Company Reputation, Product Quality and Price Affect Customer Loyalty One-Door Refrigerator Products in Takengon City

Eliyin[1], Rayuwati[2], Muhamad Yustisar[3], Husna Gemasih[4*]

[1,2,3,4,5] Universitas Gajah Putih, Pegasing, Takengon.
Aceh Tengah 24560, Indonesia.
[*]Corresponding Author:
Email: gemasihhusna@gmail.com

Abstract.
This study analyzes the Company's Reputation, Product Quality and Price on Customer Loyalty of one-door refrigerators product in Takengon City. The research uses a quantitative research approach with associative methods. The population in the study amounted to 251 customers of the Sinar Matahari store in Takengon City, with a total sample of 68 respondents. The sampling technique used was non-probability sampling, with the accidental sampling method. The data analysis technique used multiple linear regression analysis. The research data is sourced from primary data and the data collection process uses interviews, questionnaires and observations. Based on the results of multiple linear regression analysis, it is known that the results of the t test for the Company's Reputation variable are 1.222 and significant 0.226 > 0.05, which means that the Company's Reputation partially has no positive and significant effect on Customer Loyalty, Product Quality variable is -0.642 and significant 0.000 > 0 0.05, which means that the location partially has no positive and significant effect on customer loyalty and the price variable is 4.137 and significant 0.000 <0.05, which means that the price partially has a positive and significant effect on customer loyalty. The results of the F test are 20.860 and a significant 0.000 <0.05, which means that the company's reputation, product quality and price simultaneously have a positive and significant effect on customer loyalty. The results of the R^2 test show that the Adjusted R Square value of 0.471 means that 47.1% of consumer satisfaction can be obtained and is explained by the variables of Company Reputation, Product Quality and Price.

Keywords: *Company Reputation, Product Quality, Price and Customer Loyalty.*

I.   INTRODUCTION

Takengon City as the capital of Central Aceh Regency is located in the Gayo Highlands area as a cool small town located on the back of the Bukit Barisan Mountains which stretches along Sumatra Island with a population of 215,468 people and an area of 4,454.04 square km with a population density of 48 people/ sq km, consists of 14 sub-districts and 295 villages [1]. The cold temperatures in the Gayo Highlands are a challenge and special concern for refrigerator sellers, how to increase sales of electronic equipment, especially refrigerators in this area. The opportunity exists now, when the weather is getting warmer due to global warming in this 1,200-meter-high city [2], so that refrigerator sellers are optimistic.As the largest coffee producing area in Indonesia, Takengon has many local coffee variants that have

various characteristics based on their geographical indications. An example of a local coffee product variant in Central Aceh Regency is Robusta-Arabika Coffee. With the number of coffee farmers being the most numerous professions in Central Aceh, they have also opened additional businesses by opening coffee shops spread across central aceh due to the covid pandemic. This development has increased the number of restaurants and coffee shops in this cold city. So of course the need for refrigerators also grows, in order to maintain the quality of stored food and drinks.

The one-door refrigerator is something that electronic companies must pay attention to, as the cheapest refrigerator product, which of course will be directly accepted by consumers. However, when the price is not the most important thing in fulfilling the customer's desire to buy a refrigerator, then the brand and company reputation are also important to be considered by consumers when deciding to buy a refrigerator.The need for more refrigerators can create business opportunities in the need for national refrigerator sales. The sales achievement of one-door refrigerators for the 2019 fiscal year by the Japanese company Sharp brand was 33.3%, Panasonic was 17.1%, followed by the Korean brand LG 9.4%, then the Indonesian brand Polytron had a market share of 26.1%. Sales of single-door refrigerators will continue to exist according to the needs of local communities. This is not only about quality or attractive models, but the price and company reputation are also considered by customers to buy. As seen from graph 1.1 sales of one-door refrigerators, the Shrap brand has sold 30,090 units, Polytron 22,355 units, Panasonic 13,685 units, Aqua 9,520 units and followed by LG 6,630 units followed by other brands.

Fig 1. Sales Unit Refrigerator 1 Door North Sumatera 2019
Sumber: GFK Data 2019. (www.gfk.com).

