

Increasing Consumer Loyalty Based On Product Quality In The Emina Brand

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Abstract

Many similar companies have emerged in the cosmetics sector in the current era of globalization and industry, causing increasingly fierce competition. So to maintain consumer loyalty it is necessary to maintain product quality. This research aims to determine strategies for increasing consumer loyalty based on product quality for the Emina brand. This research method uses literature studies sourced from relevant theories and previous journals and uses qualitative methods. The research findings state that the strategy to increase consumer loyalty is based on product quality for the Emina brand while maintaining the materials used because they have received a halal certificate by LPPOM MUI..

INTRODUCTION

Many similar cosmetic companies have emerged in the current era of globalization and industry, causing competition to become increasingly fierce (Wijayanto & Dewi, 2019). Different consumer needs and preferences are the cause of competition between businesses; therefore, each company has a unique way of dominating the market and aims to retain customers so that the business can survive.

Increasing product quality is currently a topic of discussion because high quality products can survive competition. One way to win is to retain the customers you already have because finding new customers is more difficult than keeping the customers you already have.

Product quality and client satisfaction are the keys to retaining customers.

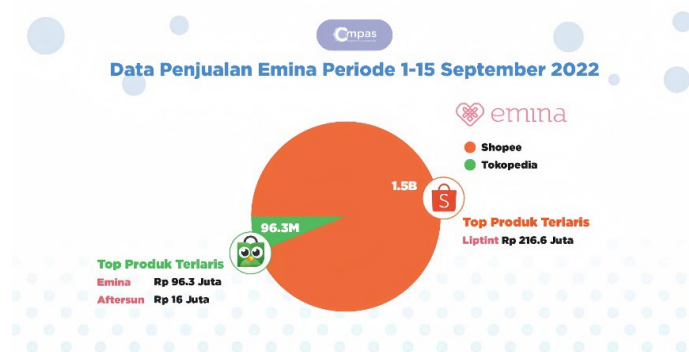
Every business uses various marketing communications initiatives to inform

potential clients about the advantages of its products so that they are interested, such as advertising, sales promotions, personal selling, public relations, and direct marketing. Product quality is one of the many variables that influences customer loyalty because satisfied customers will be attracted to good products.

Quality is an important component that can produce customer satisfaction (Supertini et al., 2020). High-quality goods will influence how customers choose to use the goods, facilitate the decision-making process, and win their loyalty. When a product meets or exceeds customer expectations, it is considered high quality. Product quality has 8 dimensions, including performance, features, authenticity, consistency, longevity, suitability for use, appearance, and perceived quality (Kotler in Khusuma & Utomo, 2021).

Consumer loyalty is when customers always buy something from a company (Cardia et al., 2019). Maintaining client loyalty is quite a challenging task. For businesses to retain loyal clients, they must continually improve the quality of their offerings. In the corporate world, customers are assets and determinants of success, so a business needs to maintain customer loyalty through satisfaction. Customer desires and requests must be accommodated by the business.

As time goes by, many products to fulfill tertiary needs have emerged, one of which is cosmetic products. One of the many cosmetic products that many Indonesian people are interested in is Emina. Emina is a brand launched by PT Paragon Technology & Innovation in 2015.



Source : compass.id (2022)

Figure 1. Emina Sales Data for the Period 1-15 September 2022

Based on the image above, it can be seen that Emina's sales on the Tokopedia marketplace for the period 1-15 September 2022 reached IDR 96.3 million with the best-selling product sunscreen reached IDR 16 million. Meanwhile, on marketplace Shopee's best-selling product is Liptint with sales reaching IDR 216.6 million. This proves that Emina products are popular with the public and indicates that the large number of products sold can be said to be of good product quality and safe to use.

METHODS

Qualitative methods and literature studies were used in this research. The qualitative method is a form of conceptual framework design that is formed at the beginning, meaning that after carrying out initial field studies, a new conceptual framework will be formed. Literature studies, on the other hand, are activities carried out using library data collection methods or previously published research from sources such as books, newspapers and scientific journals. The purpose of literature research is to collect various theories, rules, justifications, concepts, or theories needed to evaluate and complete research formulations.

