

**ANALYSIS OF CONSUMER SATISFACTION AND CONSUMER LOYALTY OF POCARI SWEAT****Jansaris Othneil Purba<sup>1</sup>, Astri Ayu Purwati<sup>2</sup>, Michael Fernando<sup>3</sup> and Muhammad Luthfi Hamzah<sup>4</sup>**<sup>1,2&3</sup>Institut Bisnis dan Teknologi Pelita Indonesia, <sup>4</sup>Universitas Islam Negeri Sultan Syarif Kasim RiauEmail: [jansaris.othniel@lecturer.pelitaindonesia.ac.id](mailto:jansaris.othniel@lecturer.pelitaindonesia.ac.id)**ABSTRACT**

This study aims to determine the effect of price, advertising appeal and product quality on consumer satisfaction and consumer loyalty of Pocari Sweat Dumai (case study of Batam Jaya Dumai consumers). This study uses primary data. The sampling technique in this study uses accidental sampling. The number of samples obtained was 150 respondents. The analysis method of this study uses descriptive analysis and several types of evaluations using SPSS software. From this study, it was concluded that price and product quality have a significant effect on consumer satisfaction while advertising appeal has a positive but insignificant effect on consumer satisfaction. Then the price variable and the advertising appeal variable do not have a significant effect on consumer loyalty, the product quality variable has a significant positive effect on consumer loyalty and the consumer satisfaction variable has a significant negative effect on consumer loyalty in Batam Jaya (Case study of Batam Jaya Dumai consumers).

**Keywords:** Price; Advertising Attractiveness; Product Quality; Consumer Satisfaction; Consumer Loyalty**ANALISA KEPUASAN DAN LOYALITAS KONSUMEN PADA POCARI SWEAT****ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh harga, daya tarik iklan, dan kualitas produk terhadap kepuasan konsumen dan loyalitas konsumen Pocari Sweat Dumai (studi kasus konsumen Batam Jaya Dumai). Penelitian ini menggunakan data primer. Teknik pengambilan sampel dalam penelitian ini menggunakan *accidental sampling*. Jumlah sampel yang diperoleh adalah 150 responden. Metode analisis yang digunakan dalam penelitian ini adalah analisis deskriptif dan beberapa jenis evaluasi menggunakan perangkat lunak SPSS. Dari penelitian ini, disimpulkan bahwa harga dan kualitas produk memiliki pengaruh yang signifikan terhadap kepuasan konsumen, sementara daya tarik iklan memiliki pengaruh positif tetapi tidak signifikan terhadap kepuasan konsumen. Kemudian, variabel harga dan variabel daya tarik iklan tidak memiliki pengaruh signifikan terhadap loyalitas konsumen, variabel kualitas produk memiliki pengaruh positif yang signifikan terhadap loyalitas konsumen, dan variabel kepuasan konsumen memiliki pengaruh negatif yang signifikan terhadap loyalitas konsumen di Batam Jaya (studi kasus konsumen Batam Jaya Dumai).

**Kata Kunci:** Harga; Daya Tarik Iklan; Kualitas Produk; Kepuasan Konsumen; Loyalitas Konsumen

## INTRODUCTION

Technological advances and increasingly tight business competition in the marketing world, make companies try to find the right strategy in marketing their products. Basically, with the increasing number of competitors, there are more choices for consumers to choose products that match their expectations. This is also marked by the many product brands that have emerged in the market, making consumers more selective and careful in choosing existing brands. The more brands that emerge, the challenges of the increasingly advanced business and economic world demand an increase in quality in every field without exception so that companies do not lose the opportunity to get and retain customers.

The tight business competition so that companies determine their marketing strategies. Many similar products circulating in the market with more or less the same quality so that Pocari Sweat health drinks are required to improve the quality of their products. The many brands of isotonic drinks as body ion replacement drinks are expected to provide their own satisfaction value for consumers. If consumers are satisfied with the beverage products they consume, it is possible that consumers will become loyal to certain product brands and will have difficulty switching to other brands.

Based on the results of a survey published on isotonic drink brands in Indonesia, there are at least two brands that compete very tightly, namely the market leader "Pocari Sweat" and the brand that continues to try to overtake it, namely "Mizone". Since 2017 to 2021, it can be seen that the Pocari Sweat brand has become the leader. This can be seen that in 2017 Pocari Sweat topped isotonic drinks by 59.8% then there was Mizone 32.6% and Fatigon Hydro by 0.6%, in 2018 Pocari Sweat experienced an increase from the previous year which was 63.4%, in 2019 it also increased by 68.3% and in 2020 it decreased to 62.2% and in 2021 it increased again to 65.2%. From the narrative above, it shows that the Pocari Sweat Brand is still the leader in the isotonic drink market, which is then followed by Mizone and Fatigon Hydro. Since 2017 to 2021, it can be seen that the Pocari Sweat brand has become the leader of the most popular isotonic drinks in Indonesia. The placement of Pocari Sweat drinks, which are isotonic drinks, with other drinks such as mineral drinks.