Sinar Matahari electronics store is a dealer of several electronic brands, which also sells single-door refrigerators to meet the demands of consumers in Takengon City. The strategy carried out by electronic companies so that their loyal customers continue to buy their products by offering attractive prices and promotions is continuously carried out to maintain customers and their product position in the

market. Because if satisfied customers will continue to buy the company's products, so that sales targets are achieved and are expected to continue to increase. However, influencing consumer sentiment using electronic goods is a challenge in itself because this product has a long life, so the best way is to create a model that fits the customer's lifestyle through the product.Customer loyalty to electronic products is always unstable, because consumers always have a variety of options to choose from and these additional options will continue to increase market competition. It also triggers brand switching, as a risk that must be avoided by electronic companies. The main reason for the failure of top management to gain loyalty is due to the high uncertainty in the market [3][4]. In accordance with the resource-based view theory which says there is an indirect relationship between company reputation and customer loyalty through customer satisfaction [5]. Thus, the RBV suggests that organizational resources are a core source of competitive advantage [6].

In the framework of this research, the company's reputation and customer satisfaction are intangible resources of the organization, to gain competitive advantage in the form of customer loyalty.Customers will become loyal because they have felt the quality of the products used, the brands they know will continue to stick in the minds of these customers. And when product quality is attractive enough for customer satisfaction [7]. In others the research [8][9] also found that product quality affects customer satisfaction, where customers have felt good benefits. So that it is important for companies to continue to create quality products, so that consumers can continue to recognize the brands that are used and used to be remembered in the minds of consumers when they want to buy similar products.Companies must consistently promote their product brands, because loyal customers will buy the same brand and are willing to pay a higher price for a brand or service [10]. The first factor that affects customer loyalty is price. Price is the amount of money charged for a product or service or the amount of value that customers exchange for the benefits of owning or using the product or service [11].

Prices solely depend on company policy but take into account various things.The low or high price of a product is very relative, for that the company must constantly monitor the prices set by competitors so that the prices set by the company are not too high or vice versa. Pricing strategies are very important to attract consumers' attention [12][13]. The right price is the price that follows the quality of the product or service offered, and that price can provide a buying decision. Marketers seek to achieve certain goals through the pricing component. Some companies try to increase profits by setting low prices to attract new business [14].As a brand that has a good reputation, such as the Panasonic, Sharp, Aqua, LG and Polytron brands in marketing their refrigerator products, they must continue to maintain and maintain brand equity so that it is well embedded in the minds of consumers, while continuing to maintain product quality and strive to remain superior. In the face of its competitors, it is hoped that loyal customers will continue to judge that these brands' one-door

refrigerators can meet and satisfy their needs and then prefer one-door refrigerator products over other one-door refrigerator products.

With limited time and cost in research. So the above problem is formulated with the following hypothesis:

Hypothesis 1: Company Reputation is suspected to have a positive and significant effect on Consumer Loyalty of one-door refrigerators in the city of Takengon.

Hypothesis 2: Product Quality is suspected to have a positive and significant effect on Consumer Loyalty of one-door refrigerators in the city of Takengon.

Hypothesis 3: Price is suspected to have a positive and significant effect on Consumer Loyalty of single-door refrigerators in the city of Takengon.

Hypothesis 4: Company Reputation, Product Quality and Price are assumed to have a positive and significant effect on Consumer Loyalty of one-door refrigerators in Takengon.

II. LITERATURE REVIEW
Company Reputation

Company Reputation directly forms customer confidence in the products or services of the company concerned so that it will influence customers in making choices [15]. The company's reputation according has an understanding as an overall picture of the company's actions in the past and the prospects of the company in the future through all the policies taken when compared to competing companies [16].

This study uses indicators of company reputation according to Charles J. Fombrun: (a) Credibility; This factor is related to the company's image that has won the trust of consumers, consumers value and respect the company's existence emotionally. This factor includes several characteristics, namely positive feelings towards the company, admiring and respecting the company and trusting the company's business activities. (b) Reliable; This factor is related to the company's image in the eyes of consumers, where the company is able to offer high quality products that are better managed so that consumers feel proud of the ownership of the company's products. The characteristics of this dimension offer high quality products and services, the company is managed professionally, the company has quality products and services. (c) Reliability; This factor is related to the company's image to build a good image for consumers, this is done through activities while always maintaining the quality of products or services, always ensuring the implementation of excellent service quality, and always displaying reliable facilities for the benefit of consumers. (d) Social Responsibility; The image for the surrounding community, how much or how much the organization helps the development of the surrounding community, how much the organization cares about the community and becomes an environmentally friendly company. The characteristics are that the company always

supports the goals of community activities, is responsible for the environment and always treats consumers better.

