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The Effect Of Product Quality And Brand Image On Customer Loyalty In Skintific Products
(Case Study On Gen Z In Palu City)

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Abstract

The purpose of this study was to determine and analyze: (1) the effect of product quality and brand image on customer loyalty on skintific products in Palu city, (2) the effect of product quality on customer loyalty on skintific products in Palu city, (3) the effect of brand image on customer loyalty on skintific products in Palu city. The type of research used is quantitative (shows the relationship between variables). The population in this study were gen Z customers in Palu city who used skintific products. The sampling technique in this study used purposive sampling, with a total sample size of 110 respondents. Data collection using a questionnaire. The analysis method used is multiple linear regression analysis using the SPSS release 26 application. The results showed that (1) there is an effect of product quality and brand image on customer loyalty on skintific products in the Palu city (2) there is an effect of product quality on customer loyalty on skintific products in the Palu city (3) there is an effect of brand image on customer loyalty in the Palu city.

INTRODUCTION

In this era of globalization, trade has become increasingly free. The development of technology and information has affected people's lifestyles in making purchases from conventional to online shopping (Muzakir et al., 2021), Along with this progress, the emergence of various digital platforms has made it easier for consumers to shop practically and efficiently, and created new trends in people's consumption behavior. The development of digital technology during the post-pandemic recovery period is very rapid (Zahara et al., 2023). The presence of these technologies has driven a significant transformation in the trade sector, with

many businesses turning to digital platforms to reach a wider market, speed up the transaction process, and improve operational efficiency. Social media is changing the way customers interact with marketing (Bachri et al., 2023). With the development of these digital platforms, customers now have greater access to communicate directly with brands, share experiences, and influence purchasing decisions, which in turn forces companies to be more responsive and adaptive in their marketing strategies. The rapid development of technology today makes companies face brand wars and product quality (Fauzan et al., 2015). In facing increasingly fierce competition, companies can innovate by creating new products or changing existing products to meet consumer needs (Gifahri et al., 2024).

The skincare trade in Indonesia is growing rapidly as people's awareness about skincare and healthy lifestyle increases. Technological advancements, especially through e-commerce platforms, make it easier for consumers to purchase products conveniently. In addition, the number of local and international brands entering the market has tightened competition and encouraged product innovation. Consumers are now more selective in choosing products that suit their skin needs, focusing on natural ingredients or advanced technology, making the skincare market more dynamic and informed. Skintific emerged in Indonesia around 2020 and was soon recognized as a skincare brand that combines advanced technology and ingredients to effectively treat the skin. Known for offering solutions to skin problems such as acne, dull skin, and premature aging, Skintific uses active ingredients such as hyaluronic acid, niacinamide, vitamin C, and retinol to provide hydration, brighten, and improve skin texture without irritation. The brand also emphasizes the transparency and safety of the ingredients used, and is suitable for various skin types. In addition, the brand has managed to attract the attention of the younger generation, especially Gen Z, thanks to its effective social media marketing strategy and contemporary brand image that is in line with current beauty trends.

Customer loyalty is "a firmly held commitment to continue to buy or use a selected product or service consistently in the future, thus causing repeat purchases of the same brand, even though there are situational factors and marketing efforts that might encourage changes in consumer behavior to switch brands (Akhmadi & Martini, 2020). Repurchase behavior occurs when a customer buys another product or service for the second time or more with the same company; and the reason for repurchase is mainly triggered by the customer's experience with the product or service (Wahyuningsih, 2005). Identifying satisfaction in each type of consumer provides a reason for customers to repurchase the same product, or recommend it to others (Dubelaar & Wahyuningsih, 2020). Satisfied customers tend to have a positive perception of a company, promote the company's products, and become repeat customers (Adam et al., 2023). In the modern era, the concept of loyalty has developed in the business world. Loyalty reflects the customer's commitment to continue using products from a company on an ongoing basis. The highest level of loyalty is shown when customers choose to use the product exclusively and voluntarily promote it to their social environment (Sukmawati et al., 2015).

