The Effect of Quality of Product and Brand Image on Customer Loyalty, with Customer Satisfaction as an Intervening Variable

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This research discusses what is related to marketing in increasingly fierce competition with a variety of products offered by consumers with varying quality and innovation. The company also has a high level of competition, so is required to remain known in order to survive. This study uses secondary data and primary data with the population of all customers from Malang Strudel Karanglo Branch, Malang. The sampling technique uses an accidental sampling technique. The results showed that there is a significant influence between product quality, customer satisfaction, brand image, and customer loyalty. So, culinary companies do ways such as making various introductions of new things and developing companies to obtain optimal profits which can strengthen brand image in the face of competition.

Key words: *Quality of product, customer satisfaction, brand image, customer loyalty.*

Introduction

A culinary business is currently booming offering a variety of foods with a variety of new things that are able to win the hearts of consumers and are no doubt able to compete in the market, because the Indonesian people themselves are the majority of culinary fans. Consumers are also faced with a variety of choices of products; some are advantagous and

some are disadvantagous; especially nowadays consumers are very smart and careful to choose their wants and needs.

Malang Raya is not only a barometer of education, but also a barometer in culinary potential which is very high due to Malang's many tourist destinations, which have a high potential for tourism development with local government also supporting to make Malang Raya as a Tourism City. Malang Strudel is a company engaged in the manufacture of souvenir food shops by presenting the main menu, Strudel Cake with Malang Strudel Brand, since it opened in 2014; Malang Strudel has become a souvenir.

Malang Strudel also pioneered the rise of the artist cake business throughout Indonesia. Malang Strudel variant can be categorised into three categories such as the Ordinary Strudel, the Premium Strudel, and the Strudel O (Round Shape). The products offered by Malang Strudel are very well known by all Indonesian people. Strudel is a cake made from pastry, which is filled with a combination of cake and fresh fruit ingredients originating from Malang Raya and accepted by Malang Strudel consumers. Although, any artist's souvenir business in Malang is currently offered more intense competition, with companies such as Makobu, Asix, and Queen Apple that offer similar products with guarantees that are not inferior to Malang Strudel cakes.

This competitive condition encourages Strudel to always strengthen its brand image in order to reach the highest position in the hearts of customers. A culinary business is exploding lately. From the start, the artist, official, or ordinary person is involved in this business. The culinary business is indeed very promising. A culinary business can be like a simple restaurant (small) in Tebet. Numbers alone can reach a turnover of 500 million per year.

Malang Strudel has strived for a variety of strategies in being able to strengthen with positive image and maintain as a shop by Malang Raya, which is the most preferred by the people of Indonesia and a brand image with the quality of these products affecting consumer satisfaction and customer loyalty. Strategy becomes a very important business in achieving the success of the company, not only a strategy that plays an important role of survival of the company, but also pays attention about customer satisfaction after interacting with a company.

If in the UK, there has been an Industrial Revolution, then in recent years, there has been an artist cake business revolution in Indonesia; one by one they began to dominate any souvenir market in several major cities in Indonesia. In one of the biggest cities in Indonesia, like Malang, there are several Cake Businesses owned by Artists, such as Malang Strudel with Ambassador Brand Teuku Wisnu, Queen Apple with Ambassador Brand Farah Queen, Makobu with Vrand Ambassadors Krisdayanti and A6 with Ambasador Ashanty Brand and

family. This presence was able to win the public's enthusiasm, proven every day that there are thousands of boxes that can be released to customers.

Customers from out of town are provided with gift services at an additional cost. Malang Strudel currently has 15 variants, such as cheese, banana, chocolate, apple, corn, cheese, strawberry, mix-fruit, mango, pineapple and coco peanut while premium strudel has several flavours such as durian, caramel, mango, red velvet, green tea, and many variants. From this company's strategy, many consumers are not bored with the offered flavour variants to consumers and it aims to increase consumer visits to Malang Strudel outlets.

Eventually, Malang Strudel outlets have 7 outlets located in Singosari, Semeru, Soehat 1, Soehat 2, Lavalate, and Kebon Agung, and are located at the airport and station in Malang fostered outlets. In addition, Malang Strudel also cooperates with external parties to add marketing points, like re-sellers.

