

**PERSEPSI KUALITAS, KEPERCAYAAN MEREK, DAN KEWAJARAN HARGA TERHADAP  
LOYALITAS KONSUMEN MEREK COKELAT SILVERQUEEN DI KOTA PEKANBARU**

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**ABSTRAK**

*Tujuan penelitian ini adalah untuk mengetahui pengaruh persepsi kualitas, kepercayaan merek dan kewajaran harga terhadap loyalitas konsumen pada merek coklat Silverqueen pada masyarakat Kota Pekanbaru. Populasi penelitian ini adalah konsumen coklat merek Silverqueen di Kota Pekanbaru yang jumlahnya tidak diketahui secara pasti, dan sampel yang diambil dalam penelitian ini sebanyak 100 responden. Teknik pengambilan sampel menggunakan kuesioner berupa google form. Teknik analisis data menggunakan Statistical Program for Social Science (SPSS 21.0). Hasil penelitian menunjukkan bahwa variabel persepsi kualitas, kepercayaan merek dan kewajaran harga berpengaruh positif dan signifikan terhadap loyalitas konsumen pada coklat silverqueen. Perusahaan diharapkan dapat memberikan masukan agar perusahaan dapat terus meningkatkan kualitas coklat silverqueen dan selalu memberikan yang terbaik kepada para konsumennya sehingga para konsumen akan semakin loyal terhadap merek coklat Silverqueen dan agar perusahaan terus berkembang serta mampu bersaing di era modern saat ini.*

**Kata Kunci:** Persepsi Kualitas; Kepercayaan Merek; Kewajaran Harga; Loyalitas Konsumen

**PERCEIVED QUALITY, BRAND TRUST, AND PRICE FAIRNESS ON CONSUMER LOYALTY OF  
SILVERQUEEN CHOCOLATE BRAND IN PEKANBARU CITY**

**ABSTRACT**

This research aims to determine the influence of perceived quality, brand trust, and price fairness on consumer loyalty to the Silverqueen chocolate brand in the people of Pekanbaru City. The population of this research is consumers of the silverqueen chocolate brand in Pekanbaru City, the exact number of which is not known, and the sample taken in this research was 100 respondents. The sampling technique uses a questionnaire in the form of a Google form. The data analysis technique uses the Statistical Program for Social Science (SPSS 21.0). The results of the research show that the variables perceived quality, brand trust, and price fairness have a positive and significant effect on consumer loyalty to Silverqueen chocolate. The company is expected to provide input so that the company can continue to improve the quality of silverqueen chocolate and always provide the best to its consumers so that consumers will be more loyal to the silverqueen chocolate brand and so that the company continues to grow and be able to compete in the current modern era.

**Keywords:** Perceived Quality; Brand Trust; Price Fairness; Consumer Loyalty

## INTRODUCTION

In today's modern era, business competition is getting tighter, therefore a company must be able to fulfill what consumers need and want. To fulfill consumer needs and gain the trust of consumers, a company must have a strong brand (Arif et al., 2021; Fajri et al., 2021). A brand is an asset for a company because, with a brand, consumers will find it easier to distinguish products produced by the company from competitors' products. Therefore, a company must create a strong brand by showing the positive sides of the brand so that it gets trust and a positive response from consumers. By creating a strong brand, a company will be able to reach the desired target market and can make it easier for the company to gain loyalty from consumers.

One of the strong and well-known brands is the Silverqueen chocolate brand produced by PT. Petra Food. PT. Petra Food is a company that specializes in producing food, especially those made from chocolate. This company is located in the city of Bandung, West Java, Indonesia, which was founded by the Ming Chee Chuang family in 1950. Silverqueen is one of the chocolate products produced by PT Petra Food, which is currently Silverqueen is one of the famous chocolate bar brands in Indonesia and has even gone global. Since 1950 until now the Silverqueen brand has never lost the loyalty of its consumers.

One thing that influences the sales of a brand is the existence of consumers who are loyal to the brand. The same is true with the Silverqueen brand which can become a top brand from year to year certainly because of the loyalty of the brand's consumers. Many things can influence consumer loyalty, such as perception of quality (Purwati et al., 2020), consumer trust in the brand (Goh et al., 2022), and the fairness of the price with the quality received by consumers.

Perceived quality is the consumer's perception and evaluation of the overall superiority of a particular product's quality compared to competing products (S. Chandra et al., 2023; Panjaitan et al., 2024), thus causing product differentiation in the minds of consumers (Kataria & Saini, 2020). From this definition, it can be concluded that perceived quality is the perception of the quality of a product felt by consumers so that consumers can assess the advantages and good and bad quality of the product.

Previous research conducted by (Yolanda et al., 2021) stated that perceived quality has a significant positive effect on consumer loyalty, and research conducted by (Wicaksana & Rachman, 2018) stated that perceived quality has an effect and is not significant on consumer loyalty. However, it is different from previous research conducted by (Sitaresmi et al., 2016) and (Lesmana et al., 2021) which stated that perceived quality does not have a significant effect on consumer loyalty. Apart from perceived quality, another thing that can influence loyalty is consumer trust in a brand.