Quality Product

Quality Product is the ability of an item to provide results or performance that match and even exceed what customers want [17]. Quality Product is an overall evaluation process to customers for improving the performance of a product [18]. If the company wants to maintain its competitive advantage in the market, the company must understand what dimensions are used by consumers to distinguish the products sold by the company from those of competitors [19].

The dimensions of product quality according to Kotler & Keller are: (a) Performance; relates to the basic operating characteristics of a product. (b) Durability; which means how long or the age of the product in question lasts before the product must be replaced. The greater the frequency of consumer use of the product, the greater the durability of the product. (c) Conformance to Specifications; ie the extent to which the basic operating characteristics of a product meet certain specifications from consumers or no defects are found in the product. (d) Features; are product characteristics designed to enhance product functionality or increase consumer interest in the product. (e) Reliability; is the probability that the product will perform satisfactorily or not within a certain period of time. The less chance of damage, the more reliable the product. (f) Aesthetics; relates to how the appearance of the product can be seen from the appearance, taste, smell, and shape of the product. (g) Perceived Quality; is the result of using indirect measurements because there is a possibility that consumers do not understand or lack information about the product in question. Thus, consumer perceptions of the product are obtained from price, brand, advertising, reputation, and country of origin.

Price

Price is the amount of money spent for a product or service, or the amount of value that consumers exchange for the benefit, ownership or use of the product or service [20]. Price is the only element of the marketing mix that brings income or revenue to the company [21].

This study uses price indicators according to Kotler and Keller as follows: (a) Price affordability; Consumers can reach the prices set by the company. There are usually several types of products in one brand and the prices also differ from the cheapest to the most expensive. With the price set, many consumers buy the product. (b) Price according to ability; Consumers often compare the price of a product with other products. (c) Price Competitiveness; In this case, the high or low price of a product is highly considered by consumers when buying the product. (d) Price match with product quality; Price is often used as an indicator of quality for consumers, people often choose the higher price between two goods because they see a difference in quality. If the price is higher people tend to think that the quality is also better. (e) Matching price with benefits; Consumers decide to buy a product if the perceived

benefits are greater than or equal to what has been spent to get it. If consumers feel the benefits of the product are less than the money spent, consumers will think that the product is expensive and consumers will think twice about making repeat purchases [22].
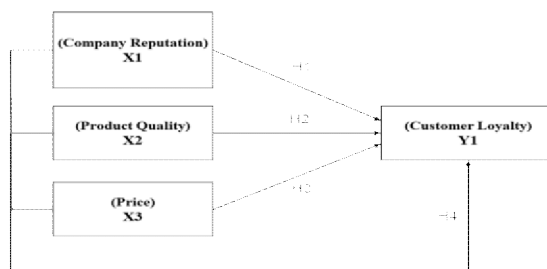
Customer Loyalty

Loyalty or loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause customers to switch [23]. Customer loyalty as a customer's commitment to a brand, store, supplier based on a very positive attitude reflected in consistent repeat purchases [24]. Loyalty denotes a condition of a certain duration of time and requires that actions purchases occur no less than twice [25].

According to Griffin, there are four dimensions of customer loyalty, including: (a) Make Regular Repeat Purchases; average repurchase (purchase a product or service in large quantities and buy additional services or products. (b) Purchase Across Product and Service Lines; buy products with the same service (buy products or services from the same company). (c) Refers Other; recommends or promotes products to others (recommends service or product providers to others or conveys positive things to others) (d) Demonstrates Immunity to The Pull of The Competition; shows immunity (to the product in question) in competition (Demonstrating product superiority or testing other services or products.) In this study, only three indicators were used, namely: Make Regular Repeat Purchase, Purchase Across Products and Service Lines and Refers Other.

III. RESEARCH METHODS
Study Design

The conceptual model of the research is explained by the relationship between the variables presented in the following conceptual framework image.This research approach is quantitative research with associative research type. 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 research phenomenon [26]. This study will explain the influence of company reputation, product quality and price on consumer loyalty of one-door refrigerators in the city of Takengon.