Product quality is one of the important factors that can determine the success of a business. In this context, maintaining and improving product quality not only affects customer satisfaction, but also the image of the company itself. A quality product is a product that is able to meet and exceed customer expectations and desires (Mulyani et al., 2015). Quality is a dynamic thing, which can change over time (for example, what is considered quality today may no longer be considered so in the future).

Apart from product quality, brand image is one of the factors that can affect customer satisfaction and loyalty. A good brand image from customers will make the name of a brand even better and customers will trust the products that will be offered by a brand (Daniswara & Rahardjo, 2023). A good and strong brand image can build customer loyalty and differentiate products from competitors (Pendidikan, 2024). Consumers who have a positive view of a brand tend to be more likely to make purchases (Intan permatasari, Syamsul bachri, 2018).

Gen Z, who grew up with technology and social media, is more focused on natural, transparent and eco-friendly skincare. They prioritize skin health and self-care, and care more about ethical and sustainable products. Generation Z is the generation that was born interacting with technological advancements. Their upbringing is even aided by technology and the internet. Gen-Z was born between 1992-2000 (Wahyuningsih et al., 2022). The results of the 2020 population census released by the Central Statistics Agency at the end of January 2021 show that the composition of Indonesia's population mostly comes from generation z or gen z as much as 27.94% (Zannah, 2022).

The purpose of this study was to determine the effect of product quality and brand image on customer loyalty of skintific product users in Palu city, to determine the effect of product quality on customer loyalty using skintific products in Palu city, and to determine the effect of brand image on customer loyalty of skintific product users in Palu city.

LITERATURE REVIEW

Marketing Management

Market orientation is the implementation of marketing concepts that are translated into more specific constructs into organizational activities and behavior (Zahara, 2015). According to (Indrasari 2019), Marketing Management is a series of processes for analyzing, planning, implementing, and monitoring and controlling a marketing activity where the aim is to achieve company targets effectively and efficiently. The role of marketing is very important to help the factory to achieve expectations because the company's activities are directed at making exchanges that allow the factory to maintain survival and develop and generate large revenues (Agung et al., 2020). The definition of marketing management is the activity of analyzing, planning, implementing, and controlling various programs arranged in the formation, development, and maintenance of profits resulting from transactions / exchanges through target markets to achieve long-term corporate goals (Cen, 2022).

Product Quality

Product Quality is the ability of a product to carry out its functions including, durability reliability, accuracy ease of operation and repair, and other valuable attributes (Setiawan et al., 2020). The level of consumer satisfaction with a product can be an indication that the product has good quality (Windi Mellyana et al., 2024). Product quality is one of the components that influence consumer purchasing decisions, so this is an understanding that the products offered by the seller have more selling value and are not owned by competing products (Agung et al., 2020).

Product quality has indicators or indicators that can be used to analyze the characteristics of a product (Tjiptono, 2016: 134):

Table 1 Product Quality

No	Dimensions	Indicator
1	Performance	Product defect rate Fulfillment of quality standards
2	Features	Innovation and uniqueness of features Customer feedback on additional features
3	Reliability	Product failure rate
4	Confermance to spesifications	Product consistency

5	Durbability	Normal user defect rate Long-term customer satisfaction
6	Service ability	Customer satisfaction
7	Esthetics	Attractiveness of user experience Creativity and innovation in design
8	Perceived quality	Brand reputation User rating reviews

Brand Image

A brand is a product or service that has distinctive characteristics that distinguish it from other products or services, designed to meet similar needs (Syamdi et al., 2020). (Desi et al., 2017) brand image consists of a collection of brand associations that form and stick to the minds of consumers. according to Chalil et al. (2020) state that brand image can be defined as a representation of the overall perception of the brand formed from information and consumers' past experiences of certain brands. According to Sutiyono & Brata, (2020) brand image is a form of brand identity for a product offered to customers that can distinguish a product from competing products.