Brand trust is a condition where consumers trust a product with all its risks because of high hopes and expectations for the brand which will provide positive results to consumers so that it will create loyalty and trust in the brand (Pramezwarly et al., 2021). Based on this definition, it can be concluded that brand trust is a trust that arises from the minds of consumers towards a brand because the brand can fulfill what consumers need and show the positive sides of the brand.

Previous research conducted by (Putri, 2023) and (Firdaus & Yamini, 2023) stated that brand trust affects consumer loyalty, and previous research conducted by (Sasono & Ernawati, 2023) stated that brand trust has a positive and significant effect on consumer loyalty. However, it is different from previous research conducted by (Ni'mah et al., 2019) which stated that brand trust does not affect loyalty. A brand that is trusted by consumers certainly has good quality, for good quality always has a special price that matches that quality.

Price Fairness is the price of a product that customers consider reasonable and the quality of the product they get (Abdullah, 2018). From this definition, it can be concluded that price fairness is the suitability between price and quality felt by consumers to achieve a price that is appropriate and reasonable and can be accepted by both parties, namely producers and consumers.

Previous research conducted by (Hasanah et al., 2023) and (Siewanto & Kezia, 2022) stated that price fairness has a significant effect on consumer loyalty, and previous research conducted by (Nurjanah et al., 2022) stated that price fairness has a positive and significant effect on consumer loyalty. However, it is different from previous research conducted (Rahyuda & Atmaja, 2018) which stated that price fairness has no effect on consumer loyalty

Based on the description of the background and phenomena that have been explained above, the researcher is interested in conducting a study entitled "The Influence of Perceived Quality, Brand Trust and Price Fairness on Consumer Loyalty of Silverqueen Chocolate Brand in Pekanbaru City Society". To analyze the influence of perceived quality, brand trust, and price fairness on consumer loyalty to the Silverqueen chocolate brand in Pekanbaru City.

## LITERATURE REVIEW

### Marketing Management

Marketing management is a series of activities carried out by a company to increase value for their consumers and establish good relationships with consumers, which will have a positive impact on the company (Manik et al.,

2022). Meanwhile, according to (Nurhayani & Sunaryo, 2022) marketing management is a combination of art and science used to attract, retain, and increase the number of consumers by creating, distributing, and communicating well with consumers (Sudarno et al., 2024; Suyono et al., 2023).

Based on the definition according to the experts above, it can be concluded that marketing management is a process of marketing operations activities which include designing, planning, implementing, directing, organizing, and controlling which is carried out by a company to create good relationships with consumers by showing a good image of the company itself to achieve the goals that have been set.

### **Marketing Mix**

According to (Hendrayani, 2021) "Marketing mix is a series of actions and efforts designed to meet customer needs and achieve the goals set by the company". This is different from the opinion of (Wowor et al., 2021) "Marketing mix is a set of marketing tools that include promotion, product (Rahman & Wijaya, 2021), price and distribution which are combined to obtain the desired response by the target market. So it can be concluded that the marketing mix is the marketing activities or strategies carried out by a company to attract the attention of the target market.

There are four variables in marketing mix activities, namely (Effendy, 2019): 1. Product: A product is a combination of goods and services offered by a company to the target market to meet the needs and desires of consumers (Lukman et al., 2022; Suyono et al., 2022). 2. Price: Price is the amount of money that consumers must pay to obtain a product. 3. Place: Place is part of the company's activities that make products available to consumers. 4. Promotion: Promotion is the company's activities in combining product advantages and inviting the target market to buy the product.

### **Consumer Loyalty**

Consumer loyalty can be interpreted as a consumer's promise that they will buy a product or service repeatedly and recommend others to buy the product or service (Dhasarathi & Kanchana, 2022). According to (Jeremia & Djurwati, 2019) stated that consumer loyalty is a result obtained from consumer satisfaction with a product or service (Hidayat et al., 2022; Setiawan et al., 2021), this loyalty has a positive impact on the company such as loyal customers making repeat purchases on the company's products (Suhardjo et al., 2023). Based on several definitions, it can be concluded that consumer loyalty is the attitude or behavior of consumers who are satisfied with the products offered by a company so that they will make repeat purchases and even recommend the product to others.

The indicators used to measure consumer loyalty are as follows (Hidayat, 2021): 1. Trust: Trust is a response of trust from consumers towards the market. 2. Emotional commitment: Emotional commitment is a psychological commitment from consumers towards the market. 3. Switching cost: Switching cost is a consumer response to receiving a burden when a change occurs. 4. Word of mouth: Word of mouth is consumers doing publicity about a market. 5. Cooperation: Cooperation is behavior that shows a consumer's attitude toward working together with the market (Hocky et al., 2020).

### **Perceived Quality**

Perceived quality also has the meaning as a consumer's perspective on the overall quality of a product or service compared to other products or services (Eliasari & Sukaatmadja, 2017). Perceived quality is considered very important in a business, especially for sellers or marketers because it can cause differentiation in tight market competition (Konuk, 2018). Based on the definitions of these experts, it can be concluded that perceived quality is the perception of the quality of a product felt by consumers so that consumers can assess the advantages and good and bad quality of the product (Saputro et al., 2022).