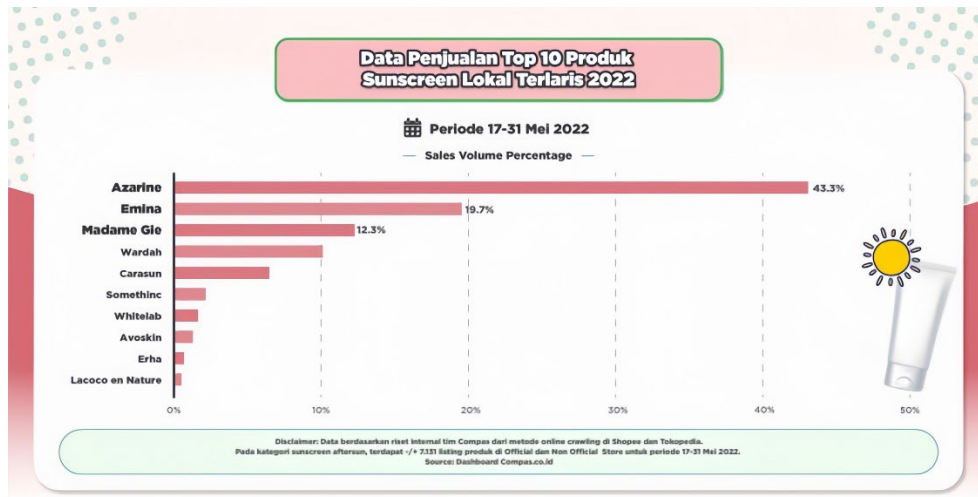
RESULTS AND DISCUSSION

Emina is now one of the many cosmetic products that is in demand by the public. The products sold by the Emina brand are very diverse, including the Emina Bright Stuff Series, Emina Cheekclit Cream Blush, Emina Beauty Bliss BB Cream, Emina Sunscreen, and others. People now have a high interest in sunscreen products from Emina.

Quoted from eminacosmetics.com Emina Sunscreen is an Emina brand product that has the benefit of protecting the skin from exposure to UV rays which cause problems or damage to the skin. There are several types of sunscreen products from the Emina brand, namely Emina Sun Battle SPF 30 PA+++, Emina Sun Battle SPF 50 PA+++, and Emina Max Airy Protection SPF 50 PA +++.

Sales of sunscreen products by the Emina brand are in second place with a gain of 19.7% in the Sales Data of the Top 10 Best Selling Local Sunscreen Products 2022 in the period 17-31 May 2022. With the acquisition of this data it

can be said that sunscreen products by Emina have good product quality so many consumers are interested and buy the product.



Source:compas.id (2022)

Figure 2. Sales data for the Top 10 Best-Selling Local Sunscreen Products in 2022

Tjiptono (in Nasrifah et al., 2022) believes that consumer loyalty is repeat purchasing which simply means buying the same product repeatedly. Consumer loyalty itself is an important factor in the sustainability of a company. This means that if a company has loyal consumers, it will become an important asset for the company. A consumer can be called loyal if the consumer can buy a product continuously even though the price of the product has increased. The factor that influences consumer loyalty is product quality.

According to Wijaya (in Lestari & Iskandar, 2021), the overall product attributes originating from marketing, engineering, production, and maintenance components together ensure that the product has a quality that meets the needs of its users. In addition, according to Kotler and Armstrong (in Dewi & Budiarti, 2021), product quality is a characteristic of a good or service that shows its capacity to fulfill customers' explicit or implicit desires. The better the product quality, the more it will influence consumers to make repeat product purchases so that it can be indicated as a form of customer loyalty to the product.

In Emina products, one of the strategies to increase consumer loyalty is the quality of the products offered. The use of safe materials supported by a halal certificate from LPPOM MUI is one concrete form of this strategy. Furthermore,

Emina products are known as a cosmetic brand that is friendly for beginners, especially students. The Emina brand's commitment to continuing to use safe and quality materials can make loyal customers continue to re-purchase these products. The assumption that repeat purchases of a product have been explained above is that this is a form of consumer loyalty so that product quality that is continuously maintained can increase consumer loyalty.

CONCLUSION

Based on the previous discourse, it can be concluded that the strategy to increase consumer loyalty towards the Emina brand is one them by maintaining the ingredients used because they have received a halal certificate from LPPOM MUI. With this strategy, it is hoped that consumers will continue to make repeat purchases as a form of consumer loyalty.

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