Fig 1.1. Research Framework

Data Collection Technique

To determine the effect of company reputation, product quality and price on customer loyalty by distributing questionnaires to respondents at the Sinar Matahari store in Takengon. Respondents were assisted in filling out the questionnaire so that if they experienced difficulties in filling out the respondents, the researchers explained. To find out, the research population was 251 people who bought a one-door refrigerator at the Sinar Matahari Store in 2019, using the sampling formula according to Slovin with a precision of 10%, the number of research samples was taken as many as 68 respondents.

Data Analysis Technique

We used SPSS v.25 to assess and analysed data for this research. The respondent's demographic information was defined by using descriptive statistics. Multiple regression was used to test the model and the hypotheses systematically. Before multiple regression, each construct's internal consistency was tested to ensure its reliability and validity.Research variables are attributes of a group of objects under study that have variations between one another in the group. In this study, the dependent variable used in this study is consumer loyalty. The independent variables used in this research are Company Reputation, Product Quality and Price [27]. Definitions of research variables must be formulated to avoid errors in collecting data. The descriptive data analysis technique used will discuss the form of respondents' responses to all concepts to be measured. So that from the next respondent's responses, a tendency will be obtained for answers about customer loyalty to one-door refrigerators in Takengon City.

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. One of the statistical tests used is the non-parametric Kolmogrof – Smirnov test and the multicollinearity test aims to test whether there is a correlation between independent or independent variables. And the heteroscedasticity test aims to test whether in a regression model there is an inequality of variance from the residuals of one observation to another observation [28].Multiple Linear Regression Analysis, used for research that has more than one independent variable. 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:

$$Y = a + b1X1 + b2X2 + b3X3 + \varepsilon$$

The hypothesis test used in this study is the Partial Test (t), which will show how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable. Simultaneous Test (F) will show whether all the independent variables included in the model have a joint effect on the dependent variable.

IV.   RESULT AND DISCUSSION

Validity test

Based on table 1.2. The results of instrument testing of three independent variables and one dependent variable, for validity with Corrected Item-Total Correlation > 0.30. found some invalid data. So that the re-testing of table 1.3 is carried out. So, it can be concluded that the research instrument is valid and feasible to use to collect research data.

Reliability Test

Based on table 1.4. The results of the instrument testing above show that for the three independent variables and one dependent variable the Cronbach's 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.
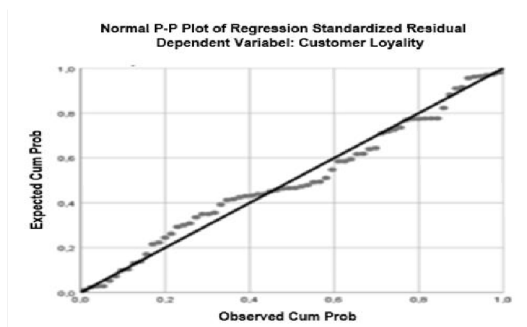
Table 1.4
Reliability Statistic

Variable		Cronbach's Alpha	Cronbach's Alpha on Standardized Items	N of Items
Company Reputation	Indevendent	.782	.600	5
Quality Product	Indevendent	.895	.600	12
Price	Indevendent	.945	.600	10
Customer Loyality	Devendent	.835	.600	6

Source Processed Data 2022, SPSS versi 25.0

Data Normality Test

Based on the results of the normality test of data on the P-P Plot Normal curve, it can be seen in Figure 1.2 shows that the distribution of the data points of the Company's Reputation, 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.

Fig 1.2. Normal P-P Plot of Normality Test Results
Source: Data Processing The author uses SPSS version 25.0 (2022)

Multicollinearity Test

Based on table 1.5 It can be seen that the Variance Inflation Factor (VIF) number is smaller than 5, among others are Company Reputation 3.305 < 10, Product Quality 1.842 < 10, Price 2.718 < 10 and Company Reputation Tolerance value 0.303 > 0.10, Product Quality 0.543 > 0, 10, Price 0.368 < 0.10. So that it can be used and there is no / free from multicollinearity.

Heteroscedasticity Test

Based on Figure 1.3, it can be seen that the random points do not form a clear and largest pattern, both above and 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.