The indicators used to measure perceived quality are as follows (Augustinus, 2019): 1. Good quality: good quality is a product that can show good quality, be it in the form of taste, durability, and packaging. 2. Consistent quality: consistent quality means a state where a product always provides the same quality. 3. Reliable product: A reliable product means a product can provide satisfactory quality and will not disappoint its consumers

### **Brand Trust**

The brand is defined as the desire of customers to rely on a brand with the risks that will be faced because the expectation of the brand will have a good impact (Adiwidjaja & Tarigan, 2017). In contrast to the opinion (Putra & Soebandi, 2019) brand trust is consumer trust that the brand they want can be relied on, provides a guarantee of no harm, and very valuable or very useful performance (Wijaya et al., 2020). Based on the definitions of these experts, it can be concluded that brand trust is trust that arises from the minds of consumers to a brand with all its risks because consumers believe that the brand can meet their needs.

The indicators used to measure brand trust are as follows (Putra & Soebandi, 2019): 1. Brand predictability: consumer capability to anticipate and predict the capacity of a product. 2. Brand liking: the feeling of liking a brand. 3. Brand Competence: the capability of a brand to solve consumer problems in meeting their

needs better than other similar products. 4. Brand reputation: the good name of a brand. 5. Trust in the company: consumer trust in the company that produces the product purchased.

### **Price Fairness**

Price fairness is the price of a product that customers consider reasonable and the quality of the product they get (Abdullah, 2018). In addition, price fairness is also defined as how consumers view their payment for a product at a reasonable price (Song, 2019). Simply put, price fairness means customer perception of sales transactions, whether the price they pay is by the quality they get (Ariastuti and Untoro, 2017). From this definition, it can be concluded that price fairness is the suitability between price and quality felt by consumers to achieve a price that is appropriate and reasonable and can be accepted by both parties, namely producers and consumers (Amin et al., 2022).

The indicators used to measure price fairness are as follows (Dhurup et al., 2014): 1. Price affordability: consumers feel that the price listed on the product is by their purchasing power. 2. Price suitability with product quality: Consumers feel that the quality they receive is by the price they pay. 3. Price suitability with brand: Consumers feel that the price they pay is by the brand of the product in question. 4. Price satisfaction: consumers feel satisfied with the price of the product after consuming and evaluating the product.

### **Hypothesis Formulation**

#### **The Influence of Perceived Quality on Consumer Loyalty**

Perceived quality is the consumer's perception and evaluation of the overall superiority of a particular product's quality compared to competitors' products, thus causing product differentiation in the minds of consumers (Kataria & Saini, 2020). From this definition, it can be concluded that perceived quality is the perception of the quality of a product felt by consumers so that consumers can assess the advantages and good and bad quality of the product.

Previous research conducted by (Yolanda et al., 2021) stated that perceived quality has a significant positive effect on consumer loyalty, and research conducted by (Wicaksana & Rachman, 2018) stated that perceived quality has an effect and is not significant on consumer loyalty. However, it is different from previous research conducted by (Sitaresmi et al., 2016) and (Lesmana et al., 2021) which stated that perceived quality does not have a significant effect on consumer loyalty.

H1: Perceived Quality Has a Positive Influence on Consumer Loyalty to the Silverqueen Chocolate Brand

#### **The Influence of Brand Trust on Consumer Loyalty**

Brand trust is a condition where consumers trust a product with all its risks because of high hopes and expectations for the brand which will provide positive results to consumers so that it will create loyalty and trust in the brand (Pramezwarly et al., 2021). Based on this definition, it can be concluded that brand trust is a trust that arises from the minds of consumers towards a brand because the brand can fulfill what consumers need and show the positive sides of the brand.

In accordance with previous research conducted by (Putri, 2023) and (Firdaus & Yamini, 2023) which stated that brand trust has an effect on consumer loyalty, and previous research conducted by (Sasono & Ernawati, 2023) which stated that brand trust has a positive and significant effect on consumer loyalty. However, it is different from previous research conducted by (Ni'mah et al., 2019) which stated that brand trust has no effect on loyalty.

H2: Brand Trust Has a Positive Influence on Consumer Loyalty to the Silverqueen Chocolate Brand

#### **The Influence of Price Fairness on Consumer Loyalty**

Price fairness includes customer perceptions of the price they pay in proportion to the benefits they receive from the products offered by a company (Lee, 2022). From this definition, it can be concluded that price fairness is the suitability between price and quality perceived by consumers to achieve a price that is appropriate reasonable, and acceptable to both parties, namely producers and consumers.

