

# The Effect of Advertising and Consumer Satisfaction on Consumer Loyalty to Pepsodent Products in Banda Aceh City

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## ABSTRACT

This study aims to determine the effect of advertising and consumer satisfaction on consumer loyalty to Pepsodent products in Banda Aceh City. The population in this study were Pepsodent consumers in Banda Aceh City, with a total sample of 100 respondents using convenience sampling technique. The model used in this study is multiple linear regression analysis. The results showed that advertising and consumer satisfaction had a significant effect on consumer loyalty to Pepsodent products in Banda Aceh City by 80.2% and the remaining 19.8% was explained by other variables outside of this study such as product quality, brand image and price and etc. The value of the correlation coefficient (R) indicates that the relationship (correlation) between the independent variable and the dependent variable is 89.6%, meaning that consumer loyalty to Pepsodent products in Banda Aceh City has a strong and positive relationship with correlation advertisement ( $X_1$ ) and consumer satisfaction ( $X_2$ ). The results of the f test statistic test show that advertising and consumer satisfaction simultaneously have a significant effect on consumer loyalty to Pepsodent products in Banda Aceh City, with value  $F_{count} > F_{table}$  ( $197,035 > 3,090$ ). While partially advertising and customer satisfaction have a significant effect on consumer loyalty to Pepsodent products in Banda Aceh City, with a value of  $t_{count} > t_{table}$  ( $9.705$  and  $3.339 > 1.984$ ). Based on the results of multiple linear regression analysis, it can be seen that from the two variables studied, it turns out that the variable advertisement ( $X_1$ ) has the most dominant influence on consumer loyalty to Pepsodent products in Banda Aceh City, with a coefficient value of 0.689, and then followed by the variable consumer satisfaction ( $X_2$ ) with a coefficient value of 0.264.

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## 1. INTRODUCTION

Marketing is the spearhead in marketing the products produced by an industry, therefore marketing is one of the functions carried out by a company or organization to adjust their offers to consumers with changing needs and require a marketing place or area. wider. Marketing is defined as a process by which companies create value for customers and build strong relationships with customers, with the aim of capturing value from customers in return [1].

Consumer loyalty to the product is formed through a learning process, which is a process where consumers try to find the most suitable brand for them, in the sense that products from these brands can provide satisfaction in accordance with their expectations and needs. Consumers will continue to try various brands before finding a brand that really fits. Consumer satisfaction will remain a very important part of brand loyalty. If consumers are satisfied with a brand, they will continue to buy the brand, use it and even tell others about the advantages of the brand based on experience in using the brand. If consumers are satisfied with a particular brand and often buy the product, it can be said that the level of loyalty to the brand is high.

Marketing plays an important role, especially in efforts to achieve the expected level of product sales. Advertising is a company activity whose main purpose is to increase consumer loyalty. In connection

with the above, then advertising is one means to increase consumer loyalty, with ads that attract attention will raise the appetite of buyers for the products offered. With ads that are done properly it will be easier to get consumers.

For companies, one of the keys to retaining customers is customer satisfaction. Therefore, focusing on customer satisfaction is important. Highly satisfied consumers usually stay loyal for a longer time, buy again when the company introduces new products and renews old products, talk about good things about the company and its products to others, pay less attention to competing brands and are not too price sensitive [2]. That consumer satisfaction, increasing company reputation, creating consumer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity [3].

Consumer satisfaction needs to be maintained and improved in order to create and maintain brand loyalty. If consumers get satisfaction from buyers for a product, it will create a positive attitude towards the brand so that consumers will make a purchase. Consumer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the product's performance in mind to the expected performance or results [1]. To increase customer satisfaction, every company is required to meet the needs and desires of consumers.

