

The Influence of Service Quality, Brand Image, and Product Innovation on Guitar Customer Loyalty at PT Genta Tri Karya

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Abstract

Customer Loyalty is one of the crucial factors in increasing and decreasing sales within a company. Through the quality of service, brand image, and useful product innovation, the company is expected to increase customer loyalty, so it is expected to increase the company's sales. This study aims to determine the effect of service quality, brand image, and product innovation on the customer loyalty of Guitar Genta at PT Genta Tri Karya. The research method used was a survey method with descriptive and verification research types. The data used are primary data obtained from distributing questionnaires. The results showed that service quality is partially positive and not significantly affecting customer loyalty. Brand image is partially positive and not significant, and product innovation has a positive and significant effect on customer loyalty. However, service quality, brand image, and product innovation simultaneously have a positive and significant impact on the loyalty of Guitar Genta customers at PT Genta Tri Karya.

Keywords: *service quality, brand image, product innovation, customer loyalty, guitar*

Pengaruh Kualitas Pelayanan, Citra Merek, dan Inovasi Produk terhadap Loyalitas Pelanggan Gitar Genta pada PT Genta Tri Karya

Abstrak

Loyalitas Pelanggan merupakan salah satu faktor penting dalam peningkatan dan penurunan penjualan dalam sebuah perusahaan. Melalui kualitas pelayanan, citra merek dan inovasi produk yang baik diharapkan perusahaan mampu meningkatkan loyalitas pelanggan, sehingga diharapkan dapat meningkatkan penjualan perusahaan. Berdasarkan hal tersebut maka penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, citra merek dan inovasi produk terhadap loyalitas pelanggan Gitar Genta pada PT Genta Tri Karya. Metode penelitian yang digunakan adalah metode survei dengan jenis penelitian deskriptif dan verifikatif. Data yang digunakan adalah data primer yang didapatkan dari penyebaran kuesioner. Hasil penelitian menunjukkan bahwa kualitas pelayanan secara parsial berpengaruh positif dan tidak signifikan terhadap loyalitas pelanggan, citra merek secara parsial berpengaruh positif dan tidak signifikan, dan inovasi produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Namun, kualitas pelayanan, citra merek dan inovasi produk secara simultan berpengaruh positif dan signifikan terhadap loyalitas pelanggan Gitar Genta pada PT Genta Tri Karya.

Kata-kata Kunci: *kualitas pelayanan, citra merek, inovasi produk, loyalitas pelanggan, gitar*

INTRODUCTION

Customer Loyalty is one of the crucial factors. Its influence in increasing (Lepojević and Đukić, 2018) and decreasing (Khadka and Maharjan, 2017) sales within a company (Evanschitzky et al., 2012). Through the quality of service, brand image, and useful product innovation, the company is expected to increase customer loyalty (Yildiz and Koçan, 2018), so it is expected to increase sales.

The guitar is a musical instrument played by plucking (Carral, 2010), a guitar traditionally made from wood (Brauchler et al., 2020; Carnegie et al., 2020) with strings made of nylon or steel (Perry, 2014). In general, the guitar is divided into two, namely acoustic and electric guitars (Tundo and Nugroho, 2020). The guitar is an art musical instrument with high value because it is a beautiful tune that the whole world community loves (Boer, 2009).

The guitar innovates into a classical (Gangi, 2018) and modern guitar (Martin, 1998) to add a unique attraction for its enthusiasts (Sen, 2010). The guitar has become one of the most sought-after musical instruments (Krout, 2007). It is in great demand by the public today to increase guitar production and sales (Restiani Widjaja and Nurdiyana, 2019). The design of the guitar is varied but still follows the predetermined standards for making guitars (Barakin, 2017).

