

Customer-Based Brand Equity, Product Quality, Price And Customer Loyalty In Electronic Industry Of Refrigerator

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Abstract.

The purpose of this study was to analyse the extent of Consumer-Based Brand Equity, Quality Product and Price affects customer loyalty at PT. Panasonic Gobel Indonesia Branch Medan and to compare the theories. The author examined by collecting data using a variety of library research, questionnaires are structured as an instrument to obtain quantitative data with Likert-scale systems are distributed to 68 respondents. Data was then compiled then processed and analysed using multiple regression analysis techniques (multiple regression) through the test of validity, test of reliability and test of classic assumptions. By using the tools of Statistical Product Service Solutions program (SPSS version 22.0). From the survey results revealed that the influential Consumer-Based Brand Equity, Product Quality and Price simultaneously with the results $F_{hitung} 18,457 > F_{tabel} 2,75$ and probability sig. $0,000 < 0,05$ then reject H_0 (accept H_1) that the Consumer-Based Brand Equity, Product Quality, Price simultaneously significantly influence Customer Loyalty PT. Panasonic Gobel Indonesia Branch Medan. The Consumer-Based Brand Equity there is for the partial influence on the Customer Loyalty with a value of $t_{hitung} 3,980 > t_{tabel} 1,997$ and sig. $0,000 < 0,05$, the Product Quality there is for the partial influence on the Customer Loyalty with a value of $t_{hitung} 3,874 > t_{tabel} 1,997$ and sig. $0,000 < 0,05$ and the Price there is for the partial influence on the Customer Loyalty with a value of $t_{hitung} 2,483 > t_{tabel} 1,997$ and sig. $0,002 < 0,05$. From the test results are also obtained by the value of determination R square is 0,564 or 56,4%. It is claimed that Consumer-Based Brand Equity, Product Quality and Price is an excellent way to improve Customer Loyalty and also the hypothesis that the authors proposed previously received.

Keywords: Consumer-Based Brand Equity, Product Quality, Price and Customer Loyalt

I. INTRODUCTION AND LITERATURE REVIEW

The Medan city as the capital city of North Sumatra has a population of 2.44 million people. The area is 265.1 Km² with a population density of 9,186.16 people/Km² consisting of 21 sub-districts with 151 villages (<https://medankota.bps.go.id>). The population continues to grow will be able to increase the need for electronic home appliances product, especially refrigerators which continue to increase. Refrigerator as a necessity cannot be separated from people's lives today as a tool to store food so it remains durable and fresh. One-door refrigerators as a product of low-priced refrigerators are becoming more attractive for brand sustainability in general in the one-door refrigerator market share by electronics companies. So, companies must carefully look at opportunities and consider the snowball effect of competitors' developments in seizing market share from this product. In this low-end market, it is not only the price that must be considered, but the quality of the product should not be ignored, because after the price becomes the reason for the customer to buy, then the strength and durability of the product will be considered and the involvement of consumers in perceiving the brand equity of the product they will buy in the market will be considered. The greater the demand for refrigerators in the Medan branch can create business opportunities in meeting the national demand for refrigerators.

The refrigerator turnover achievement of the Medan branch (chart 1) for the 2019 fiscal year recorded sales by the Japanese company Sharp brand, which led the one-door refrigerator market with a market share of 33.3%, then the Indonesian brand Polytron had a market share of 26.1% although at the national level this brand is number one, followed by the Japanese brand Panasonic at 17.1% and the Korean brand LG at 9.4%. Competition in the sale of one-door refrigerators is not only about supporting product quality and brand strength, but price is also a consideration for customers to buy, even though one-door refrigerator products do not provide high profits for the company, but the contribution of the distribution of

goods will reach remote areas so that it makes important to be maintained in maintaining the overall brand image of the products sold. It can be seen that the number of refrigerators sold in the one-door refrigerator market, namely Sharp has sold 30,090 units, Polytron 22,355 units, Panasonic 13,685 units, Aqua 9,520 units and followed by LG 6,630 units.