It is undeniable that Pepsodent products only one product that is in demand by consumers of Banda Aceh City. Because consumers have many choices of products that offer various values that can be the main attraction for potential buyers. As a result, even though Pepsodent products have tried to increase consumer satisfaction to always choose Pepsodent products, either through advertising, product innovation, or by providing ease of transaction, consumers do not always buy Pepsodent products. Even though the Pepsodent brand is in demand by Banda Aceh City consumers, it cannot be denied that not a few of those who buy Pepsodent products choose other brands besides Pepsodent products.

## **2. RESEARCH METHOD**

### **2.1 Advertisement**

Advertising is any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that requires payment. Advertising plays an important role in marketing because advertising will convey several messages including brand awareness (known by the public), strong brand association (having a good perception of certain brands), perceived quality (perceived by consumers). to find out the product is part of a quality product), and brand loyalty (having loyal customers) [3].

Advertising is the promotion of goods, services, companies, and ideas that must be paid for by the sponsor [4]. Advertising can be defined as any form of non-personal communication about an organization, product, service or idea that is paid for by a known sponsor [5]. Advertising is the use of paid media by a seller to communicate persuasive information about products (ideas, goods, services) or organizations which are powerful promotional tools [6].

Meanwhile, argues that advertising is the promotion of non-individual production or services carried out by sponsors/certain individual companies that can be identified and who pay for communication costs [7]. Advertising is a type of marketing communication which is all forms of communication techniques used by marketers to reach and convey messages to consumers [8].

That advertising is all forms of indirect information and promotion by sponsors to offer ideas, goods or services [9]. Advertising is a form of non-personal communication that sells persuasive messages from clear sponsors to influence people to buy products by paying a fee for the media [10].

### **2.2 Consumer Satisfaction**

Consumer satisfaction is a person's feelings towards the performance of a product or service compared to his expectations [11]. Consumer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (or results) of a product and his expectations [1]. Customer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance of a product and his expectations [12].

Consumer satisfaction is the extent to which the perceived performance of the product meets buyer expectations. Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance of the product thought to the expected performance [2]. Meanwhile, states that consumer satisfaction is an after-purchase evaluation or evaluation result after comparing what is felt with his expectations.

Consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled [3]. Satisfaction is achieved when quality meets and exceeds the

expectations, desires and needs of consumers. Conversely, if the quality does not meet the expectations, desires and needs of consumers, satisfaction is not achieved [13].

### 2.3 Consumer Loyalty

Consumer loyalty to an item or service offered by a company which is reflected in the habits of consumers in making continuous purchases of goods or services must always be considered by the company or producer. Loyalty is the choice made by consumers to buy a certain brand compared to other brands in the product category [14].

Loyalty reflects a psychological commitment to a particular brand, whereas repurchase behavior simply involves buying the same particular brand over and over again. Customers who are loyal to a particular brand tend to be attached to that brand and will buy the same product again even though there are many other alternatives [3].

Loyalty is a strongly held commitment to buy or subscribe to a particular product or service again in the future despite situational influences and marketing efforts that have the potential to cause behavioral switching [2]. Consumer loyalty is a customer who persists deeply to re-subscribe or repurchase a selected product or service consistently in the future, even though the influence of the situation and marketing efforts has the potential to cause behavior change.

Furthermore, argues that a customer is said to be loyal or loyal if the customer shows regular buying behavior or there is a condition where it requires the customer to buy at least twice in a certain time interval [15]. Loyalty can be defined as a consumer's attitude towards a product/brand which is realized by continuously buying the same product all the time which is the result of learning where the product can satisfy their needs [16].

From the several definitions of consumer loyalty above, the researcher concludes that consumer loyalty is a consumer's attitude towards a product that is realized by continuously buying the product in the future in order to fulfill his satisfaction.