Table 1.5
Multicollinearity Coefficients^a Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std, Error	Beta			Tolerance	VIF
1	(Constant)	12.863	2.394		5.374	.000		
	Company Reputation	.167	.137	.147	1.222	.226	.543	1.842
	Quality Product	-.039	.060	-.094	-.642	.523	.368	2.718
	Price	.249	.060	.669	4.137	.000	.303	3.306

a. Dependent Variable: Customer Loyality

Note: Tolerance value < 0.10 and VIF value > 10 then mutikolinierity, Tolerance value > 0.10 and VIF value < 10, then there is no mutikolinierity.

Source Processed Data 2022, SPSS versi 25.0
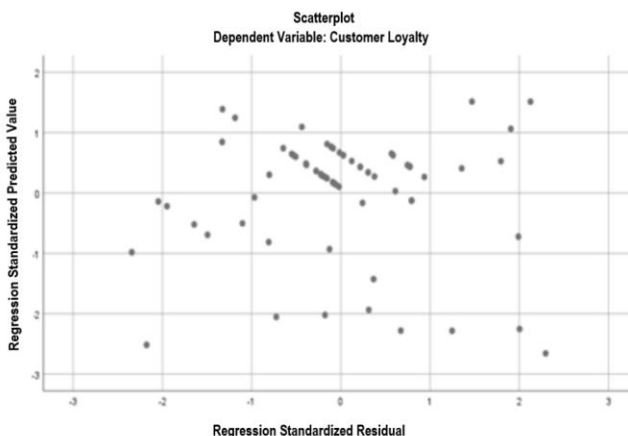
Fig 1.3. Scatterplot of Heteroscedasticity Test Results
Source: Data Processing The author uses SPSS version 25.0 (2022)

Multiple Linear Regression Test

The study used multiple linear regression analysis to determine the magnitude of the influence between the independent variables, namely company reputation, product quality, and price on the dependent variable, namely customer loyalty.

The results of the multiple linear regression test are as follows:

$Y = a + b1X1 + b2X2 + b3X3 + \varepsilon$

$Y = 12,863 + 0,249\ X1 + 0,167\ X2 + -0,039X3 + \varepsilon$

    a.   If everything on all independent variables is considered 0 (zero), then the value of Customer Loyalty (Y) is fixed at 12.863.

    b.   If there is an increase in the Price variable by 1 (one) unit, then consumer satisfaction (Y) will increase by 0.249.

    c.   If there is an increase in the price variable of 1 (one) unit, then the Company's Reputation (Y) will increase by 0.167.

    d.   If there is an increase in the location variable by 1 (one) unit, then the Product Quality (Y) will increase by -0.039.

According to the results of the equation and table 1.5, showing the magnitude of the influence of the company's reputation, product quality and price, each partially shows significant results.

Hypothesis Testing

1.   T test

The t-test was conducted to test the significant effect between the variables X and Y, whether the Company's Reputation (X_1), Product Quality (X_2) and Price (X_3) on Customer Loyalty (Y) separately or partially as shown in the results of this study in table 1.4 .The effect of Company Reputation on Customer Loyalty shows the results of the t-test analysis that obtained tcount of 1.222 while ttable of 1.99773, so that tcount is smaller than ttable (1,222 <1.99773) and the significance value is greater than 0.05 (0.226 > 0, 05), then Ho is accepted and Ha is rejected, this means that the Company's Reputation partially does not have a positive and significant effect on Customer Loyalty. It can be concluded that the previous hypothesis (H_1) was rejected.The effect of Product Quality on Customer Loyalty shows the results of the t-test analysis that the obtained tcount is -0.642 while ttable is 1.99773, so that tcount is smaller than ttable (-0.642 <1.99773) and the significance value is greater than 0.05 (0.523 > 0.05), then Ho is accepted and Ha is rejected, this means that Product Quality partially has no positive and significant effect on Customer Loyalty. It can be concluded that the hypothesis (H_2) was previously rejected.The Effect of Price on Customer Loyalty in the t-test analysis shows that the t-count is 4.137 while the t-table is 1.99773, so that t-count is greater than t-table (4.137 > 1.99773) and the significance value is less than 0.05 (0.000 < 0, 05), then Ho is rejected and Ha is accepted, this means that the price partially has a positive and significant effect on customer loyalty. It can be concluded that the hypothesis (H_3) was previously accepted.