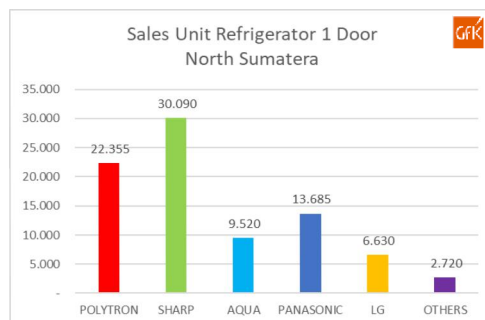


Fig 1. Sales Unit One-Door Refrigerators North Sumatera 2019

Sourch: GFK Data 2019. (www.gfk.com).

The challenge for marketers in building brand strength is to ensure customers have the right experience of a product or service, as well as marketing programs in order to create the desired brand knowledge. The source of brand equity is consumer perception (Keller & Lehmann, 2006), it is important for companies to be able to measure brand equity based on consumer perspective. According to Keller, brand equity based on consumers is the difference in the effect of brand knowledge on consumer responses to brand marketing. Many researches on brand equity have been carried out abroad and in Indonesia. These studies directly or indirectly reveal that brand equity has a positive effect on consumer decisions to use a product (Pinassang & Rahardjo, 2017; Suharyani et al., 2016). Brand equity will affect the perception of quality, which in turn will affect loyalty (Sari, 2017). The results of Berry's (2000) study of service companies that have high performance, found that positive brand equity will create profits and increase consumer confidence in invisible service products and help increase consumer understanding and be able to visualize what they buy. External communication activities are important for building a brand, in addition to the ability to provide a pleasant experience when consumers enjoy services. The strategies implemented by refrigerator manufacturers must be able to meet consumer satisfaction and consumer loyalty. With the creation of consumer satisfaction, it will have a positive impact on the company, on the contrary it will have a negative impact if consumer dissatisfaction is seen from the products being marketed.

Customer satisfaction must be controlled in order to create new customers to buy one-door refrigerator products offered by the company. According to Aaker (2014:8) Brand equity is a set of brand assets and liabilities related to a brand, its name and symbol, which increase or decrease the value provided by an item or service to a company or company's customers. Customer-Base Brand Equity is the company's most valuable asset that must be maintained by the company. Because consumer loyalty to the brand offered by the company makes consumer considerations in purchasing a product. Consumers will continue to buy products from the company's brand offered when the brand has made their main choice. Consumers will buy a product if it meets the expectations of the product. The consumer experience that has been obtained from using the product will become a reference for him and will be shared with others. This recommendation is important for consumers who have never used the product. To be the first product that he remembers compared to competing brands that he can recognize, it must be able to meet the expectations and satisfaction of the products offered. So that it will be effective marketing activities to form positive consumer-based brand equity, which consists of brand loyalty, perceived quality and brand awareness (K. Koay et al., 2020). In line with research Altaf et. al (2017) that it becomes a positive strong experience for consumers on Consumer-Base Brand Equity when the brand experience perceived by consumers is disseminated as a mediation of the relationship between perceived marketing activities and Consumer-Base Brand Equity on the products offered.

Because brand equity according to Kotler and Keller (2016: 265) is an added value of products and services that is seen from the way consumers think, act and feel in relation to the brand, as well as the price

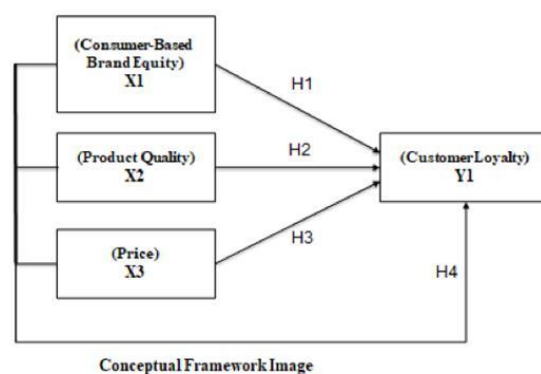
of the product offered, market share and profitability that the brand provides for the company. So, it is important for companies to be able to exploit the brand equity of the products that will be offered to their customers in the market. So how is it important when companies can build brands so that they are oriented and exploit Consumer-Base Brand Equity so that it makes consumers easy to recognize the brands that are used and used so that they are easy to remember to become familiar in the minds of consumers. Panasonic Refrigerators as a popular product in Indonesia must be able to maintain and maintain brand equity that has been well embedded in the minds of its consumers and continue to maintain consumer loyalty in order to stay ahead of competitors. By showing and exploiting the advantages of its products, it will affect consumer perceptions after using Panasonic refrigerator products, and it is hoped that consumers will judge that the Panasonic one-door refrigerator has been able to meet and satisfy their needs and then prefer the Panasonic one-door refrigerator product over the one-door refrigerator other brands. This research will be conducted by a number of people in the city of Medan as many as 268 respondents who bought a single-door refrigerator at an authorized Panasonic dealer. By using the sampling formula according to the Slovin method with a precision of 10%, a sample of 68 respondents was taken on the grounds that the researcher wanted to know the level of loyalty of the people who use the one-door refrigerator in the city of Medan to the use of the Panasonic one-door refrigerator. Considering the limited time and cost in conducting larger research. Based on the formulation of the problem above.