### 2.4 Framework

The framework of thinking is a conceptual model of how theory relates to various factors that have been identified as important [17]. To facilitate an understanding of the entire series of this research, a research framework has been prepared as shown in the figure below:

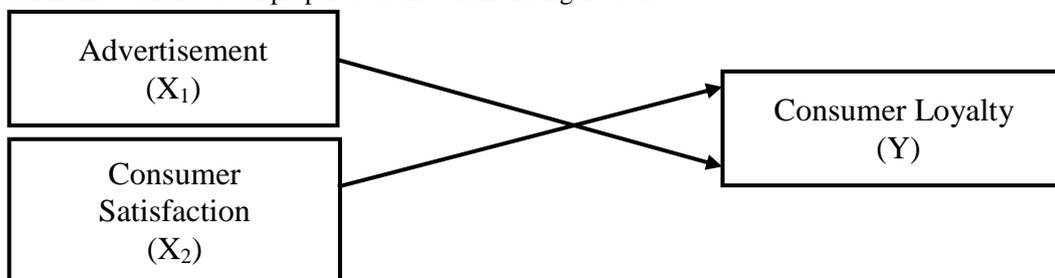


Figure 1. Research framework

### 2.5 Research Hypothesis

The research hypothesis is a temporary answer to the research formulation where the research formulation has been stated in the form of a statement sentence [17]. The hypotheses in this study are as follows:

- Ha1 : Allegedly advertising and consumer satisfaction simultaneously affect consumer loyalty to Pepsodent products in Banda Aceh City.
- Ha2 : It is suspected that advertising partially affects consumer loyalty to Pepsodent products in Banda Aceh City.
- Ha3 : Allegedly consumer satisfaction partially affects consumer loyalty to Pepsodent products in Banda Aceh City.

## 3 RESULTS AND ANALYSIS

### 3.1 Population and Sample

The population is a unit that has the same characteristics where the sample will be drawn. While the sample is a small part of the population that we use as a small research object [19]. As for the population of

this study are consumers of Pepsodent products in Banda Aceh City. The sampling technique in this study is a convenience sampling technique.

Convenience sampling technique is taking respondents as a sample based on chance, that is, anyone who coincidentally meets the researcher and is suitable as a data source. If the consumer is unknown then it is allowed to take a sample of 100 respondents. In this case the authors set a sample of 100 respondents. The reason the researcher took a sample of 100 respondents is that the sample size of more than 30 and less than 500 is appropriate for most studies [17].

### 3.2 Data and Data Collection Techniques

The data collection method used in this study was by distributing questionnaires to consumers of Pepsodent products in the city of Banda Aceh who were selected as research samples. To obtain the required data, the authors collect data by:

- a. Field research collects data by going directly to the field with the following techniques.
  - Interviews, namely by conducting direct interviews with respondents who use Pepsodent products.
  - Questionnaire, namely by providing a list of questions directly to consumers of Pepsodent products.
- b. Library research is a means of collecting secondary data sourced from books as a basis for theories and concepts used in writing and to support this research.

### 3.3 Data Analysis Tools

Multiple linear regression analysis is used to estimate how the condition (up and down) of the dependent variable, if two or more dependent variables as predictor factors are manipulated (increase in value) [17]. When described mathematically the form of the equation of multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Derives:

Y	= Consumer Loyalty
$\alpha$	= Constant
$X_1$	= Advertisement
$X_2$	= Consumer Satisfaction
b1 and b2	= Regression coefficient $X_1$ and $X_2$
e	= Error term

### 3.4 Validity Test

Validity test is a measurement scale is said to be valid if the scale is used to measure what should be measured. In this study, the determination of validity can be done by finding the correlation value of each item's score with the total item score for each variable. An indicator is said to be valid, if  $n = 100$  and  $\alpha = 0.05$ , then  $r_{table} = 0.194$  with the provisions that the results of  $r_{count} > r_{table}$  (0.194) = valid and the results of  $r_{count} < r_{table}$  (0.194) = invalid. For more details regarding the results of validity testing can be seen in the table below:

Table 1. Validity Test Results

No	Variable	Item	Rcount	Rtable Value (N=100)	Information
1	Consumer Loyalty (Y)	A1	0.661	0.194	Valid
		A2	0.721	0.194	Valid
		A3	0.460	0.194	Valid
		A4	0.731	0.194	Valid
		A5	0.657	0.194	Valid
2	Advertisement ( $X_2$ )	B1	0.613	0.194	Valid
		B2	0.678	0.194	Valid
		B3	0.473	0.194	Valid
		B4	0.669	0.194	Valid
		B5	0.740	0.194	Valid
3	Consumer Satisfaction ( $X_3$ )	C1	0.582	0.194	Valid
		C2	0.615	0.194	Valid
		C3	0.558	0.194	Valid
		C4	0.672	0.194	Valid

C5	0.418	0.194	Valid
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Source: Primary Data, 2018 (processed)

Based on the previous table above, the results of the validity test on each variable have the lowest values, namely:

- The test results for the consumer loyalty variable (Y) which consists of 5 (five) statement items are symbolized by item codes A1, A2, A3 to A5, that the lowest rcount value is 0.460 is greater than the  $r_{table}$  value (n=100) of 0.194, then all statement items related to the consumer loyalty variable are declared valid.
- The test results for the advertising variable ( $X_1$ ) consisting of 5 (five) statement items are symbolized by item codes B1, B2 to B5 that the lowest rcount value is 0.473 greater than the  $r_{table}$  value (n=100) of 0.194. Thus, all statement items related to advertising variables are declared valid.
- The test results for the consumer satisfaction variable ( $X_2$ ) which consists of 5 (five) statement items are symbolized by item codes C1, C2 to C5 that the lowest rcount value is 0.418 is greater than the value of  $r_{table}$  (n=100) of 0.194, then all statement items related to the variable of customer satisfaction are declared valid.

Based on the description above, it is clear that all statement items contained in each dependent variable are: consumer loyalty and the independent variable of advertising and consumer satisfaction declared valid, which means that the questionnaire used for data collection can be used to measure what should be measured.

### 3.5 Reliability Test

Reliability test is the consistency of the same measurement results if carried out in different time contexts. The tool to measure the reliability test uses the Cronbach Alpha statistical test ( $\alpha$ ) > 0.60 [18]. A variable is said to be reliable, if the result 0.60 = reliable and the result 0.60 = unreliable. For more clearly the reliability test can be seen in the table below:

Table 2. Reliability Test Results

No	Variable	Amount Items	Mark Cronbach Alpha	Information
1	Consumer Loyalty (Y)	5	0.752	Reliable
2	Advertisement ( $X_1$ )	5	0.749	Reliable
3	Consumer Satisfaction ( $X_2$ )	5	0.714	Reliable

Source: Primary Data, 2018 (processed)

Based on the table above, it can be seen that the Cronbach Alpha value for several variables, namely the consumer loyalty variable (Y) obtained the Cronbach Alpha value of 0.752, the advertising variable ( $X_1$ ) obtained the Cronbach Alpha value of 0.749 and the consumer satisfaction variable ( $X_2$ ) obtained the Cronbach Alpha value of 0.714. Thus the reliability measurement of each variable meets the credibility of Cronbach Alpha 0.60.

### 3.6 Classic Assumption Test Results

#### 3.6.1 Normality Test

Normality test is data used to test observation data whether the data is normally distributed or not. The results of data processing produce a normal normal probability plot which shows that the line that describes the actual data follows a diagonal line as shown in the figure below:

Normal P-P Plot of Regression Standardized Residual

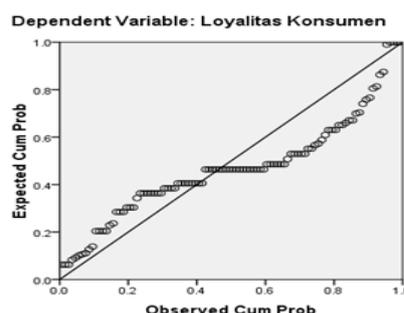


Figure 2. Normal Probability Plot Data Normality Test Results

Based on the picture above, it can be seen that the line that describes the actual data follows the diagonal line so that it can be interpreted that the data used in this study is normally distributed.

