

RELATIONSHIP OF PRODUCT QUALITY, BRAND IMAGE AND EIGER BAG PRODUCT WARRANTY TOWARD CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLES  
(Study on Eiger Flagship Store Customers, Radio Within)

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**Abstract** - *The purpose of this study was to determine how the relation of product quality, brand image and product warranty on Eiger bag to the customer loyalty with customer satisfaction as an intervening variable on the Eiger Flagship Store Radio Dalam.*

*This study used collecting data method through a questionnaire which is measured using a Likert scale diagram. The sampling method using purposive sampling and accidental sampling techniques with a total of 97 respondents who was visiting the Eiger Flagship Store Radio Dalam. This research is a quantitative study using an associative strategy with the calculation of correlation coefficients (partial and multiple) and hypothesis testing using the SPSS version 22.0 program.*

*The conclusion is that partially the product quality variable has a positive relation with consumer loyalty. The brand image variable has a positive relation with consumer loyalty. Product warranty variables have a positive relation with customer loyalty. Simultaneously the product quality, brand image and product warranty variables have a positive relation with customer loyalty by customer satisfaction as an intervening variable*

**Keywords: Product Prices, Product Quality, Service Quality, Store Atmosphere, and Customer Satisfaction.**

**Abstrak**– Penelitian ini bertujuan untuk mengetahui seberapa besar hubungan kualitas produk, *brand image* dan garansi produk tas Eiger terhadap loyalitas konsumen dengan kepuasan konsumen sebagai variabel intervening pada Eiger *Flagship Store* Radio Dalam.

Metode yang digunakan adalah metode pengumpulan data melalui kuesioner yang diukur menggunakan diagram skala *likert*. Metode pengambilan sampel menggunakan Teknik *purposive sampling* dan *accidental sampling* dengan jumlah sebanyak 97 responden yang secara kebetulan berkunjung di Eiger *Flagship Store* Radio Dalam. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan strategi asosiatif dengan perhitungan koefisien korelasi (parsial dan berganda) serta pengujian hipotesis menggunakan program SPSS versi 22.0.

Kesimpulannya adalah secara parsial variabel kualitas produk memiliki hubungan yang positif terhadap loyalitas konsumen. Variabel *brand image* memiliki hubungan yang positif terhadap loyalitas konsumen. Variabel garansi produk memiliki hubungan yang positif terhadap loyalitas konsumen. Dan secara simultan variabel kualitas produk, *brand image* dan garansi produk

memiliki hubungan yang positif terhadap loyalitas konsumen dengan kepuasan sebagai variabel intervening.

**Kualitas Produk, Brand Image, Garansi Produk, Kepuasan Konsumen dan Loyalitas Konsumen**

**I. PRELIMINARY**

Along with the times, bag products are something that is increasingly needed by various groups. Not only in terms of needs, but at this time bag products have also become a trend. In Indonesia alone, bags are widely used for various activities, such as school, work, traveling, and other activities. This is reinforced by the existence of data on some of the products most often purchased by consumers online and offline as shown below.

**Figure 1.1.** Types of Goods Most Often Purchased By Consumers Online or Offline



bags.

Seeing this phenomenon, we often encounter it today, the increasing number of bag users from various circles who are not only used to complement their needs but are also used as a fashion complement. Therefore, many local and foreign brand bag manufacturers are competing to improve quality, innovation such as guarantees and product quality. Seeing this, researchers are interested in conducting research with the title "The Relationship of Product Quality, Brand Image and Product Guarantee of Eiger Bags to Consumer Loyalty and Customer Satisfaction as an Intervening Variable (Study on Eiger Flagship Store customers, Radio Dalam)".

**1.1. Formulation of the problem**

Based on the background above, the problem formulations in this study are:

1. How is the relationship between Eiger bag product quality and consumer loyalty with customer satisfaction as an intervening variable for Eiger Flagship Store customers, Radio Dalam?
2. How is the relationship between the brand image of the Eiger bag and customer loyalty with customer satisfaction as an intervening variable for customers of the Eiger Flagship Store, Radio Dalam?
3. How does the Eiger bag product warranty relate to consumer loyalty with customer satisfaction as an intervening variable for customers of the Eiger Flagship Store, Radio Dalam?