The right price ultimately results in optimal demand. Information about prices is often noticed and understood by consumers, and the meaning it produces influences consumer behavior. Peter and Olson (2013). According to Peter and Olson (2013), price perception concerns how prices are understood by consumers and made meaningful to them. According to Kotler and Keller (2016), highly satisfied customers typically stay loyal longer, buy more as the company introduces new products and updates old ones, talk favorably about the company and its products to others, pay less attention to competing brands and are less sensitive to price, offer product or service ideas to the company, and cost less to serve than new customers because transactions can become routine. Based on research results from Montung et al (2015), stated that price has a positive and significant effect on consumer satisfaction. Then research from Zulkarnaen and Amin (2018) stated that price has a significant effect on consumer satisfaction. The value of a product is determined by the price, but its benefits to customers when consuming the product are relative to the costs incurred to obtain the product, so that they feel satisfied after using the product. The various benefits of a product must be compared to the various costs incurred in using the product. Price satisfaction is related to policies such as price levels, discount structures, payment terms and price comparisons between various customer groups for price producers, namely the value received by the seller of the product, while for consumers the price is the cost that must be incurred to obtain certain things and their satisfaction.

Increasingly tight competition will make business people more enthusiastic in providing satisfaction to consumers, aiming to provide satisfaction to customers and be able to have competitiveness compared to competitors. Satisfaction is the main point, if the service is given optimally of course it will affect the loyalty of a consumer. In addition, quality is the best guarantee of consumer loyalty, the company's strongest defense in facing competition and the only way to maintain growth and income. Based on research conducted by Moon (2016) stated that price has a significant negative effect on consumer loyalty. Advertising appeals clearly express interests, motivations and identities or explain why consumers should consider the advertised product. Kotler and Armstrong (2012). There are two categories in advertising appeals, namely rational appeals and emotional appeals. Rational appeals are appeals that emphasize the product in real terms. Rational advertising appeals emphasize the benefits of a product that consumers want from the product or service. Advertising appeal refers to the approach used to attract consumers' attention and influence their feelings towards a product. According to Tjiptono, Fandy and Candra (2011), one of the factors that influences customer satisfaction is promotion, because the basis of promotion research is about information on company products and services in an effort to communicate the benefits of these products and services to target consumers, research in this case includes product and service advertisements, discounts on goods, and giving gifts so that consumers are more interested. Based on the results of research from Alice (2018), which states that promotion (advertising) has a positive and significant effect on consumer satisfaction. In addition, based on research results from Sustainable (2020), in his research, stated that advertising has a positive and significant influence on consumer satisfaction.

The company's main priority is to attract consumers, retain customers and even make customers loyal, therefore a company needs a mature strategy so that consumers want to buy products produced by the company.

One of them is marketing in the form of advertising. Advertising is a form of promotion that is best known and discussed by many people, this is because of its wide reach. Advertising has the benefit of attracting consumers' attention to buy our products. The appeal of the advertisement itself is able to move people, arouse interest. In addition to advertising, a positive image for an agency or company is one of the important things because a positive image can benefit the company. If the brand image of a product is positive, then in the eyes of consumers they also tend to judge that the quality of the product is also good. This is supported by research conducted by The Last Supper (2020) which states that the attractiveness of advertising has a significant influence on consumer loyalty and research conducted by Handayani and Siahaan (2016) states that advertising appeal has a significant positive effect on consumer loyalty.

A product can satisfy consumers if it is considered to have high or good quality. One way that companies do this is by providing the best product quality to consumers. Product quality is important for consumers before choosing a product, therefore companies must improve product quality. Providing the best quality is one of the company's obligations so that consumers are interested. The impression of quality provides its own value in several forms, including the reason to buy. However, a product with the best appearance or even a better appearance is not a product with the highest quality if its appearance is not what the market needs and wants. This is supported by research conducted by Nofrianda (2019) which in his research stated that there is a positive and significant influence on consumer satisfaction.

Product quality is the overall characteristics of a product that can meet customer needs according to customer expectations. The explanation of product quality that has been put forward can be stated that if the company can provide or offer quality food products, then the company will be able to create consumer satisfaction. A customer will feel satisfied usually because of the experience of making a purchase of a product that is consumed or used. Product quality has an important role in influencing customer satisfaction and forming customers to be loyal to the products offered by the company. Customer satisfaction is an expression of a customer's feelings that are described after comparing what is expected with what is offered by the company. This is supported by research conducted by The Last Supper (2013) and Pongoh (2013) in his research, he stated that product quality has a significant positive effect on consumer loyalty. Zuhro (2015) and The Greatest Showman (2010) who in his research stated that product quality has a significant positive impact on consumer loyalty.

## **LITERATURE REVIEW**

### **Price**

Price is one of the factors that influence a person's purchasing decision. Consumers will buy a product that suits their ability. Companies must consider this, because in competition the price offered by competitors can be at a lower price with the same quality and can be at a higher price. Price is flexible in nature where it can change at any time by itself. Price is a label on a product that must be paid in order to get the product/service. Price is a factor that has a significant influence on consumer purchasing interest, consumers often compare product prices before making a purchase.

For customers, price is important because it can make customers from the industrial market gain profits. Price is one of the determining factors in choosing a brand related to consumer purchasing decisions. When choosing between existing brands, consumers will evaluate the price absolutely but by comparing several price standards as a reference for making purchases.

### **Advertising Attraction**

Advertising appeal is an approach with the aim of attracting attention and influencing consumer perception of a product. Advertising appeal also conveys messages about the product using several approaches to attract consumers. According to Faela Sufa (2016) ) Advertisement is an information media created in a certain way to attract viewers, is original, and has certain characteristics and is persuasive, so that consumers are voluntarily encouraged to do something according to what the advertiser wants.

