.918	0.788	0.736	0.711
X2.3	0.908	0.794	0.747	0.730
X2.4	0.907	0.793	0.724	0.706
Y1	0.745	0.711	0.710	0.897
Y2	0.627	0.676	0.625	0.869
Y3	0.700	0.779	0.703	0.899
Y4	0.781	0.807	0.753	0.915
Z1	0.815	0.916	0.776	0.811
Z2	0.812	0.905	0.700	0.715
Z3	0.788	0.886	0.709	0.724
Z4	0.679	0.880	0.711	0.735

Table 4.3 Descriminant Test

Validitas dan reliabilitas konstruk - Ringkasan				
	Cronbach's alpha	Keandalan komposit (rho_a)	Keandalan komposit (rho_c)	Rata-rata varians diekstraksi (AVE)
HARGA	0.930	0.930	0.950	0.826
KEPUASAN_KONSUMEN	0.919	0.921	0.943	0.804
KUALITAS_PRODUK	0.912	0.913	0.945	0.851
LOYALITAS_KONSUMEN	0.917	0.922	0.942	0.801

Table 4.4 Construct Reliability and validity

Based on table 4.4 above, it can be seen that all variables have a range of values $\text{outer loading} > 0.7$, which means that all indicator items have been declared valid. According to (Zulkarnain et al., 2020) the variable meets the criteria *convergent and discriminant validity* if it has value *composite reliability, Cronbach alpha* and $\text{AVE} > 0.5$. From the data in table 4.2 above, it is known that the four research variables are declared to be compliant *convergent and discriminant validity* because it has value *composite reliability, Cronbach alpha* and $\text{AVE} > 0.5$ (Edition, nd)

INNER MODEL TEST

The inner model test was carried out to see whether the influence between latent variables, namely exogenous and endogenous constructs, was able to provide answers to questions regarding the relationship between latent variables that had been previously hypothesized.

Koefisien jalur - Matriks				
	HARGA	KEPUASAN_KONSUMEN	KUALITAS_PRODUK	LOYALITAS_KONSUMEN
HARGA		0.609		0.207
KEPUASAN_KONSUMEN				0.455
KUALITAS_PRODUK		0.315		0.247
LOYALITAS_KONSUMEN				

Table 4.5 Test the Inner Model

It is known from Table 4.3 that product quality has a path coefficient of 0.315, which shows that product quality has a positive effect on consumer satisfaction of 31.5 (0.315 x 100%). Price on consumer satisfaction obtained a path coefficient of 0.609 which shows that price has a positive effect on consumer satisfaction of 60.9 (0.609 x 100%). Product quality on consumer loyalty with a path coefficient of 0.247 which shows product quality has a positive effect on consumer loyalty of 24.7 (0.247 x 100%). Price on consumer loyalty obtained a path coefficient of 0.207 which shows that price has a positive effect on consumer loyalty of 20.7 (0.207 x 100%). Meanwhile, consumer satisfaction with consumer loyalty obtained a path coefficient of 0.455, which shows that consumer satisfaction has a positive effect with consumer loyalty of 45.5 (0.455 x 100%).

R-square - Ringkasan		
	R-square	Adjusted R-square
KEPUASAN_KONSUMEN	0.781	0.778
LOYALITAS_KONSUMEN	0.738	0.732

Table 4.6 R Square

Based on table 4.4 above, the R square value for consumer satisfaction is 0.781, which means that product quality and price have the ability to explain consumer satisfaction of 78.1% (0.781 x 100%), while the remaining 21.9% is explained by other variables that were not studied. The R square value of consumer loyalty is 0.738, which means that product quality, price and consumer satisfaction have the ability to explain consumer loyalty of 73.8% (0.738 x 100%), while the remaining 26.2% is explained by other variables that were not studied.

Koefisien jalur - Rata-rata, STDEV, Nilai-T, Nilai-p						Salin ke Excel	Salin ke R
	Sampel asli (O)	Rata-rata sampel (M)	Standar deviasi (STDEV)	T statistik (O/STDEV)	Nilai P (P values)		
HARGA -> KEPUASAN_KONSUMEN	0.609	0.592	0.080	7.633	0.000		
HARGA -> LOYALITAS_KONSUMEN	0.207	0.213	0.152	1.362	0.175		
KEPUASAN_KONSUMEN -> LOYALITAS_KONSUMEN	0.455	0.438	0.104	4.369	0.000		
KUALITAS_PRODUK -> KEPUASAN_KONSUMEN	0.315	0.326	0.080	3.920	0.000		
KUALITAS_PRODUK -> LOYALITAS_KONSUMEN	0.247	0.249	0.096	2.574	0.011		

