Impartiality of the Implora Lipstick Brand and its quality on Palangka Raya consumer loyalty

Etri Cahyati[1], Lelo Sintani[2], Ina Karuehni[3]
[1,2,3] *Faculty of Economics and Business, Palangka Raya University*

Corresponding Author:
Address   : Faculty of Economics and Business, Palangka Raya University, Central Kalimantan
E-mail   : etrycahyti2103@gmail.com

Abstract

This study aims to empirically explain the impact of brand image and product quality on customer loyalty towards Implora Lipstick Products in Palangka Raya. This study employs quantitative methodologies within a descriptive research framework. The sample size in this study consisted of 96 respondents. This study's primary and secondary data sources are primary and secondary data. The data analysis procedure employs validity and reliability assessments, classical assumption tests, multiple linear regression analysis, and hypothesis testing utilizing the SPSS version 26 software. The findings of this study suggest that (1) Brand Image has a partially significant impact on Customer Loyalty, (2) Product Quality has a partially significant impact on Customer Loyalty, and (3) Brand Image and Product Quality have a considerable simultaneous impact on Customer Loyalty.

Keywords: brand image, customer loyalty, product quality

1.   INTRODUCTION

The cosmetics sector is characterized by rapid expansion and large sales volume. The competition among companies in the cosmetic and personal care industry is intensifying. This is evidenced by the wide variety of worldwide cosmetic items, which can impact multiple elements regarding recurrent purchases. A wide variety of lipstick is available in the market, with an increasing number of brands, varieties, colors, benefits, pricing, and even trends. This has led producers to innovate their products constantly.

To outperform their competitors, organizations must develop their distinctiveness and cultivate a favorable brand image for their products in the face of growing competition. There is increasing competition among brands, which would indirectly compel a company to sustain its market share. To ensure their survival, manufacturers must diligently consider the desires and requirements of consumers, particularly regarding cultivating and preserving client loyalty (Spillane, 2021). Companies must prioritize consumers' requirements, desires, and fulfillment to cultivate consumer loyalty (Rane et al., 2023).

Consumer loyalty is the dedication and commitment of consumers to specific entities, such as brands, products, services, or stores (Ningthoujam et al., 2020). Loyalty as a solid commitment to repurchase or support a chosen product or service in the future despite the potential influence of situational factors and marketing efforts that may tempt customers to switch (Kotler et al., 2021; Pratt et al., 2023). One effective strategy to achieve a competitive edge and retain customer loyalty is cultivating a favorable brand perception among consumers.

A positive brand image is an accolade bestowed upon a company for possessing unique advantages over its competitors, enabling the company to sustain its growth and innovation to fulfill consumer demands (Bendell, 2022; Martoyo et al., 2022; Rumondang et al., 2020).

Product quality is another factor that fosters customer loyalty when selecting a product. The level of enjoyment consumers derive from purchasing and utilizing a product is heavily influenced by the quality of the product. Product quality refers to a product's capacity to meet the specified or implemented consumer requirements (Ali et al., 2021), Consumers experience satisfaction when their evaluation indicates that the things they utilize have superior quality (Japutra et al., 2021). Another definition of product quality, refers to the evaluation of a product's ability to match consumer expectations (R. Rahmawati & Sentana, 2021).

Researchers will analyze Implora's lipstick products as part of this study. Implora Cosmetics (PT Implora Sukses Abadi) was established in 2002 under CV Priscila Mandiri Utama by Go Wie Liem and his wife, Mrs. Sri Melani. Go Wie Liem launched a fragrance enterprise named Implora with his spouse and two staff members. His products have garnered positive feedback from customers. In addition 2005, CV Priscila Mandiri Utama recognized the necessity for ongoing innovation in women's beauty goods. Building upon this foundation, the company embarked on a path of innovation, expanding its production and marketing efforts to include various cosmetic items such as face powder, eyeshadow, and solid lipstick. These products were strategically disseminated in the regions of Java and Bali. In 2017, CV Priscila Mandiri Utama developed the Urban Lip Cream Matte product, giving it a highly positive reception in the beauty world. Urban Lip Cream Matte has gained popularity among lipstick enthusiasts due to its high-quality formula, positioning it as a brand of choice in the competitive market.

2. LITERATURE REVIEW

Image is a perception that emerges from comprehending a present reality. Brand is a specific name, word, sign, symbol, or design, or a mix of these elements, that is used to distinguish and identify products or services from one seller or group of sellers, setting them apart from competitors (Keller & Kotler, 2022).