From the above data, the condition of Malang Strudel cake sales in 2016 compared to 2017, can be described as follows:

Figure 1. Contribution of Malang Strudel Cake Sales in 2016-2017
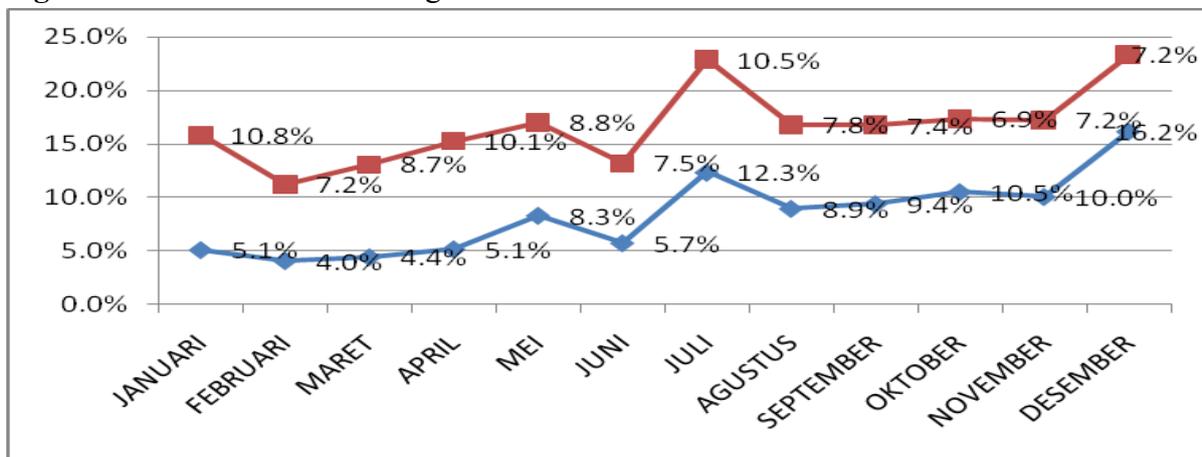
Noted:
Blue: 2016 Sales Contribution
Red: 2017 Sales Contribution

Table 1 shown that sales of Malang Strudel cakes experienced a significant decline in August in 2017 compared to the same month in 2016. It can be seen that contributions in the 8th to the 12th Month decreased by an average of 2% compared to the same month in 2016. It is also known that sales in 2016 to 2017 fluctuate. In addition, the number of similar businesses that developed in the city of Malang made competition even tougher. In order to survive or even win the competition, Malang Strudel must be able to meet customer satisfaction.

According to Kotler and Keller (2009: 138-139), they suggested that: "In general satisfaction is the feeling of pleasure or disappointment of someone who is present, because it compares the business perceived products or results to their expectations". So, it can be interpreted if customer's feelings meet or even exceed his/her expectations, so a customer can be said to be satisfied.

Basically, customer satisfaction is a goal of business, because a creation of customer satisfaction will provide some positive benefits for the company. This is as stated by Tjiptono (2008: 24) that a creation of customer satisfaction can provide benefits, including relationships between companies and customers to be good, provide good things for future purchases, and a creation of customer loyalty, then form a word of mouth which is profitable for the company.

The concept of loyalty has been around for a long time and is an important matter that every company considers in an effort to achieve its goals. According to Tjiptono (2000: 110), he said that customer loyalty is "Customer attachment to a brand, store or supplier based on a very positive nature of long-term purchases". Customer loyalty is often the tip of long-term marketing success. In this regard, according to Kotler and Keller (2009), they said that it was very satisfied by customers who usually remain loyal for a longer time, then buy again when a company introduces a new product and updates an old product, talking good things about the company and its products to others, not paying too much attention to competing brands, and not being too price sensitive. It can be said that customer loyalty will provide positive benefits for the company and determine the company's success in achieving its goals.

The research of Wakhidah et al., (2017) found that price had a significant and positive effect on satisfaction, brand image had a significant effect, customer satisfaction had a positive effect, product quality had a significant effect, and satisfaction had a significant and positive effect on consumer loyalty. It can be stated that product quality and brand image are two important things that must be considered by the company in its efforts to create customer satisfaction and realise customer loyalty. Therefore this study takes the title "The Effect of Product Quality and Brand Image on Customer Satisfaction and Loyalty (Case Study on Malang Strudel Karang Lo Malang Customers)".

Theoretical Framework

Product Quality

Product quality is an important thing attempted by every company if it wants to compete in the market to meet the needs and desires of consumers. Consumers always want to get a quality of product in accordance with the price paid, although there are some people who

think that an expensive product is a quality product. Many definitions are expressed by economists; according to Kotler (2000: 347), he stated that product quality is a characteristic of an item or service that influences its ability to meet expressed or implied needs. While Kotler and Armstrong (2008: 283) stated that a quality of product is: "The ability of a product to carry out its functions, that includes with overall durability, reliability, accuracy, ease of operation, and repairs." Products also attribute with other products. The above definition explains that product quality is something specifically designed appropriately or suitably for the best use according to specifications.