Table 4.7 Path Coefficients

Efek tidak langsung spesifik - Rata-rata, STDEV, Nilai-T, Nilai-p						Salin ke Excel	Salin ke R
	Sampel asli (O)	Rata-rata sampel (M)	Standar deviasi (STDEV)	T statistik (O/STDEV)	Nilai P (P values)		
HARGA -> KEPUASAN_KONSUMEN -> LOYALITAS_KONSUMEN	0.277	0.258	0.065	4.235	0.000		
KUALITAS_PRODUK -> KEPUASAN_KONSUMEN -> LOYALITAS_KONSUMEN	0.143	0.145	0.053	2.685	0.008		

Table 4.8 Specific Indirect Effects

HYPOTHESIS TESTING RESULTS

To find out how the research data influences the proposed hypothesis, this research was carried out by comparing the t statistical values and p values obtained in the bootstrapping test with a t table of 1.960 obtained at a significance level of 0.05. The results of hypothesis testing are presented as follows:

Hypothesis 1: Product Quality has a Positive and Significant Influence on Consumer Satisfaction.

Based on the data, it is known that hypothesis 1 obtains a t statistic value (3.920) > t table (1.960); p value (0.000) < sig (0.05). These results show that the hypothesis which states that product quality has a positive and significant effect on consumer satisfaction is acceptable. Thus, it can be concluded that good product quality can significantly create consumer satisfaction.



Hypothesis 2: Price has a positive and significant effect on consumer satisfaction.

Based on the data, it is known that hypothesis 2 obtains a t statistic value (7.633) $>$ t table (1.960); p value (0.000) $<$ sig (0.05). These results show that the hypothesis which states that price has a positive and significant effect on consumer satisfaction is acceptable. Thus, it can be concluded that price significantly creates consumer satisfaction.

Hypothesis 3: Product Quality has a Positive and Significant Influence on Consumer Loyalty.

Based on the data, it is known that hypothesis 3 obtains a t statistic value (2.574) $>$ t table (1.960); p value (0.011) $<$ sig (0.05). These results show that the hypothesis which states that product quality has a positive and significant effect on consumer loyalty is acceptable. Thus, it can be concluded that good product quality can significantly increase consumer loyalty.

Hypothesis 4: Price has no positive and significant effect on consumer loyalty.

Based on the data, it is known that hypothesis 4 obtains a t statistic value (1.362) $<$ t table (1.960); p value (0.175) $>$ sig (0.05). These results show that the hypothesis which states that price has no positive and significant effect on consumer loyalty cannot be accepted. Thus, it can be concluded that price rises and falls do not significantly influence the rise and fall of consumer loyalty.

Hypothesis 5: Consumer satisfaction has a positive and significant influence on consumer loyalty.

Based on the data, it is known that hypothesis 5 obtains a t statistic value (4.369) $>$ t table (1.960); p value (0.000) $<$ sig (0.05). These results show that the hypothesis which states that consumer satisfaction has a positive and significant effect on consumer loyalty is acceptable. Thus, it can be concluded that high consumer satisfaction can lead to high consumer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSION

From the existing problem formulation, the following research conclusions can be drawn:

1. Product quality has a positive and significant effect on consumer satisfaction. The higher the quality of the product provided, the higher the consumer satisfaction.
2. Price has a positive and significant effect on consumer satisfaction. The better the price offered, the higher the consumer satisfaction.
3. Product quality has a positive and significant effect on consumer loyalty. The higher the quality of the product provided, the higher the consumer loyalty.
4. Price does not have a positive and significant effect on consumer loyalty. If the price



offered is not good, it will reduce consumer loyalty.

5. Consumer satisfaction has a positive and significant effect on consumer loyalty. Creating high consumer satisfaction allows consumers to remain loyal to the products they use.

SUGGESTION

Based on the research results that have been described, managerial suggestions can be proposed for this research, namely:

1. The results of hypothesis testing show that product quality influences consumer satisfaction and consumer loyalty. Based on this, suggestions can be made for Pocari Sweat products to improve the existing quality by adding various compositions for isotonic drinks or replacing the existing sugar dosage with low-calorie sugar.
2. The results of hypothesis testing show that price influences consumer satisfaction. In this way, suggestions can be given so that Pocari Sweat products maintain a good price to offer in order to make consumers satisfied.
3. The results of hypothesis testing show that price has no significant positive effect on consumer loyalty. In this way, suggestions can be given for Pocari Sweat products to offer good prices in order to foster consumer loyalty.
4. The results of hypothesis testing show that consumer satisfaction has a positive and significant effect on consumer loyalty. Thus, suggestions are given so that Pocari Sweat products can continue to explore consumer expectations for their products through consumer satisfaction surveys where the results can be used to create new strategies for product quality and price which can have a good impact on increasing consumer loyalty.

The suggestions for further research are:

1. For further research, it is recommended to use other indicators for measuring both product quality, price, consumer satisfaction and consumer loyalty variables to see the results of a broader analysis regarding the discussion of the same problem theme.
2. Further research is also recommended to include the characteristics of the research object taken, for example other isotonic drink products.

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