### **Product Quality**

Product quality is a physical condition, nature, and function of a product, be it a product of goods or a service product, based on the level of quality adjusted to durability, reliability, ease of use, suitability, repair and other components made to meet customer satisfaction and needs. Product quality indicates the measure of durability and reliability of the product. In terms of marketing, quality is measured in terms of the buyer's perception of the quality or quality of the product. Most products are provided or held starting from one of four qualities, namely low quality, medium quality, good (high) quality, and very good quality.

### **Customer satisfaction**

customer satisfaction is something that consumers are looking for or need to meet the needs they need such as goods or services. Having the best, quality products or services is the target of customers. Because the better the quality of the product or service will play an important role in attracting consumers who have the opportunity, the

more likely customers will trust the company. The most important thing that every company must pay attention to in creating customer satisfaction is the quality of the products used.

### **Consumer Loyalty**

According to Fandy (2004) itself, "consumer loyalty is a customer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases". From this understanding it can be interpreted that loyalty to a brand is obtained because of a combination of satisfaction and complaints. While customer satisfaction comes from how much the company's performance is to create such satisfaction by minimizing complaints so that long-term purchases are obtained by consumers.

### **The Influence of Price on Consumer Satisfaction**

Price is the amount of money needed to obtain a certain combination of products and services. The Greatest Showman (2005). Pricing strategy is an important strategy for the success of marketing activities and has an important role in influencing consumer buying interest to make a purchase of a product. The price set relatively cheaper in the market will increasingly attract consumer buying interest to buy a product without thinking twice. Based on research conducted by Rivai and Wahyudi (2017) and Isma'inar (2015) it is concluded that there is a significant positive influence of Pricing Strategy on Consumer Satisfaction.

H1: Price has an effect on consumer satisfaction

### **The Influence of Advertising Appeal on Consumer Satisfaction**

Advertisement is an information media that is created in a certain way to attract viewers, is original, and has certain characteristics and is persuasive, so that consumers are voluntarily encouraged to do something according to what the advertiser wants. Faela Sufa (2016). Wang (2012), Based on research conducted by Sustainable (2020) and Alice (2018) it is concluded that there is a significant positive influence of Advertising Appeal on Consumer Satisfaction. According to Tjiptono, Fandy and Candra (2011), one of the factors that influences customer satisfaction is promotion, because the basis of promotion research is regarding information on the company's products and services in an effort to communicate the benefits of these products and services to target consumers, research in this case includes product and service advertising, discounts on goods, and giving gifts so that consumers are more interested.

H2: Advertising Attractiveness Influences Consumer Satisfaction

### **The Influence of Product Quality on Consumer Satisfaction**

Product quality is a physical condition, nature, and function of a product, be it a product of goods or a service product, based on the level of quality adjusted to durability, reliability, ease of use, suitability, repair and other components made to meet customer satisfaction and needs. According to Kotler (2016), product quality is the ability of a product to implement its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Meanwhile, according to Mowen (2012), product quality is a process of overall evaluation to customers regarding improvements in the performance of a product.

Based on research conducted by The Last Supper (2019) that there is a significant positive influence of Product Quality on Consumer Satisfaction. This is not in line with research Harris (2019) which states that product quality has a negative and insignificant influence on consumer satisfaction.

H3: Product quality has an effect on consumer satisfaction

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

Pricing strategy is also no less important in marketing to attract and then eventually get loyal consumers to a product. Loyalty is a situation where customers have a positive attitude towards a product and are accompanied by a consistent repeat purchase pattern. Pricing decisions are thus important in determining how far a service is valued by customers and also in the process of building customer loyalty levels.

Based on research conducted by Anggia et al. (2015) stated that price has a positive and significant influence on consumer loyalty. Different opinions with Moon (2016) that there is a significant negative influence of Pricing Strategy on Consumer Loyalty.

H4: Price has an effect on consumer loyalty

### **The Influence of Advertising Appeal on Consumer Loyalty**

Advertising is an effective way to inform new designs, places to buy, and promotional places. Lack of frequency of advertising appearance and selection of the right media are obstacles to achieving advertising goals. Consumer loyalty is a target made by the company by providing advertising or promotional appeals can be said to be one way to encourage the purchase of products / services from a company. Advertising appeal is the process of providing one-way information to direct a person or organization to actions that create exchange and marketing. Based on research conducted by The Last Supper (2020) It can be concluded that there is a significant positive

influence of Advertising Appeal on Consumer Loyalty. In line with research Handayani and Siahaan (2016) which also states that there is a significant positive influence on Advertising Attractiveness on Consumer Loyalty.

H5: Attractiveness has an effect on Consumer Loyalty

### The Influence of Product Quality on Consumer Loyalty

Product quality is the ability of a product to perform its function, this includes the overall durability, reliability, accuracy, ease of operation, and repair of the product, as well as other product attributes. Kotler (2016). Meanwhile, according to Mowen (2012), product quality is a process of evaluating the overall performance of a product to customers. Based on research conducted by Anggraeni et al (2016) and Pongoh (2013) it is concluded that there is a significant positive influence of Product Quality on Consumer Loyalty. This is different from research Harris (2019) which states that product quality has a negative influence on consumer loyalty.