Indicator for Quality of Product

Product quality is something that is decided by a customer. Quality is based on the customer's true experience of the product or service, measured by the customer's requirements. According to Garvin in Tjiptono (2003: 27), he stated that many factors are often used in evaluating satisfaction with a product are:

a. Performance, the main operating characteristics on a core product purchased.
b. Additional characteristics or features, such as secondary or complementary characteristics.
c. Reliability, in which the product is unlikely to be damaged or unusable.
d. Compliance with specifications (performance to specification), such as an extent to the characteristics of design and operation to meet predetermined standards.
e. Durability, which is related to how long the product can be used including technical age, as well as the economic age of using a product.
f. Serviceability, including speeds, competence, easy revision, and satisfying complaint handling.
g. Aesthetics, such as the attractiveness of a product to the five senses.
h. Perceived quality, which is a brand image and product good name with the company's responsibility towards it.

Brand Image

Brand image is a representation with overall perception of a brand and formed by any information and past experience. A brand image is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand, will be more likely to make a purchase. Brand image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand. The association can simply appear in the form of a particular thought or image that is linked to a brand, just as we think about other people. This association can be conceptualised based on type, support, strength, and uniqueness (Shimp, 2003: 12).

According to Kotler in Simamora (2003: 37), he said that a strong brand is a requirement with an image, but sharpened by the brand position, which is a clearly distinct superior brand relative to competitors. Eventually, an image will become good, when consumers have enough experience with the new reality. Actually, an organisation works more effectively and has a good performance. Brand image or brand description, such as a description of the association and consumer confidence in certain brands (Tjiptono, 2005: 49). According to Kotler, Armstrong (2001: 225), he said that a brand image is a belief about a particular brand. Images or associations represent to perceptions that can reflect with objective reality or not. An image is also formed from association, which is the basis of the decision to buy even brand loyalty from consumers.

Factors Influencing the Formation of Brand Image

According to Keller (2003: 167), he said that there are many factors that influence the formation of brand image, such as:

1. Favourability of Brand Association

A very beneficial brand association where consumers become convinced that the attributes and benefits provided are offered by a brand. It can meet the needs and desires of consumers, so consumers have positive thoughts about a brand (Keller, 2008; 58). Keller described it as liking a brand through positive and negative things of a brand, or there are some things that are liked and disliked by consumers related to these attributes.

2. Uniqueness of Brand Association

An essence of all brand positioning is a brand that has an advantage in competing with continuous term or uniqueness of selling proposition, which always gives interesting reasons why they should buy that brand (Keller, 2008: 58). Therefore, a brand must create attractive advantages to be used as a reason for consumers to choose a brand.

3. Strength of Brand Association

The strength of brand associations lies in how information enters consumers' memories and how those memories survive as part of the mind set on the brand image, where a consumer actively decomposes information about a product or service meal and it will create a strong association in the memory and mind set of consumers.

Customer Satisfaction

In an effort to meet customer satisfaction, companies are required to be careful in knowing the shifts with needs and wants of consumers, which almost always change. Buyers will move after forming a perception of the value and offer; satisfaction after purchase depends on a performance compared with expectations. Kotler and Keller (2009: 138-139) suggested that in general, satisfaction is the feeling of satisfaction or dissatisfaction of someone which arises because they compare the performance of perceived products (or results) with their expectations. Westbrook & Reilly (1983) in Tjiptono (2014: 353) argued that customer satisfaction is an emotional response to experiences related to certain products or services purchased, retail outlets, or even behavioural patterns (such as shopping behaviour and buyer behaviour), as well as the market as a whole.

