



The Role of Product Quality and Consumer Satisfaction in Increasing Consumer Loyalty (Marketing Management Literature Review)

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Abstract: Literature Review The Role of Product Quality and Consumer Satisfaction in Increasing Consumer Loyalty is a scientific article with the aim of analyzing whether product quality and consumer satisfaction play a role in consumer loyalty. The method of writing a literature review article is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other online media. The results of this article are: 1) Product Quality plays a role in Consumer Loyalty; 2) Consumer Satisfaction plays a role in Consumer Loyalty; Apart from these 3 exogenous variables that influence the endogenous variable of Purchasing Decisions, there are still many other factors including brand image, promotion, price.

Keywords: Product Quality, Consumer Satisfaction, Purchase Decision.

INTRODUCTION

In today's era, people's lifestyles continue to develop, needs and desires are also increasing, causing people to pay more attention to their appearance. Therefore, beauty companies are competing to present skincare products according to the needs and skin types of consumers.

As the market develops, more and more local skincare brands with various brands are emerging. The large market in the beauty industry encourages local Indonesian companies to participate and develop high-quality local skincare products that meet international standards, to compete with local and international brands. This is reflected in the increase in sales of skincare products from local brands.

Product quality is one of the important factors in a competition in the market (Arya Dwi Putri & Rastini, 2022). Companies must be able to provide good product quality to customers, so that customer desires and needs for a product are met. If the quality of the product offered is of good value in the eyes of customers, it increases satisfaction and

creates loyalty to the product, besides if customers are satisfied, customers will not move to other companies.

Customer satisfaction with a product or service offered has a fairly high influence on increasing or supporting customer loyalty to a company. Customer satisfaction is the result of the buyer's experience of the company's performance that is in accordance with their expectations (Tjiptono & Chandra, 2016). Increasing satisfaction is one way to build customer loyalty, because satisfied customers always make repeat purchases over a long period of time. This arises because customers are satisfied with the products, services, or prices offered according to customer expectations.

Customer loyalty plays an important role in a company, maintaining them means improving financial performance and maintaining the company's survival, this is the main reason for a company to attract and retain them. Consumer loyalty is a condition where customers or consumers regularly continue to make purchases at a business (Cardia, 2019). Maintaining consumer loyalty is quite difficult and provides great responsibility. Companies must consistently improve the quality of their business so that customers remain loyal. Customers are assets and the spearhead in the business world, so it is very important to make consumers or customers loyal through the satisfaction obtained by consumers.

Based on the background, the research questions are:

- 1) Does Product Quality Play a Role in Consumer Loyalty?
- 2) Does Consumer Satisfaction Play a Role in Consumer Loyalty?

METHOD

The method of writing this scientific article is with quantitative methods and literature review (Library Research). Reviewing the theory and relationship or influence between variables from books and journals both offline in the library and online from Mendeley, Google Scholar and other online media.

In quantitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so as not to direct the questions asked by the researcher. One of the main reasons for conducting quantitative research is that it is exploratory. (Ali, H., & Limakrisna, 2013).

RESULT AND DISCUSSION

Results

Consumer Loyalty

According to Kotler and Keller (2016:153), customer loyalty is "a deep-rooted commitment to purchase and return to support a preferred product or service in the future, regardless of emotional influences, situations, and marketing efforts that can cause behavioral changes. Meanwhile, according to (Pertwi., Ali et al., 2022) Customer loyalty is the engine of a business's success. However, retaining customers, which is an important part of creating customer loyalty, is not a simple matter, because companies must integrate all dimensions of the business and determine how best to create value for their customers.

According to Hurriyati (2015:130) the dimensions that form consumer loyalty: Making regular purchases (Repurchase); Buying across product service lines (Purchase); Recommending to others (Referral); Demonstrating immunity from competing products (Retention).

Consumer Loyalty has been studied by several researchers, namely: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Yunita & Ali, 2017), (Sitio & Ali, 2019), (Anggita & Ali, 2017b).

Product Quality

According to (Ali et al., 2017) Product quality is the ability of a product to provide performance results that meet or even exceed consumer expectations. Meanwhile, according to Mernurrurt (Kotler & Armstrong, 2018) Product quality is the characteristics of a product or service that support its ability to satisfy customer satisfaction.

Mernurrurt (Tjiptono, 2015) has product quality indicators, namely: 1) Performance; 2) Features; 3) Reliability; 4) Compliance with specifications; 5) Durability; 6) Erstertics. Product quality has been studied by many researchers, namely: (Paramita & Ali, 2022), (Anggita & Ali, 2017), (Fauzi & Ali, 2021), (Doan & Hapzi Ali, 2021), (Hernikasari & Ali, 2022).

Customer Satisfaction

Customer satisfaction is one of the things that plays an important role in business. Customer satisfaction is the main milestone in the success of a company. Meanwhile, according to Tjiptono (2019), customer satisfaction can be interpreted as a comparison between expectations or expectations before purchasing with perceptions of post-purchase performance.