Brand image has indicators that can be used to analyze the characteristics of a product Keller (2012):

Table 2 Brand Image

No	Dimensions	Indicator
1	Popularity	Positive reviews and ratings Deployment in the market
2	Credibility	Customer reviews and testimonials
3	Company network	Wide availability and distribution
4	Guarantee	Product quality and consistency

Customer Loyalty

Loyalty, according to Kotler & Keller (2014: 138). Loyalty is a deep-seated customer commitment to re-subscribe or repurchase selected products / services consistently in the future, even though the influence of the situation and marketing efforts has the potential to cause customers to switch. it can be seen that repurchase behavior occurs when customers buy other products or services for the second time or more with the same brand (Wahyuningsih, 2007). This leads to repeated purchases of the same brand, even though there are situational factors and marketing strategies that may drive changes in consumer behavior (Akhmadi & Martini, 2020). (Zahara, 2011). Customer retention strategies can be carried out through two main approaches: building high switching barriers and providing optimal levels of customer satisfaction. Both of these strategies aim to create a strong relationship between the company and the customer, which can be seen through indicators such as the level of trust, commitment, and customer loyalty to the company. According to Cuong & Khoi (2019) Customer loyalty is defined as "a firmly held commitment to repurchase or re-subscribe to a preferred product or service consistently in the future, even though situational influences and marketing efforts have the potential to cause switching behavior".

Customer loyalty has indicators that can be used to analyze the characteristics of a product Tjiptono (2016):
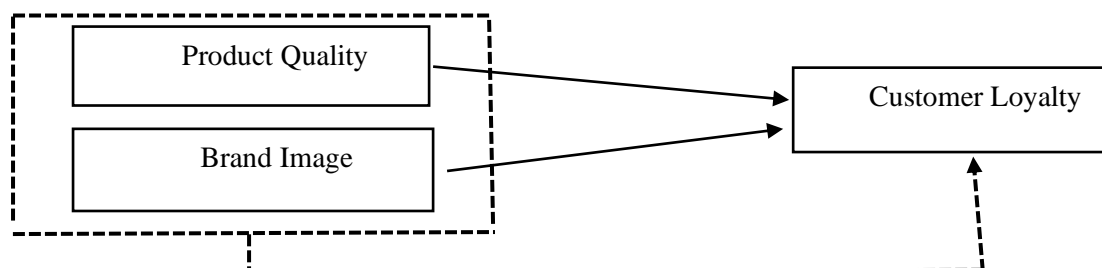
Table 3 Customer Loyalty

No	Dimensions
1	Repurchase
2	Habitual use of the brand
3	Like the brand
4	Recommend to others

Gen Z

Gen Z is a transition from the millennial generation with growing technology. The term Gen Z is increasingly used in presentations presented by marketing agencies from Sparks and Honey, in which the birth year used to define Gen Z is from 1995 to 2010 (Mukhlis et al., 2022). They are referred to as the technology generation because they grew up with the internet and web from a young age, and have been familiar with social media since childhood. This generation is known as the generation born in the era of technology domination, so it is often referred to as the silent generation or internet generation. According to (Wood, 2013) there are four trends that characterize Gen Z as consumers: 1) Interested in new technology, 2) Urging ease of use in goods and services, 3) Desire to feel safe, 4) Desire to escape from something they face for a while.

METHODS

Figure 1 Research Model

Information:

X1   = Product Quality
X2   = Brand Image
Y   = Customer Loyalty

Analysis Model

This research uses a quantitative approach. this research is used to obtain an overview of the effect of product quality and brand image on customer loyalty on skintific products (case study on gen Z in Palu city). in connection with this, this research uses a causal descriptive type conducted through data collection in the field on gen Z customers in Palu city who use skintific products. According to (Arikunto, 2019) descriptive research is research intended to investigate a condition, situation or other event then the results will be presented in the form of a research report.