Hypotheses Development

The hypotheses of this study are as follows:

- H1: Consumer-based brand equity is suspected to have a positive and significant effect on consumer loyalty of Panasonic one-door refrigerators in Medan city.
- H2: Product quality is suspected to have a positive and significant effect on consumer loyalty of Panasonic one-door refrigerators in the city of Medan.
- H3: Price is suspected to have a positive and significant effect on consumer loyalty of Panasonic one-door refrigerators in Medan.
- H4: Consumer-based product quality, product quality and price are assumed to simultaneously have a positive and significant effect on consumer loyalty of Panasonic one-door refrigerators in the city of Medan.

To answer this question, a conceptual model is formed that explains the relationship between variables presented in the following conceptual framework image.



1. Consumer-Based Brand Equity

Customer-based brand equity is the difference in consumer responses to brands as a result of differences in brand knowledge. (K. Koay et al. 2020). The indicators are: (a) Brand Loyalty is a reflection of customer loyalty to the Panasonic one-door refrigerator by making the Panasonic one-door refrigerator the first choice and will not buy another one-door refrigerator if there is no Panasonic one-door refrigerator in the market. the shop. (b) Perceived Quality is the probability that the quality of the Panasonic one-door refrigerators is very high. And the probability that a Panasonic one-door refrigerators will work is very high. (c) Brand Awareness is the ability of consumers to identify and identify Panasonic one-door refrigerators among other competing refrigerators. (d) Brand Association is a consumer impression that appears in the

minds of consumers on the characteristics, symbols or logos of Panasonic one-door refrigerators. (e) Panasonic one-door refrigerators has a big name as a quality brand from Japan.

2. Product Quality

According to Kotler and Armstrong (2015:224) Product quality is how the product has a value that can satisfy consumers both physically and psychologically which shows the attributes or properties contained in an item or result. Indicators include: (a) The strength of the resulting Panasonic one-door refrigerators. (b) Durability of the resulting Panasonic one-door refrigerators. (c) Fast cooling time of Panasonic one-door refrigerators. (d) The taste of food placed in the Panasonic one-door refrigerators is preserved. (e) After-sales service of Panasonic one-door refrigerators is easy to find.

3. Price

According to Kotler and Armstrong (2012: 52) price is the sum of all values provided by customers to benefit from owning or using a product or service. The indicators are: (a) The price of the Panasonic one-door refrigerators is still very affordable. (b) The price of the Panasonic one-door refrigerators is in accordance with the quality. (c) The price of the Panasonic one-door refrigerators is in accordance with the perceived benefits. (d) The price of the Panasonic one-door refrigerators is cheaper than competitors. (e) Panasonic one-door refrigerators always have a discount program.

4. Customer Loyalty

According to the research of Jeremia and Djurwati (2019:833) customer loyalty is a result obtained from customer satisfaction with a product or service, this loyalty has a positive impact on companies such as loyal customers who make repeated purchases of company products. The indicators are: (a) Satisfaction with Panasonic one-door refrigerators. (b) Enjoy using the Panasonic one-door refrigerators. (c) Do not want to replace the Panasonic one-door refrigerators with another refrigerator. (d) Recommend Panasonic one-door refrigerators to others. (e) Share the advantages of Panasonic one-door refrigerators with others.