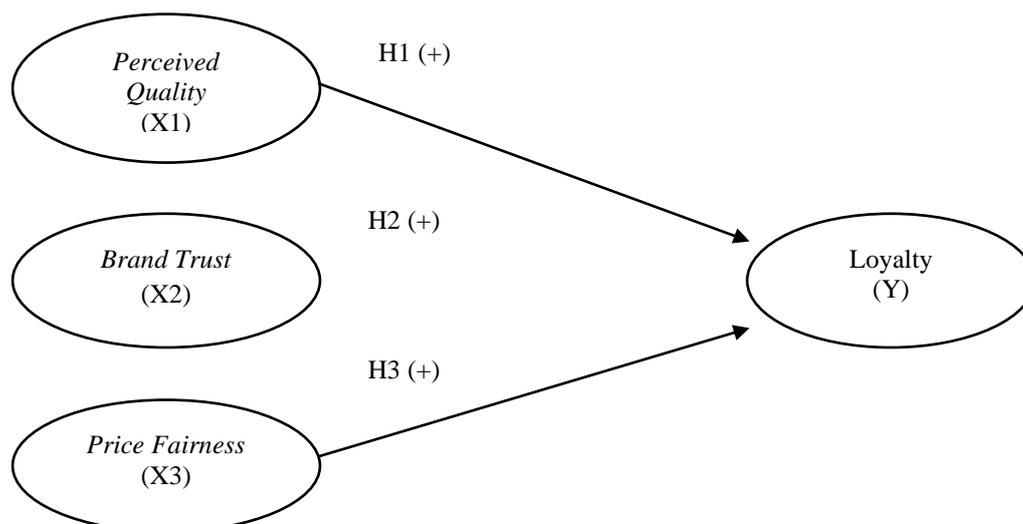
Previous research conducted by (Hasanah et al., 2023) and (Siewanto & Kezia, 2022) stated that price fairness has a significant effect on consumer loyalty, and previous research conducted by (Nurjanah et al., 2022) stated that price fairness has a positive and significant effect on consumer loyalty. However, it is different from previous research conducted (Rahyuda & Atmaja, 2018) which stated that price fairness has no effect on consumer loyalty.

H1: Price Fairness Has a Positive Influence on Consumer Loyalty to the Silverqueen Chocolate Brand

### **Framework**

Based on the literature review and previous research described above, the framework of thought in this research can be described as follows:

Perceived Quality, Brand Trust, and Price Fairness on Consumer Loyalty of Silverqueen Chocolate Brand in Pekanbaru City (Suhardjo, Achmad Tavip Juanedi, Nicholas Renaldo, Yulita Ramadani, Indri Yovita, Geovanie Geovanie)



Source: Author's Processed Data, 2023

**Figure 1. Framework of Thought**

## RESEARCH METHODOLOGY

This research activity was carried out on the object of this research, namely consumers of the Silverqueen chocolate brand in Pekanbaru City, Riau Province. The time of this research started from August 2023.

### Population and Sample

Population is the entire element consisting of objects/subjects that have certain quantities and characteristics applied by researchers to study and then draw conclusions (Sugiyono, 2017). The population of this study is all consumers of Silverqueen chocolate in Pekanbaru City whose number is not known for certain.

The sample is part of the number of characteristics possessed by the population (Sugiyono, 2017) the number of the population that is not known for sure, therefore the Roscoe opinion is used to facilitate the number of samples. Thus, because the appropriate sample size in the study is 30 to 500 respondents. So this study took a number of respondents as many as 100 respondents to be studied. The sampling technique used is a questionnaire.

### Operational Variables

Independent variables are variables that influence or cause changes or the emergence of dependent variables (Sugiyono, 2017). Dependent variables are variables that are influenced or caused by the presence of independent variables (Sugiyono, 2017).

### Data Analysis Techniques

After the data from all respondents are collected, the next step is to group the data based on variables and types of respondents, present data from each respondent, present data from each variable studied, perform calculations to answer the problem, and perform calculations to test the hypothesis that has been proposed. In this study, the data was processed using the SPSS (Statistic Product and Service Solutions) application program.

### Questionnaire Feasibility Test

#### Validity Test

A validity test is useful to determine the validity of the questionnaire used by researchers in measuring and obtaining research data from respondents. Based on data management carried out on all questionnaire points, it is known that all statement indicator items have a correlation coefficient ( $r_{count}$ )  $\geq 0.30$  which means that each questionnaire item is valid or can be used to measure each variable stated in the questionnaire (Sugiyono, 2017).

#### Reliability Test

Reliability testing is used to show the level of reliability, accuracy, and consistency of the indicators in the questionnaire (Sugiyono, 2017). So a good study must not only be valid but also reliable in order to have an accuracy value when tested in the applicable period. Reliability testing uses the Alpha Cronbach's reliability coefficient method. With the provisions: 1. If the Cronbach's alpha value  $\alpha > 0.60$  then the questions/statements listed in the questionnaire are declared reliable. 2. If the Cronbach's alpha value  $\alpha < 0.60$  then the questions/statements listed in the questionnaire are declared untrustworthy or unreliable.

### **Classical Assumption Test**

The classical assumption test is a test of statistical assumptions that must be met in multiple linear analyses. There are three assumptions as requirements for using the regression method, namely the assumption of normality, heteroscedasticity, and multicollinearity (Renaldo & Murwaningsari, 2023).

