The Influence of Product Quality and Brand Image on Customer Loyalty Of "Little Hanna" Muslim Clothing

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Abstract

Economic development will greatly affect to the progress of a country. One of them is in the textile industry, talking about textiles cannot be separated from the fashion sector. Fashion developments will also affect the consistency of a clothing brand. Having a good brand quality and image will not guarantee consumers' loyalty to the product. Some factors in this study aim to determine the effect of product quality and brand image on customer loyalty at Children's Muslim Clothing "Littel Hanna". This study uses descriptive and verification research methods. The sample of this study was consumers who bought 95 products of Children's Muslim Clothing "Littel Hanna" with Nonprobability sampling technique. Data collection uses questionnaires that have been tested for validity and reliability. Data analysis techniques were carried out using multiple regression analysis. The results showed that product quality and brand image had a positive and significant effect on customer loyalty on Littel Hanna" products. It is known that the calculated f value is 16,032. Based on the regression test, R square is 25.80%, which means that the Product Quality and Brand Image has an effect of 25.80% on Customer Loyalty, while the remaining 74.20% is influenced by other variables not discussed in this study.

Introduction

More and more new competitors in the Muslim fashion sector have emerged, this has led to various alternative products so that it has an impact on old customers who do not hesitate to switch to other competitors who are more in line with customer desires even though new customers are also growing.

Whereas "Little Hana" itself has made several attempts to change from several aspects to win the competition. An example is in terms of adding accessories to the "Little Hana" veil product which was originally plain so that it looks more funny and attractive, then also carried out an endorse strategy by cooperating with market place companies which were initially only limited to using agency strategies and digital marketing on social media, so that Market The share, brand benefits & competence of the product "Litte Hanna" are starting to be felt by customers and become the main choice for customers.

Figure 1.
Muslim Clothing Products "Little Hanna"

In a situation that is getting tougher and competition is getting tougher, a company can survive because the company has a way to make customers loyal and sustainable. In order for the company to win the competition, the company must be able to read what strategy is right to form customer loyalty. In general, there are many things that affect consumers in customer loyalty.There are nine factors that influence customer loyalty, namely perceived value, trust, customer relations, switching costs, reliability, brand image, quality, waiting time, customer satisfaction (According to Hasan 2013: 125-127) There are also other factors that affect customer loyalty, namely Customer Satisfaction, Service Quality, and Image. Mardalis (2005:116)

One of the important factors that can make consumers satisfied is product quality. This can be used by marketers to develop brand loyalty from their consumers. If marketers are very concerned about quality, even strengthened by intensive advertising, consumer loyalty to the brand offered will be easier to obtain. Product quality is a key factor in creating long-term brand loyalty. Several studies have shown that consumers will be loyal to high-quality brands if the products are offered at a reasonable price.

Brand Image also represents perceptions that can reflect objective reality or not. The image formed from this association is the basis for buying decisions and even brand loyalty from consumers. Brand Image as a set of beliefs, ideas and impressions that a person has of an object. Furthermore, it is said that "a person's attitudes and actions towards objects are strongly conditioned by the image of the object". Someone who has a high impression and trust in a product will not think long about buying and using a product and may even become a loyal customer.

Therefore, it is necessary to do further analysis of the things that affect customer loyalty, the strategy that must be done by the company is to be able to attract consumers in making product purchasing decisions with marketing efforts that not only look at it from a rational point of view but also make consumers feel satisfied. and proud from the emotional side which aims to persuade, influence and convince consumers to arise a buying process.

In order to attract consumers to transact and buy children's Muslim clothing products "Little Hanna" of course related to the products offered by the company itself. If a product is known to the general public about its good quality, consumers will be interested in buying it, especially for consumers who want the best quality regardless of the price of the product, of course, it will

determine the purchase decision to transact very easily. Brand image can also generate consumer interest, if the product already has a strong brand, it will attract consumers to transact to buy a product.

Literature Review

Product Quality

Understanding product quality according to Kotler and Armstrong (2014:14) states that: product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes. There are nine dimensions of product quality according to Kotler and Keller (2015: 8), which are as follows: Form, Features, product characteristics that complement the basic functions of the product.

Brand Image

According to Kotler and Keller (2014: 332): "Brand image is how consumers perceive or value a company's actual (brand) perception, as reflected in associations that occur in consumer memory." Meanwhile, according to Kotler and Armstrong (2014: 233) states that brand image is "The set of beliefs held about a particular brand is known as brand image". Which means that the quote on the previous page is a set of beliefs about a brand called brand image. the main dimensions that influence and shape the image of a brand: Performance quality, Durability, Reliability, Ease of repair (repairability), Style, Design, Performance, Brand Association, Brand Attitude & Behavior, Brand Benefit & Competence.

Customer Loyalty

Customer Loyalty According to Griffin in Utami (2015:645) argues that customer loyalty is: "Customer loyalty is a commitment to defend in depth to re-purchase or re-subscribe the selected product or service consistently in the future, although the influence of the situation and marketing efforts have the potential to cause a change in behavior". It can be interpreted that "Customer loyalty is a commitment to maintain in depth the repurchase or re-subscription of the selected product or service consistently in the future despite the influence of the situation and marketing efforts that have the potential to cause behavior change."