Population

The population in this study are gen Z customers in the Palu city who use skintific products.

Data Collection Model

- Data collection techniques: Gen Z customers in the Palu city who use skintific products. done by distributing questionnaires.
- Sampling technique: to determine the sample to be used in this study using purposive sampling.
- Sample size: Given that the population size is not known with certainty, the sample size in this study was carried out using an approach referred from Sugiyono (2012) which states that to determine the sample of an unknown population is at least 10 times the number of variables studied (independent and dependent variables). The variables in this study are 3 which consist of independent and dependent variables. The number of samples is the number of indicators multiplied by 5 to 10 (Hair, et al 2014) The total number of indicators in the variables in this study is 22 indicators, so 22 x 5 = 110. So, based on calculations with this formula, the number of samples to be studied is 110 respondents. Before being distributed to 110 respondents, the questionnaire was tested by distributing it to 30 students, the instrument test was carried out using SPSS which showed valid and reliable results, so the questionnaire was suitable for use as a research tool.

Analysis Tool

The analysis method used in this research is a descriptive statistical approach through the use of multiple linear regression statistical analysis tools to determine the strength of the influence of variable X on variable Y.

RESULTS

Descriptive Analysis

Based on the research results obtained from questionnaires distributed to 110 respondents, this study involved respondents of various genders, education, age and the number of respondents who often buy skintific products.
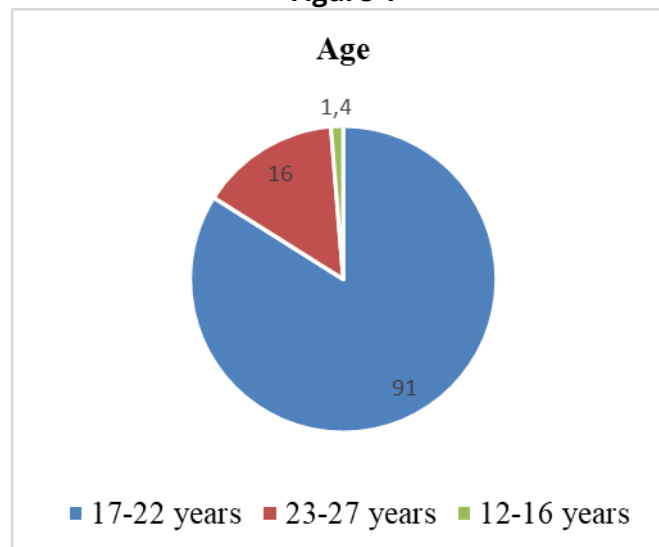
Based on these provisions, the following characteristics are determined:
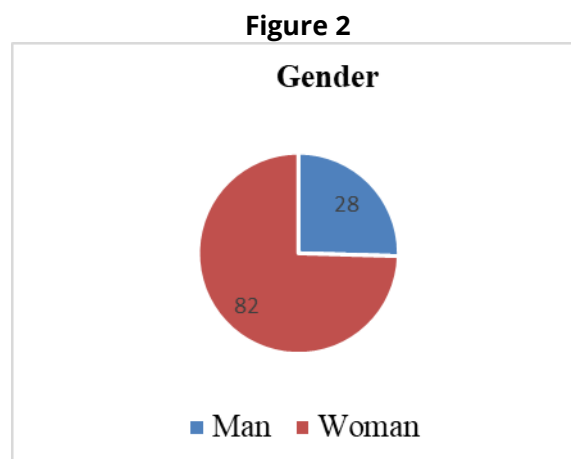
Figure 2