### 3.6.2 Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a high or perfect correlation between the independent variables. The multicollinearity test is seen from the value of Tolerance and Variance Inflation Factor (VIF), if the VIF value is 10 and Tolerance 0.10 then it is stated that there is no multicollinearity, as shown in the table below:

Table 3. Multicollinearity Test Results

No	Variable	Tolerance	VIF
1	Advertisement ( $X_1$ )	0.395	2,530
2	Consumer Satisfaction ( $X_2$ )	0.395	2,530

Source: Primary Data (Processed), 2018

Based on the table above, it can be seen that the advertising variable and consumer satisfaction with a tolerance value of 0.395 0.10 or the same as the Variance Inflation Factor (VIF) value of 2.530 10. Thus, it can be interpreted that there are no symptoms of multicollinearity.

### 3.6.3 Multiple Linear Regression

In accordance with the data analysis equipment used to determine the functional relationship between the variables studied in this study, it was analyzed by multiple linear regression. Analysis of research results regarding the effect of advertising and consumer satisfaction on consumer loyalty to Pepsodent products in Banda Aceh City. This is indicated by the value of the variable regression coefficient as shown in the table below:

Table 4. Independent Variable Regression Coefficient Value

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.006	1.074		.937	.351		
	Advertisement	.689	.071	.697	9,705	.000	.395	2,530
	Consumer Satisfaction	.264	.079	.240	3.339	.001	.395	2,530

a. Dependent Variable: Consumer Loyalty

Source: Primary Data (Processed), 2018

By Table above, then the multiple linear regression equation showing consumer loyalty to Pepsodent products in Banda Aceh City as a function of advertising and consumer satisfaction, can be formulated in the following equation:

$$Y = 1.006 + 0.689X_1 + 0.264X_2 + e$$

### 3.6.4 Correlation Coefficient and Determination

To see the relationship and influence of the variable advertising and consumer satisfaction on consumer loyalty to Pepsodent products in Banda Aceh City, based on correlation and determination can be seen in the table below:

Table 5. Value of Correlation Coefficient (R) and Determination ( $R^2$ )

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F	df1	df2		
1	.896 <sup>a</sup>	.802	.798	.844	.802	197.035	2	97	.000	2,086

a. Predictors: (Constant), Consumer Satisfaction, Advertising

b. Dependent Variable: Consumer Loyalty

Source: Primary Data (Processed), 2018.

Based on the table below, it can be seen that the amount of Adjusted  $R^2$  is 0.798. This means 79.8% variation consumer loyalty can be explained by the independent variables, namely advertising and consumer satisfaction. While the remaining 20.2%, meaning that consumer loyalty can be explained by other variables outside of this study such as product quality, brand image and price and others.

### 3.6.5 Hypothesis Proving

Based on the results of multiple linear regression testing, it can be seen that the results of the hypotheses tested in this study are:

- The value of  $F_{count} > F_{table}$  ( $197,035 > 3,090$ ), then  $H_a$  is accepted. This means that advertising and consumer satisfaction simultaneously have a significant effect on consumer loyalty to Pepsodent products in Banda Aceh City.
- The value of  $t_{count} > t_{table}$  ( $9.705 > 1.984$ ), then  $H_a$  is accepted. This means that advertising partially has a significant effect on consumer loyalty to Pepsodent products in Banda Aceh City.
- The value of  $t_{count} > t_{table}$  ( $3.339 > 1.984$ ), then  $H_a$  is accepted. This means that customer satisfaction partially has a significant effect on consumer loyalty to Pepsodent products in Banda Aceh City.

For more details regarding the results of the F test and t test as a benchmark for hypothesis testing, see Table under.

Table 6. Summary of Hypothesis Testing

Test Form	Statistical Value		Information
	$F_{count}$	$F_{table}$	
Simultaneous testing	197.035	3.090	The two variables simultaneously have a significant effect
Partial Test	$t_{count}$	$t_{table}$	
Advertisement ( $X_1$ )	9,705	1,984	Partial advertising significant effect
Consumer Satisfaction ( $X_2$ )	3,339	1,984	Consumer satisfaction partially significant effect

Source: Primary Data (Processed), 2018.