4. How is the relationship between customer satisfaction and customer loyalty to customers of the Eiger Flagship Store, Radio Dalam?
5. How is the relationship between product quality, brand image and product warranty of Eiger bags on consumer loyalty with customer satisfaction as an intervening variable for customers of Eiger Flagship Store, Radio Dalam?

### **1.2. Research purposes**

The research objectives are adjusted to the main research problems, namely:

1. Knowing how much the relationship between the quality of Eiger bag products on customer loyalty and customer satisfaction as an intervening variable for customers of the Eiger Flagship Store, Radio Dalam.
2. Knowing how much the relationship between the brand image of the Eiger bag and customer loyalty with customer satisfaction as an intervening variable for customers of the Eiger Flagship Store, Radio Dalam.
3. Knowing how much the relationship between the Eiger bag product warranty on customer loyalty and customer satisfaction as an intervening variable for customers of the Eiger Flagship Store, Radio Dalam.
4. Knowing how much the relationship between customer satisfaction and consumer loyalty to customers of the Eiger Flagship Store, Radio Dalam.
5. Knowing how much the relationship between product quality, brand image and product warranty of Eiger bags on consumer loyalty with customer satisfaction as an intervening variable for customers of the Eiger Flagship Store, Radio Dalam.

## **II. LITERATURE REVIEW**

### **2.1. Definition of product quality**

According to Kotler and Keller (2016: 164) product quality is the ability of an item to provide performance that matches and even exceeds what the customer wants. Meanwhile, product quality is the overall evaluation process to customers for improving the performance of a product. Product quality can make consumers feel interested in managing good relationships with product providers (Mowen, 2012: 61).

### **2.2. Definition of brand image**

Image or image is the public's perception of the company or its products. A good image about a product will benefit the company, because consumers will unconsciously recommend the product to other consumers. Conversely, a bad image about a product will make consumers spread bad information to other consumers. According to Freddy Rangkuti (2009: 90) brand image or brand image is a brand perception that is associated with a brand association that has been embedded in the memory of consumers so that it is easy to recognize.

### **2.3. Definition of product warranty**

(Fandy Tjiptono, 2010: 163) suggests that the guarantee or guarantee is intended to alleviate consumer losses, in the event that the customer is dissatisfied with a product or service he has purchased. The guarantee also promises good quality and customer satisfaction, before and after purchasing a product or service, as well as forcing the company concerned.

### **2.4. Understanding customer satisfaction**

Satisfaction (satisfaction) is a feeling of pleasure or disappointment that arises after comparing the performance or product results that are thought to the performance or

expected results. According to Kotler and Keller (2012: 150) satisfaction is a feeling of satisfaction or disappointment for someone resulting from a comparison of product performance or results with expectations. If the performance is less than expected, the customer will be disappointed and if it is in accordance with the expectation, the customer will be satisfied. Customer satisfaction is very important to maintain customer loyalty, so that customers remain loyal to buy products.

## **2.5. consumer loyalty**

According to Kotler and Keller (2012: 207), loyalty is a firmly held commitment to repurchasing or subscribing to selected products or services in the future even though situational influences and marketing efforts have the potential to cause consumers to switch to other products. Meanwhile, according to Tjiptono (2011: 481) loyalty is the behavior of repurchasing solely regarding the purchase of a certain brand of the same brand repeatedly (because it is only the only brand available, the cheapest brand or so on).

## **2.6. Relationship between Research Variables**

### **2.6.1. Relationship between product quality and consumer loyalty**

The definition (Kotler and Keller) which is translated by Bob Sabran (2011: 143) product quality is the ability of an item to provide appropriate results or performance that exceeds what consumers want. Product quality is quite important and affects consumer satisfaction. In buying a product, consumers can become loyal to the product if the product or service they buy or feel is in accordance with what consumers expect. Products or services that are in line with expectations, are often associated with the quality of the product itself. If the product is of good quality, then when it is used it will also produce good performance and will not disappoint.

### **2.6.2. The relationship between brand image and consumer loyalty**

Brand image is a consumer's perception of a company's products or services. A good image of a product or service indirectly makes consumers feel satisfied and loyal so that they can easily recommend the product or service to other consumers, on the other hand a bad image will also make consumers feel less satisfied with the product or service purchased or consumed, so that consumers will indirectly also spread unfavorable information about the product or service. So that a good image will create customer loyalty.