PT Genta Tri Karya is one of the largest guitar makers in the Bandung area. The Genta guitar factory, located at Jalan AH Nasution No.69, has been established since 1959. As a company operating in the guitar production business for more than 50 years, PT Genta Tri Karya has undoubtedly proven its quality. With the growing size of this company, PT Genta Tri Karya must, of course, be able to maintain its productivity and quality. According to ISO 8402, quality is defined as the totality of all the characteristics of a service or product. It supports its specified or defined ability for satisfaction or consumer needs (Barakin, 2017).

So that requires PT Genta Tri Karya always to improve product quality to reduce the number of losses that will be experienced in line with the achievement of its growth target. One way is that PT Genta Tri Karya always innovates in every product it produces, as evidenced by the level of customer satisfaction with loyalty in buying products. It maintained the primary raw materials that have not changed since the company was founded until now (Barakin, 2017).

PT Genta Tri Karya is one of the Indonesian guitar companies that has produced guitars of middle to high quality so that 90% of PT Genta Tri Karya's guitars are export products with a production capacity of approximately 800- 1000 units/month. Some countries that become PT Genta Tri Karya's export destinations are Singapore, England, America, Germany, Korea, and Japan. Meanwhile, domestic sales are Bandung, Jakarta, Surabaya, Medan, and Bali. The holding of large events that are very helpful in the sales promotion process creates excellent opportunities to achieve its targets (Barakin, 2017).

PT Genta Tri Karya currently has 300 employees competent in their respective fields; therefore, the Genta company can produce guitar products made in Indonesia with international quality. Also, PT Genta Tri Karya already has tools and machines that comply with standards to make it easier for employees to produce high-quality guitar products. PT Genta Tri Karya is classified as an SME that will develop into a Large Business (UB) to achieve its targets (Barakin, 2017).

It can be seen in the table 1 unit sales per year from 2014 to 2018 at PT Genta Tri Karya as follows:

Table 1
Sales Data Per Year

Year	Unit	Export	Domestic
2014	9.600	7.600	2.000
2015	11.800	10.000	1.800
2016	9.656	7.056	2.600
2017	10.460	8.230	2.230
2018	11.800	9.830	1.970
total	53.316	42.716	10.600

Source: Primary Data, processed, 2020

That is annual sales unit data for PT Genta Tri Karya for the last five years. From 2014, export sales were 7,600 units/year, and local sales were 2,000 units/year with total sales of 9,600 units/year. In 2015, export sales were 10,000 units/year, and local sales were 1,800 units / year with total sales of 11,800 units/year; in 2016, export sales were 7,056 units/year, and local sales were 2,600 units / year with total sales of 9,656 units/year. In 2017 export sales were 8,230 units/year and local sales were 2,230 units/year with total sales of 10,460 units/year, and most recently in 2018, export sales were 9,830 units/year, and local sales were 1,970 units/year with total sales of 11,800 units/year.

Based on the description described above, and following Vanessa Gaffar (2007) theory (Widayatma and Lestari, 2018), satisfaction, emotional bonds, and trust are some of the factors forming customer loyalty. Where satisfaction can be formed from service quality, emotional bonds can be formed from product innovation, and trust can be created from brand image. So the authors are interested in examining the problems related to Service Quality, Brand Image, and Product Innovation on Customer Loyalty.

METHOD

This type of research used in this study is a type of survey research. In survey research, information is collected from respondents using a questionnaire. This study uses descriptive and verification research types to examine the relationship between variables, aiming to present a structured, factual, and accurate picture of the relationship between the variables studied. The descriptive method in research is used to describe

how service quality, brand image, and product innovation on customer loyalty on Genta Guitar. The verification method in this research examines the effect of service quality, brand image, and product innovation on the customer loyalty of Gitar Genta.

The population in this study are all consumers who have purchased Genta Guitar products, especially in the Bandung area. The number of samples in this study is based on the Green formula with an error rate of 5%. So the resulting sample size is 82 respondents.

RESULTS AND DISCUSSION

Validity Test

The validity test is intended to measure the validity or validity of a questionnaire.