2.   Anova Test

From Table 1.6 it can be seen that the results of the simultaneous test (F test) show that F_{count} is 20.860 while F_{table} is 2.75 so that F_{count} is greater than Ft_{able} (20.860 > 2.75) and the significance value is less than 0.05 (0.000 < 0 0.05), then H_o is rejected and H_a is accepted. This means that the Company Reputation, Product Quality and Price simultaneously or jointly have a positive and significant effect on consumer satisfaction. It can be concluded that the hypothesis (H_4) was previously accepted.

Table 1.6

Simultaneous Test Results (F Test)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	205.928	3	68.643	20.860	.000[b]
	Residual	210.692	64	3.291		
	Total	416.529	67			

a. *Dependent Variabel : Customer Loyality*

b. *Predictors: (Constant), Compoany Reputatio, Quality Product, Price*

Source Processed Data 2022, SPSS versi 25.0

3.   R Square Test

The coefficient of determination (R^2) will measure how far the model's ability to explain variations in the dependent variable is.

Based on Table 1.7, it can be seen that the Adjusted R Square has a value of 0.471 or it can be said that the coefficient of determination is 0.471 (47.1%). This shows that customer loyalty can be obtained or explained by the company's reputation, product quality and price by 47.1% while the remaining 100% - 47.1% = 53.9% is explained by other factors or variables outside this study such as promotion, brand equity and product variants.

Tabel 1.7

Coefficient of Determination Test Results (R Square)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.703[a]	.494	.471	181.401

a. *Dependent Variabel : Customer Loyality*

b. *Predictors: (Constant), Compoany Reputatio, Quality Product, Price*

Source Processed Data 2022, SPSS versi 25.0

V.   DISCUSSION

The Effect of Company Reputation on Customer Loyalty.

The results of testing the Company's Reputation variable on Customer Loyalty partially show that it has no positive and significant effect. That there is a tendency for

customers no matter which company sells the product they are looking for, as long as their needs and wants for the product are met and available. The most available brands of single-door refrigerators in stores will be purchased by customers. This is what makes the company's reputation for one-door refrigerator products less loyal in Takengon City and based on the results of this study, most consumers prefer one-door refrigerators that are the most suitable for the price and model. Customers don't care whether the company's reputation is based on Japanese, Korean, Chinese brand licenses or domestic production. The important thing is that there is an after-sales guarantee so that customers are interested in buying these goods.In accordance with the opinion in his research shows that the company's reputation does not directly maintain customer loyalty unless customers feel trust and commitment to the quality of the products they use [29]. Similarly, according to his research says that customer satisfaction and loyalty requires relationships with customers and products offered in the area where they want to buy [30].

Effect of Product Quality on Customer Loyalty

The results of testing the Product Quality variable on Customer Loyalty partially show no positive and significant effect. Customers buying single-door refrigerators do not really care about product specifications. This is because: First, the design of a single-door refrigerator still cannot look luxurious and does not add to the beauty of the consumer's room. Second, customers of one-door refrigerators are more middle-low consumers. Third, customers understand the quality of the products offered according to the price. This is why customers of one-door refrigerator products in Takengon City don't really care about the model and brand and quality, as long as the price is right, it will be their choice in buying.

This is different from the results, where the results of the study show that product quality has a significant effect on customer loyalty to refrigerator products in Medan City by testing on one brand [31]. While in this study there were five brands tested. However, other studies support this research because the Product Quality variable does not have a substantial beneficial effect on Consumer Loyalty, so it is the same as this study which does not have a significant relationship between product quality variables and customer loyalty [32].

Effect of Price on Customer Loyalty.

The results of testing the price variable on customer loyalty partially show a positive and significant effect. This shows that the price of a single door refrigerator applied by the manufacturer is perceived as acceptable by the customer. This is understandable because prices are set based on various considerations, including product quality and product distribution. In terms of the quality of the single door refrigerator, it is a low end product and is recognized by consumers as described above so that the price applied by the company can be accepted by consumers.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 a one-door refrigerator is slightly higher than the one-

door refrigerator product of other brands, but consumers still buy products that are available in the store. Thus, product distribution becomes important for manufacturers of single-door refrigerators so that they can always be available and displayed in stores.

Hypothesis test shows the influence of price with consumer loyalty. 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 [33]. Price is the only element of the marketing mix that generates sales revenue, while the other elements are only cost elements [34]. Simultaneous test shows that all independent variables consisting of Company Reputation, Product Quality and Price have an effect on 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.