### **2.6.3. Product warranty relationship with consumer loyalty**

A product can be said to be good if the product or service can create satisfaction for consumers who use it and can make these consumers loyal. A good product or service is not only seen from the quality and brand image, but there are other aspects that can create satisfaction for consumers. The guarantee or warranty of a product can relieve consumers in the event of a loss due to a product mismatch.

With this guarantee, consumers who have bought or used a product or service that is not suitable will get a guarantee for compensation in the form of a new product or even a refund. So that the better the warranty or guarantee that a company provides for its products, it will make consumers satisfied and loyal and confident to buy the product at a later time.

### **2.6.4. The relationship between product quality, brand image and product warranty with customer loyalty through customer satisfaction**

The key to maintaining customer loyalty is one of them by creating satisfaction with the consumers themselves. So companies today should pay attention to what things can create customer satisfaction. This is because consumer satisfaction is an overall attitude towards a good or service after its acquisition and use (Tjiptono, 2014: 354).

With customer satisfaction, there will be many benefits received by the company, such as increasing customer loyalty, reducing consumer sensitivity to prices and improving business reputation. Several factors can affect customer satisfaction such as product quality, service quality and affordable prices. However, in this study, the variables described were product quality, brand image and product warranty. The three things each have an influence on customer satisfaction. But of the three things that affect the most is the quality of the product itself.

If consumers are satisfied with a product, especially on the quality of the product, then other things that support it, of course, will also follow. For example, if consumers are satisfied with the quality offered by Eiger bag products, then of course other things such as product guarantees and brand image will increase consumer satisfaction so that consumers can become loyal.

### **2.6.5. Relationship between customer satisfaction and customer loyalty**

Satisfaction (satisfaction) is a feeling of pleasure or disappointment that arises after comparing the performance or product results that are thought to the performance or expected results. Satisfaction is an assessment of the characteristics or features of a product or service, which provides a level of consumer pleasure. Customer satisfaction itself can be created through quality, service and value. The key to generating customer loyalty is by providing high customer value. So that consumers who are satisfied with a product or service are likely to make repeat purchases and become loyal customers even though there are many new products or services.

### **2.7. Hypothesis Development**

Hypothesis is a statement that is provisional in nature and has not been verified through an analysis of existing data and needs to be proven. According to Sugiyono (2013: 93) the research hypothesis is a temporary answer or it can also be followed by a temporary assumption of the research problem. Hypotheses can also be said to be a temporary explanation of symptoms, behavior or certain events that have occurred or are about to occur.

Hypotheses are useful in terms of helping research to guide the way of thinking so that they can achieve research objectives. Before making a hypothesis, testing must first be done, so that we can know whether a hypothesis is accepted or not. To be able to test, a hypothesis must be stated in numerical or quantitative form.

Then the research hypothesis is:

- H1 : It is suspected that there is a positive and significant relationship between product quality and consumer loyalty and customer satisfaction as an intervening variable.
- H2 : It is suspected that there is a positive and significant relationship between *brand image* on consumer loyalty with customer satisfaction as an intervening variable.
- H3 : It is suspected that there is a positive and significant relationship between product warranty and consumer loyalty and customer satisfaction as an intervening variable.
- H4 : It is suspected that there is a positive and significant relationship between customer satisfaction and customer loyalty.
- H5 : It is suspected that there is a positive and significant relationship between product quality, *brand image* and product guarantee on customer loyalty with customer satisfaction as an intervening variable.