Brand image as a collection of thoughts, ideas, and impressions that an individual has about an object (Darmawan et al., 2022). The attitudes and behaviors of a person towards an object are influenced by their image of that product. Brand image refers to the external characteristics of a product or service that aim to fulfill customers' psychological or social desires (Rusmahafi & Wulandari, 2020). Brand image indicators include consumer perceptions of product introduction, product quality, design or packaging that is attractive and memorable, color, and price (Chitturi et al., 2022).

Product quality, refers to the extent to which a product or service can meet customers' expressed or implied expectations (Das Guru & Paulssen, 2020). The quality of a product can be assessed based on two key dimensions: its level and consistency. When creating a product, marketers need to select a quality that aligns with the product's positioning. Product quality refers to the performance quality of a product, which is its ability to fulfill its intended function effectively (Lina, 2022). In addition to the degree of excellence, high quality can also refer to a high degree of consistency in quality. Product quality refers to guaranteeing high standards, devoid of flaws, and constantly meeting the desired performance benchmarks (M. Rahmawati & Lestari, 2020).

To attain the desired level of product quality, it is necessary to implement quality standards, as stated. This strategy guarantees that the manufactured items adhere to pre-established criteria to prevent consumers from losing trust in the product. Marketers who neglect product quality will face consumer disloyalty, leading to a fall in product sales. When marketers prioritize quality and support it with advertising and affordable costs, consumers will quickly decide to purchase the goods. Product quality indicators include product packaging quality, availability of multiple product variants, easily memorable brands, product performance, and consumers' preferred options (Naini et al., 2022).

Customer loyalty, refers to the extent to which customers consistently choose and use a particular product or service brand over a given period, especially when there are numerous alternatives available that can fulfill their needs and customers have the means to access them (Firmansyah, 2023). Loyalty is a solid commitment to continue purchasing or supporting a chosen product or service in the future, even when external factors or marketing strategies could potentially make customers switch (Maharani et al., 2020). Meanwhile, loyalty refers to continuously purchasing the same specific brand, which may be due to factors such as limited availability or the brand being the most affordable option (Dawes et al., 2021). Customer loyalty can be categorized into two groups: brand and store loyalty. Customer loyalty can be described as a cheerful disposition towards a brand that is demonstrated via regular and ongoing purchases (Dandis & Al Haj Eid, 2022).

3. METHOD

Survey research, also known as a self-administered survey, as a method of data collecting that involves using a questionnaire instrument to get responses from respondents (Sugiyono, 2017). The author uses quantitative tools to conduct a descriptive research study. The research will utilize primary data as the main source, which involves distributing questionnaires to customers of Implora lipstick products in Palangka Raya. Additionally, secondary data about the specific variables under investigation will be collected from various sources such as books, journals, theses, the internet, and other relevant devices. The study sample consisted of 96 respondents selected from various cosmetic shops, primarily in the Jekan Raya District of Palangka Raya. Specifically, there were 20 respondents from April Cosmetics on G. Obos Street, 28 from Magenta Skincare and Cosmetics on Sisingamangaraja Street, and 30 from JL. Store. id on Kinabalu Street, and 18 respondents from Jomelo Beauty Store on Bukit Keminting Street.

The sampling strategy used in research is a non-probability sampling method known as purposive sampling. This method involves carefully selecting specific samples with certain features. Descriptive analysis involves analyzing data by describing or illustrating the collected study variables without drawing broad or generalized conclusions about social processes (Sugiyono, 2017). This study employed a Likert scale to assess participants' attitudes, views, and perceptions in the Palangkaraya city community. The variables examined were brand image and product quality, which were quantified using indicator variables. The aim was to determine their impact on customer loyalty.

The research employed validity and reliability tests to assess the instrument's performance. The validity test is employed to assess the validity of a questionnaire. A questionnaire is considered legitimate if the questions it contains can accurately assess the specific aspect that the questionnaire intends to examine (Ghozali, 2016). Reliability is a test that measures the consistency of data obtained when measuring the same thing multiple times (Sugiyono, 2017). In this research, the classical assumption tests are the normality, multicollinearity, and heteroscedasticity tests.