H6: Product quality influences consumer loyalty

### The Influence of Consumer Satisfaction on Consumer Loyalty

Consumer loyalty is a continuation of consumer satisfaction in using the facilities or services provided by the company, and to remain a consumer in the company. Consumer satisfaction is a very important part of customer loyalty. Customer loyalty usually results in repeat purchases and recommendations. The Story of the Mother of God (2005), revealed If consumers are satisfied with a brand and often buy the product then it can be said that the level of customer loyalty is high, conversely if consumers are not too satisfied they will tend to buy products with different brands then the level of customer loyalty to the product is low. Therefore every part of the company must be able to understand that satisfaction is something that must be given to its customers so that they are more loyal to the product. Based on research conducted by Zuhro (2015) and The Greatest Showman (2010) it is concluded that there is a significant positive influence of Consumer Satisfaction on Consumer Loyalty. In line with the research conducted Pureklolong (2017) and Satrio et al (2020) which states that consumer satisfaction has a significant positive effect on consumer loyalty.

H7: Consumer satisfaction has an effect on consumer loyalty.

### Framework

Based on the theoretical basis, previous research results and the problems that have been raised, the framework of thought in this research can be described in Figure 1.

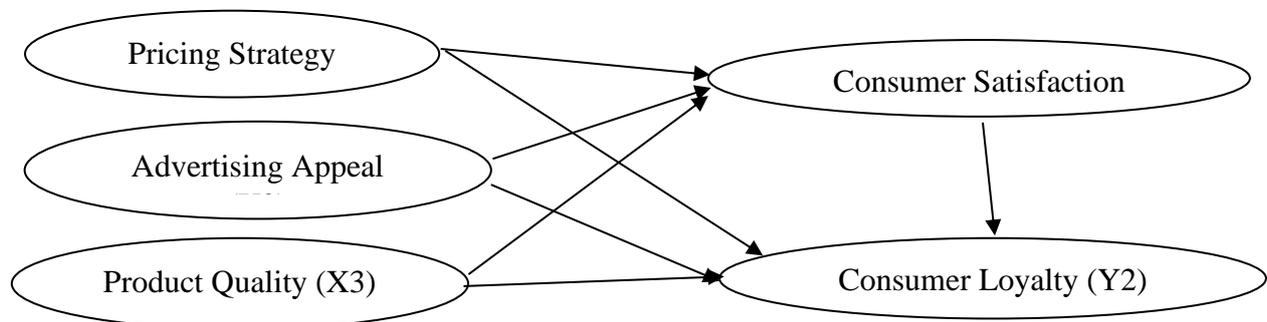


Figure 1. Conceptual Framework

## RESEARCH METHODS

### Place and Time of Research

This research was conducted in Batam Jaya Dumai using a questionnaire and google form and was aimed at Batam Jaya Dumai consumers. The time used during this research was November 2021 to December 2021.

### Population and Sample

The population in this study were all consumers who purchased Pocari Sweat in Batam Jaya Dumai, where the population (consumers) could not be known due to the researcher's limitations in obtaining accurate data related to the number of Batam Jaya Dumai consumers. The sample in this study was 150 respondents. The sampling technique used in this study was accidental sampling.

### Operational Research Variables

In this study, the independent variables and dependent variables used are shown in Table 1.

**Table 1. Operational Research Variables**

<b>Variables</b>	<b>Indicator</b>	<b>Question</b>	<b>Source</b>	<b>Scale</b>
<b>Pricing Strategy (X1)</b>	Price	Pocari Sweat prices are affordable for all groups	Cannon et al (2008)	Interval
	Affordability	The price of Pocari Sweat is more affordable compared to other isotonic drinks.		
	Fair Price	The price of Pocari Sweat is still reasonable for me The price of Pocari Sweat is not too expensive compared to other isotonic drinks.		
	Discount Price	I offer pocari sweat with a discount I offer it to all groups		
	Price Competitiveness	The price of Pocari Sweat is competitive with other isotonic drinks. Pocari sweat competes in a sporting manner		
	Price Match	The price of Pocari Sweat is in accordance with market prices The price of Pocari Sweat is in accordance with the community's ability		
<b>Advertising Appeal (X2)</b>	Persuading Consumers	I persuade consumers to try Pocari Sweat I persuaded my closest friends to buy Pocari Sweat	Kotler (2002)	Interval
	Reminding Consumers	I remind consumers to buy Pocari Sweat I remind consumers to try Pocari Sweat		
	Music	The Pocari Sweat advertisement is still nice to listen to Pocari Sweat music has its own impression		
	Virutal	I am happy to see virtual pocari sweat on the internet What does the virtual process look like?		
	Time	I offer Pocari Sweat when people are ready to exercise. I bought it because I needed body fluids		
<b>Product Quality (X3)</b>	Performance	I bought Pocari Sweat because it suits my needs I think the Pocari Sweat packaging is attractive	Mowen (2012)	Interval
	Features	I think Pocari has an attractive appearance Pocari Sweat packaging appearance can influence consumer purchasing interest		
	Reliability	Pocari sweat is a reliable product Pocari Sweat packaging is made simply		
	Compliance	Pocari Sweat sizes vary I feel there is no defect in the product		
	Durability	I feel that Pocari has good durability Pocari Sweat has quality ingredients		
<b>Consumer Satisfaction (Y1)</b>	Criticism and suggestions	I created a consumer criticism and suggestion box I will try to do analysis and evaluation of criticism and suggestions.	Kotler (2012)	Interval
	Hiring Ghost Shopper Services	I know the advantages and disadvantages of Pocari Sweat I know how consumers complain		
	Find Out Customer Reasons	I'm looking for information on why consumers want to try Pocari Sweat I'm looking for information on why consumers don't want to try Pocari Sweat		
	Customer Satisfaction Survey	I created a question to find out the level of consumer satisfaction. I conducted a survey with consumers		
<b>Consumer Loyalty (Y2)</b>	Repurchase	I will buy pocari sweat again I will drink pocari sweat again	Tjiptono (2002)	Interval
	Product usage habits	I intend to just drink Pocari Sweat I like drinking Pocari Sweat		
	Always love the product	I loyally buy Pocari Sweat I feel satisfied drinking Pocari Sweat		
	Keep choosing products	I prefer Pocari Sweat compared to other isotonic drinks I will not switch to another isotonic drink		
	Trust	I believe pocari sweat is the best drink I believe consumers will buy Pocari Sweat again		
	Recommend products	I will recommend Pocari sweat to my relatives I told my relatives about Pocari Sweat		

