

The Role of Brand Image, Promotions, and Product Quality in Shaping Customer Satisfaction and Loyalty

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ABSTRACT

This study aims to analyze the effect of brand image, promotion and product quality on the satisfaction and loyalty of supermi consumers in Pekanbaru city either partially or simultaneously. This study uses the analysis of multiple linear regression equations using the SPSS version 21 application, with a total sample of 100 supermi people in the city of Pekanbaru. The results of the first study showed that the brand image and product quality variables had a positive and significant effect on the consumer satisfaction variable, while the promotion variable had a positive but not significant effect on the consumer satisfaction variable. Then in the second test results obtained that the brand image and promotion variables have a positive and significant effect on the consumer loyalty variable, while the product quality variable has no and significant effect on consumer loyalty. Furthermore, in the results of the third test, it is also known that the variable customer satisfaction has a positive and significant impact on the supermi consumer loyalty variable in the city of Pekanbaru.

Keywords: Brand Image, Promotion, Product Quality, Consumer Satisfaction, Consumer Loyalty.

1. Introduction

Based on *Top Brand Index* data (<https://www.topbrand-award.com/2020/05>), it can be seen that Supermi's sales are always below several other instant noodle products, Supermi does experience a decline almost every year. We can see in the graph above that Supermi sales in 2020 experienced a significant decline.

According to Oliver in Hurriyati, in quote Sangadji (2013) states that loyalty is a deep-seated customer commitment to re-subscribe or consistently repurchase selected products or services in the future, even though the influence of the situation and marketing efforts have the potential to cause behavioral changes.

As for the statements of 30 respondents related to consumer loyalty from 4 (four) choices of instant noodle products, it shows that the choice of the question of which instant noodle product to buy, it is known that Indomi products are the most dominant choice of 30 respondents with a total number of voters of 16 people, then the supermi product is in second position with a total of 9 voters, then followed in third position is the Sedap noodle product voter with a total of 3 people and the last is the Sarimi product with only 2 voters, as well as the question of choice on which instant noodle product will be repurchased by consumers has the same answer as the previous question. According to Adelia (2011) in a business context, loyalty is used to describe the willingness of customers to continue to subscribe to a company in the long term, by buying and using goods and services repeatedly, preferably exclusively, and voluntarily recommending the company's products to their friends.

Customer satisfaction is one of the factors that cause customers to become loyal to a product. (Ujang Sumarwan, 2011). Customers are satisfied with the products they consume, so there will tend to be a desire to buy regularly or continuously. (Kresnamurti, 2012). Judging from

the results of research conducted by Ganda Firdaus (2018) Based on the results of research conducted by Ganda Firdaus (2018), *brand image*, customer satisfaction, promotion through customer satisfaction on customer loyalty, the significant value is not greater than the direct effect between promotion on customer loyalty, and the direct effect between promotion and customer loyalty. Revi Pilanti Ghaisani (2016) related to promotion, it is known that promotion simultaneously has a positive influence on loyalty. Meanwhile, according to Cintya Damayanti (2015) from the results of his research obtained that product quality and *brand image* have a direct and indirect effect on building Customer Loyalty through Consumer Satisfaction, and Iriyanti (2016) related to product quality has a significant effect on consumer loyalty, then according to the results of research conducted by Basbeth, (2016) that *brand image* has a significant effect on customer satisfaction. However, it is different from the results of research conducted by Elda Jayanti (2018) that there is no significant influence between the brand image variable and customer loyalty through customer satisfaction. Then it is also supported by the results of research conducted by Pahlevi (2014) that partial satisfaction has no effect on consumer loyalty

Based on the results of research conducted by Putri (2017), Della Sitta Kartika Sari (2018) and Sarah Basbeth (2016) shows that brand image has a positive effect on customer satisfaction. However, it is different from the results of research conducted by Muhammad Kurniawan (2019) that brand image does not really affect customer satisfaction. Then Ganda Firdaus (2018) also states that the significant value is not greater than the effect of *brand image* on customer loyalty. Meanwhile, according to Elda Jayanti (2018) there is no significant influence between brand image and customer loyalty through customer satisfaction.

According to research I.heryanto, (2015) Promotion is one of the marketing activities that is important for companies in an effort to maintain continuity and improve the quality of sales, to improve marketing activities in terms of marketing goods and or services from a company, it is not enough to develop products, set prices, and use distribution channels, but must also be supported by promotional activities. Based on the research results from I. heryanto, (2015) The effect of product, price, distribution, and promotion variables simultaneously (simultaneously) on purchasing decisions can finally be known in this study.

2. Literature Review

Customer Satisfaction

Consumer satisfaction is the overall attitude that consumers show towards goods or services after they have obtained and used them. If the quality is far below expectations, then they will experience emotional dissatisfaction. Kristianto (2011) revealed that customer satisfaction includes the difference between expectations and perceived performance or results. The meeting between these two interests will determine how much consumer satisfaction with a product is. According to Zeithmal and Bitner in Jasfar (2012: 20) According to Zeithmal and Bitner in Jasfar (2012: 20), there are five factors that can affect customer satisfaction, as follows: (1) Aspects of goods and services. (2) Aspects of customer emotions (3) Aspects of the influence of service success or failure. (4) Aspects of perception of equality or fairness. (5) Other customers, family, and coworkers. According to Fornell in Nurmansyah (2018: 224) states that there are 3 important aspects that need to be studied in measuring customer satisfaction, namely: (1) Overall satisfaction (*overall statisfaction*) (2) Confirmation of expectations. (3) Comparison with the ideal situation (*comparison to ideal*).