II. RESEARCH METHODS

This research approach is quantitative research with associative research type. The quantitative research approach as proposed by Sugiyono (2018:15) is defined as research based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of describing and testing hypotheses that has been determined. Associative research is research with the aim of knowing the relationship between two or more variables. With this research, a theory can be built that can function to explain, predict and control a symptom (Sugiyono, 2018: 92). This study will explain the effect of consumer-based brand equity, product quality and price on consumer loyalty of Panasonic one-door refrigerators in the city of Medan.

Data Collection Technique

To find out the effect of consumer-based brand equity, product quality and price on loyalty, it is done by distributing questionnaires to respondents in the field. Respondents were assisted in filling out the questionnaire so that if they experienced difficulties in filling out the respondents, the researcher would explain.

Identification and Definition of Operational Variables

According to Sugiyono (2019: 68), research variables are attributes of a group of objects under study that have variations between one another in the group. In this study, researchers used 2 kinds of variables, namely:

[1] Variables that depend on other variables are called dependent variables. The dependent variable is a variable that gets the influence of the data because of the independent variable. The dependent variable used in this study is consumer loyalty.

[2] Variables that do not depend on other variables are called independent variables. The independent variable is a variable that provides changes to the dependent variable. The independent variables used in this research are Consumer-Based Brand Equity, Product Quality and Price.

Variable Operational Definition according to Sugiyono (2019:68) is an attribute or nature or value of an object or activity that has certain variations that have been determined by researchers to be studied and then drawn conclusions. Definitions of research variables must be formulated to avoid errors in collecting data.

Data analysis technique

Descriptive Analysis

This analysis will discuss the form of respondents' responses to all concepts to be measured. So that from the respondent's responses, there will be a tendency for answers about customer loyalty to Panasonic one-door refrigerators.

Data Normality Test

According to Ghozali (2018: 111), the normality test aims to test whether in the regression model, the independent and dependent variables are normally distributed or not. If this assumption is violated, the statistical test becomes invalid for a small sample size. The statistical test used is the non-parametric Kolmogorov – Smirnov (K – S) test with the following hypothesis:

Ho : Residual data is normally distributed

Ha : Residual data is not normally distributed

Hypothesis formula:

Significant K-S > (5%), then accept Ho.

Significant K-S < (5%), then accept Ha.

Multicolonearity Test

The multicollinearity test aims to test whether there is a correlation between independent or independent variables. According to Ghozali (2018: 105), the purpose of the multicollinearity test is to test whether the regression model finds a correlation between the independent variables. Common values that are commonly used are Tolerance values > 0.1 or VIP values < 5, so there is no multicollinearity.

Heteroscedasticity Test

According to Ghozali (2018:137) the heteroscedasticity test aims to test whether in a regression model there is an inequality of variance from the residual of an observation to another observation. Detection can be done by looking at the presence or absence of certain patterns on the scatterplot.

If the probability is significant above the 5% (0.05) confidence level, it can be concluded that the regression model does not lead to heteroscedasticity.

1. If the existing scatter diagram forms certain regular patterns, the regression has heteroscedasticity disorders.
2. If the scatter diagram does not form a pattern or is random, then the regression does not experience heteroscedasticity.

If $t_{count} > \text{from } t_{table}$, it means that there is heteroscedasticity

If $t_{count} < \text{from } t_{table}$, it means that there is homoscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression is used for studies that have more than one independent variable. According to Ghozali (2018:107), multiple linear regression analysis is used to determine the direction and how much influence the independent variable has on the dependent variable, the multiple linear regression analysis formula is used as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon$$

III. HYPOTHESIS TESTING

Partial Test (t)

The t test basically shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable (Ghozali, 2018: 98). This test aims to examine the effect of independent variables (consumer-based brand equity, product quality, and price) on the dependent variable (customer loyalty) separately or partially. The basis for decision making is as follows:

1. By comparing the value of t_{count} with t_{table} .

If $t_{table} > t_{count}$, then Ho is accepted and Hi is rejected

If $t_{table} < t_{count}$, then H_0 is rejected and H_1 is accepted

With a significance level of 95% ($\alpha = 5\%$) with a value of df (degree of freedom), $n-k-1$ ($68-3-1$) = 64, it can be seen that the t_{table} value is 1.997

2. By using the significance probability figures.

If the significance probability is > 0.05 , then H_0 is accepted and H_1 is rejected.