### Data Collection Methods and Data Analysis Techniques

To obtain relevant data that supports the achievement of previously set objectives in the implementation of this research, a data collection technique using a questionnaire was used.

Data analysis was carried out using the SPSS method using SPSS software version 21. It has a lot of data processing in research that connects data processed by researchers, and is able to conduct analysis with other variables used by researchers to test the effect of price, advertising appeal and product quality on consumer satisfaction and consumer loyalty Pocari Sweat Batam Jaya Dumai.

### RESULTS, RESEARCH & DISCUSSION

Table 2 shows the criteria used to categorize the respondents.

**Table 2. Respondents' Criteria**

Demographics	Category	Frequency	Presentation
<b>Gender</b>	Man	80	53.3%
	Woman	70	46.7%
<b>Age</b>	16-20	23	15.3%
	21-25	101	67.3%
	26-30	6	4%
	31-35	9	6%
	35>	11	7.3%
<b>Work</b>	Businessman	7	4.7%
	civil servant	5	3.3%
	Employee	39	26%
	Student	77	51.3%
	Other	22	14.7%
<b>Income</b>	1-5 Million	131	87.3%
	5-10 Million	15	10%
	>10 Million	4	2.7%

Table 2 shows that the respondents of Pocari Sweat consumers with male gender are 80 (53.3%) and female respondents are 70 (46.7%). Pocari Sweat consumers are dominated by the age of 21-25 with a frequency of 101 (67.3%). Respondents who have jobs as students are dominated by 77 respondents (51.3%) and respondents based on their income are 1-5 million/month with a frequency of 131 (87.3%)

### Data analysis

#### Validity Test and Reliability Test

To test the questionnaire as a research instrument, validity and reliability tests are used. An instrument is said to be valid if it is able to measure what it wants to measure and can reveal data from the variables being studied consistently. While the reliability test is used to determine whether the research instrument used can be used repeatedly at different times. The results of the validity and reliability tests using the SPSS program can be seen as follows:

Testing of the instrument in terms of validity and reliability against respondents can be obtained from research results where the correlation value ( $r$ ) is greater than 0.30 and the coefficient value (Cronbach's alpha) is greater than 0.60.

Based on Table 3, it shows that all statement items for variables  $x$  and  $y$  have a correlation value greater than 0.30 and a cronbatch alpha coefficient greater than 0.60. Thus, it means that the statement items on variables  $X$  and  $Y$  are valid and reliable for further testing.

#### Classical Assumption Test

##### Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between independent variables in the regression model Ghazali (2013). A good regression model should not have correlation between independent variables.

Based on the results in Table 4, it can be concluded that there is no multicollinearity between variables because the VIF value between indicators is below 10.

**Table 3. Validity and Reliability Test Results**

Variables	Statement	Corrected Item – Total Correlation	Results	Cronbach's Alpha	Results
<b>Price</b>	X1.1	0.440	Valid	0.836	R
	X1.2	0.484	Valid		
	X1.3	0.578	Valid		
	X1.4	0.700	Valid		
	X1.5	0.575	Valid		
	X1.6	0.445	Valid		
	X1.7	0.637	Valid		
	X1.8	0.518	Valid		
	X1.9	0.420	Valid		
	X1.10	0.480	Valid		
<b>Advertising Attraction</b>	X2.1	0.516	Valid	0.842	R
	X2.2	0.502	Valid		
	X2.3	0.406	Valid		
	X2.4	0.442	Valid		
	X2.5	0.660	Valid		
	X2.6	0.600	Valid		
	X2.7	0.593	Valid		
	X2.8	0.586	Valid		
	X2.9	0.571	Valid		
	X2.10	0.515	Valid		
<b>Product Quality</b>	X3.1	0.644	Valid	0.925	R
	X3.2	0.570	Valid		
	X3.3	0.697	Valid		
	X3.4	0.803	Valid		
	X3.5	0.731	Valid		
	X3.6	0.715	Valid		
	X3.7	0.760	Valid		
	X3.8	0.797	Valid		
	X3.9	0.734	Valid		
	X3.10	0.676	Valid		
<b>Customer Satisfaction</b>	Y1.1	0.466	Valid	0.768	R
	Y1.2	0.354	Valid		
	Y1.3	0.445	Valid		
	Y1.4	0.433	Valid		
	Y1.5	0.572	Valid		
	Y1.6	0.483	Valid		
	Y1.7	0.577	Valid		
	Y1.8	0.430	Valid		
<b>Consumer Loyalty</b>	Y2.1	0.614	Valid	0.908	R
	Y2.2	0.650	Valid		
	Y2.3	0.662	Valid		
	Y2.4	0.688	Valid		
	Y2.5	0.742	Valid		
	Y2.6	0.728	Valid		
	Y2.7	0.659	Valid		
	Y2.8	0.629	Valid		
	Y2.9	0.680	Valid		
	Y2.10	0.557	Valid		
	Y2.11	0.548	Valid		
	Y2.12	0.544	Valid		