Customer Loyalty

Tjiptono (2015: 110) states that consumer loyalty is a customer commitment to a brand, store or supplier based on very positive characteristics in long-term purchases. From this understanding, it can be interpreted that brand loyalty is obtained due to a combination of satisfaction and complaints. Meanwhile, customer satisfaction comes from how much the company's performance is to generate this satisfaction by minimizing complaints so that long-

term purchases are made by consumers. Tjiptono (2015: 75) mentions several factors that affect a product or service as follows: (1) Price Value, (2) Product Quality, (3) *Assortment* (4) *Store Brands* (5) Comfort and convenience, (6) Service Quality, (7) Consumer Satisfaction. According to Robert, Varki and Bordie in Nurmansyah (2018: 275) the ultimate goal is the success of the company in establishing relationships with its customers is to form strong loyalty. Indicators of strong loyalty are: (1) *Say positive things*. (2) *Recommend friend*. (3) *Continue purchasing*.

Brand Image

Definition of brand image itself according to Roslina (2010: 334) defined that brand image is a clue that customers will use to evaluate products when they do not have sufficient knowledge about a product. Tjiptono and Diana in Akbar (2012: 17) states that brands have various purposes, namely: (1) As a corporate identity that distinguishes it from competitors' products, (2) As a promotional tool that highlights the attractiveness of the product (for example, with attractive designs and colors). (3) To build an image, (4) To control and dominate the market. There are three types of brand image indicators according to Kotler and Keller (2013: 347) According to Kotler and Keller (2013: 347), brand image can be seen from: (1) The superiority of brand association is one of the factors forming brand *image*, (2) The strength of brand association is how information enters consumer memory and how the process survives as part of the brand image. (3) The uniqueness of brand associations for a brand must inevitably be divided with other brands.

Promotion

According to Buchari Alma (2012010: 179) promotion is a type of communication that provides explanations and convinces potential customers about goods and services with the aim of getting attention, educating, reminding and convincing potential customers. Based on the description of the definition of promotion, it is known that there are several indicators, including the following: According to Liliweri (2011: 503) indicators that can be used to measure promotion, namely: (1) Advertising. (2) Sales Promotion.

Product Quality

According to Nurmansyah (2018: 122) product quality is the ability of a product to carry out its duties which include durability, reliability, strength, ease of use and product reparation and other characteristics. According to Lamb and Hair in Nurmansyah (2018: 124) the factors that are taken into consideration in determining product quality are: (1) *Reliability* (reliability), (2) *Durability* (durability), (3) *Easy Maintenance* (easy to repair), (4) *Easy of Use* (easy to use), (5) *Low Price* (low price) According to Tjiptono in Firmansyah (2019: 16-17) According to Tjiptono in Firmansyah (2019: 16-17), he identified 8 indicators of product quality, namely as follows: (1) *Performance*. (2) *Additional Features*. (3) *Reliability*. (4) *Conformance to specifications*. (5) *Durability*. (6) *Aesthetics*. (7) *Perceived quality*. (8) *Dimension of ease of repair (Service ability)*

Research Framework

To facilitate understanding of the entire series of this study, a research framework was prepared. This study consists of one independent variable and one dependent variable, which can be seen in the chart as shown below:

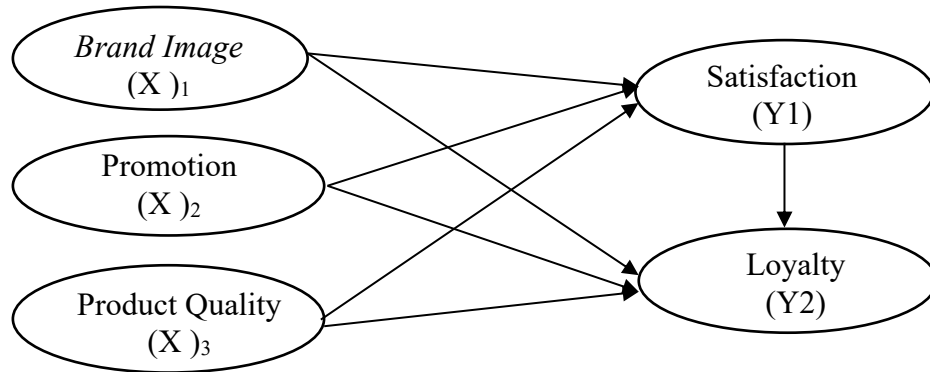


Figure 1. Research Framework

3. Research Method

Population and sample

The population in this study are all consumers who consume Indomie instant noodles, which are infinite in number, or unknown with certainty. Roscoe in the book *research methods for business* provides suggestions on sample sizes for research as follows: A feasible sample size in research is between 30 and 500. Through consideration of the sample calculation according to Roscow, it was decided to take a sample of 100 respondents.

Validity Test

The validity test is useful for knowing whether there are questions on the questionnaire (list of questions) that need to be discarded or replaced because they are considered **irrelevant**. (Umar, 2010: 54). According to Ghazali (2012: 53) According to Ghazali (2012: 53), if $r_{count} > r_{table}$ then the question or indicator is declared valid, otherwise if $r_{count} < r_{table}$ then the question or indicator is declared invalid.

Reliability Test

According to Ghazali (2012) reliability can be interpreted as trustworthy. A reliable instrument means that the instrument if used several times to measure the same object will produce the same data. Reliable can be calculated with the *Cronbach's Alpha* formula in the range of 0.6 is acceptable, above 0.07 is good. (Sugiyono, 2017: 11).

Classical Assumption Analysis

Normality Test

Normality testing can also be done using the *Kolmogorov-Smirnov Test*. If the probability significance level > 0.05 then the research data is normally distributed (Ghozali, 2012).

Multicollinearity Test

A commonly used *cutoff* value to indicate the presence of multicollinearity is a *Tolerance* value ≤ 0.10 or the same as a *VIF* value ≥ 10 . Each researcher must determine the level of collonierity that can still be tolerated. If the *VIF* is less than 10 and the tolerance value is more than 0.1, the regression is free from *multicollinearity*. (Ghozali, 2012: 105).

Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between confounding errors in period t and confounding errors in period $t-1$ (previous). If there is a correlation, it is called an autocorrelation problem (Ghozali, 2012: 110). In this study to test for autocorrelation symptoms.

Heteroscedasticity Test

The *heteroscedasticity* test aims to test whether in the regression model there is an inequality of *variance* from the residuals of one observation to another. If the *variance* of the residuals from one observation to another is constant, it is called *homoscedasticity*, and if it is different it is called *heteroscedasticity*.

Multiple Linear Regression Equation

According to Sugiyono (2017: 277) that multiple linear regression analysis intends to predict how the state (ups and downs) of the dependent variable (criterion), if two or more independent variables as predictor factors are manipulated (increase and decrease in value). So multiple regression analysis will be carried out if the number of independent variables is at least 2. The multiple linear regression equation set is as follows: $y_1 = b_1 x_1 + b_2 x_2 + b_3 x_3 + e_1$, $y_2 = b_1 x_1 + b_2 x_2 + b_3 x_3 + b_4 y_1 + e_1$

F Test (Simultaneous Test).

This test shows whether all independent or independent variables included in the model have a joint influence on the dependent / dependent variable, the F_{count} value from the results of consideration using the formula above is then compared with F_{tabel} or f obtained using a risk level of 0.05 and *degree of freedom* ($df = n - k - 1$).

Coefficient of Determination (R^2)

Meanwhile, r^2 measures the *goodness-of-fit* of the regression equation, which gives the percentage of total variation in the dependent variable (Y) that is explained by just one independent variable (X). Furthermore, R is a compound correlation coefficient that measures the degree of relationship between the dependent variable (Y) and all the independent variables that explain it together and its value is always positive.

Test t

The t test is carried out by looking at the following conditions: (1) If $t_{count} > t_{tabel}$ then H_0 is rejected, H_a is accepted, meaning that there is a significant influence of the dependent variable. (2) If $t_{count} < t_{tabel}$ then H is accepted, H_{0a} is rejected, meaning that there is no significant effect of the independent variable on the dependent variable

4. Results and Discussion

Respondent Description

The results of the recapitulation of respondents' responses, namely based on indicators of variables (X1) *brand image* (X2), promotion (X3), product quality, customer satisfaction (Y1) and Supermi consumer loyalty in Pekanbaru City are as follows:

It can be explained that the Supermi *brand image* variable in Pekanbaru City is good. This can be seen from the acquisition of the highest average value is 3.80, meaning that the Supermi *brand image* in Pekanbaru City in terms of Supermi is a noodle brand whose distribution system is good according to consumers' views is good, while the acquisition of the lowest value is at an average value of 2.94, meaning that even though the Supermi instant noodle brand is the first brand to appear, it has not been able to form consumer memories when thinking of an instant

noodle brand, and the average score of all these variables is 3.42 which indicates that the *brand image variable* is a variable that is considered good by respondents in this study.

It can be explained that the Supermi promotion variable in Pekanbaru City is good. This can be seen from the acquisition of the highest average value is 3.69, meaning that the attractiveness in advertising has been able to arouse my desire to try other flavors of Supermi products offered, while the acquisition of the lowest value is at an average value of 3.13, meaning that the information media used to promote Supermi products is still not appropriate so that the promotion carried out is not optimal, and the average score of all these variables is 3.40 which indicates that the promotion variable is a variable that is considered good by respondents in this study.

It can be explained that the Supermi product quality variable in Pekanbaru City is good. This can be seen from the acquisition of the highest average value of 3.71, meaning that customer satisfaction in terms of Supermi having product durability in accordance with the predetermined validity period is considered good by consumers, while the acquisition of the lowest value is at an average value of 3.11, meaning that for 1 (one) pack of Supermi it is still not in accordance with the portion needed by consumers, and the average score of all these variables is 3.53 which indicates that the product quality variable is a variable that is considered good by respondents in this study.

It can be explained that the consumer satisfaction variable on Supermi in Pekanbaru City is good. This can be seen from the acquisition of the highest average value is 3.79, meaning that customer satisfaction in terms of all Supermi products has begun to be able to adjust to consumer tastes and is almost comparable to other instant noodles, while the acquisition of the lowest value is at an average value of 3.38, meaning that according to consumers the choice of Supermi product menu is still not much, and the average score of all these variables is 3.62 which indicates that the consumer satisfaction variable is a variable that is considered good by respondents in this study.

It can be explained that the consumer loyalty variable on Supermi in Pekanbaru City is good. This can be seen from the acquisition of the highest average value is 3.80, meaning that consumer loyalty in terms of being willing to recommend to the closest person that Supermi is tastier than similar products has gone well, while the acquisition of the lowest value is at an average value of 3.23, meaning that consumers buy Supermi again not because it is affordable but there are other factors, and the average score of all these variables is 3.47 which indicates that the consumer loyalty variable is a variable that is considered good by respondents in this study.

Validity Test

Table 1. Validity Test Results

Statement Item	Corrected Item-Total Correlation	N-2	r-table	Valid
Brand Image Variable (X)₁				
x1.1	0,604	98	0,196	Valid
x1.2	0,808	98	0,196	Valid
x1.3	0,574	98	0,196	Valid
x1.4	0,735	98	0,196	Valid
x1.5	0,661	98	0,196	Valid
x1.6	0,534	98	0,196	Valid
x1.7	0,757	98	0,196	Valid
x1.8	0,688	98	0,196	Valid
x1.9	0,782	98	0,196	Valid
Promotion Variable (X)₂				
x2.1	0,375	98	0,196	Valid
x2.2	0,815	98	0,196	Valid
x2.3	0,817	98	0,196	Valid
x2.4	0,852	98	0,196	Valid
x2.5	0,726	98	0,196	Valid
x2.6	0,843	98	0,196	Valid
x2.7	0,852	98	0,196	Valid
x2.8	0,726	98	0,196	Valid