### **2.8. conceptual framework**

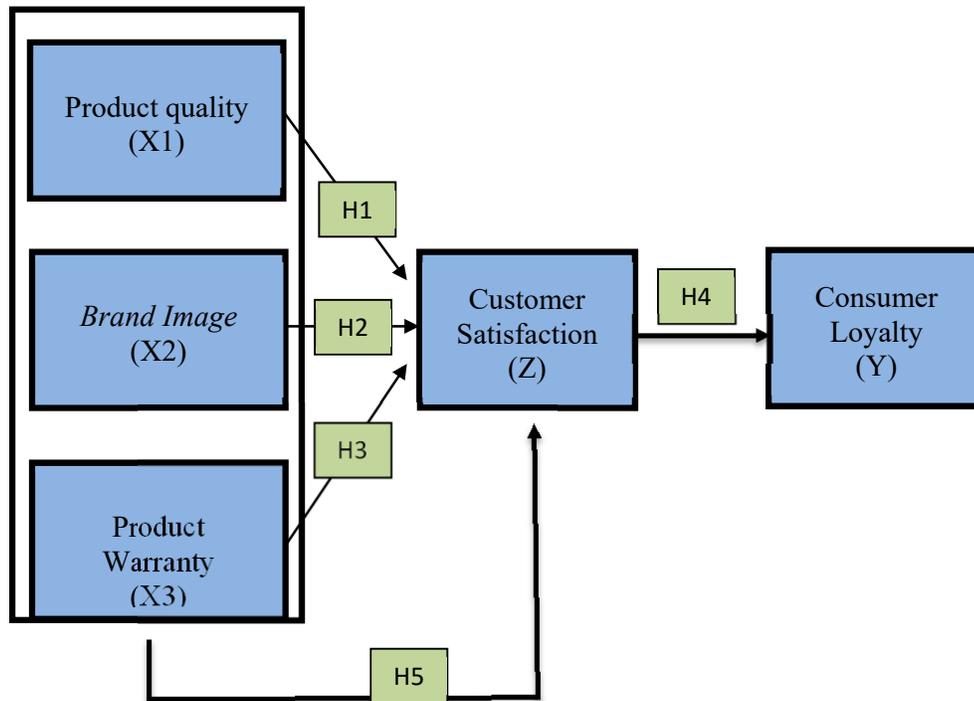
This conceptual framework is used to analyze the relationship between independent variables (X1), namely the relationship of Product Quality, (X2), namely the relationship of Brand Image, (X3), namely the relationship between Product Warranty

and the dependent variable (Y), namely Consumer Loyalty with the intervening variable (Z), namely Satisfaction. Consumer.

### 2.8.1. Conceptual outline drawing

Conceptual framework is used to provide direction and description of a study. In this study, there are three independent variables (X1, X2 and X3), one dependent variable (Y) and one intervening variable (Z) which are described in the following framework:

Figure 2.1. conceptual framework



## III. RESEARCH METHOD

### 3.1. Research Strategy

In conducting a study, the researcher must be able to determine what strategies will be used. The research strategy used in this study is an associative research strategy. According to (Sugiyono, 2017: 37) the associative research strategy is a method of examining an object that aims to determine the relationship between two or more variables. In this case the researcher intends to provide an explanation whether there is a relationship between each variable, namely variable X1 (product quality) variable X2 (brand image) variable X3 (product warranty) with variable Y (customer loyalty) and variable Z (customer satisfaction) in Eiger Flagship Store Radio Inside

### 3.2. Population

Population is a generalization area consisting of: objects / subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then draw conclusions. So that the population is not only people, but also objects and other natural objects. Population is also not just the number that is in the object / subject being studied, but includes all the characteristics of the properties possessed by the object / subject

The sampling technique in this study also used accidental sampling, which is a sampling technique based on coincidence, that is, any consumer who happens to meet the researcher at the Eiger Adventure Flagship Store, Radio Dalam and deemed suitable for use as a data source can be used as a sample. The population size in this study cannot be known with certainty, so the sample size used according to Rao Purba (2006) in (Kharis, 2011: 50) uses the following formula:

$$n = \frac{z^2}{4(Moe)^2} \dots \dots \dots (3.1)$$

Information:

- n = Sample size
  - Z = The level of confidence required in determining the sample is 95%
  - Moe = *Margin of error* i.e. the maximum tolerable error rate, set at 10%
- With a confidence level of 95% or Z = 1.96 and Moe of 10%, the number of samples can be determined as follows:

$$n = \frac{1,96^2}{4(0,10)^2}$$

$$n = 96,04$$

1. Based on the results of the calculation, namely 96.04, the number of samples to be used was rounded to 97 respondents who purchased Eiger bags 2 or more times at the Eiger Flagship Store Radio Dalam.