#### **Normality Test**

The normality test aims to test whether, in the regression model, the confounding variables or residuals have a normal distribution (Duli, 2019). The normality test is used to determine whether the data is normally distributed or not. Basically, the normality test is to compare the data we have and normally distributed data that has the same mean and standard deviation as our data (T. Chandra et al., 2018).

According to (Ghozali, 2018), the normality test aims to determine whether each variable is distributed normally or not. A normality test is needed to conduct other variable tests by assuming that the residual value follows a normal distribution. If this assumption is violated, the statistical test becomes invalid, and parametric statistics cannot be used. In addition to using the normal curve P-plot, the normality test can also be done using the Kolmogorov-Smirnov Test statistical test. The residual is normally distributed if it has a significant value  $> 0.05$ .

#### **Multicollinearity Test**

A multicollinearity test is needed to determine whether there are independent variables that have similarities between independent variables in a model (Duli, 2019). The similarity between independent variables will result in a very strong correlation. In addition, this test also avoids habits in the decision-making process regarding the influence of the partial test of each independent variable on the independent variable. If the resulting VIF is between 1-10, there are no symptoms of multicollinearity.

#### **Heteroscedasticity Test**

The heteroscedasticity test occurs when the difference in the residual variance of one observation period to another period. How heteroscedasticity exists in a model can be seen with the Scatterplot image pattern, a regression that does not have heteroscedasticity if the distribution points are above and below the number 0, and the data points do not gather only above and below.

#### **Model Feasibility Test**

##### **F Test**

The F test is used to determine the effect of independent variables simultaneously on the dependent variable (Ghozali, 2018). Significant means that the relationship that occurs can apply to the population. The use of the significance level (5%), if the probability value  $< 0.05$  then it can be said that there is a significant effect simultaneously between the independent variables on the dependent variable. However, if the significance value  $> 0.05$  then there is no significant effect simultaneously between the independent variables on the dependent variable.

##### **Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination test is used to measure how far the model used can explain the variation of the independent variable (Junaedi et al., 2024). The value of the coefficient of determination is between 0 and 1. The smaller determination value indicates that the ability of the independent variable to explain the variation of the dependent variable is very limited. The coefficient of determination value that is getting closer to one indicates that the independent variable used can provide almost all the information needed to predict the dependent variable (Ghozali, 2018).

#### **Multiple Linear Regression Test**

Multiple linear regression analysis is used to determine whether there is an influence of independent variables (perceived quality, brand trust, and price fairness) on the dependent variable (consumer loyalty). Multiple linear regression analysis is a linear relationship between two or more independent variables ( $X_1, X_2, X_3, \dots, X_n$ ) with the dependent variable ( $Y$ ). This analysis is carried out to determine the direction of the relationship between the independent variables and the dependent variable and whether each independent variable is positively or negatively related (Duli, 2019). The multiple linear regression equation is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

### Hypothesis Test (T-Test)

The T-test is used to test the significance of the influence of variable X on variable Y, and whether variable X affects variable Y separately or partially (Ghozali, 2018). The criteria for accepting or rejecting the hypothesis are as follows: (1) There is a partial influence of the independent variable on the dependent variable, if  $t_{count} > t_{table}$  sig <  $\alpha$ . (2) There is no partial influence of the independent variable on the dependent variable if  $t_{count} < t_{table}$  sig <  $\alpha$ . The basis for decision-making is by using the probability significance figure, namely: (1) If the probability significance figure > 0.05 then H0 is accepted and H1 is rejected, (2) If the probability significance figure < 0.05 then H0 is rejected and H1 is accepted (T. Chandra et al., 2024).

## RESULTS AND DISCUSSION

### Questionnaire Feasibility Test

#### Validity Test

From the results of the validity test, it can be concluded that the calculated r-value of each statement item is greater than the r-table value, meaning that all statement items of the variables perceived quality (X1), brand trust (X2), price fairness (X3) and consumer loyalty (Y) are declared valid and all statements are included in this study.

#### Reliability Test

**Table 1. Reliability Test Results**

Variables	Cronbach's Alpha	Conclusion
<i>Perceived Quality</i>	0.844	Reliable
<i>Brand Trust</i>	0.914	Reliable
<i>Price Fairness</i>	0.918	Reliable
<i>Consumer Loyalty</i>	0.922	Reliable

*Source: Author's Processed Data, 2024*

Based on the table above, it can be seen that each variable has its own Cronbach's alpha value ( $\alpha$ ) > 0.60. This means that all indicators related to the variable are declared reliable.

### Classical Assumption Test

#### Normality Test

**Table 2. One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2.87367299
Most Extreme Differences	Absolute	,097
	Positive	,087
	Negative	-,097
Kolmogorov-Smirnov Z		,967
Asymp. Sig. (2-tailed)		,307

*Source: Author's Processed Data, 2024*

The results of the normality test with Kolmogorov-Smirnov show that the data on each variable has a normal distribution. The results of Kolmogorov-Smirnov have a significance of all variables of  $0.307 > 0.05$ . These results indicate that the variables of this study, namely the variables of perceived quality, brand trust, and price fairness, are normally distributed.