Measurement of Customer Satisfaction

There are several methods that can be used by each company to measure and monitor satisfaction of its customers and customers of competing companies. According to Kotler & Keller in Tjiptono (2014: 369), they said that there are at least four methods widely used in measuring customer satisfaction, such as:

a. Complaints and Suggestions System

A customer can focus on the company which makes it easy for customers to give their suggestions, opinions, and complaints. The media also use any suggestion boxes placed in strategic places, providing comment cards, special telephone lines, and so on. Because this method tends to be passive, it was difficult to get a complete picture of customer satisfaction. Not all customers who are dissatisfied then will convey their complaints. You can just immediately switch to another company and will not be a customer of that company again.

b. Ghost or Mystery Shopping

This method is implemented by employing a number of people (ghost shoppers) to act as potential customers of the company's products and competitors. Then, the ghost shopper presents his findings about the strengths and weaknesses of competing company products based on their experience in purchasing these products. In addition, the ghost shopper also comes to see firsthand how employees interact and treat their customers. Certainly, employees must not know that their superiors who have just made an assessment, will be biased.

c. Lost Customer Analysis

A company tried to contact its customers who had stopped being customers or switched to other companies. What is expected is to obtain information for the company to take further policies in order to increase customer satisfaction and customer loyalty.

d. Customer Satisfaction Survey

Generally, a lot of research on customer satisfaction is using survey methods through post, telephone, and personal interviews. Measurement of customer satisfaction through this method has various ways including:

a. Directly reported satisfaction is a measurement with directly through questions to customers.

b. Derived dissatisfaction is by giving questions that are raised regarding two main things, such as the amount of customer expectations with certain attributes and the amount of performance, which they have felt or received.

c. Problem analysis is customers who are respondents asked to reveal two main things, such as any problems they face are related to the offer from company management and suggestions for improvement.

d. Importance performance analysis; in this technique respondents are asked to rank various elements on offer, based on the degree of importance from each of these elements. In addition, respondents were asked to rank how well the company performed in each element.

Customer Loyalty

Behaviour after buying a product is determined by satisfaction or dissatisfaction with a product as the end of a sales process. The concept of customer loyalty is more associated with behaviour on attitudes. One positive attitude of consumers can be shown through loyalty to the company's products and when the customer recommends these products to other consumers, while a negative attitude is shown through negative words to other consumers and moving to other companies. Loyalty is something that arises without coercion, but arises by itself. Gramer and Brown in Utomo (2006: 27) provided that a definition of loyalty is a degree of any consumer exhibiting repeat purchasing behaviour from a provider for goods or services. It has a positive attitude towards a service provider, and only considers using the provider of goods or this service when the need arises to use the item or service. From the definition presented by Gramer and Brown, a loyal consumer is not only a buyer who makes repeated purchases, but also maintains a positive attitude towards providers of goods and services.

Factors Influencing Customer Loyalty

Customer loyalty is one of the core objectives to be achieved in modern marketing, because with customer loyalty the company will benefit in the long run. According to Griffin (2003), he said that the benefits to be gained by a company if it has loyal customers include:
a. Reducing marketing costs (because the cost to attract new customers is more expensive).
b. Reducing transaction costs (such as contract negotiation costs, order processing, etc.).
c. Reducing customer turnover costs (due to fewer customer changes).
d. Increase gross sales which will enlarge the company's market share.
e. A more positive word of mouth assuming that loyal customers also mean satisfied ones.

Indicator of Customer Loyalty

Customers are people who usually buy at a company on a regular basis. This habit is built through purchases and interactions at each frequency of opportunity for a certain period. Without a strong rapport and repeated purchases, the person cannot be said to be a customer, but only a buyer. The important thing about loyalty is trust, willingness to act without immediately calculating costs, and benefits. In addition, loyalty also provides a huge advantage for the company, because it affects customer buying patterns, and free recommendations given by customers to others. To maintain customer loyalty is not only required satisfaction, but also more than a trust and commitment of customers, who are the key to relationship marketing. Setiawan and Ukudi (2007) said that the concept of loyalty is into repurchase intention, such as a strong desire of consumers to buy back certain services, and advocacy intention, like the willingness to pay more.

Relationship between Product Quality, Customer Satisfaction, and Customer Loyalty

According to Alfred (2013: 183), he said that the quality of the product affects customer expectations and extent, which are customers or users who believe the product or service exceeds their needs and expectations. According to Shaharudin et al., (2010) in Alfred (2013: 183), he stated that product quality is the most important factor for selection of each brand, especially in a market environment where the level of competition is very tight. According to Asgar Afshar (2011), he showed that product quality is supportive and has a significant effect on customer satisfaction. The relationship between product quality and customer satisfaction is very closely related. Usually, if the product offered by a company is a good quality, then consumers buy, and consume it directly. If a product also exceeds expectations of consumers, then it can be said that they are satisfied with the product and vice versa.