Statement Item	Corrected Item-Total Correlation	N-2	r-table	Valid
x2.9	0,826	98	0,196	Valid
Product Quality Variable (X)₃				
x3.1	0,769	98	0,196	Valid
x3.2	0,718	98	0,196	Valid
x3.3	0,778	98	0,196	Valid
x3.4	0,800	98	0,196	Valid
x3.5	0,670	98	0,196	Valid
x3.6	0,804	98	0,196	Valid
x3.7	0,747	98	0,196	Valid
x3.8	0,487	98	0,196	Valid
x3.9	0,797	98	0,196	Valid
x3.10	0,492	98	0,196	Valid
x3.11	0,743	98	0,196	Valid
x3.12	0,574	98	0,196	Valid
x3.13	0,531	98	0,196	Valid
x3.14	0,817	98	0,196	Valid
x3.15	0,662	98	0,196	Valid
x3.16	0,778	98	0,196	Valid
x3.17	0,643	98	0,196	Valid
x.318	0,769	98	0,196	Valid
Consumer Satisfaction Variable (Y)₁				
y1.1	0,652	98	0,196	Valid
y1.2	0,630	98	0,196	Valid
y1.3	0,702	98	0,196	Valid
y1.4	0,714	98	0,196	Valid
y1.5	0,605	98	0,196	Valid
y1.6	0,506	98	0,196	Valid
y1.7	0,788	98	0,196	Valid
y1.8	0,676	98	0,196	Valid
y1.9	0,819	98	0,196	Valid
Loyalty Variable (Y)₂				
y2.1	0,826	98	0,196	Valid
y2.2	0,687	98	0,196	Valid
y2.3	0,812	98	0,196	Valid
y2.4	0,826	98	0,196	Valid
y2.5	0,687	98	0,196	Valid
y2.6	0,798	98	0,196	Valid
y2.7	0,501	98	0,196	Valid
y2.8	0,674	98	0,196	Valid
y2.9	0,553	98	0,196	Valid

Source of Processed Data SPSS 2022

This shows that all questions used to measure all variables have been understood along with the correlation value compared to the r table. Data $(n-2) = (100-2) = 98$, then r_{table} is obtained at 0.196, so all of these *items* are declared valid.

Variable Reliability Test

Table 2. Reliability Test Results

No.	Variables	Cronbach's Alpha	Bnading Value	Description
1	Brand Image (X) ₁	0,904	0,6	Reliable
2	Promotion (X) ₂	0,936	0,6	Reliable
3	Product Quality (X) ₃	0,949	0,6	Reliable
4	Consumer Satisfaction (Y) ₁	0,902	0,6	Reliable
5	Loyalty (Y) ₂	0,916	0,6	Reliable

Source of Processed Data SPSS 2022

From the results of the reliability test of all the questions above, it is said to be reliable and successful, because the measured variables produce a value of *Cronbach's Alpha* of 0.904, 0.936, 0.949, 0.902, and 0.916, so all *items from the* existing statements from each variable are declared to be entirely reliable, because the reliability coefficient value is more than 0.6.

Classical Assumption Test

Normality Test

Table 3. Normality Test Results 1

Unstandardized Residual	
N	100
Kolmogorov-Smirnov Z	0,800
Asymp. Sig. (2-tailed)	0,544

Source of Processed Data SPSS 2022

Table 4. Normality Test Results 2

Unstandardized Residual	
N	100
Kolmogorov-Smirnov Z	0,804
Asymp. Sig. (2-tailed)	0,538

Source of Processed Data SPSS 2022

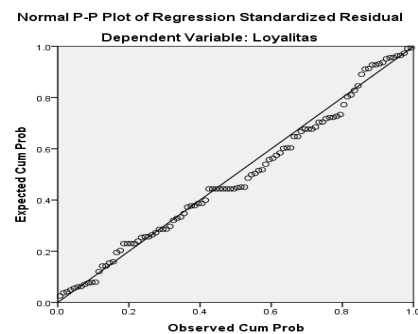
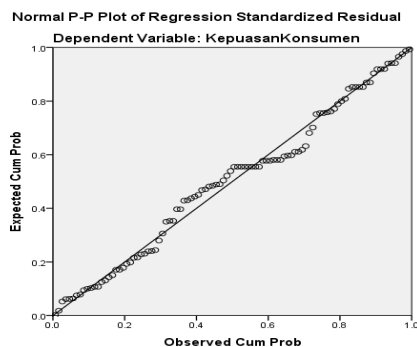


Figure 2. Normal P-Plot Test 1 and Normal P-Plot Test 2

Source of Processed Data SPSS 2022

Normality testing in this study was carried out using the *Kolmogorov-Smirnov Test*, namely the known significant value (Sig) of the *brand image* variable, promotion, product quality compared to 0.05. This shows that significant (Sig) > 0.05 or 0.544 and 0.538 > 0.05, meaning that the research data is normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Variables	Tolerance	VIF
Brand Image (X) ₁	0,150	6,654
Promotion (X) ₂	0,379	2,635

Product Quality (X_3)	0,119	8,409
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Source of Processed Data SPSS 2022

A good regression model should not have a correlation between the variables X_1 , X_2 , and X_3 , namely the known *Tolerance* value for the *brand image* variable (X_1), promotion (X_2), and product quality (X_3) is greater than 0.10 and the *VIF* value is smaller than 10.00. This shows that the research data does not occur multicollinearity. Then based on the normal P-Plot test, it is also known that the data points are close to or follow the diagonal line, thus indicating that the data is normally distributed.