**3.3. Data Analysis Methods**

**3.3.1. Data Presentation Methods**

To obtain primary data, the instrument in this study was a questionnaire which was measured using a Likert scale. According to Sugiyono, (2016: 93) the Likert scale is a scale used to measure attitudes, opinions and perceptions of a person or group of people about certain events. The answers to each instrument item have a weighted value as listed in Table 3.1 as follows:

**Table 3.1.** Research Instrument Likert Scale

No.	Statement	Score
1	Strongly Agree (SS)	4
2	Agree (S)	3
3	Disagree (TS)	2
4	Strongly Disagree (STS)	1

Source: (Sugiyono, 2016)

**3.3.2. Statistical analysis of data**

Statistical analysis of data was carried out with the aim of calculating the data obtained in this study through the results of a survey on a questionnaire. The survey results will be grouped based on the variables and types of respondents, tabulate, prepare the data and variables under study and after that perform calculations to test the hypothesis that has been proposed. The method used in this research is to use correlation coefficient analysis with partial and simultaneous hypothesis testing.

**3.3.3. Validity test**

Validity is used to test the correctness level of the instrument for each variable. A variable instrument is said to be valid if it is able to measure what is desired and can

reveal data from the variables to be studied appropriately. The validity of this study uses construct validity because the instrument in this study is a non-test instrument. To test construct validity, the opinion of experts can be used (Sugiyono, 2013: 125). The data obtained were then tabulated and analyzed using the correlation coefficient analysis method.

To find the coefficient value, the researchers used the Pearson product moment formula as follows:

$$r = \frac{n(\sum X_1 X_{1tot}) - (\sum X_1)(\sum X_{1tot})}{\sqrt{((n\sum x_1^2 - (\sum x_1)^2)(n\sum x_{1tot}^2 - (\sum x_{1tot})^2))}}$$

(3.2)

Information :

- r = Product moment correlation
- $\sum X_i$  = Total score of an item
- $\sum X_{tot}$  = The total number of answers
- $\sum x_i^2$  = The sum of the squares of the answer score for an item
- $\sum x_{tot}^2$  = The sum of the squares of the total answer score
- $\sum X_i X_{tot}$  = The number of times the answer score for an item with the total score

The minimum requirement to be considered a valid instrument item is the validity index value  $\geq 0.30$  (Sugiyono, 2016: 179). Therefore, all statements that have a correlation level below 0.30 must be corrected because they are considered invalid. According to Sugiyono (2014: 178) valid means that the instrument can be used to measure what should be measured, using the SPSS program.

### 3.5.5. Reliability test

After testing the validity of the questionnaire, the next step is to test the reliability. According to Sugiyono (2014: 268) a data is said to be reliable if two or more researchers in the same object produce the same data, or the same researcher at different times produces the same data, or a group of data when broken down shows no different data. Reliability testing was carried out using the Cronbach Alpha ( $\alpha$ ) method which was calculated using the SPSS program with the Spearman Brown formula:

$$r_i = \frac{2r_b}{1+r_b} \dots \dots \dots (3.3)$$

Score  $r_b$  can be obtained by the formula:

$$\frac{(n \sum X_1 X_2) - (\sum X_1)(\sum X_2)}{\sqrt{(n \sum X_1^2 - (\sum X_1)^2)(n \sum X_2^2 - (\sum X_2)^2)}}$$

(3.4)

Information :

- $r_i$  = Internal reliability coefficient of all instruments
- $r_b$  = Simple correlation coefficient
- n = Number of samples
- X = The total item score is odd
- Y = Total item score even

This research instrument is said to be reliable (reliable) if the reliability value of the research instrument is greater than the correlation coefficient ( $r_i > 0.60$ ).

### 3.5.6. Correlation coefficient analysis

The correlation coefficient analysis consists of multiple and partial correlation coefficients. Correlation coefficient values range from -1 to 1. Interpretations for certain correlation coefficient values are:

- (1) If r approaches 1, then the relationship between variables X and Y is getting stronger and positive.
- (2) If r approaches -1, the relationship between variables X and Y is getting stronger and negative.

(3) If  $r$  approaches 0, then the relationship between variables X and Y has no effect or is very weak.

Therefore, if the value of  $r$  approaches -1 or 1, the relationship between the variables is getting stronger. Conversely, if the value of  $r$  is further from -1 or 1, it means that the relationship between variables will be weaker.

(1) Partial correlation coefficient analysis

Used to determine the relationship between the independent and dependent variables with the assumption that the other independent variables are constant.

(2) Multiple correlation coefficient analysis

Multiple correlation coefficient analysis is used to determine the relationship between product quality, brand image and product warranty on consumer loyalty simultaneously with customer satisfaction as an intermediate variable.