Based on the table above that either simultaneously or partially advertising and consumer satisfaction significant effect on consumer loyalty to Pepsodent products in Banda Aceh City. This means that advertising and consumer satisfaction can significantly increase consumer loyalty to Pepsodent products in Banda Aceh City.

### 3.7 Discussion

Based on the results of multiple linear regression that the magnitude of the results of the regression coefficients, correlations and determinations for advertising variables and consumer satisfaction have an effect on consumer loyalty to Pepsodent products in Banda Aceh City. The constant value ( $\alpha$ ) is 1.006, meaning that if advertising and consumer satisfaction are considered constant, then the amount of consumer loyalty to Pepsodent products in Banda Aceh City is 1.006 on a Likert scale unit.

Regression coefficient results advertising ( $X_1$ ) of 0.689, meaning that every 100% change in advertising, it will relatively affect consumer loyalty to Pepsodent products in Banda Aceh City is 68.9%, then advertising will affect consumer loyalty to Pepsodent products in Banda Aceh City. And the results of the regression coefficient of consumer satisfaction ( $X_2$ ) is 0.264, meaning that for every 100% change in consumer satisfaction, it will relatively affect consumer loyalty to Pepsodent products in Banda Aceh City by 26.4%, thus the more customer satisfaction it will be. affect consumer loyalty to Pepsodent products in Banda Aceh City.

The value of the correlation coefficient ( $R$ ) is 0.896 which indicates that the degree of relationship (correlation) between the independent variable and the dependent variable is 89.6%, meaning consumer loyalty to Pepsodent products in Banda Aceh City has a very strong and positive relationship with advertising ( $X_1$ ) and consumer satisfaction ( $X_2$ ). And the correlation value of determination ( $R^2$ ) is 0.802, meaning that 80.2% changes in the dependent variable, namely consumer loyalty to Pepsodent products in Banda Aceh City can be explained by changes in the advertising variable ( $X_1$ ) and consumer satisfaction ( $X_2$ ). and the remaining 19.8% is explained by other variables outside of this study such as product quality, brand image and price and others.

Advertising and consumer satisfaction simultaneously have a significant effect on consumer loyalty [20]. Furthermore, advertising and consumer satisfaction simultaneously have a significant effect on consumer loyalty [21].

#### 4 CONCLUSION

Based on the results of the study, it can be concluded several things as follows:

- a. The value of  $F_{\text{count}} > F_{\text{table}}$  ( $197,035 > 3,090$ ), then  $H_a$  is accepted. This means that advertising and consumer satisfaction simultaneously have a significant effect on consumer loyalty to Pepsodent products in Banda Aceh City.
- b. The value of  $t_{\text{count}} > t_{\text{table}}$  ( $9,705 > 1,984$ ), then  $H_a$  is accepted. This means that advertising partially has a significant effect on consumer loyalty to Pepsodent products in Banda Aceh City.
- c. The value of  $t_{\text{count}} > t_{\text{table}}$  ( $3,339 > 1,984$ ), then  $H_a$  is accepted. This means that customer satisfaction partially has a significant effect on consumer loyalty to Pepsodent products in Banda Aceh City.
- d. The value of the correlation coefficient (R) is 0.896 which indicates that the degree of relationship (correlation) between the independent variable and the dependent variable is 89.6%, meaning that consumer loyalty to Pepsodent products in Banda Aceh City has a very strong and positive relationship with advertising and consumer satisfaction.
- e. Mark the coefficient of determination ( $R^2$ ) is 0.802, meaning that the effect of advertising and consumer satisfaction on consumer loyalty to Pepsodent products in Banda Aceh City is 80.2% and the remaining 19.8% is explained by other variables outside of this study, for example product quality, brand image and price and others.

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