#### Heteroscedasticity Test

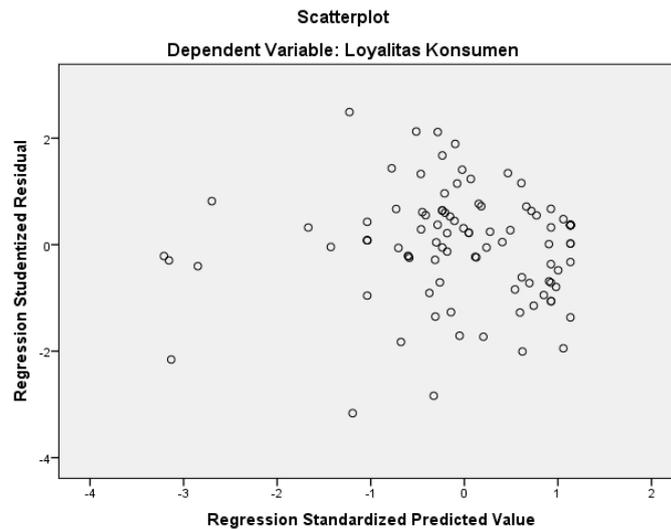
**Table 3. Multicollinearity Test Results**

Model	Collinearity Statistics	
	Tolerance	VIF
<i>Perceived Quality</i>	,366	2,729
<i>Brand Trust</i>	,256	3,908
<i>Price Fairness</i>	,350	2,860

*Source: Author's Processed Data. 2024*

Based on the table above, it is known that the VIF value of the variables perceived quality (X1), Brand Trust (X2), and Price Fairness (X3) is < 10 and the tolerance value is > 0.1, so the data in this study does not experience multicollinearity.

**Heteroscedasticity Test**



Source: Author's Processed Data, 2024  
**Figure 2. Heteroscedasticity Test Results**

In the graph scatterplot, it can be seen whether a regression model experiences heteroscedasticity or not. If the points form a pattern, it indicates that heteroscedasticity has occurred. In the figure, it can be seen that the points are spread randomly and are spread both above and below the number 0 on the Y-axis. So it can be concluded that there is no heteroscedasticity in the regression model in this study.

**Model Feasibility Test**  
**F Test**

**Table 4. F Test Results**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1767,208	3	589,069	69,172	,000b
Residual	817,542	96	8,516		
Total	2584,750	99			

Source: Author's Processed Data, 2024

From the table above, it can be seen that the significance value for the influence of perceived quality (X1), brand trust (X2), and price fairness (X3) on consumer loyalty (Y) is 0.000 <0.05 and f count 69.172> f table value 2.70. This proves that H0 is rejected and Ha is accepted. This means that there is a significant influence of perceived quality (X1), brand trust (X2), and price fairness (X3) on consumer loyalty (Y).

**Coefficient of Determination Test**

**Table 5. Results of the Determination Coefficient Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,827a	,684	,674	2.91823

Source: Author's Processed Data, 2024

Based on the table above, the R Square coefficient (R<sup>2</sup>) value is 0.684 or 68.4%, so it can be concluded that the magnitude of the influence of the variables perceived quality, brand trust, and price fairness on consumer loyalty is 0.684 (68.4%).

**Multiple Linear Regression Test**

**Table 6. Multiple Linear Regression Test Results**

Variables	Unstandardized Coefficients	Information
Consumer Loyalty	3,057	Positive Relationship
Perceived Quality	0.554	Positive Relationship
Brand Trust	0.328	Positive Relationship
Price Fairness	0.321	Positive Relationship

Source: Author's Processed Data, 2024

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Based on the table above, the multiple regression equation is obtained as follows:  $Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e = 3.057 + 0.554 + 0.328 + 0.321$ . The explanation of the equation is as follows: 1. The constant value (a) of 3.057 indicates that if perceived quality (X1), brand trust (X2), and price fairness (X3) are 0, then consumer loyalty (Y) has a positive value of 3.057. 2. Perceived quality has a positive effect on consumer loyalty (Y), which is 0.554. This means that if the perceived quality variable (X1) increases by one unit, assuming other factors remain constant (unchanged) or zero, it will increase the value of consumer loyalty (Y) by 0.554. This means that when perceived quality gets better or increases, consumer loyalty will also increase. 3. Brand trust has a positive effect on consumer loyalty (Y) which is 0.328. This means that if the brand trust variable (X1) increases by one unit assuming other factors remain constant (unchanged) or zero, it will increase the value of consumer loyalty (Y) by 0.328. This means that when the brand continues to improve or increase, consumer loyalty will also increase. 4. Price fairness has a positive effect on consumer loyalty (Y) which is 0.321. This means that if the price fairness variable (X1) increases by one unit assuming other factors remain constant (unchanged) or zero, it will increase the value of consumer loyalty (Y) by 0.321. This means that when price fairness improves or increases, consumer loyalty will also increase.