Relationship between Brand Image, Customer Satisfaction, and Customer Loyalty

According to Kurniawati, et al., (2013: 3), they said that brand image has a positive influence on consumer satisfaction. Brand image is an image or something that is attached to the minds of consumers. A good perception from consumers with the company's brand image means that customer satisfaction will also be higher and vice versa.

Relationship between Customer Satisfaction and Customer Loyalty

Widodo (2012: 28) stated that someone who returns to buy, and will tell others about his good experience with a product, can be said that this customer feels satisfied. Consumers buy products not only physical products, but merely the benefits generated from products purchased. Lovelock and Wright (2007: 102) reveal that satisfaction is an emotional state, a person's post-purchase reaction, which can be anger, dissatisfaction, frustration, neutrality, excitement or pleasure.

Methodology

In this study, primary data and secondary data are used. A population is all customers in Malang Strudel Karanglo Branch Malang. Based on the data obtained it is known that on average there are 8,603 people from Malang Strudel Karanglo Branch Malang City from June to November 2019. Sampling is required by a special method, so a sample can represent the population and describe any specific objectives of the study, which is commonly called the sampling technique. The sampling technique uses an accidental sampling technique. The data collection technique used is by distributing questionnaires. The questionnaire method is a list of questions that includes all statements and questions, which are to obtain a data, whether by telephone, letter or face to face (Ferdinand, 2011: 30). The questionnaire was distributed directly by the author to the respondents who were met directly. In this case, many questionnaires were used to obtain information related to data collection by providing a list of questions.

The measurement technique also used to measure data in this study is the Likert scale technique. According to Sugiyono (2014: 93), he said that the Likert scale is used to measure an attitude, opinion, and perception of a person or group of people about social phenomena. By using this scale, a variable measured and elaborated with any indicator variable will be a benchmark for the compilation of items in the form of questions and statements. Each scale given a number is intended to show that each answer has a different value. The answers of each instrument item used on the Likert scale have a gradation from very positive to very negative from the instrument items in the form of questions given a score of 1-5. With the following conditions:

a. Highly Agree / Very good with rated by 5
b. Agree / both with rated by 4
c. Neutral / good enough with rated by 3
d. Disagree / not good with rated by 2
e. Highly Disagree / very bad with rated by 1

Test Instrument

In order to have a reliable research instrument for its capabilities, a validity and reliability test of this research study is used, where a measure instrument must be conducted in order to obtain representative data.

Validity Test

An instrument is said to be valid if it is able to measure precisely. According to Arikunto (2006: 170), he said that a validity is a measure of a level of validity of an instrument. The technique, also used to measure validity, is to correlate each item score with the total item score of each variable whose validity is tested. Then, a value of the results on correlation (corrected item total correlation) is taken; if it is greater than the value of r table at the level α = 0.05, then any items in each variable used in this study can be declared valid.

Reliability Test

Reliability is an index shown that an extent with measuring any instrument can be trusted or relied upon. A measure instrument is to be reliable if it gives consistent results when used many times at different times. According to Arikunto (2006: 178), he said that "reliability refers to an understanding that all instruments can be trusted and as a data collection tools because the instruments are good". Instrument reliability testing in this study was carried out by comparing the Cronbach Alpha coefficients which would be calculated using the help of a SPSS computer program for Windows. The instrument is said to be reliable when a reliability coefficient reaches 0.60.

Path Analysis

Path analysis is a statistical analysis technique that is a development of multiple regression analysis. In regression, there are several assumptions that must be fulfilled, among others; there is no heterokedasticity, no multicollinearity, and normal distribution (normality).