Autocorrelation Test

Table 6. Autocorrelation Test Results (Dependent Variable Consumer Satisfaction)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,981 ^a	0,962	0,961	1,03491	1,870

Source of Processed Data SPSS 2022

Table 7. Autocorrelation Test Results (Dependent Variable Loyalty)

Model R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson	
1	0,973 ^a	0,974	0,964	1,08729	1,988

Source of Processed Data SPSS 2022

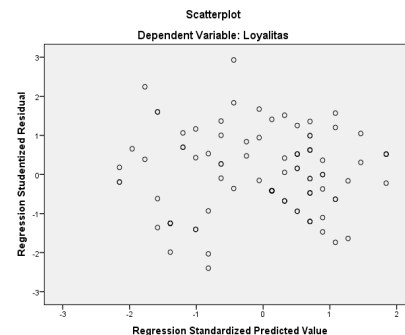
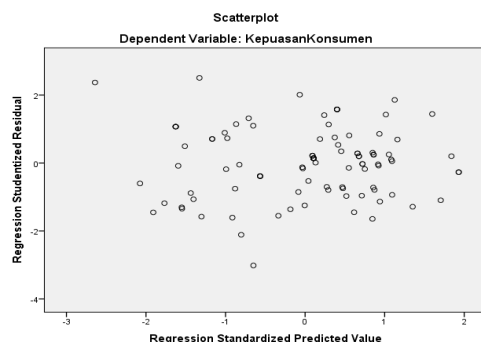
In this study, to test whether autocorrelation symptoms are at least using the Durbin-Watson test (DW test), it is known that the *durbin watson* (d) value is 1.870 and 1.988 > (d_U) 1.710 and < ($4-d_U$) $4-1.710 = 2.290$. This means that from the results of the *durbin watson* test there are no problems or symptoms of autocorrelation. Thus multiple linear regression analysis to test the hypothesis of this study can be done or continued.

Heteroscedasticity Test

Table 8. Heteroscedasticity Test Results

Variables	Sig.
<i>Brand Image</i> (X_1)	1,000
Promotion (X_2)	1,000
Product Quality (X_3)	1,000

Source of Processed Data SPSS 2022



Heteroscedasticity Scatterplot 1 and Heteroscedasticity Scatterplot 2

Source of Processed Data SPSS 2022

The probability results show that the significant value (Sig) of the *brand image* variable (X_1), promotion (X_2), and product quality (X_3) is greater than 0.05. This shows that significant (Sig) 1,000 and 1,000 > 0.05, meaning that the research data does not occur symptoms of heteroscedasticity in the regression model of the dependent variable consumer satisfaction and loyalty variables. Then based on the normal P-Plot test, it is also known that the distribution of data points spreads above and below or around the number 0, and the distribution of data points is not patterned. So it shows that there are no symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Table 9. Multiple Linear Regression Values 1

Model	Unstandardized Coefficients	
	B	Std. Error
1	(Constant)	-1,797
	Brand Image	0,407
	Promotion	0,066
	Product Quality	0,287

Source of Processed Data SPSS 2022

Table 10. Multiple Linear Regression Values 2

Model	Unstandardized Coefficients	
	B	Std. Error
1	(Constant)	0,729
	Brand Image	0,712
	Promotion	0,809
	Product Quality	0,062
	Consumer Satisfaction	-0,663

Source of Processed Data SPSS 2022

In this study, the regression $y_1 = -1.797 + 0.407 + 0.066 + 0.287$. Then, the constant of the above equation is as follows: (1) Then it is known that the constant is -1.797; meaning that if customer satisfaction is 0, then *brand image*, promotion, and product quality have a value of -1.797. (2) The *brand image* variable regression coefficient is 0.407; meaning that if the *brand image increases* by one unit, then customer satisfaction will increase by 0.407 units, assuming that the other independent variables are constant. (3) The promotion variable regression coefficient is 0.066; meaning that the promotion has increased by one unit, then customer satisfaction will increase by 0.066 units, assuming that the other independent variables are constant. (4) The regression coefficient of the product quality variable is 0.287; meaning that the product quality has increased by one unit, then customer satisfaction will increase by 0.287 units assuming other independent variables are constant.

Regression coefficient value $y_2 = 0.729 + 0.712 + 0.809 + 0.062 + (-0.663)$. Then, the constant of the above equation is as follows: (1) Then it is known that the constant is 0.729; meaning that if the loyalty value is 0, then the *brand image*, promotion, product quality and customer satisfaction value is 0.729. (2) The regression coefficient of the *brand image* variable is 0.712; meaning that if the *brand image* increases by one unit, then loyalty will increase by 0.712 units assuming other independent variables are constant. (3) The promotion variable regression coefficient is 0.809; meaning that if the promotion increases by one unit, then loyalty will increase by 0.809 units, assuming other independent variables are constant. (4) The regression coefficient of the product quality variable is 0.062; meaning that if the product quality increases by one unit, then loyalty will increase by 0.062 units assuming other independent variables are constant. (5) The regression coefficient of the customer satisfaction variable is -0.663; meaning that customer satisfaction has decreased by one unit, then loyalty will decrease by -0.663 units, assuming other independent variables are constant.

Simultaneous Hypothesis Test (F Test)

Table 11. F Test Results (Dependent Variable Consumer Satisfaction)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2634,571	3	878,190	819,947	0,000 ^b
	Residuals	102,819	36	1,071		
	Total	2737,390	99			

Source of Processed Data SPSS 2022

Table 12. F Test Results (Dependent Variable Loyalty)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2041,549	3	680,516	575,636	0,000 ^b
	Residuals	113,491	36	1,182		
	Total	2155,040	99			

Source of Processed Data SPSS 2022

This shows that $f_{\text{count}} (819.947 \text{ and } 575.636) > (2.700) f_{\text{tabel}}$ or significant probability < 0.05 , then H_0 is rejected and H_1 is accepted.