### Hypothesis Testing

**Table 7. Results of t-Test Calculation**

Variables	t-count	t-table	Sig	Alpha	Information
<i>Perceived Quality</i>	11,411		0,000		Significantly Influential
<i>Brand Trust</i>	12,423	1,985	0,000	0.05	Significantly Influential
<i>Price Fairness</i>	10,738		0,000		Significantly Influential

*Source: Author's Processed Data, 2024*

Based on the calculation results in table 7, the partial test for each independent variable is as follows:

#### The influence of perceived quality on consumer loyalty

H1 = There is a positive influence of perceived quality on consumer loyalty of the Silverqueen chocolate brand in Pekanbaru City. From the multiple linear regression equation above, the t-value is  $11.411 > t\text{-table } 1.985$  and the significant value is  $0.000 < 0.05$ . So it can be concluded that H1 is accepted, which means that partially perceived quality has a positive and significant effect on consumer loyalty.

#### The influence of brand trust on consumer loyalty

H2 = There is a positive influence of brand trust on consumer loyalty of the Silverqueen chocolate brand in Pekanbaru City. From the multiple linear regression equation above, the t-value is  $12.423 > t\text{-table } 1.985$  and the significant value is  $0.000 < 0.05$ . So it can be concluded that H2 is accepted, which means that partially brand trust has a positive and significant effect on consumer loyalty.

#### The effect of price fairness on consumer loyalty

H3 = There is a positive influence of price favorability on consumer loyalty of the Silverqueen chocolate brand in Pekanbaru City. From the multiple linear regression equation above, the t-value is  $10.738 > t\text{-table } 1.985$  and the significant value is  $0.000 < 0.05$ . So it can be concluded that H3 is accepted, which means that partial price favorability has a positive and significant effect on consumer loyalty.

### Results and Discussion

#### The Influence of Perceived Quality on Consumer Loyalty

Perceived quality is the consumer's perception and evaluation of the overall superiority of a particular product's quality compared to competing products, thus causing product differentiation in the minds of consumers (Kataria & Saini, 2020). From this definition, it can be concluded that perceived quality is the perception of the quality of a product felt by consumers so that consumers can assess the superiority and good or bad quality of the product.

In partial testing (t-test), the examiners simultaneously (f test) and multiple linear regression test showed that the perceived quality variable has a positive and significant effect on consumer loyalty. Looking at the respondents' responses to the perceived quality variable, where consumers of the Silverqueen chocolate brand feel that the quality of Silverqueen chocolate is very good and they no longer doubt the quality of the Silverqueen chocolate brand and consumers of the Silverqueen chocolate brand consider the brand to be reliable. This certainly has a positive impact on the Silverqueen brand company because consumers will be more loyal to the Silverqueen chocolate brand with the perceived quality they feel.

The results of this study are in line with the results of previous research conducted by (Yolanda et al., 2021) which states that perceived quality has a significant positive effect on consumer loyalty. The results differ from previous research conducted by (Wicaksana & Rachman, 2018) which stated that perceived quality has an

effect and is not significant on consumer loyalty. However, this is contrary to previous research conducted by (Sitaresmi et al., 2016) and (Lesmana et al., 2021) which stated that perceived quality does not have a significant effect on consumer loyalty.

### **The Influence of Brand Trust on Consumer Loyalty**

Brand trust is a condition where consumers trust a product with all its risks because of high hopes and expectations for the brand which will provide positive results to consumers so that it will create loyalty and trust in the brand (Pramezwarly et al., 2021). Based on this definition, it can be concluded that brand trust is a trust that arises from the minds of consumers towards a brand because the brand can fulfill what consumers need and show the positive sides of the brand.

Partial testing (t-test), simultaneous testing (f-test), and multiple linear regression tests showed that the brand trust variable has a positive and significant effect on consumer loyalty. Looking at the respondents' responses to the brand trust variable, where consumers of the Silverqueen chocolate brand believe that the Silverqueen chocolate brand has a good image and consumers believe that the Silverqueen company always gives the best to its customers and the Silverqueen brand is also worldwide, therefore consumers are increasingly confident in the Silverqueen chocolate brand so that they choose not to switch to other chocolate brands.

This certainly has a positive impact on the Silverqueen chocolate brand, because consumers already trust the Silverqueen brand so the emergence of a loyal and faithful nature in the minds of consumers towards the Silverqueen brand. Therefore it can be concluded that if consumers increasingly trust a brand, it will increase consumer loyalty to the brand. However, conversely, if consumers do not trust a brand, it will decrease consumer loyalty to the brand.

The results of this study are in line with the results of previous studies conducted by (Sasono & Ernawati, 2023) which stated that brand trust has a positive and significant effect on consumer loyalty. The results differ from previous studies conducted by (Putri, 2023) and (Firdaus & Yamini, 2023) which stated that brand trust affects consumer loyalty. However, this is in contrast to research conducted by (Ni'mah et al., 2019) which stated that brand trust does not affect loyalty.

### **The Influence of Price Fairness on Consumer Loyalty**

Price Fairness is the price of a product that customers consider reasonable and the quality of the product they get (Abdullah, 2018). From this definition, it can be concluded that price fairness is the suitability between price and quality felt by consumers to achieve a price that is appropriate and reasonable and can be accepted by both parties, namely producers and consumers.