If the probability of significance is < 0.05 , then H_0 is rejected and H_1 is accepted.

Simultaneous Test (F)

The F test basically shows whether all the independent variables included in the model have a joint influence on the dependent variable (Ghozali, 2018:161). In this study, simultaneous hypothesis testing is intended to measure the effect of consumer-based brand equity, product quality, and price together on the dependent variable, namely customer loyalty.

The basis for decision making is as follows:

1. By comparing the value of F_{count} with F_{table}

If $F_{table} > F_{count}$, then H_0 is accepted and H_1 is rejected.

If $F_{table} < F_{count}$, then H_0 is rejected and H_1 is accepted.

2. Using the significance probability numbers

If the significance probability > 0.05 , then H_0 is accepted and H_1 is rejected.

If the significance probability < 0.05 , then H_0 is rejected and H_1 is accepted.

IV. RESULTS AND DISCUSSION

Validity test

Based on table 1.1. The results of the instrument test show that for three independent variables and one dependent variable, the value of r_{count} is greater than r_{table} ($r_{count} > r_{table}$) or greater than 0.242 at $df = 64$, so it can be concluded that the research instrument is valid and feasible to use to collect research data.

Tabel 1.1
Item Validity -Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CBBE 1	58.72	148.115	.746		.910
CBBE 2	58.74	146.436	.669		.912
CBBE 3	58.16	153.750	.532		.915
CBBE 4	58.32	147.476	.681		.912
CBBE 5	58.15	149.948	.603		.914
QP 1	57.81	158.127	.492		.916
QP 2	57.91	158.738	.543		.916
QP 3	57.78	153.757	.685		.913
QP 4	57.88	160.195	.454		.917
QP 5	58.54	150.849	.608		.914
PR 1	57.96	158.700	.518		.916
PR 2	57.84	153.153	.717		.912
PR 3	57.99	159.985	.437		.917
PR 4	57.90	163.258	.369		.920
PR 5	57.84	153.153	.717		.912
CL 1	58.56	148.967	.557		.915
CL 2	58.54	149.297	.583		.914
CL 3	58.59	145.768	.673		.912
CL 4	59.01	151.268	.580		.914
CL 5	58.35	146.978	.570		.916

Notes : CBBE = Consumer-Base Brand Equity, QP = Quality Product, PR = Price, CL = Customer Loyalty

Reliability Test

Based on table 1.2. The results of the instrument test above show that for three independent variables and one dependent variable, the Cronbach Alpha value is calculated more than the minimum limit of Cronbach's Alpha value of 0.6 or greater than 0.6 so it can be concluded that the research instrument is

reliable and reliable. Based on the results of the instrument test above, it can be concluded that the research instrument is valid and reliable, so it can be used to carry out the next test.

Tabel 1.2
Reliability Statistics

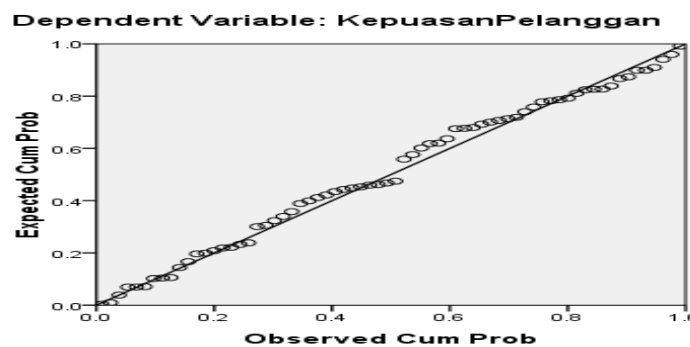
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.918	.923	20

Data Normality Test

Based on Figure 1.3 shows that the distribution of the data points of Consumer-Based Brand Equity, Product Quality, Price and Customer Loyalty spreads around the diagonal line which can be concluded that the data presented can be said to be normal. So, the regression model is feasible to use to predict Customer Loyalty based on the input of the independent variables.

Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



Multicollinearity Test

Based on table 1.4. It can be seen that the Variance Inflation Factor (VIF) number is less than 5, among others, Consumer-Based Brand Equity $1.739 < 5$, Product Quality $3.235 < 5$, Price $2.290 < 5$ and Consumer-Based Brand Equity Tolerance Value $0.575 > 0.10$, Product Quality $0.309 > 0.10$, Price is $0.437 > 0.10$. So that it can be used and there is no / free from multicollinearity.

Tabel 1.4.
Multicollinearity Test - Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.995	2.764		-.360	.720		
Consumer-Based Brand Equity	.516	.130	.480	3.980	.000	.575	1.739
Product Quality	.530	.283	.308	3.874	.000	.309	3.235
Price	.106	.219	.067	2.483	.002	.437	2.290

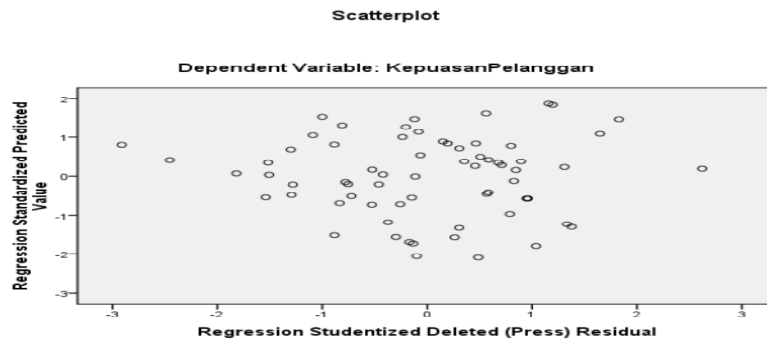
a. Dependent Variable: Customer Loyalty

Heteroscedasticity Test

Based on Figure 1.5, it can be seen that the random points do not form a certain clear pattern, the largest is either above or below the number 0 on the Studentized Residual Regression (Y) axis. This means

that there is no heteroscedasticity in the regression model, so this regression model is suitable for predicting Customer Loyalty based on the input of the Independent Variable.

Uji Heteroskedasitas



Multiple Linear Regression Test

This study uses multiple linear regression analysis to determine the magnitude of the influence between the independent variables consisting of consumer-based brand equity, product quality, and price on the dependent variable, namely customer loyalty.

The results of multiple linear regression are as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$$

$$Y = -0,995 + 0,516 X_1 + 0,530 X_2 + 0,106 X_3 + \epsilon$$

1. Customer loyalty of -0.995 will be indicated by a constant value of -0.995 if the independent variable is considered constant.
2. Customer loyalty 516 points will occur when the value of the consumer-based brand equity regression coefficient is 0.516 multiplied by 1000.
3. Customer loyalty 530 points will occur when the product quality regression coefficient value is 0.530 multiplied by 1000.
4. Customer loyalty 106 points will occur when the price regression coefficient value of 0.106 is multiplied by 1000.

The equation (table 1.6) shows the magnitude of the influence of consumer-based brand equity, product quality and price, each partially showing significant results.

Tabel 1.6
Multiple Linear Regression Test - Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.995	2.764		-.360	.720
Consumer-Based Brand Equity	.516	.130	.480	3.980	.000
Product Quality	.530	.283	.308	3.874	.000
Price	.106	.219	.067	2.483	.002

a. Dependent Variable: Customer Loyalty

Hypothesis testing

1. t test

The t-test shows that the t-value for the consumer-based brand equity variable (X1) is 3.980. The t_{count} value for the product quality variable (X2) is 3.874. The t_{count} value for the price variable (X3) is 2.483. the three results of the t-test when compared with t_{table} then $t_{count} > t_{table}$, the value of t_{table} is 1.997, meaning that there is an influence of consumer-based brand equity, product quality, and price on customer loyalty is also accepted (table 1.7).

Tabel 1.7
t test - Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.995	2.764		-.360	.720		
Consumer-Based Brand Equity	.516	.130	.480	3.980	.000	.575	1.739
Product Quality	.530	.283	.308	3.874	.000	.309	3.235
Price	.106	.219	.067	2.483	.002	.437	2.290

a. Dependent Variable: Customer Loyalty

2. F test

From the results of calculations using SPSS obtained F_{count} of 18.457 > F_{table} of 2.75 at $df = 84$ (as in the Attachment Table of Critical Values for the F Distribution ($\alpha = 0.05$) with a probability of 0.000 far below 0.05), then H_0 is rejected with.