Coefficient of Determination

Table 13. Coefficient of Determination (Dependent Variable Consumer Satisfaction)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,981 ^a	0,962	0,961	1.03491

Source of Processed Data SPSS 2022

Table 14. Coefficient of Determination (Dependent Variable Loyalty)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,973 ^a	0,947	0,946	1.08729

Source of Processed Data SPSS 2022

This shows that the percentage contribution of the independent variables, namely *brand image* (X_1), promotion (X_2), and product quality (X_3) together to the consumer satisfaction variable (Y_1) is 96.2% and the remaining 3.8% comes from other variables not included in this study.

The *Adjusted R Square* number is 0.947 or (94.7%). This shows that the percentage contribution of the independent variables, namely *brand image* (X_1), promotion (X_2), and product quality (X_3) together to the loyalty variable (Y_2) is 94.7% and the remaining 5.3% comes from other variables not included in this study.

Partial Hypothesis Test (t test)

Table 15. t Test Results (Dependent Variable Consumer Satisfaction)

Model	t	Sig.
(Constant)	-2,217	0,029
Brand Image	7,930	0,000
Promotion	1,919	0,058
Product Quality	9,525	0,000

Source of Processed Data SPSS 2022

Table 16. t Test Results (Dependent Variable Loyalty)

Model	t	Sig.
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(Constant)	2,256	0,026
<i>Brand Image</i>	8,192	0,000
Promotion	21,236	0,000
Product Quality	-4,057	0,000

Source of Processed Data SPSS 2022

Testing by comparing the t_{count} and t_{table} value or looking at the P value of each so that it can be determined whether the hypothesis that has been made is significant, the following researchers present in the table below: $n-k-1 = (100-3-1) = 96$, $t_{value_{table}} (0.05) = 1.660$. It is known that the t_{count} value of *brand image* (X_1), promotion (X_2), and product quality (X_3) is partially greater than the t table. This shows that $t_{count} > t_{table}$ or significant probability < 0.05 , then H_0 is rejected and H_1 is accepted. Then: (1) *Brand image* with a value of $t_{hitung} (7.930) > t_{table} (1.660) \rightarrow$ significant ($0.000 < 0.05$). Because the value of $t_{count} > t_{table} (7.930 > 1.660)$, then H_1 is accepted, meaning that there is a significant influence on *brand image* (X_1) on the consumer satisfaction variable (Y_1), (2) Promotion with a value of $t_{hitung} (1.919) > t_{table} (1.660) \rightarrow$ is not significant ($0.058 > 0.05$). Because the value of $t_{count} > t_{table} (1.919 > 1.660)$, then H_1 is accepted, meaning that there is an insignificant influence on the promotion variable (X_2) on the consumer satisfaction variable (Y_1), (3) Product quality with a value of $t_{count} (1.908) > t_{table} (1.660) \rightarrow$ significant ($0.000 < 0.05$). Because the value of $t_{count} > t_{table} (1.908 > 1.660)$, then H_1 is accepted, meaning that there is a significant influence on the product quality variable (X_3) on the consumer satisfaction variable (Y).¹

$n-k-1 = (100-3-1) = 96$, $t_{value_{table}} (0.05) = 1.660$. From *brand image* (X_1), promotion (X_2), and product quality (X_3) partially greater than the t table. This shows that $t_{count} > t_{table}$ or significant probability < 0.05 , then H_0 is rejected and H_1 is accepted. Then: (1) *Brand image* with a value of $t_{hitung} (8.192) > t_{table} (1.660) \rightarrow$ significant ($0.000 < 0.05$). Because the value of $t_{count} > t_{table} (8.192 > 1.660)$, then H_1 is accepted, meaning that there is a significant influence on *brand image* (X_1) on the loyalty variable (Y_2). (2) Promotion with a value of $t_{count} (21.236) > t_{table} (1.660) \rightarrow$ significant ($0.013 < 0.00$). Because the value of $t_{hitung} > t_{table} (21.236 > 1.660)$, then H_1 is accepted, meaning that there is a significant influence on the promotion variable (X_2) on the loyalty variable (Y_2). (3) Product quality with a t_{count} value (-4.057) $< t_{table} (1.660) \rightarrow$ significant ($0.000 < 0.05$). Because the value of $t_{count} > t_{table} (-4.057 < 1.660)$, then H_1 is accepted, meaning that there is no significant effect on the product quality variable (X_3) on the loyalty variable (Y).²

$n-k-1 = (100-3-1) = 96$, $t_{value_{table}} (0.05) = 1.660$. It is known that the t_{count} value of customer satisfaction (Y_1) is partially greater than the t table. This shows that $t_{count} > t_{table}$ or significant probability < 0.05 , then H_0 is rejected and H_1 is accepted. So: Customer satisfaction with a value of $t_{hitung} (13.650) > t_{table} (1.660) \rightarrow$ significant ($0.000 < 0.05$). Because the value of $t_{count} > t_{table} (13.650 > 1.660)$, then H_1 is accepted, meaning that there is a significant influence on customer satisfaction (Y_1) on customer loyalty variables (Y_2).

Discussion

The Effect of *Brand Image* on Consumer Satisfaction

Based on the results obtained from the respondents' statements regarding *brand image*, the highest average is in the respondent's statement that Supermi is a noodle brand with a good distribution system, but on the other hand, the respondent's statement with the lowest score is in the statement that the Supermi brand instant noodles are instant noodles that have good quality, meaning that the respondent has not fully felt that Supermi instant noodle products have good quality. As for the overall research results regarding *brand image* variables on consumer satisfaction, it shows that there is a positive and significant influence on *brand image* on Supermi consumer satisfaction variables in Pekanbaru City. The results of this study are also supported by research conducted by Cindy Oktavia Cahayani, (2020) *brand image has a positive and significant effect on customer satisfaction*. The results obtained from research conducted by

Andres Prijaya Chandra, (2019) that *brand image has a positive and significant effect*. Then the opinion of through the results of his research Putri (2017) shows that the *brand image* variable has an effect on customer satisfaction, and Sarah Basbeth (2016) from the results of his research shows that *brand image has an effect on customer satisfaction*.