Multiple linear regression analysis is a statistical technique used to examine the relationship between one independent variable and two or more dependent variables. Regression analysis uses the formula for multiple linear regression equation in the following manner:

$$Y = a + b_1 X_1 + b_2 X_2 + e.$$

In this research, hypothesis testing will be employed in two ways: firstly, it will assess the partial t-test's significance value, as Ghozali (2018) outlined. The purpose of this t-test is to examine the hypothesis regarding the partial regression coefficient to determine statistically whether the independent variables, brand image (X_1) and product quality (X_2), have a significant influence on the dependent variable, customer loyalty (Y). The F test is used to simultaneously assess the overall significance of these variables. The F test is employed to assess the combined impact of the independent factors, specifically image brand (X_1) and product quality (X_2), on the dependent variable, customer loyalty (Y). A correlation coefficient test is employed to quantify the degree to which the model can account for variability in the dependent variable. The coefficient of determination (R^2) ranges from zero (0) to one (1). A coefficient of determination value near zero indicates that the model cannot explain the dependent variable. Conversely, a coefficient of determination near one (1) indicates a stronger causal relationship between the independent and dependent variables.

The characteristics addressed in this study are measured using a Likert scale. The Likert scale is employed to assess the attitudes and perceptions of individuals or groups towards social phenomena. Indicator variables translate the variables to be measured in a Likert scale. These indicators can serve as a benchmark for creating instrument items, which might be statements or questions (Sugiyono, 2017). The questionnaire consists of statements with five alternative answers, each assigned a score ranging from 1 (strongly disagree) to 5 (strongly agree). This study employed a Likert scale to assess the impact of respondents' views of brand image and product quality characteristics on consumer loyalty towards Implora lipstick products in Palangka Raya.

4. RESULT AND DISCUSSION

Implora is a local cosmetic product founded in 2002 and initially called CV Priscila Mandiri Utama. Still, in 2017, the company merged with PT Kapal Api Global, thus changing its name to PT Implora Sukses Abadi as it is known today. Implora was founded by Go Wie Liem and his wife, Mrs Sri Melani. Various kinds of Implora cosmetic products are available today— body care, makeup kits, lipstick, perfume, hair color, and nail polish.

Multiple Linear Regression Analysis

Multiple linear regression analysis helps analyze the linear relationship between two or more independent variables and one dependent variable. The following are the results of multiple linear regression analysis through SPSS for Windows version 26 processing:

Table 1. Results of Multiple Linear Regression Test and t-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.146	1.683		.681	.498
	Brand Image	.242	.064	.343	3.781	.000
	Product Quality	.457	.079	.524	5.785	.000

Source: SPSS Output Results, 2022

Based on the results of table 17. where the results of the regression analysis obtained the following equation:

$$Y= 1.146 + 0.242 X1 + 0.457 X2$$

From the results of the multiple linear regression equation above, it can be explained the influence of the brand image variables (X1) and product quality (X2) on customer loyalty (Y) as follows:

a) The constant value is positive, which shows a positive influence on all independent variables (brand image and product quality) on the dependent variable (customer loyalty) so that if the independent variable increases, customer loyalty will increase.

b) The brand image regression coefficient value (X1) has a positive value. This means that the brand image variable (X1) has a positive and unidirectional effect on customer loyalty; in other words, every time there is an increase in brand image, customer loyalty will increase and vice versa.

c) The product quality regression coefficient value (X2) has a positive value. This means that the product quality variable (X2) has a positive and unidirectional effect on customer loyalty; in other words, every time there is an increase in product quality, customer loyalty will increase and vice versa.

t Test (Partial Test)

According to (Ghozali, 2018), this t-test is used to test the hypothesis about the partial regression coefficient to confirm statistically (scientifically) whether the brand image variable (X1) and the product quality variable (X2) individually affect the customer loyalty variable or not. (Y). Based on Table 1 above, it can be concluded that the results of the significance of the independent variables on the dependent variable are as follows:

a) First Hypothesis (H1)
It is known that the Sig value for the influence of brand image on customer loyalty is 0.000 < 0.05, and the t-count > t-table value is 3,781 > 1.661. So hypothesis 1, which states that brand image partially affects customer loyalty, can be accepted.

b) Second Hypothesis (H2)
It is known that the Sig value for the influence of product quality on customer loyalty is 0.000 < 0.05, and the t-count > t-table value is 5,785 > 1.661. So, hypothesis 2, which states that product quality partially affects customer loyalty, can be accepted.