Figure 2. Path Analysis
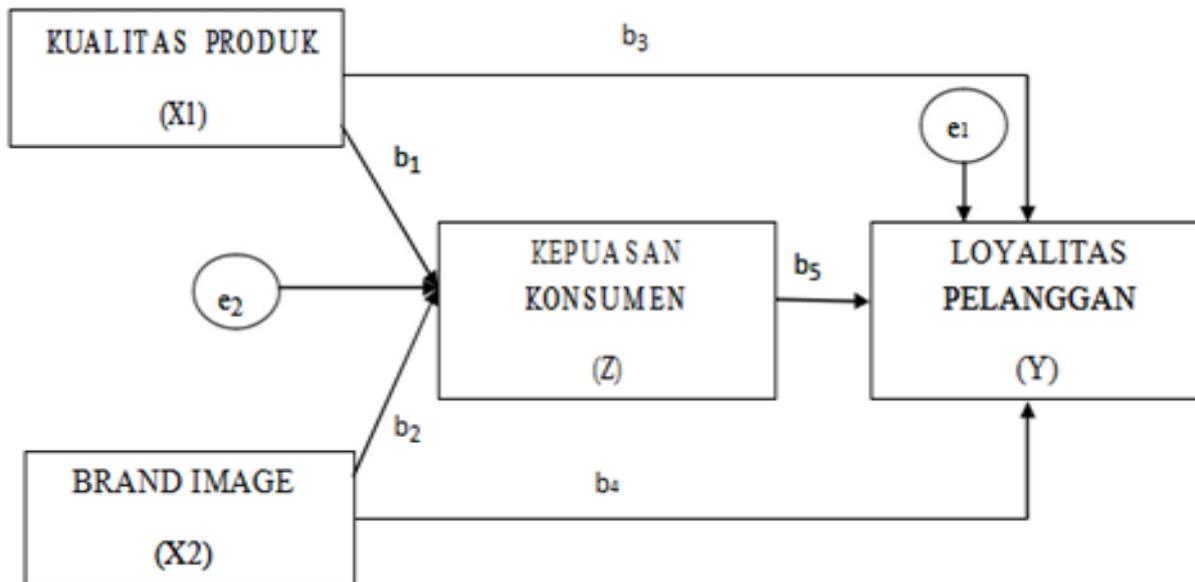
In the path diagram two arrows are used, such as (a) one-way arrows which indicate the direct effect of an independent variable on the dependent variable; and (b) two-way arrows stating the correlational relationship between independent variables. As for the relationship between variables theoretically are as follows:

a. Product quality variable (X1) affects to Customer Satisfaction (Z)
Model I: Z = Pz1x. X1
b. Product quality variable (X) affects to Customer Loyalty (Y)
Model II: Y = Pyx. X1
c. Product quality (X1), brand image (X2), and customer satisfaction (Z) affects to customer loyalty (Y)
Model III: Z = Pzx. X + Pyy. Z + Pzy. Y

Results

This research was conducted at Malang Strudel in Karanglo Branch Malang on many customers. The number of questionnaires that had been distributed were 115 questionnaires. From those questionnaires, 110 questionnaires were returned, but 100 criteria were received, and 10 questionnaires were received that could not be used because statements was not filled out by respondents. So, the return rate was reached 86.96%. Therefore, the number of questionnaires used for analysis purposes is 100 questionnaires.

Based on the distribution of questionnaires that have been conducted to respondents who are Malang Strudel, Karanglo Branch customers, the following results are obtained:

Description of Respondents by Gender

The results of the distribution on the questionnaire's known description for respondents by sex, can be seen in table 1, such as:

Table 1: Description of Respondents by Gender

Gender	Frequency (respondent)	Percentage (%)
Man	36	36.00%
Women	64	64.00%
Total	**100**	**100%**

Source: Data Processed, 2020

Based on the results, in table 1 with a number of respondents as many as 100 people known by sex shown that a majority of respondents were female with a percentage of 64.00%, and respondents with fewer male sex with a percentage of 36.00%. The majority of female customers indicated that indeed a majority of Malang Strudel customers are women because women prefer shopping to men.

Respondents Description Based on City of Origin

The results of distributing the questionnaire were a description of respondents based on a city of origin, can be seen in table 2, such as:

Table 2: Descriptions of Respondents by City of Origin

City	Frequency (respondent)	Percentage (%)
Malang	48	48.00%
Another City outside Malang	52	52.00%
Total	**100**	**100%**

Source: Data Processed, 2020

Based on the results, according to the origin from respondent's city, it was known that respondents from outside the city of Malang were more with a percentage of 52.00%, and as much as 48.00%. This is because the location of Malang strudel Karanglo Branch, which is located on the border of Malang City and on a big road is often a stopover for people outside Malang who want to buy typical souvenirs. So, the most Malang Strudel Branch customers come from outside Malang.

Description of Respondents by Age

The results of the distribution with the questionnaire with description of respondents by age, can be seen in the following table 3:

Table 3: Description of Respondents by Age

Age	Frequency (respondent)	Percentage (%)
< 30 30 – 40 year > 40 year	27 43 30	27.00% 43.00% 30.00%
Total	**100**	**100%**

Source: Data Processed, 2020

Based on the results of this study, also the description of respondents by age where respondents aged between 30 years to 40 years amounted to more (43.00%). This shows the age of the majority for respondents is mature enough, so that they are able to take decisions including items to be purchased.