The Effect of *Brand Image* on Consumer Loyalty

Based on the results obtained from the respondent's statement regarding *brand image*, the highest average is in the respondent's statement that Supermi is a noodle brand with a good distribution system, but on the other hand, the respondent's statement with the lowest score is in the statement that the Supermi brand instant noodles are instant noodles that have good quality, meaning that the respondent has not fully felt that Supermi instant noodle products have good quality. As for the overall research results regarding *brand image* variables, there is a positive and significant influence on *brand image* on Supermi consumer loyalty variables in Pekanbaru City. The influence of *brand image* in this study is supported by several indicators including the superiority of brand association, the strength of brand association, and the uniqueness of brand association. Based on the results of the study, it shows that there is a positive but insignificant influence on the *brand image variable* on the Supermi consumer loyalty variable in Pekanbaru City. The results of this study are also supported by research conducted by Fanany and Oetomo (2015), about the effect of *brand image* and *service quality* on loyalty through customer satisfaction. Likewise, from the results of research from Cintya Damayanti (2015) and Ganda Firdaus (2018) that the *brand image* variable has a significant effect on consumer loyalty.

The Effect of Promotion on Consumer Satisfaction

Based on the results obtained from the respondents' statements regarding promotion, the highest average was in the respondent's statement that the attractiveness in advertising aroused my desire to try other flavors of Supermi products offered, but on the other hand, the respondent's statement with the lowest score was in the statement that the respondent was always waiting for the latest product to be offered by Supermi and the respondent also felt that the information media used to promote Supermi was appropriate, meaning that respondents were less enthusiastic about fully waiting for the latest product to be offered by Supermi and respondents also thought that the information media used to promote Supermi was not entirely appropriate. As for the overall research results regarding promotional variables, there is a positive and significant effect on promotion on the Supermi consumer satisfaction variable in Pekanbaru City. The results of this study are also supported by research conducted by Endang Tjahjaningsih (2013) that promotion has an effect on customer satisfaction. In addition, research conducted by Sarah Basbeth (2016) also obtained similar results, namely promotion has a positive and significant effect on customer satisfaction.

The Effect of Promotion on Consumer Loyalty

Based on the results of the study, it shows that there is a positive and significant influence on the promotion variable on the Supermi consumer loyalty variable in Pekanbaru City. Based on the results obtained from the respondents' statements regarding promotion with the highest average being in the respondent's statement that the attractiveness in advertising aroused my desire to try other flavors of Supermi products offered, but on the other hand the respondent's statement with the lowest score was in the statement that the respondent was always waiting for the latest product to be offered by Supermi and the respondent also felt that the information media used to promote Supermi was appropriate, meaning that the respondent was less enthusiastic about fully waiting for the latest product to be offered by Supermi and the respondent also thought that the information media used to promote Supermi was not entirely appropriate. As for the overall research results regarding promotional variables, there is a positive and significant effect on promotion on the Supermi consumer loyalty variable in Pekanbaru City. The results of this study are also supported by research conducted by Ganda Firdaus (2018) The results of this study are also supported by research conducted by Ganda Firdaus (2018), which found that the significant value of promotion through customer satisfaction on customer loyalty is not greater

than the direct effect between promotion on customer loyalty and customer loyalty. Revi Pilanti Ghaisani (2016) related to promotion, it is known that promotion simultaneously has a positive influence on loyalty.

The Effect of Product Quality on Consumer Satisfaction

Based on the results of the study, it shows that there is a positive and significant influence on the product quality variable on the Supermi consumer satisfaction variable in Pekanbaru City. Based on the results obtained from the respondent's statement regarding product quality, the highest average was in the respondent's statement that the respondent felt that all the flavors of the Supermi menu were very delicious on the tongue, but on the other hand, the respondent's statement with the lowest score was in the statement that the respondent felt that 1 container of Supermi was in accordance with the respondent's portion, meaning that the respondent was dissatisfied because 1 container of Supermi had a small portion. As for the overall research results regarding product quality variables, there is a positive and significant effect on product quality on the Supermi consumer satisfaction variable in Pekanbaru City. The results of this study are also supported by research conducted by Elda Jayanti (2018), Elda Jayanti (2018), Putri (2017) and Sarah Basbeth (2016) from the results of their research indicate that product quality affects customer satisfaction.

The Effect of Product Quality on Consumer Loyalty

Based on the results of the study, it shows that there is a positive and significant influence on the product quality variable on the Supermi consumer loyalty variable in Pekanbaru City. Based on the results obtained from the respondent's statement regarding product quality, the highest average was in the respondent's statement that the respondent felt that all the flavors of the Supermi menu were very delicious on the tongue, but on the other hand, the respondent's statement with the lowest score was in the statement that the respondent felt that 1 pack of Supermi was in accordance with the respondent's portion, meaning that the respondent was dissatisfied because 1 pack of Supermi had a small portion. As for the overall research results regarding product quality variables, there is a positive and significant effect on product quality on Supermi consumer loyalty variables in Pekanbaru City. The results of this study are also supported by research conducted by Della Sitta Kartika Sari (2018), Elda Jayanti, (2018), Cintya Damayanti, (2015) shows the results that product quality has a positive and significant effect on consumer loyalty.

The Effect of Customer Satisfaction on Customer Loyalty

Based on the results obtained from the respondent's statement regarding customer satisfaction with the highest average being in the respondent's statement that all Supermi products are more to my taste than other instant noodles, and in the respondent's statement with the lowest value being in the statement that the respondent felt that the menu choices of Supermi products were very large. As for the overall research results regarding consumer satisfaction variables, there is a positive and significant effect on consumer satisfaction on the Supermi consumer loyalty variable in Pekanbaru City. The results of this study are also supported by research conducted by Pahlevi (2014) that partial satisfaction has no effect on consumer loyalty, so companies should be able to make customer satisfaction the initial goal in order to achieve consumer loyalty, where customer loyalty is customer loyalty for a good or service by repurchasing the goods or services continuously.