F-Test (Simultaneous Test)

According to (Ghozali, 2018), the F test is used to see the influence of the independent variables together, namely brand image (X1) and product quality (X2), on the dependent variable, namely customer loyalty (Y).

Table 2. F Test Results (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	841.195	2	420.597	90.039	.000[b]
	Residual	434.430	93	4.671		
	Total	1275.625	95			

Source: SPSS Output Results, 2022

Based on Table 18, the data processing results using SPSS version 26 above obtained a value of 90,039 > 3.094 and a significant value of 0.000 < 0.05, so Ho is rejected and Ha is accepted. This means a significant simultaneous influence exists between the variables, namely brand image and product quality, on customer loyalty. Thus, the regression model is feasible and correct.

Coefficient of Determination Test (R2)

Coefficient of determination (R^2) measures how far the model can explain variations in the dependent variable. The percentage influence of all independent variables on the value of the dependent

variable can be seen from the size of the coefficient of determination (R^2) of the regression equation. The coefficient of determination figures can be seen from the SPSS version 26 calculation results as follows:

Table 3. Coefficient of Determination Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812[a]	.659	.652	2.161

Source: SPSS Output Results, 2022

Based on Table 3, the coefficient of determination (R^2) shows that the contribution of the independent variable to the dependent variable is 0.659 or 65.9%. Other variables outside the brand image and product quality influence the remaining 34.1%.

The Influence of Brand Image on Customer Loyalty

The findings of hypothesis test 1 indicate that brand image has a somewhat significant positive impact on customer loyalty for Implora lipstick products in Palangka Raya. This is evident from the t-count value of 3.781, greater than the ttable value of 1.661, and the research sig value of 0.000, less than 0.05. Therefore, Ha1 is deemed acceptable, whereas Ho1 is deemed rejected. This aligns with the viewpoint that the image of a company plays a crucial role in promoting its products or services, ultimately impacting consumer happiness and loyalty (Listanti & Sintani, 2022; Syahputra, 2023).

The Influence of Product Quality on Customer Loyalty

The findings from testing hypothesis 2 indicate that product quality significantly positively impacts customer loyalty for Implora lipstick products in Palangka Raya. This is evident from the t-count value of 5.785, greater than the t-table value of 1.661, and the research sig value of 0.000, less than 0.05. Therefore, Ha2 is deemed valid, but Ho2 is deemed invalid. This is also consistent with the belief that quality is closely correlated with consumer pleasure. The company's high-quality products will foster strong relationships with consumers. Over time, these connections allow organizations to comprehend consumer expectations and requirements. Client happiness is the key factor that leads to client loyalty towards organizations that deliver satisfactory quality (Kurniawan & Suroso, 2023; Sophie & Nahan, 2022).

The Influence of Brand Image and Product Quality on Customer Loyalty

The findings of hypothesis 3 testing indicate that brand image and product quality substantially impact customer loyalty for Implora lipstick products in Palangka Raya. This is evident from the F-count value of 90.039, greater than the ftable value of 3.094, and the research sig value of 0.000, less than 0.05. Therefore, Ha3 is deemed acceptable, whereas Ho3 is deemed unacceptable. This aligns with the viewpoint presented by Hasan in Chrisandi's (2014) study, which suggests that consumer loyalty is mainly influenced by product quality and brand image. Customer loyalty refers to the extent to which customers consistently choose and use a particular product or service brand over a given length of time, especially when numerous alternative options are available that can fulfill their demands and customers have the means to acquire them (Dam & Dam, 2021).

5. CONCLUSION

From the data analysis conducted regarding the research "The influence of brand image and product quality on customer loyalty for Implora lipstick products in Palangka Raya, it can be concluded as follows:

a) The brand image variable partially has a significant effect on customer loyalty. So the hypothesis, which states that "Brand image is thought to have a significant effect on customer loyalty for Implora lipstick products in Palangka Raya," can be accepted.

b) The product quality variable partially has a significant effect on customer loyalty. So the hypothesis, which states that "Product quality is thought to have a significant effect on customer loyalty for Implora lipstick products in Palangka Raya," can be accepted.

c) Brand image and product quality variables simultaneously positively and significantly affect customer loyalty. So the hypothesis, "Brand image and product quality are thought to simultaneously influence customer loyalty for Implora lipstick products in Palangka Raya," can be accepted. The coefficient of determination (R2) results show that the independent variable's contribution to the dependent variable is 0.659 or 65.9%.

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