Source: SPSS 2022 data processing results

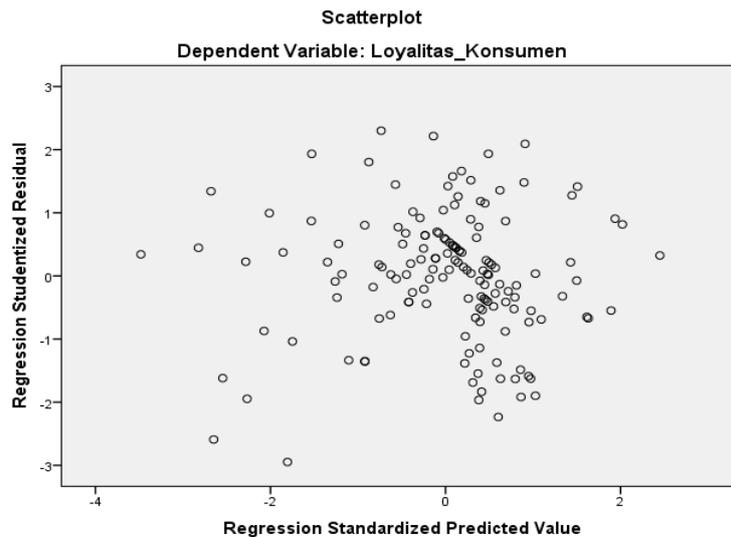
**Table 4. Multicollinearity Test**

No	Variables	Tolerance	VIF	Conclusion
1	Price	0.783	1.277	No Multicollinearity Occurs
2	Advertising Attraction	0.912	1,096	No Multicollinearity Occurs
3	Product Quality	0.883	1.133	No Multicollinearity Occurs
4	Customer Satisfaction	0.700	1,428	No Multicollinearity Occurs

Source: SPSS processed data 2022

### Heteroscedasticity Test

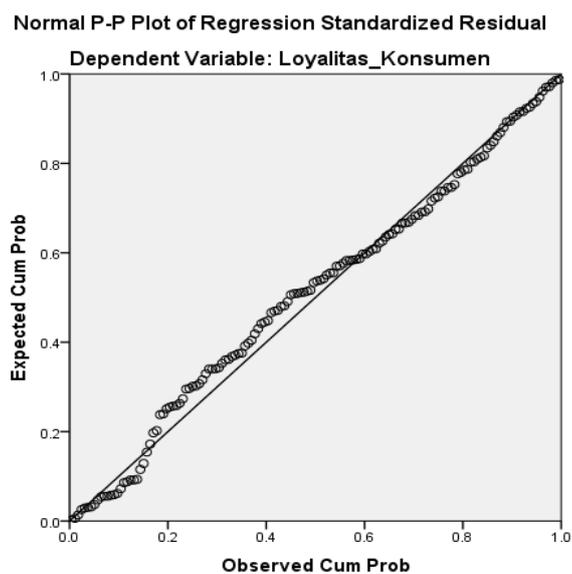
The heteroscedasticity test aims to determine whether in the regression model there is a similarity of variables (homoscedasticity) from one residual to another observation. If this assumption is not met, then heteroscedasticity occurs in the study.



**Figure 2. Heteroscedasticity Test**

From the results in Figure 2, it can be seen that the points are spread randomly, do not form a clear pattern and are spread above and below zero on the Y axis, so it can be concluded that the regression model in this study is free from heteroscedasticity.

### Normality Test



**Figure 3. Normality Test**

Based on Figure 3, it can be seen that the points are spread around the diagonal line and the distribution of all points looks even following the direction of the diagonal line very well, thus, it can be concluded that the data in this study is normally distributed.

**F Test**

**Table 5. F Test (Y1)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,477	3	3.492	20,810	0.000b
	Residual	24,500	146	.168		
	Total	34,977	149			

The significant test in Table 5 is used to determine the level of significance or linearity of the regression. From the calculation results of the table above, the Fcount value is 20,810, then the Ftable value is first searched for in the F distribution table with the provisions of df 1 (regression) = 4 and df 2 (residual) = 146 after viewing the F distribution table, the Ftable value can be seen as. Furthermore, because the Fcount value (20.810) > Ftable value (3.06) and the significant value of 0.000 < 0.05, Ho is rejected and Ha is accepted, so it can be concluded that the variables Price, Advertising Attraction and Product Quality simultaneously have a significant effect on consumer satisfaction of Pocari Sweat Batam Jaya Dumai.

**Table 6. F Test (Y2)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,318	4	7,579	48,209	0.000b
	Residual	22,797	145	0.157		
	Total	53.115	149			

The significant test in Table 6 is used to determine the level of significance or linearity of the regression. From the calculation results of the table above, the Fcount value is 48.209, then the Ftable value is first searched for in the F distribution table with the provisions of df 1 (regression) = 4 and df 2 (residual) = 145 after viewing the F distribution table, the Ftable value can be seen as. Furthermore, because the Fcount value (48.209) > Ftable value (3.06) and the significant value of 0.000 < 0.05, Ho is rejected and Ha is accepted, so it can be concluded that the variables Price, Advertising Attraction and Product Quality simultaneously have a significant effect on consumer satisfaction and consumer loyalty of Pocari Sweat Batam Jaya Dumai.