Table 2
Results of Service Quality Validity Test (X1)

item	r _{hitung}	r _{tabel}	Keterangan
1	0,717	0,21	Valid
2	0,657	0,21	Valid
3	0,664	0,21	Valid
4	0,648	0,21	Valid
5	0,655	0,21	Valid
6	0,569	0,21	Valid
7	0,769	0,21	Valid
8	0,588	0,21	Valid
9	0,689	0,21	Valid

Source: Processed SPSS Data, 2020

the result of the quality of service variable validity test (X1) consists of all instruments are ranging from item no 1 to 9, all of which produce a calculated r count of > than the r table of (0.21). So it can be concluded that all instruments in this study are valid.

Table 3
Results of Brand Image Validity Test (X2)

Item	r _{count}	r _{table}	Status
1	0,581	0,21	Valid
2	0,675	0,21	Valid
3	0,623	0,21	Valid
4	0,684	0,21	Valid
5	0,711	0,21	Valid
6	0,582	0,21	Valid
7	0,750	0,21	Valid
8	0,724	0,21	Valid
9	0,700	0,21	Valid

Source: Processed SPSS Data, 2020

the test result of the validity of the variable Citra Merek (Brand Image) (X2) consists of all

instruments ranging from no items 1 to 9, all of which produce a value of r count > than the r table of (0,21). So it can be concluded that all instruments in this study are valid.

Table 4
Results of product innovation validity test (X3)

Item	r _{count}	r _{table}	Status
1	0,664	0,21	Valid
2	0,760	0,21	Valid
3	0,680	0,21	Valid
4	0,657	0,21	Valid
5	0,700	0,21	Valid
6	0,750	0,21	Valid
7	0,726	0,21	Valid
8	0,696	0,21	Valid
9	0,807	0,21	Valid
10	0,670	0,21	Valid

Source : Processed SPSS Data, 2020

the test result of the validity of the variable Inovasi Product (Product Innovation) (X3) consists of all instruments ranging from item no 1 to 10, all of which produce a calculated r count of > than the r table of (0.21). So it can be concluded that all instruments in this study are valid.

Table 5
Results of Customer Loyalty Validity Test (Y)

Item	r _{count}	r _{table}	Status
1	0,737	0,21	Valid
2	0,678	0,21	Valid
3	0,686	0,21	Valid
4	0,721	0,21	Valid
5	0,747	0,21	Valid
6	0,678	0,21	Valid

Source: Processed SPSS Data, 2020

the test result of the validity of the variable validity test (Y) consists of all instruments ranging from item no 1 to 6, all produce a calculated r count of > than the r table of (0.21). So it can be concluded that all instruments in this study are valid.

Reliability Test

The reliability test is intended to measure the reliability or reliableness of a questionnaire.

Table 6
Results of Reliability Test

Variable	Normal Limit	Value of Cronbach Alpha	Information
Service Quality	0,61 - 0,80	0,837	Reliable
Brand Image	0,61 - 0,80	0,846	Reliable
Product Innovation	0,61 - 0,80	0,891	Reliable
Customer Loyalty	0,61 - 0,80	0,801	Reliable

Source: Processed SPSS Data, 2020

the results of the above reliability test resulted that all instruments ranging from the Service Quality variable (X1), brand image variable (X2), and Product Innovation variable (X3) all resulted in a Value of Cronbach Alpha > 0.60. Additionally, the Customer Loyalty variable (Y) returns a Cronbach Alpha value > 0.60. So it can be concluded that all instruments in this study are reliable.

t-Test

t-test is a test to determine the significance value of the influence of free variables on individually bound (partial) variables. It is to find out how far the impact of one free variable explains the variation of bound variables. With the following provisions, If the significance level is greater than 0.05, then it can be concluded that Ho is accepted; otherwise, Ha is rejected. If the significance level is smaller than 0.05, then it can be concluded that Ho was rejected; otherwise, Ha was accepted. If t count > t table, then Ho is rejected; otherwise, Ha is accepted. If t count < t table, then Ho is accepted; otherwise, Ha is rejected.