VI. CONCLUSION

The results showed that price had a significant effect on customer satisfaction and customer loyalty of one-door refrigerators in Takengon. The results of the study describe the price of a one-door refrigerator as expected by consumers, so that consumers feel satisfied and loyal to one-door refrigerators. This can be used as a management strategy to increase customer loyalty of Panasonic, Sharp, LG, Aqua and Polytron single-door refrigerators. Product Quality has no significant positive effect on Customer Loyalty. This illustrates that the product quality of one-door refrigerators is not the thing that most influences consumers in buying one-door refrigerators, but in order to maintain the brand in the minds of consumers, good product quality is still needed. Brand as the main component in the company's reputation is not a consumer choice in choosing a one-door refrigerator, it can be seen from the results of the Company's Reputation variable test that it does not have a positive and significant effect on Customer Loyalty. Of the three independent variables of this study, the price variable shows the best effect on customer loyalty.

VII. ACKNOWLEDGMENTS

REFERENCES

[1]   Kabupaten Aceh Tengah Dalam Angka 2021. BPS Kabupaten Aceh Tengah (Statistics of Aceh Tengah Regency). https://acehtengahkab.bps.go.id/publikasi.html

[2]   BBC New Indonesia. Mehulika Sitepu. 3 Februari 2018. Petani kopi Gayo Aceh keluhkan panen menurun 'akibat perubahan iklim' . https://www.bbc.com/indonesia/majalah-42901494.

[3]   Aramburu, IA, & Pescador, IG (2019). The effects of corporate social responsibility on customer loyalty: The mediating effect of reputation in cooperative banks versus commercial banks in the Basque country. *Journal of Business Ethics*, 154(3), 701–719.https://doi.org/10.1007/s10551-017-3438-1.

[4]   Cheng, BL, Gan, CC, Imrie, BC, & Mansori, S. (2019). Service recovery, customer satisfaction and customer loyalty: Evidence from Malaysia's hotel industry. *International Journal of Quality and Service Sciences,* 11(2), 187–203.https://doi.org/10.1108/IJQSS-09-2017-0081.

[5]   Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management,* 17(1), 99–120.https://doi.org/10.1177/014920639101700108.

[6]   Barney, JB, Ketchen, DJ Jr., & Wright, M. (2011). The future of resource-based theory: Revitalization or decline? *Journal of Management*, 37(5), 1299–1315.https://doi.org/10.1177/0149206310391805.

[7]   Rizan, Mohamad (2010). Analysis Of Service Quality and Customer Satisfaction, And Its Influence on Customer Loyalty. Oxford Business & Economics Conference. Pp. 1-28

[8]   Syafarudin, Afriapollo (2021). The Effect of Product Quality on Customer Satisfaction Implications on Customer Loyalty in the Era Covid-19. *Ilomata International Journal of Tax & Accounting (IJTC).* P-ISSN: 2714-9838; E-ISSN: 2714-9846. Volume 2, Issue 1 January 2021. Page No. 71-83.

[9]   Suwarno, Bambang (2021). Customer-Based Brand Equity, Product Quality, Price and Customer Loyalty in Electronic Industry of Refrigerator. *International Journal of Science, Technology & Management,* 2(6), 2143-2154.https://doi.org/10.46729/ijstm.v2i6.394.

[10]   Natarajan, S., Kailath, BJ, Kumar, D., & Kumar, R. (2016). Accelerating occupancy grid map computation with GPU for real-time obstacle detection. In 2016 22nd Annual International Conference on Advanced Computing and Communication (ADCOM) (pp. 38-43). IEEE.

[11]   Kotler, Philip and Armstrong, Gary, 2015. Principles Of Marketing, Issue 14, New Jersey: Prentice-Hall Published.

[12]   Ngo, VD, Janssen, F., Leonidou, LC, & Christodoulides, P. (2016). Domestic institutional attributes as drivers of export performance in an emerging and transition economy. *Journal of Business Research,* 69(8), 2911-2922.https://doi.org/10.1016/j.jbusres.2015.12.060.

[13]   Poncet, S., & De Waldemar, FS (2013). Export upgrading and growth: the prerequisites of domestic embeddedness. World Development, 51, 104-118.https://doi.org/10.1016/j.worlddev.2013.05.010.

[14]   Gie, 2020. Pricing Strategy: Methods, Methods, and Functions [WWW Document].