Description of Respondents Based on Visits to Malang Strudel

The results of distributing the questionnaire were known to the description from respondents, based on the frequency of visits, which can be seen in table 4 below:

Table 4: Description of Respondents Based on Visits to Malang Strudel

Visits	Frequency (respondent)	Percentage (%)
2 x 3 x > 3 x	20 34 46	20.00% 34.00% 46.00%
Total	**100**	**100%**

Source: Data Processed, 2020

Based on Table 4, of 102 respondents, it can be seen that most respondents have visited Malang Strudel Karanglo Branch more than 3 times, as many as 46.00% of the total respondents. This gives an illustration that the respondent visits Malang Strudel quite often,

although most customers come from outside Malang, but always take the time to buy souvenirs in Malang Strudel.

Discussion

The Effect of Product Quality on Customer Satisfaction

Based on the results, product quality has an influence on customer satisfaction. According to Feingenbaum (2000: 6), he said that product quality is an overall combination of product characteristics from marketing, engineering, fabrication, and maintenance that makes any products used to meet customer expectations. So, product quality is a number of attributes or traits that are described in the product (goods or services). As a company that sells food products, the quality of food products sold to customers will greatly affect customer satisfaction in visiting Malang Strudel. Malang Strudel sells cakes with a variety of flavours as its flagship product, but Malang Strudel also sells other products, such as all kinds of food and drink products typical of Malang. All materials were used with quality ingredients in order to produce quality offerings. The characteristics of cakes that are sold at Malang Strudel, are different from a usual cake encountered by customers and were able to make customers feel satisfied.

The Effect of Brand Image on Customer Satisfaction

Based on the results, a brand image has an influence on customer satisfaction. According to Setiadi (2003: 180), he stated that a brand image refers to the memory scheme of a brand, which contains consumer interpretation from attributes, strengths, uses, situations, users, and characteristics of the manufacturer with many characteristics of the manufacturer of a product or brand. Brand image is what consumers think and feel when hearing or seeing a brand name. The results showed that brand image has a significant influence on customer satisfaction supporting Kurniawati et al., (2014) and Susanti and Wardana (2013) who found that there was a significant influence of brand image on customer satisfaction.

The Effect of Product Quality on Customer Loyalty

The analysis shows that product quality has a significant effect on customer loyalty. A customer is an invaluable asset like a product or service business. This is due to an existence of customers as parties who need the products or services offered. In order for any product to be liked by customers, the resulting product must be of a high quality. According to Kotler and Armstrong (2008: 283), they said that a product quality is the ability of a product to demonstrate its function, which is includes the overall durability, reliability, accuracy, ease of

operation, and product repairs as well as other product attributes. Quality products will make customers confident with the products produced by the company and will make customers loyal to the company. Oliver in Kotler and Keller (2009: 138) stated that a loyalty is a deeply held commitment to buy or back a product or service. It was liked, even though the influence between situation and marketing efforts have the potential to cause customers to switch. Product quality is an important thing that companies must always strive for in order to make customers loyal to the company.

The Effect of Brand Image on Customer Loyalty

An experience of consumers in using a product will determine consumer ratings and customer satisfaction with the product. A brand image is in the mind of the customer and will determine the customer's assessment of product bought. The customer's experience in buying and consuming Malang Strudel cake products will determine customer ratings and customer loyalty in using these products. This is indicated by the results of research that brand image has a significant effect on customer loyalty. The results shown that a brand image has a significant effect on customer loyalty supporting previous research conducted by Susanti and Wardana (2013) and Rimiyati and Widodo (2014) who found that brand image has a significant effect on consumer loyalty.

The Effect of Customer Satisfaction on Customer Loyalty

Consumer satisfaction is one of the important things the company wants to achieve. According to Kotler and Keller (2009: 138-139), they said that satisfaction is a feeling pleasure or disappointment in someone because of comparing the perceived performance of products (or results) with their expectations. Based on the results, customer satisfaction has a significant effect on customer loyalty. Customer satisfaction is a level where the needs, desires and expectations of consumers can be fulfilled. This will cause a repeat purchase or customer loyalty to the company. This is as stated by Tjiptono (2000: 105) who stated that a creation of satisfaction can provide several benefits, including the relationship between company and its customers to be harmonious, and so to provide a good basis for repurchase and creation of brand loyalty and make a word of mouth recommendation that is profitable for the company.