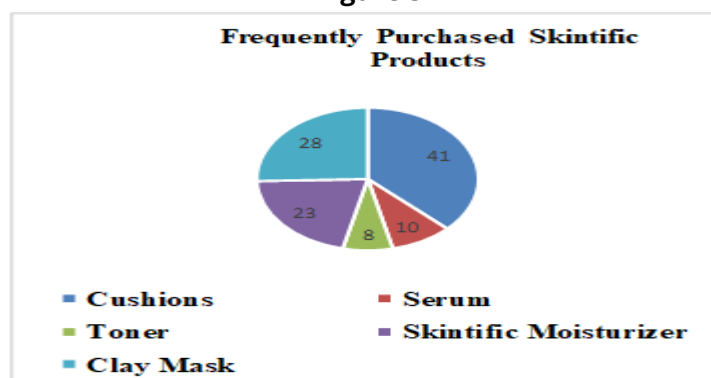The characteristics of respondents based on gender were dominated by women, as many as 82 respondents.

Figure 3
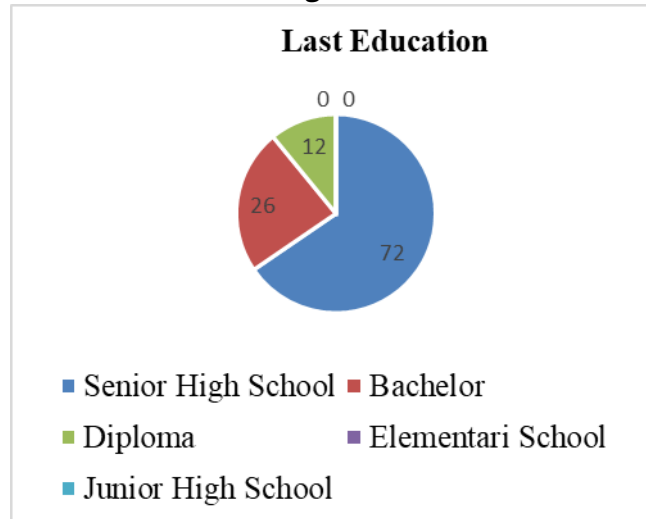
The characteristics of respondents based on gender are dominated by respondents who have the latest high school / vocational high school education.

Figure 4

The characteristics of respondents based on age are dominated by ages 17-22 years, namely 91 respondents.

Figure 5

Characteristics of respondents based on skintific products that are often purchased are dominated by Cushion, namely 41 respondents.

Data Instrument Test
Validity Test Results

To determine whether a questionnaire is valid or not, a validity test is carried out. It is known that the value of N = 110 because the sample amounted to 110 respondents and by using an error rate of 5% with a significant value of <0.05, the questionnaire is said to be valid. Before being distributed to 110 respondents, the questionnaire was tested by distributing it to 30 students, the instrument test was carried out using SPSS which showed valid and reliable results, so the questionnaire was suitable for use as a research tool.

The validity test results tested using SPSS software show that the entire significance value of all variable indicators is 0.000 where these results are <0.05, it can be concluded that all questionnaire items are declared valid.

Reliability Test Results

To determine the reliability of a questionnaire, a reliability test is carried out. The reliability test in this study used the Cronbach Alpha formula, to determine the level of instrument reliability of the research variables. A questionnaire is said to be reliable if the Cronbach Alpha value is> 0.50 and vice versa if the Cronbach Alpha value <0.50 then the instrument is not reliable.

The Cronbach alpha value of product quality (X1) is 0.953, brand image (X2) is 0.897, customer loyalty (Y) is 0.910, where these results are> 0.50, it can be concluded that all questionnaire items are declared reliable.