Thus, it is proven that there is a simultaneous influence of consumer-based brand equity, product quality, and price. This is a significant explanation for customer loyalty (table 1.8).

Tabel 1.8
F test - ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	785.052	3	261.684	18.457	.000 ^a
Residual	907.418	64	14.178		
Total	1692.471	67			

a. Predictors: (Constant), consumer-base brand equity, product quality, price

b. Dependent Variable: customer loyalty

Discussion

The Influence of Consumer-Based Brand Equity on Customer Loyalty.

The results of the research on the effect of Consumer-Based Brand Equity on Customer Loyalty indicate that there is a tendency to agree and most of the respondents expressed doubt about the consumer-based brand equity of Panasonic one-door refrigerators. Panasonic's one-door refrigerator consumer-based brand equity to consumers in the Medan city area is supported by various things. First, the Panasonic one-door refrigerator cannot be separated from the big names of the National brand refrigerators. Since April 2004, the National brand household appliances, which are widely known in Indonesia, have been officially changed to Panasonic. Second, since 1970, Panasonic single-door refrigerators have been circulating in Indonesia for a long time and specifically in Medan, Panasonic is a Japanese brand from the Matsushita Electric Industrial company that collaborates with an Indonesian company, PT Transistor Radio Manufacturing owned by Drs. H Thayeb Mohammad Gobel. So that until now the marketing for Panasonic products is carried out by PT Panasonic Gobel Indonesia. So that the spirit of nationalism for these products is still attached and widely known in Indonesian society.

This is what makes consumer-based brand equity of Panasonic one-door refrigerators loyal in Medan City and based on the results of this study, most consumers like Panasonic one-door refrigerators. This community's choice is based on the license of a Japanese brand that is well-known and durable as well as the relationship between the experiences of the parents, and the information they get, especially the goods are easily obtained from where they live and the after-sales service is already widespread. For brand manufacturers it plays an important role as a means of identifying products and companies, a form of legal protection, signal quality assurance, means of creating associations and unique meanings (differentiation), means of competitive advantage, and a source of financial return (Suwarno, 2020). In accordance with the opinion of Griffin (2015: 5) that a customer is said to be loyal or loyal if the customer shows buying behaviour on a regular basis or there is a condition that requires the customer to buy at least twice in a certain time interval. Likewise, according to this study, Oliver (2010: 432) states that loyalty is a customer

commitment to persist deeply to re-subscribe or re-purchase selected products/services consistently in the future, even though the influence of the situation and marketing efforts has the potential to cause changes in buying behaviour.

Effect of Product Quality on Customer Loyalty

The results of research on product quality show that many consumers agree with the statements in the questionnaire. Consumers state that the Panasonic one-door refrigerator products are of good quality, because the food ingredients stored in the Panasonic refrigerator are fresh and well preserved, the durability of the Panasonic one-door refrigerator is strong and does not break easily. In addition, the fast-cooling process of Panasonic one-door refrigerator meets consumer expectations. This is because it is supported by several things, namely: First, the design of the Panasonic one-door refrigerator looks luxurious and can add beauty to the consumer's room. Second, the Panasonic one-door refrigerator requires a small amount of electricity, which is around 65 watts, although the power used is relatively small, the cooling rate is not reduced.

Third, for the storage space for the Panasonic one-door refrigerator, it is quite spacious and can store large food or beverage ingredients in the refrigerator compared to similar competitors' refrigerators. And fourth, the Panasonic one-door refrigerator has a feature that can reduce unpleasant smell caused by food so that its freshness is maintained. Because this is what makes the product quality of Panasonic one-door refrigerators in the city of Medan to be of good quality and based on the results of this study consumers like Panasonic one-door refrigerators. Products that have a long and strong durability make customer loyalty even higher coupled with the latest features, attractive designs and low power consumption. In this study, hypothesis testing also shows the effect of product quality on consumer loyalty. In accordance with the research of Kotler and Keller (2016: 156), product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. By continuing to maintain good product quality, it is the main factor for the company to stay afloat in the competitiveness of similar products. So that customer satisfaction with the products produced will be maintained. In accordance with the opinion of David Garvin (2016: 27), to determine product quality, it can be seen from product performance, product features, reliability, suitability, durability, repairability, beauty/aesthetics and perceived quality.