**Determination Coefficient Analysis Test (R2)**

**Table 7. Analysis of Determination Coefficient (R2)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.756a	0.571	0.559	0.39651

Source: SPSS processed data 2022

From the calculation results using SPSS, it can be seen in Table 7 that the coefficient of determination (Adjusted R Square) obtained is 0.559. This shows that the variables Price, Advertising Attractiveness and Product Quality 55.9% influence the variables of satisfaction and loyalty of Pocari Sweat Batam Jaya Dumai consumers.

**Multiple Linear Regression Analysis**

To see the extent of the influence of the variables Price, Advertising Attractiveness and Product Quality on Consumer Satisfaction and Consumer Loyalty, multiple linear regression analysis is used which is useful for stating the quality relationship between independent variables and dependent variables and estimating the value of the dependent variable based on the value of the independent variable as seen in Table 8.

**Table 8. Multiple Linear Regression Analysis**

	Model	Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
<b>Dependent Variable of Consumer Satisfaction (Y1)</b>	(Constant)	1,052	0.4	
	Price	0.399	0.07	0.405
	Advertising_Attraction	0.164	0.068	0.171
	Product_Quality	0.186	0.046	0.28
<b>Dependent Variable of Consumer Loyalty (Y2)</b>	(Constant)	2,643	0.397	
	Price	0.133	0.075	0.11
	Advertising_Attraction	0.041	0.067	0.035
	Product_Quality	0.642	0.047	0.786
	Consumer_Satisfaction	-0.488	0.08	-0.396

Source: SPSS Processed Data 2022

### T-Test (Hypothesis Test)

The result for hypothesis test can be seen in both Table 9 and Table 10.

**Table 9. T-Test (Hypothesis Test) Y1**

t-test	t count	t table	sig	Conclusion
Price	5.725	1.976	0.000	Has a significant positive impact
Advertising Attraction	2.41	1.976	0.017	Has no significant positive effect
Product Quality	4.008	1.976	0.000	Has a significant positive impact

Source: Processed data 2022

**Table 10. T-Test (Hypothesis Test) Y2**

t-test	t count	t table	sig	Conclusion
Price	1,786	1.976	0.076	No significant effect
Advertising Attraction	0.615	1.976	0.539	No significant effect
Product Quality	13.57	1.976	0.000	Has a significant positive impact
Customer Satisfaction	-6.093	1.976	0.000	Significant negative impact

Source: Processed data 2022

## Discussion

### The Influence of Price on Consumer Satisfaction

Price is the most common factor that can affect consumer satisfaction. Because price is a benchmark for consumer satisfaction, in this study price has a significant positive effect on consumer satisfaction. In this study, the effect of price on consumer satisfaction has a positive effect because the price of Pocari Sweat is affordable because the majority of student respondents who earn 1-5 million certainly feel more satisfied with the price with an affordable price.

From the results of the descriptive analysis, it shows that price is a factor that is considered good by consumers and the results of respondents' responses to price are 4.05. This is in accordance with the t-test on price, showing that price has a significant positive effect on consumer satisfaction at Pocari Sweat Batam Jaya Dumai. The results of this study are in line with Rivai and Wahyudi (2017) which states that there is a significant positive influence of price on consumer satisfaction. In this study, the influence of price on consumer satisfaction has an effect

### The Influence of Advertising Appeal on Consumer Satisfaction

According to Faela Sufa (2016) ) Advertisement is an information media that is made in a certain way to attract viewers, is original, and has certain characteristics and is persuasive, so that consumers are voluntarily encouraged to do something according to what the advertiser wants. Promotional activities are usually carried out directly, in various electronic media, billboards or billboards, magazines, or other print media as an effort to influence

consumers in making purchasing decisions. Promotional strategy is an effective marketing strategy that can persuade and encourage potential consumers to buy products.

From the results of the descriptive analysis, it shows that the attractiveness of advertising is a factor that is considered good by consumers and the results of respondents' responses to the attractiveness of advertising are 4.05. This is in accordance with the t-test on the attractiveness of advertising having a positive but insignificant effect on consumer satisfaction in Pocari Sweat Batam Jaya Dumai. In this study, the attractiveness of advertising has a positive but insignificant effect on consumer satisfaction because the advertisements made by Pocari Sweat are an attraction for consumers to buy Pocari Sweat isotonic drinks so that they are satisfied. The results of the discussion of the attractiveness of advertising conducted by Sustainable (2020) and Alice (2018) it is concluded that there is a significant positive influence of Advertising Attractiveness on Consumer Satisfaction.

### **The Influence of Product Quality on Consumer Satisfaction**

Product quality is a product that is able to meet consumer expectations. This will affect consumer satisfaction, where consumers will feel satisfied if the product offered has good product quality. Likewise, if the company is unable to meet consumer expectations to be able to provide good product quality, then consumers will feel dissatisfied.

From the results of the descriptive analysis, it shows that product quality is a factor that is considered good by consumers and the results of respondents' responses to product quality are 3.72. This is in accordance with the t-test on product quality showing that product quality has a significant positive effect on consumer satisfaction pocari sweat batam jaya dumai. This has been studied by previous studies, namely The Last Supper (2019) that there is a significant positive influence of Product Quality on Consumer Satisfaction. In this study, product quality has a significant positive influence on consumer satisfaction because the quality of the Pocari Sweat product offered to consumers is very good so that consumers feel satisfied with the Pocari Sweat product.