**Table 3.7. Guidelines for Interpretation of Correlation Coefficients**

No.	Interval Coefficient (absolute value)	Relationship Level
1	0.00-0.200	Very weak
2	0.20-0.399	Weak
3	0.40-0.599	Moderate
4	0.60-0.799	Strong
5	0.80-1,000	Very strong

Source: Sugiyono, (2011)

### 3.3.3. Partial significance test (Test t)

The t test is carried out to see the significance of the influence of the independent variable individually on the dependent variable by assuming that other variables are constant. The level of significance (Sig t) of each independent variable with a  $\text{sig}\alpha = 0.05$ . If the level of significance (Sig t) is smaller than  $\alpha = 0.05$ , then the hypothesis is accepted, which means that the independent variable has a significant effect on the dependent variable. Conversely, if the level of significance (Sig t) is greater than  $\alpha = 0.05$ , then the hypothesis is not accepted, which means that the independent variable does not have a significant effect on the dependent variable.

$$t = \frac{r_p \sqrt{n-3}}{1-r_p^2} \dots\dots\dots (3.5)$$

Information :

- $r_p$  = Partial correlations were found
- $n$  = Number of samples
- $t$  = t count which is then consulted with t table

If it is stated statistically is as follows:

- a. The null hypothesis ( $H_0$ ) to be tested is whether a parameter ( $\beta_i$ ) equals zero, or:  
 $H_0: \beta_i = 0$   
 This means whether an independent variable is not a significant explanation for the dependent variable I.
- b. The alternative hypothesis ( $H_i$ ) that the parameter of a variable is not equal to zero, or:

$H_0 \neq 0$

This means that these variables are significant explanations for the dependent variable.

The way to do the t test (Ghozali, 2007) is to compare the t statistical value with the critical point according to the table. If the calculated t statistical value is higher than the t table value, we accept an alternative hypothesis which states that an independent variable individually affects the dependent variable.

1. If  $t\text{-count} >$  from t- table ( $\alpha$ , df) then  $H_0$  is rejected
2. If  $t\text{-count} <$  from t- table ( $\alpha$ , df) then  $H_0$  is accepted.

### 3.5.8. Simultaneous significance test (Test F)

According to Ghozali (2016: 96), the F test here aims to determine whether the independent (independent) variables jointly affect the dependent variable.

$$F_{hitung} = \frac{R^2/k}{(F^2)/(n-k-1)} \dots\dots\dots (3.6)$$

Information :

- $F_{hitung}$  = The calculated F value
- $R^2$  = multiple correlation coefficient value
- K = Number of independent variables
- N = Number of samples

The procedures that can be used are as follows:

1. This study used a significance level of 0.05 with degrees of freedom (n - k), where n: number of observations and k: number of variables.
2. Testing criteria with a real level ( $\alpha$ ) 5% (0.05):
  - a. The model fit test is rejected if  $\alpha > 0.05$
  - b. Model fit test is accepted if  $\alpha < 0.05$

### 3.5.9. Hypothesis test

#### (1) Partial hypothesis testing

- a. The relationship between X1 and Y
  - $H_0: \rho_1 > 0$  (Partially there is no positive and significant relationship between product quality and consumer loyalty).
  - $H_a: \rho_1 \leq 0$  (Partially there is a positive and significant relationship between product quality and consumer loyalty).
- b. The relationship between X2 and Y
  - $H_0: \rho_2 > 0$  (Partially there is no positive and significant relationship between *brand image* with consumer loyalty).
  - $H_a: \rho_2 \leq 0$  (Partially there is a positive and significant relationship between *brand image* with consumer loyalty).
- c. The relationship between X3 and Y
  - $H_0: \rho_3 > 0$  (Partially there is no positive and significant relationship between product warranty and consumer loyalty).
  - $H_a: \rho_3 \leq 0$  (Partially there is a positive and significant relationship between product warranty and consumer loyalty).
- d. The relationship between Z and Y
  - $H_0: \rho_4 > 0$  (Partially there is no positive and significant relationship between customer satisfaction and customer loyalty).

$H_a: \rho_4 \leq 0$  (Partially there is a positive and significant relationship between customer satisfaction and customer loyalty).