[15] Dick, A., Chakravarty, D., & Biehal, G. (1990). Memory Based Inference During Consumer Choice. *Journal of Consumer Research* Vol. 17, No. 1 (Jun., 1990), pp. 82-93. https://www.jstor.org/stable/2626827.

[16] Fombrun, CJ (1996). Reputation: Realizing Value from The Corporate Image. Cambridge, Massachusetts: Harvard Business School Press.

[17] Kotler, Philip and Keller, Kevin Lane, 2016. Marketing Management, 15th Edition, Pearson Education, Inc.

[18] Mowen, John C and Minor, Michael. (2012). Consumer Behavior was translated by Dwi Kartika Yahya. Jakarta: Erlangga.

[19] Mullins, Jhon W., Orville C. Walker Jr., Jean Claude Larreche, dan Harper W. Boyd 2005. Marketing Manajemen: A Strategic Decision Maker Approach. New York: The Megraw-Hill Companies

[20] Kotler, Philip and Armstrong, Gary, 2015. Principles Of Marketing, Issue 14, New Jersey: Prentice-Hall Published.

[21] Fandy Tjiptono, 1997, Marketing Strategy, Edition 1, Andi Publisher, Yogyakarta.

[22] Kotler, Philip and Keller, Kevin Lane, 2016. Marketing Management, 15th Edition, Pearson Education, Inc.

[23] Kotler, Philip and Keller, Kevin Lane, 2016. Marketing Management, 15th Edition, Pearson Education, Inc.

[24] Fandy Tjiptono, 1997, Marketing Strategy, Edition 1, Andi Publisher, Yogyakarta.

[25] Griffin, Jill. 2010. Customer Loyalty, Growing and Maintaining Customer Loyalty. Translated by Dwi Kartini Yahya. Jakarta: Erlangga.

[26] Sugiyono, 2019. Statistics for Research, Bandung: Publisher CV. Alphabet.

[27] Sugiyono, 2018. Management Research Methods: Quantitative, Qualitative Approaches, Mixed Methods, Action Research, Evaluation Research. Edition 6, Bandung: CV Publisher. Alphabet.

[28] Ghozali, I.H. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25 (9th ed). Semarang: Badan Penerbit Universitas Diponegoro.

[29] Rather, RA, Tehseen, S., Itoo, MH, & Parrey, SH (2019). Customer brand identification, affective commitment, customer satisfaction, and brand trust as antecedents of customer behavioral intention of loyalty: An empirical study in the hospitality sector. *Journal of Global Scholars of Marketing Science*, 29(2), 196–217.https://doi.org/10.1080/21639159.2019.1577694.

[30] Menidjel, C., Benhabib, A., Bilgihan, A., & Madanoglu, M. (2019). Assessing the role of product category involvement and relationship proneness in the satisfaction–loyalty link in retailing. *International Journal of Retail & Distribution Management*, 48(2), 207–226. https://doi.org/10.1108/IJRDM-01-2019-0020.

[31] Suwarno, Bambang (2021). Customer-Based Brand Equity, Product Quality, Price and Customer Loyalty in Electronic Industry of Refrigerator. *International Journal of Science, Technology & Management,* 2(6), 2143-2154.https://doi.org/10.46729/ijstm.v2i6.394.

[32] Arif, Muhammad., & Afrianti Syahputri, Afrianti. (2021). Journal of International Conference Proceedings (JICP) Vol. 4 No. 2, 398-412, November, 2021. P-ISSN: 2622-0989/E-ISSN: 2621-993X.

[33]   Kotler, Philip and Keller, Kevin Lane, 2016. Marketing Management, 15th Edition, Pearson Education, Inc.

[34]   Assauri Sofjan. 2014. Manajemen Pemasaran. Raja Grafindo Persada: Jakarta.

[31]   Suwarno, Bambang (2021). Customer-Based Brand Equity, Product Quality, Price and Customer Loyalty in Electronic Industry of Refrigerator. *International Journal of Science, Technology & Management*, 2(6), 2143-2154.https://doi.org/10.46729/ijstm.v2i6.394.

[31]   Suwarno, Bambang (2021). Customer-Based Brand Equity, Product Quality, Price and Customer Loyalty in Electronic Industry of Refrigerator. *International Journal of Science, Technology & Management*, 2(6), 2143-2154.https://doi.org/10.46729/ijstm.v2i6.394.