Hypothesis Test
Multiple Linear Regression Test Results
Table 4 Multiple Linear Regression Test Results

Dependen Variabel Y: Customer loyalty					
Model	Unstandardized Coefficients		Standartized Coefficients	T	Sig-t
	B	Std. Error	Beta		
Constant	-.625	.898		-.696	.488
Product Quality (X1)	.221	.040	.608	5.529	.000
Brand Image (X2)	.258	.102	.279	2.537	.012
R = 0.781	F = 186,314				
R- Square = 0.758	Sig-F = 0,000				

Source: data processed 2024

Based on the table above, the results of multiple linear regression tests are as follows:
1. The constant value of 0.625 means that if the variables X1 and X2 do not exist, there is customer loyalty of 0.625.
2. The X1 regression coefficient of 0.221 means that if the value of product quality increases by 1 (one) point while the brand image is assumed to be fixed, it will cause an increase in customer loyalty of 0.221 points.
3. The X2 regression coefficient of 0.258 means that if the value of product quality increases by 1 (one) point while brand image is assumed to be constant, it will cause an increase in customer loyalty by 0.258 points.

4. The coefficient of determination (R square) of 0.758 means that product quality (X1) and brand image (X2) contribute to customer loyalty (Y) of 0.758.

DISCUSSION

The Effect of Product Quality and Brand Image on Customer Loyalty

Judging from the f test table, it can be concluded that H1 is accepted, which means that the Independent variable has a significant effect on the Dependent variable. The effect of high product quality, especially in the performance dimension which includes meeting quality standards and minimal product defects, as well as a positive brand image through the popularity dimension which includes positive reviews and wide product distribution, significantly contributes to customer loyalty, which can be seen from the positive response of Skintific customers who feel satisfied and continue to choose the product. which is provided by skintific products which then fosters customer loyalty. Thus this research is in line with research conducted by Rifki Audina Putri (2019) that product quality and brand image have a positive and significant effect on customer loyalty.

The Effect of Product Quality on Customer Loyalty

Judging from the t test table, it can be concluded that H1 is accepted, which means that the Product Quality variable has a significant effect on the Customer Loyalty variable. the most dominant product quality effect is the performance dimension where from this dimension there are 2 main indicators, namely the level of product defects and the fulfillment of quality standards, therefore based on the questionnaires that have been distributed by 110 skintific user respondents, they agree that while using skintific products it is rare to encounter that skintific products experience defects or problems in terms of quality and while using skintific skintific products always meet quality standards as expected by consumers who then foster customer loyalty. Thus this research is in line with research conducted by Cintya Damayanti and Wahyono (2015) who examined the effect of product quality on customer loyalty, with the results of the study that customer quality has a significant effect on customer loyalty.

The Effect of Brand Image on Customer Loyalty

Judging from the t test table, it can be concluded that H3 is accepted, which means that the Brand Image variable has an influence on the Customer Loyalty variable. the most dominant brand image that influences is popularity where from this dimension there are 2 indicators, namely positive reviews and ratings, and distribution in the market, therefore based on the questionnaire that has been distributed by 110 respondents, their skintific users as skintific users always give a positive response to skintific and agree that skintific has a wide distribution network throughout Indonesia The brand image embedded by Skinfitic products turns out to be able to make customers loyal, especially generation Z in the Palu city. This research is in line with research conducted by Sri Wahyuni and Idris who examined the effect of Brand Image on Customer Loyalty, with the results of the study that Brand Image has an influence on Customer Loyalty.

CONCLUSION

Based on the results of the study, the author concludes that product quality (X1) and brand image (X2) have a positive and significant effect on customer loyalty. Product quality (X1) has a positive and significant effect on customer loyalty, while brand image (X2) also has a positive and significant effect on customer loyalty.

ADVICE

Improve product quality, especially additional features, by encouraging customers to provide feedback and improve features according to their needs, Maintain quality through innovation and strict control so that products are suitable for various skin types, Strengthen marketing strategies through campaigns that build emotional connections and increase positive brand perceptions to encourage long-term loyalty.

This research has not gone deeper into additional features on Skintific products, so the need to develop features based on customer feedback has not been explained in detail. The research only assessed brand image in general, without specifically examining the influence of customer reviews and testimonials on loyalty. This research does not examine in detail marketing strategies that build emotional relationships with customers, so the emotional influence on long-term loyalty has not been focused on in the discussion.

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