According to (Indrasari, 2019), indicators that form consumer satisfaction consist of: Conformity to expectations, Interest in returning, Willingness to recommend.

Consumer Loyalty terwas studied by several researchers, namely: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Ali et al., 2016), (Hasyim & Ali, 2022), (Ali et al., 2022).

Table 1: Relevant previous research

No	Searcher Name	Research result	Research Equation	Research Differences
1	(Pertiwi., Ali. H., et al., 2022)	Customer satisfaction influences consumer loyalty.	There is a relationship between customer satisfaction variables and consumer loyalty.	This research uses quantitative methods.
2	(Kholipah, PD, Ali, H., et al., 2023)	Product quality influences consumer loyalty.	There is a relationship between product quality variables and consumer loyalty.	There is a difference in the consumer loyalty variable becoming an intervening variable.

Discussion

Product Quality plays a role in increasing Consumer Loyalty

Product quality plays a very important role in increasing consumer loyalty. When consumers are satisfied with the quality of a product, they are more likely to return to purchase the product in the future. High quality creates a positive experience that makes consumers feel valued and recognized. In addition, quality products often generate word-of-mouth recommendations, which can attract more new customers.

Product quality can also benefit companies in the long run. By creating consumer loyalty, companies can reduce marketing costs and increase profitability. Therefore, focusing on product quality is not only a strategy to attract consumers, but also an important step in building long-term, mutually beneficial relationships.

This research is in line with research conducted by: (Paramita & Ali, 2022), (Anggita & Ali, 2017), (Fauzi & Ali, 2021), (Doan & Hapzi Ali, 2021), (Hernikasari & Ali, 2022).

Consumer Satisfaction plays a role in increasing Consumer Loyalty

Consumer satisfaction plays a crucial role in increasing consumer loyalty to a brand or product. When consumers are satisfied with their experience, both in terms of the product and the service received, they are more likely to repeat purchases and commit to remaining loyal to the brand. This sense of satisfaction often arises from meeting expectations, good quality, and responsive customer service. Satisfied consumers are not only more likely to return, but are also more likely to recommend the product to others, which can expand the customer base.

Customer satisfaction is closely related to customer loyalty, where satisfied customers will become loyal customers. Then loyal customers will become marketers for the company by giving recommendations and positive information to other potential customers.

This research is in line with research conducted by: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Ali et al., 2016), (Hasyim & Ali, 2022), (Ali et al., 2022).

Conceptual Framework

Based on the formulation of the problem, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for thinking in this article is obtained as below:

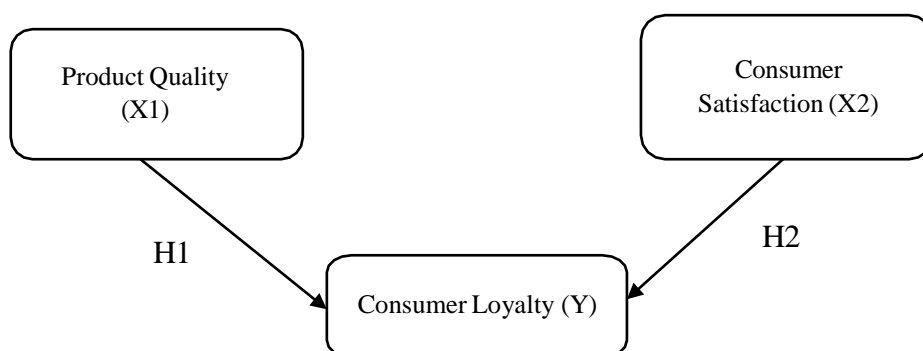


Figure 1. Conceptual Framework

Apart from Product Quality and Consumer Satisfaction which play a role in Consumer Loyalty, there are many other factors including:

- 1) Brand Image: (Mappesona & Ali Hapzi, 2016), (Agussalim & Ali, 2017), (Hernikasari & Ali, 2022), (Novansa & Ali, 2017), (Ali, Nurlita, et al., 2018).
- 2) Consumer Reviews : (Fauziah et al., 2023),(Assagaf & Ali, 2017),(Mansur & Ali, 2017),(Ali, Sastrodiharjo, et al., 2022), (M & Ali, 2017),(Ilhamalimy & Ali, 2021),(Ali, H., Limakrisna, 2013), (Silviah, 2024).
- 3) Trust : (Ali.H & Frisco, 2024),(Ali & Rafqi, 2021), (Ali & Hernandez, 2024), (Ali & Rahmawati, 2023).
- 4) Promotion: (Prihartono & Ali, 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Saputra & Mahaputra, 2022a), (Hasyim & Ali, 2022).

CONCLUSION

This study aims to determine whether price and product quality play a role in increasing consumer purchasing interest. Based on the article's questions, the following conclusions can be drawn from this study: 1) Product Quality plays a role in Consumer Loyalty; 2) Consumer Satisfaction plays a role in Consumer Loyalty.

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