The Effect of Price on Customer Loyalty.

Research on prices shows that most of the respondents expressed doubt but tend to agree. This shows that the price of single-door refrigerators applied by PT Panasonic Gobel Indonesia is felt to be slightly higher than other brands of single-door refrigerators such as Sharp and Polytron, but can be accepted by consumers considering the quality of the products produced is better. This is understandable because prices are set based on various considerations, including product quality and product distribution. In terms of product quality, Panasonic one-door refrigerators have been recognized and recognized by consumers as described above so that the prices applied by the company can be accepted by consumers. Many empirical result hypotheses show that the price discount has a positive and significant on purchase intention (suwarno, 2020). Even though the price set by the company is high, it still makes consumers loyal.

The results of this study indicate that the price of Panasonic's single-door refrigerators is slightly higher than other brands of single-door refrigerators, but consumers still buy Panasonic, because Panasonic has quality products so that the single-door refrigerators produced must have strength and durability. Thus, the price of the Panasonic single-door refrigerator applied by the company is proportional to the quality of the product produced. Hypothesis test shows the influence of price with consumer loyalty. In line with the opinion of Kotler and Keller (2016: 48) that price is a company management system that will determine the right base price for a product or service and must determine a strategy regarding price discounts, payment of transportation costs and various related variables. According to Assauri (2014: 223), price is the only element of the marketing mix that generates sales revenue, while the other elements are only cost elements. Simultaneous test shows that all independent variables consisting of consumer-based brand equity, product quality and price affect customer loyalty. The three independent variables are indeed interrelated and mutually supportive so that the three independent variables which are used together in the independent variables clearly make a significant contribution to customer loyalty.

V. CONCLUSION

Based on the results of research and interpretations in the previous chapter, the conclusions of this study are: (1) There is an influence of consumer-based brand equity on customer loyalty of Panasonic one-door refrigerators. (2) There is an effect of product quality on customer loyalty of Panasonic one-door refrigerators. (3) There is an effect of price on customer loyalty of Panasonic one-door refrigerators. (4) There is a joint effect of consumer-based brand equity, product quality and price on customer loyalty of Panasonic one-door refrigerators.

VI. SUGGESTIONS AND RECOMMENDATIONS

Recommendations from research based on interpretations and conclusions are as follows:

1) It is hoped that PT Panasonic Gobel Indonesia with the trademark Panasonic one-door refrigerator will further improve the quality of its products and not be complacent by assuming the quality of its products is the best, even though most consumers still consider it good quality and remain loyal to using Panasonic one-door refrigerators. Meanwhile, other brands of single-door refrigerator products have begun to penetrate the market share of Panasonic's single-door refrigerators, especially in the Medan city area. If consumers of Panasonic one-door refrigerators start trying to use other brands of single-door refrigerators and feel that the quality of their products is not much different from Panasonic's single-door refrigerators, while the price of Panasonic's single-door refrigerators is higher than other brands of single-door refrigerators, consumers will gradually Panasonic single-door refrigerators will switch to other brands, because consumers today are more realistic in determining their product choices. Efforts to improve product quality that can meet consumer expectations must still be made so that consumers remain loyal to the one-door refrigerator product. Improving the quality of the product in question can be seen, among other things, by the quality of the one-door refrigerator produced by using the Panasonic one-door refrigerator, which has strength and durability.

2) It is expected that PT Panasonic Gobel Indonesia with the trademark Panasonic one-door refrigerator will maintain the selling price of its products so that it is not too high compared to other brand one-door refrigerator products, because with the product selling price which is much higher, it is feared that consumers will switch to refrigerator products. one door to another brand, which they consider the quality of their products to be not much different, even almost the same as the Panasonic one-door refrigerator, as a result, consumer loyalty will decrease. By keeping the selling price of Panasonic one-door refrigerator products not too high compared to other brands' one-door refrigerator products and continuing to improve product quality, it is hoped that Panasonic's one-door refrigerator consumer loyalty will be maintained.

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