Framework and Hypothesis

Then the conceptual framework and variables in this study can be systematically described as follows.
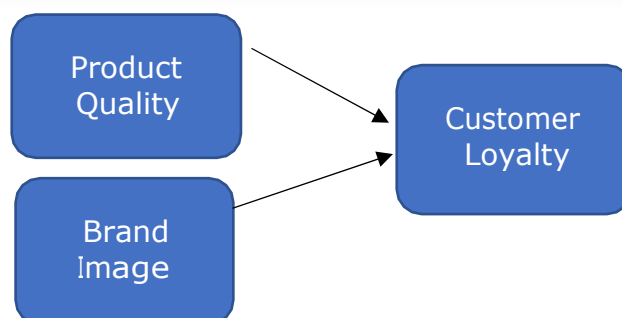

Figure 2. Relationship Flow Framework between Latent Variables

$X_1.=$ Product Quality (*exogenous latent variable*)
$X_{.2}=$ Brand Image (*exogenous latent variable*)
Y   =   Coustomer Loyalty (*endogenous latent variables*)
ζ = *Residue factor*

Hypothesis

H1: Product Quality is an Influence of on the Purchasing Decision Process.
H2: Brand Image is an Influence of on customer loyalty.
H3: Product Quality and Brand Image is an Influence of on customer loyalty.

Research Methodology

The object of research in the preparation of this thesis is The Influence of Product Quality and Brand Image on Customer Loyalty of Children's Muslim Clothing Products "Little Hanna" The unit of analysis of this research is the consumer "Little Hanna". the design research used in this research is exloratory, descriptive, verifiative, and causal, which aims to find views or insights into the problem in general, to clarify emerging phenomena and to clarify the priority of the problem in research. descriptive research is research that aims to obtain variable characteristics or provide a more accurate description of the variable or segment. hypothesis testing with multiple linear regression analysis.. so, in determining the research sample 100 is carried out by using probability sampling techniques.

Research Finding and Argument

Multiple Linear Regression

Table 1
Multiple Linear Regression Test

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1,975	0,299		6,611	,000
Product Quality	0,238	0,105	0,281	2,272	,025
Brand Image	0,236	0,107	0,273	2,212	,029

a. Dependent Variable: Coustomer Loyalty

With the following information:

1.   The constant value is 1.975, this shows the Customer Loyalty of 1.975 if it is influenced by Product Quality and Brand Image.
2.   Product Quality value is 0.238, this indicates a positive direction, therefore if Product Quality increases, the Customer Loyalty variable will increase by 0.238.
3.   Brand Image value is 0.236, this shows a positive direction, therefore if the product attribute variable increases, the Customer Loyalty variable will increase by 0.236.
•   Coefficient of Correlation and Coefficient of Determination

Table 2
Correlation Test and Coefficient of Determination

a. *Predictors: (Constant), Product Quality, Brand Image*
b. *Dependent Variable: Customer Loyalty*
With the following information   ;
The correlation coefficient value between Product Quality (X1) and Brand Image (X2) with Customer Loyalty (Y) is 0.508 indicating a moderate relationship because it is between 0.40 – 0.599.To determine the effect of Product Quality (X1) and Brand Image (X2) on Customer Loyalty (Y), it can be seen from the multiple correlation coefficient or coefficient of determination 0.258 or 25.8% which means Customer Loyalty is determined by Product Quality (X1) and Brand Image (X2) of 25.8% while the remaining 46.1% is influenced by other factors not examined.

Test F Goodnes Fit

Table 3
Test F Goodnes Fit

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,049	2	7,524	16,032	0,000ᵃ
	Residual	43,178	92	0,469		
	Total	58,226	94			

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Obtained Fcount of 16,032. While the critical value of Ftable with degrees of freedom for the numerator 2 and the denominator 197 at (0.05) is 3.10. Thus Fcount (16.032) > Ftable (3.10), so it is clear that H0 is rejected and H1 is accepted. This shows that Product Quality (X1) and Brand Image (X2) have a simultaneous effect on Customer Loyalty (Y).

Conclusion and Suggestion

Conclusion

1.   The results of the research using the t-test state that the statistical calculation of the t-test above, tcount for Product Quality = 2.272 is greater than t-table = 1.986, then Ha is accepted and Ho is rejected. This means that there is a positive influence between product quality on the process of customer loyalty.
2.   The results of the research with the t-test state that the statistical calculation of the t-test above, tcount for Brand Image = 2.212 is greater than ttable = 1.986, then Ha is accepted and Ho is rejected. This means that there is a positive influence between brand image on customer loyalty.
3.   Based on the results of the calculation study with the calculated F value = 16,032 located in the area of Ha. This means that the hypothesis that the author proposes simultaneously is "Product Quality and Brand Image affect the Customer Loyalty of "Little Hanna", so that it can be accepted.

Suggestion

1.   The "Little Hanna" clothing product has incomplete size variations, because the size variation in the "Little Hanna" product only produces for small children, there are no product sizes for teenagers, besides the "Little Hanna" clothing product lacks a variety of motifs, due to the

company is more focused on selling Best Seller products which have been generating sales profits. The suggestion for the company is that the "Little Hanna" product can make a more diverse size variation because each consumer has different characteristics, especially for teenagers considering the market share is quite large and companies need to dare to diversify products in order to respond to various consumer demands so that they are not fixated on several types. existing products are also to minimize consumer saturation.

2.		The "Little Hanna" products that are sold do not always follow consumer tastes. This is because "Little Hanna" maintains the old market segment that has already generated profits, while market demand from other segments has not been fully explored. The author's suggestion for companies to pay attention to consumer tastes and desires, if the company pays attention to this will be a positive thing to get, namely opening up new market shares that can bring new profits.

3.		Some consumers are influenced by product offers from other competitors due to lower prices and better promotion methods. The author's suggestion for companies is that there is a need for a better promotional strategy, not only massively on social media or through the concept of partnerships and agents, but how "Little Hanna" must also properly set promotional strategies such as: special member prices, Purchase Discounts and certain Purchase Bonuses, so that it is hoped that this way can increase Customer Loyalty.

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