The Effect of Product Quality on Customer Loyalty through Customer Satisfaction

Customer loyalty is very important for companies that maintain business continuity. Loyal customers are those who are very satisfied with certain products and services, so they have an enthusiasm to introduce it to anyone they know. Then, a loyal customer will expand their

"loyalty" to other products made by the same manufacturer. In the end, they are customers loyal to certain producers or companies forever.

According to Jayanti (2018), he said that product quality is an important thing that must be sought by every company if it wants to be able to compete in the market to satisfy customer needs. Quality is the main condition for receipt of a product in the market. A quality of product is able to meet customer expectations. The quality of products was produced by one of the important factors that will affect consumer ratings and even affect customer satisfaction. In order to realise customer satisfaction, one of the things that must be considered is the quality of the product produced.

The Effect of Brand Image on Customer Loyalty Through Customer Satisfaction

Customer loyalty is an important goal that companies want to achieve in conducting marketing activities. For success of the company's marketing, every company certainly wants its customers to remain loyal, not move and make repeat purchases. The importance of customer loyalty makes a company act in various ways to make it happen. One of the things that can realise customer loyalty is through brand image and customer satisfaction.

According to Kolter and Keller (2009: 402), they said that an image is a number of beliefs, ideas, and impressions held by someone about an object. While, a brand image is the perception and belief held by consumers, as reflected by the association embedded in consumers' memories. Brand image refers to the memory scheme of a brand, which contains consumers' interpretations of the attributes, strengths, uses, situations, users, and characteristics of marketers and / or the characteristics of the makers of the product / brand. Brand image is what consumers think and feel when hearing or seeing a brand name.

The Effect of Product Quality and Brand Image on Customer Loyalty Through Customer Satisfaction

Based on the results, it is known that product quality and brand image affect customer loyalty through customer satisfaction. The results indicated that product quality and brand image are two important things that will affect customer satisfaction in order to realise customer loyalty. If product quality, brand image, and customer satisfaction have a significant influence on customer loyalty, this supports research conducted by Rimiyati and Widodo (2014) which found that product quality, brand image, and customer satisfaction have a significant effect on customer loyalty. Kotler & Armstrong (2008) said that product quality is a potential strategic weapon to defeat competitors. So, only a company with the best product quality will grow rapidly, and in the long run the company will be more successful than other companies.

Conclusion

Product quality has a significant influence on customer satisfaction in Malang Strudel. Brand image has a significant influence on customer satisfaction in Malang Strudel. Product quality has a significant influence on customer loyalty in Malang Strudel. Brand image has a significant influence on customer loyalty in Malang Strudel. Customer satisfaction has a significant influence on customer loyalty in Malang Strudel. Product quality has a significant influence on customer loyalty in Malang Strudel through customer satisfaction. Brand image has a significant influence on Malang Strudel's customer loyalty through customer satisfaction. Product quality and brand image have a significant influence on Strudel Malang with customer loyalty through customer satisfaction.

Limitation

There are several limitations in this study including a fact about customers in Malang Strudel Branch in Karanglo. Different results may be obtained if the sample or respondent was expanded. Future studies can use Malang Studel customers in Malang City to represent Malang Strudel's wider customers. The large number of samples needed with limited research time makes researchers unable to dig deeper information on respondents related to product quality, brand image, customer satisfaction, and customer loyalty.

Implication

Improve the product quality by maintaining the quality of the ingredients used to make Malang Strudel cookies. Maintain and enhance Malang Strudel's brand image in the eyes of customers by maintaining customer trust through guaranteed products produced by cakes and Malang Strudel cakes suitable as souvenirs for tourist and local customers. Increase customer satisfaction by providing a pleasant experience for customers who buy cakes in Malang Strudel both with products sold and through services provided to customers. Maintain and increase customer loyalty; do not switch to other pastry shops by innovating products to meet customer needs and tastes.

Suggestion

Malang Strudel should continue to maintain and even improve the quality of its products with ingredients used by Malang Strudel cake products. Because the quality of the ingredients used in making Malang Strudel cake products gets considerable attention from customers. Malang Strudel should always maintain the company's brand image to maintain customer trust including by guaranteeing many products offered to customers are the best products and always making product innovations to meet any tastes and desires of customers.

Malang Strudel should also be able to maintain and even increase customer satisfaction in addition to providing quality products, but also provide a positive and pleasant experience for customers who visit Malang Strudel. Because these experiences will affect customer ratings or even increase customer loyalty. For future research, it is expected to be able to expand the object / research respondent and to obtain more accurate results. In this case, it also needs to add other variables from factors that can influence customer satisfaction and customer loyalty in order to obtain broader and more accurate results.

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