5. Conclusions

Then the following conclusions can be drawn: (1) The *brand image* variable has a significant effect on the Supermi consumer satisfaction variable in Pekanbaru City, so that if

Supermi instant noodles improve the *brand image* in this dimension, the tendency for consumers to feel satisfied will also increase significantly. (2) The *brand image* variable has a significant effect on the Supermi consumer loyalty variable in Pekanbaru City, so that if Supermi instant noodles increase the *brand image* in this dimension, the tendency for consumers to feel satisfied will also increase significantly. (3) The promotion variable has a significant effect on the Supermi consumer satisfaction variable in Pekanbaru City, so that if Supermi instant noodles increase promotion in this dimension, the tendency for consumers to feel satisfied will also increase significantly. (4) The promotion variable has an effect but is not significant on the Supermi consumer loyalty variable in Pekanbaru City, so that if Supermi instant noodles increase promotion in this dimension, the tendency for consumers to feel loyal will also increase but not significantly. (5) The product quality variable has a significant effect on the Supermi consumer satisfaction variable in Pekanbaru City, so that if Supermi instant noodles improve product quality in this dimension, the tendency for consumers to feel satisfied will also increase significantly. (6) The product quality variable has a significant effect on the Supermi consumer loyalty variable in Pekanbaru City, so that if Supermi instant noodles improve product quality in this dimension, the tendency for consumers to feel loyal will also increase significantly. (7) The customer satisfaction variable does not have a significant effect on the Supermi consumer loyalty variable in Pekanbaru City, so that if the company increases customer satisfaction in this dimension, the tendency of consumers to be loyal will not have a significant effect.

So what researchers can suggest is as follows: (1) For Academic Parties, (a) On *brand image* variables, it is hoped that this research can provide a treasury of knowledge for marketing management majors in terms of *brand image*, where in this study it is known that the *brand* association indicator is one of the weakest indicators of *brand image* variables on consumer satisfaction and loyalty, so it is necessary to conduct more in-depth observations and research with different objects and samples in order to obtain more pariative results so that the findings of existing problems can become a treasury of knowledge insights in marketing management science. (b) On the promotion variable, it is hoped that this study can provide a treasury of knowledge for the marketing management department in terms of promotion, where in this study it is known that the indicators of sales promotion and publicity are one of the weakest indicators of the promotion variable of customer satisfaction and loyalty, so it is necessary to conduct more in-depth observations and research with different objects and samples in order to obtain more pariative results so that the findings of existing problems can become a treasury of knowledge insights in marketing management science. (c) In the product quality variable, it is hoped that this research can provide knowledge for the marketing management department in terms of product quality, where in this study it is known that the indicator of conformity to product specifications is one of the weakest indicators of the product quality variable of customer satisfaction and loyalty, so it is necessary to conduct more in-depth observations and research with different objects and samples in order to obtain more pariative results so that the findings of existing problems can become a treasury of knowledge insights in marketing management science. (1) For the Company, (a) On the *brand image* variable, it is hoped that the Supermi instant noodle company, should be able to address follow-up in the implementation of improvements to the *brand image*, especially on the strength of brand associations, by creating innovative strategies in an effort to shape Supermi's image into the instant noodle product that first appears in consumers' minds when they want to make a purchase or consume instant noodles.

This can also be supported by involving phenomenal artists as promotions and by providing *discounts* or bonuses and even prizes. (b) In the promotion variable, it is hoped that the Supermi instant noodle company should be able to respond to consumer desires by realizing the latest products that have been promoted, so that consumers do not feel too long waiting for new products that have been promoted first, as well as the information media used should be through information media that is more dominant in society so that promotions that have been carried out can always stick in consumers' memories. (c) In the product quality variable, it is also hoped that the Supermi instant noodle company will not make the product quality variable an obstacle in satisfying and increasing consumer loyalty to buy its products, even though it is still in good

condition, it is necessary to provide additional choices for the types of flavors or product menus offered so that they can be multiplied so that they will be able to foster customer satisfaction and loyalty even better than before on Supermi instant noodles. (3) For Further Researchers, (a) On the *brand image* variable, it is hoped that this research can make a reference for further researchers in analyzing brand *image*, where in this study it is known that the brand association indicator is one of the weakest indicators of the *brand image* variable on consumer satisfaction and loyalty, so it is necessary to conduct more in-depth research with different objects and samples in order to obtain more pariative results so that the results of subsequent research can be used as a treasury of knowledge insights in marketing management science. (b) On the promotion variable, it is hoped that this research can make a reference for further researchers in analyzing promotions, where in this study it is known that the indicators of sales promotion and publicity are one of the weakest indicators of the promotion variable of consumer satisfaction and loyalty, so it is necessary to conduct more in-depth research with different objects and samples in order to obtain more pariative results so that the results of subsequent research can be used as a treasury of knowledge insights in the science of marketing management. (c) In the product quality variable, it is hoped that this research can make a reference for further researchers in analyzing product quality promotion, where in this study it is known that the indicator of conformity to product specifications is one of the weakest indicators of the product quality variable of consumer satisfaction and loyalty, so it is necessary to conduct more in-depth research with different objects and samples in order to obtain more pariative results so that the results of subsequent research can be used as a treasury of knowledge insights in the science of marketing management.

Based on the direct experience of researchers in the research process, the limitations of this research that researchers encounter are in the process of collecting data, the information provided by respondents through questionnaires sometimes does not show the actual opinions of respondents, this happens because sometimes there are different thoughts, assumptions and understandings of each respondent, as well as other factors such as honesty in filling out respondents' opinions in their questionnaires.

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