Table 7

Results of t-Test

Model	Coefficiens ^a				
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
	(Constant)	2,951	1,715	1,721	,089
1	Service QualityX1	,089	,095	,121	,939
	Brand ImageX2	,102	,105	,142	,978
	Product InnovationX3	,343	,074	,588	4,643

a. Dependent Variable: Customer Loyalty Y

Source: Processed SPSS Data, 2020

1) Quality of Service

The results and t-test statistical calculations show that the service quality variable t count

is smaller than the t-table ($0.939 < 1.990$). It occurs with a significance value of $0.350 > 0.05$, so H_0 is accepted, and H_a is rejected, which means that service quality partially has no significant effect on customer loyalty.

2) Brand Image

From the results and statistical calculations of the t-test, it was obtained that the brand image variable t count was smaller than the t-table ($0.978 < 1.990$). It occurs with a significance value of $0.331 > 0.05$, so H_0 was accepted, and H_a was rejected, which means that the brand image partially had no significant effect on customer loyalty.

3) Product Innovation

The results and t-test statistical calculations show that the product innovation variable t count is greater than the t table ($4.643 > 1.990$). It occurs with a significance value of $0.000 < 0.05$, so H_0 is rejected and H_a is accepted, which means that product innovation partially has a significant effect on customer loyalty.

F-test

Multiple regression analysis using the F test (Fisher) aims to determine the effect of all variables simultaneously, including service quality, brand image, and product innovation on customer loyalty. The basis for the F test's decision is if F_{count} is greater than F_{table} ($F_{\text{count}} > F_{\text{table}}$), then H_0 is rejected, and H_a is accepted, meaning that it is significant if F_{count} is less than F_{table} ($F_{\text{count}} < F_{\text{table}}$), H_0 is accepted. H_a is rejected, meaning it is not significant.

Table 8 Results of F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	766,830	3	255,610	51,229	,000 ^a
	Residual	389,183	78	4,990		
	Total	1156,012	81			

a. Dependent Variable: Customer Loyalty Y

b. Predictors: (Constant), Product InnovationX3, Service QualityX1, Brand ImageX2

Source: Processed SPSS Data, 2020

Based on the results and calculation of F test statistics obtained, is F_{count} reater than F_{table} , which is $51,229 > 2.72$ with a significant value of $0.000 < 0.05$. From the research thus H_0 was rejected, and H_a accepted, which means that the quality of service, brand image, and product innovation simultaneously affect customer loyalty. This is in line with previous research conducted by (Putra & Ekawati, 2017) suggests that Product Innovation, Brand Image and Service Quality simultaneously affect customer loyalty. So customer loyalty will improve if the quality of service, brand image and product innovation are also improved.

CONCLUSION

The research results related to "the influence of service quality, brand image, and product innovation on customer loyalty Genta guitar at PT Genta Tri Karya" can be concluded. Service quality partially does not significantly affect customer loyalty of Genta guitar, where consumers who have become customers will repurchase products that have been trusted so that they do not bother about service quality. The partial brand image does not have a significant effect on customer loyalty Genta guitar because customers have made repeat purchases for a long time, it will focus on what new products will be created. Product innovation partially positively and significantly affects customer loyalty for Genta guitar because customers prioritize existing product innovations that attract more customers to keep making repeated purchases.

This research suggestion is expected to be used by the company as input and consideration material. This advice can be implemented in service quality, brand image, and useful product innovation. The company can continue to improve full service, fast and responsive service, attractive designs, more extended product durability, and dynamic and innovative products that will also affect customer loyalty to achieve a more optimal company vision and mission. And suggestions for academics, the authors hope this research can be useful and can be appropriately used for interests in the academic field. This research is expected to reference future research studies that can be developed that have a theme concerning service quality variables, brand image, and product innovation on customer loyalty. Further researchers can more easily understand which variables positively and significantly affect customer loyalty so that this research can improve.

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