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

Price is also no less important in marketing to attract and then eventually get loyal consumers to a product. Loyalty is a situation where customers have a positive attitude towards a product and are accompanied by a consistent repeat purchase pattern. Pricing decisions are thus important in determining how far a service is valued by customers and also in the process of building customer loyalty levels.

From the results of the descriptive analysis, it shows that price is a factor that is considered important by consumers towards consumer loyalty. However, this is not in line with the results of partial testing (t-test) on the price variable which states that price has an insignificant value. This means that partially it can be stated that price does not have a significant effect on consumer loyalty Pocari Sweat Batam Jaya Dumai. The effect of price on loyalty does not have a significant effect because it has an affordable price so that consumers are still loyal to buying Pocari Sweat products. While the results of the study from Moon (2016) states that there is a significant negative influence of Price on Consumer Loyalty.

### **The Influence of Advertising Appeal on Consumer Loyalty**

Advertising is an effective way to inform new designs, places to buy, and promotional places. Lack of frequency of advertising appearance and the selection of the right media are obstacles to achieving advertising goals. Consumer Loyalty is a target made by a company by providing advertising or promotional appeal can be said to be one way to encourage the purchase of products/services from a company.

From the results of the descriptive analysis, it shows that the attractiveness of advertising is a factor that is considered important by consumers towards consumer loyalty. However, this is not in line with the results of partial testing (t-test) on the variable of attractiveness of advertising which states that price has an insignificant value. This means that partially it can be stated that price does not have a significant effect on consumer loyalty of Pocari Sweat Batam Jaya Dumai. The effect of attractiveness of advertising on consumer loyalty does not have a significant effect because the advertisements made by Pocari do not make consumers feel bored so that consumers are still loyal to purchasing Pocari Sweat. While the results of the study from The Last Supper (2020) and Handayani and Siahaan (2016) it is concluded that there is a significant positive influence of Advertising Attractiveness on Consumer Loyalty.

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

A product can be said to be of quality if it is in accordance with the needs and desires of customers. It is also very important to maintain quality, because good quality is one of the keys to a company's success in retaining its customers, where good products will lead to purchasing decisions and later have an impact on increasing customer loyalty. Because the higher the quality of the product received by customers, the higher the level of customer loyalty.

From the results of the descriptive analysis, it shows that product quality is a factor that is considered important by consumers towards consumer loyalty. However, this is in line with the results of partial testing (t-

test) on the product quality variable which states that product quality has a significant positive value. This means that partially it can be stated that product quality has a significant positive effect on consumer loyalty Pocari Sweat Batam Jaya Dumai. The results of the study of product quality on consumer loyalty have a significant positive effect because the good quality of Pocari Sweat products makes consumers believe and are loyal to Pocari Sweat and Pocari believes that loyal consumers will definitely buy back the product. While the results of the study from Anggraeni et al (2016) and Pongoh (2013) it is concluded that there is a significant positive influence of Product Quality on Consumer Loyalty.

### **The Influence of Consumer Satisfaction on Consumer Loyalty**

Consumer loyalty is a continuation of consumer satisfaction in using the facilities or services provided by the company, and to remain a consumer in the company. Consumer satisfaction is a very important part of customer loyalty. Customer loyalty usually results in repeat purchases and recommendations.

From the results of the descriptive analysis, it shows that consumer satisfaction is a factor that is considered important by consumers towards consumer loyalty. However, this is not in line with the results of partial testing (t-test) on the consumer satisfaction variable which states that consumer satisfaction has an insignificant value. This means that partially it can be stated that consumer satisfaction has a significant negative effect on consumer loyalty Pocari Sweat Batam Jaya Dumai. Research on consumer satisfaction on consumer loyalty has a significant negative effect because consumers who do not get enough information about the product will definitely feel less satisfied with the product. While research conducted by Zuhro (2015) and The Greatest Showman (2010) it is concluded that there is a significant positive influence of Consumer Satisfaction on Consumer Loyalty.

### **CONCLUSION**

This study aims to determine the effect of price, advertising appeal and product quality on consumer satisfaction and consumer loyalty of Pocari Sweat Batam Jaya Dumai. The conclusions that can be drawn from the results of this study are that price has a significant positive effect on consumer satisfaction of Pocari Sweat Batam Jaya Dumai, advertising appeal has a positive but insignificant effect on consumer satisfaction of Pocari Sweat Batam Jaya Dumai, product quality has a significant positive effect on consumer satisfaction of Pocari Sweat Batam Jaya Dumai, price does not have a significant effect on consumer loyalty of Pocari Sweat Batam Jaya Dumai, advertising appeal does not have a significant effect on consumer loyalty of Pocari Sweat Batam Jaya Dumai, product quality has a significant positive effect on consumer loyalty of Pocari Sweat Batam Jaya Dumai and consumer satisfaction has a significant negative effect on consumer loyalty of Pocari Sweat Batam Jaya Dumai.

Based on the conclusions from the results of this study, several suggestions can be given, namely:

For academics: In this study, the results of the test still show shortcomings, namely the price variables and advertising appeal that show insignificant results. Therefore, it is expected that further research can be carried out in order to produce better research than before. For further researchers: It is expected that further researchers will increase the accuracy of previous research.

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