Partial testing (t-test), simultaneous testing (f-test), and multiple linear regression tests showed that the brand trust variable has a positive and significant effect. Generally, the price of imported food in Indonesia is more expensive than local food, but it is different with chocolate. Local chocolate is more expensive than imported chocolate, this is because the production process is quite complicated. Looking at the respondents' responses to the price fairness variable, where consumers of the Silverqueen chocolate brand feel reasonable with the price set by the Silverqueen chocolate brand because, in addition to its production process which is quite complicated, Silverqueen chocolate also has good quality so that it can bring its brand to the international scene. This certainly has a positive impact on the company because consumers of the Silverqueen chocolate brand are already satisfied with the price set by the brand so the Silverqueen chocolate brand will continue to improve its quality.

The results of this study are in line with previous research conducted by (Nurjanah et al., 2022) which stated that price fairness has a positive and significant effect on consumer loyalty. However, the results differ from previous studies conducted by (Hasanah et al., 2023) and (Siewanto & Kezia, 2022) which stated that price fairness has a significant effect on consumer loyalty and is contrary to previous research conducted by (Rahyuda & Atmaja, 2018) which stated that price fairness does not affect consumer loyalty.

## **CONCLUSION**

The conclusions that can be made in this study based on the results of testing all hypotheses are as follows: 1. Perceived Quality has a positive and significant influence on consumer loyalty of the Silverqueen chocolate brand in the Pekanbaru city community. This means that the better the quality of Silverqueen chocolate perceived by consumers, the more it will increase consumer loyalty to the Silverqueen chocolate brand, and vice versa. 2. Brand Trust has a positive and significant influence on consumer loyalty of the Silverqueen chocolate brand. This means that consumer trust in the Silverqueen chocolate brand is considered good enough to build consumer loyalty to the chocolate brand. 3. Price Fairness has a positive and significant influence on consumer loyalty of the Silverqueen chocolate brand. This means that consumers of the Silverqueen chocolate brand are satisfied with the price set by the Silverqueen chocolate brand because, in addition to its fairly complicated production process, Silverqueen chocolate also has good quality so that it can bring its brand to the international arena.

### **Implication**

Given that perceived quality has a significant influence on consumer loyalty, Silverqueen should continuously invest in maintaining and improving the quality of its products. This could involve regular consumer feedback, research on innovative chocolate-making techniques (Zulkifli et al., 2023), and high-quality ingredients. By consistently delivering a superior product, the brand can strengthen consumer loyalty and reinforce its market position.

The significant impact of brand trust on consumer loyalty suggests that Silverqueen should prioritize building and maintaining consumer trust. This could be achieved through transparent communication, consistent product availability, and addressing consumer concerns promptly. Additionally, the brand could emphasize ethical sourcing and sustainability practices to further enhance trust in its products.

The positive influence of price fairness indicates that consumers are satisfied with the pricing about the quality of the product. Silverqueen should maintain a pricing strategy that reflects the quality and craftsmanship of its chocolates while remaining competitive in the market. Offering promotions or loyalty programs could also reinforce the perception of fairness and provide additional value to consumers.

With the recognition that Silverqueen's product quality can elevate the brand to international standards, the company may consider expanding its market reach. By leveraging its strong consumer loyalty and competitive edge in quality and pricing, Silverqueen can explore international markets, which could further enhance brand recognition and drive growth.

Given the importance of perceived quality, trust, and price fairness, Silverqueen should focus on marketing strategies that highlight these attributes. Campaigns that emphasize high-quality ingredients, trusted brand heritage, and value-for-money pricing can resonate with existing and potential consumers, thereby fostering greater loyalty.

### **Limitation**

Based on direct experience in this research process, there are several limitations experienced and can be a concern or consideration for further researchers who will improve this research, because this research certainly has shortcomings that need to be fixed. Some limitations in this study, among others: 1. The number of respondents is only 100 people, of course, it is still not enough to describe the real situation. 2. The factors that influence consumer loyalty in this study consist of only 3 variables, namely, perceived quality, brand trust, and price fairness, while there are still many other factors that influence consumer loyalty. 3. There are limitations to research using questionnaires, namely that sometimes the answers given by the sample do not show the real situation. This happens because sometimes the differences in thinking, assumptions, and understanding are different for each respondent, as well as other factors such as the honesty factor in filling in the respondent's opinion in the questionnaire.

### **Recommendation**

The suggestions that can be given from this study, in general, are 2 (two), namely: 1. For the Company, this study is expected to provide input so that the company can continue to improve the quality of silverqueen chocolate and always provide the best to its consumers so that consumers will be more loyal to the silverqueen chocolate brand and so that the company continues to grow and be able to compete in the current modern era. 2. For Academics, the results of this study can be used as a reference for further researchers to develop this research by considering other variables that can affect perceived quality, brand trust, and price fairness. It is hoped that the next study will focus more on each promotion indicator so that the research results are more detailed.

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