To test the relationship between the independent variables on the dependent variable partially, it is seen from the value of Significance compared with  $\alpha$  ( $5\% = 0.05$ )

1.  $H_0$  is rejected, if Significance  $t < 0.05$
2.  $H_0$  accepted, if Significance  $t \geq 0.05$

(2) Simultaneous hypothesis testing

$H_0: \rho_1, \rho_2, \rho_3 > 0$  (Simultaneously (simultaneously) there is no significant positive relationship between product quality, brand image and product warranty on consumer loyalty Eiger bags with customer satisfaction as an intervening variable).

$H_a: \rho_1, \rho_2, \rho_3 \leq 0$  (Simultaneously (simultaneously) there is a significant positive relationship between product quality, brand image and product warranty on consumer loyalty Eiger bags with customer satisfaction as an intervening variable).

As for testing the relationship between the independent variables and the dependent variable simultaneously (together), the value of Significance F is used compared to  $\alpha$  ( $5\% = 0.05$ ).

1.  $H_0$  is rejected, if Significance  $F < 0.05$
2.  $H_0$  is accepted, if Significance  $F > 0.05$

#### **IV. RESULTS AND DISCUSSION**

##### **4.1. Description of Research Object**

Eiger Flagship Store Radio Dalam is one of the Flagship Stores owned by PT. Eigerindo Multi Produk Industri or known as Eiger. PT. Eiger Multi Produk Industri is the largest outdoor equipment manufacturing and retail company in Indonesia. The company was founded in 1993 by Ronny Lukito in Bandung. Eiger Flagship Store itself is the largest Eiger outlet among other Eiger outlets, where customers can visit, shop and enjoy a lively atmosphere at the outlet because it is equipped with the Eiger Coffee Shop coffee shop and is supported by natural nuances when entering it. Until now, PT. Eigerindo Multi Produk Industri already has 7 Flagship Stores and more than 300 branches spread across all regions in Indonesia. One of the Eiger Flagship Stores that just opened on December 7, 2018 is located in Jakarta, precisely at Jalan Bri Radio Dalam No.80, RT 05 / RW 14, Gandaria Utara, Kec. Kebayoran Baru, South Jakarta 12140, which served as the place for this research.

The Eiger company produces adventure bags and equipment which are divided into three main brands, namely Eiger with the positioning of an adventurous lifestyle (lifestyle adventure), Bodypack with the positioning of e-lifestyle and Nordwand with the positioning of outdoor living. This brand is widely recognized as a very prominent local brand in Indonesia. In 2009, the product was listed as the Top 250 Indonesia Original Brands by a well-known business magazine, Swa. This has proven their hard work, determination and commitment from time to time in order to achieve superior quality and good name.

##### **4.2. Respondent Description**

Descriptions of respondents in the study consisting of gender, age, education and occupation are as follows:

1. Gender

Descriptions of respondents based on gender are presented in table 4.1. the following:

**Table 4.1.** Respondent Data Based on Gender

No.	Gender	Number of people)	Percentage (%)
1	Male	66	68.04
2	Women	31	31.96
Total		97	100

Source: Primary data processed (2020)

**Table 4.1.**above shows that of the 97 respondents, the majority of respondents were male, namely 66 people or 68.04% with the consideration that the bag products sold at the Eiger Flagship Store Radio Dalam are mostly adventurous bags so that they are in great demand by men. . Meanwhile, for respondents with female gender, as many as 31 people or 31.96%, this number is less than the number of male respondents with the consideration that female visitors who come to Eiger shops are women who have a penchant for adventure.

## 2. Age

Descriptions of respondents based on age are presented in table 4.2. the following:

**Table 4.2.** Respondent Data Based on Age

No.	Age	Number of people)	Percentage (%)
1	17-25 years	36	37.11
2	26 - 35 years	51	52.58
3	36 - 45 years	9	9.28
4	≥ 45 years	1	1.03
Total		97	100

Source: Primary data processed (2020)

**Table 4.2.**above shows that the majority of respondents aged 26 - 35 years, namely 51 people or 52.58% because respondents with that age on average already work and have their own income and are mature enough in thinking so that they can determine which products are of good quality. Meanwhile, the lowest number of respondents, namely those aged ≥45 years, is 1 person or 1.03%, because respondents with that age rarely travel because their activities are more resting at home on holidays.

## 3. Education

Descriptions of respondents based on education are presented in table 4.3. the following:

**Table 4.3.** Respondent Data Based on Education

No.	Education	Number of people)	Percentage (%)
1	SMA / SMK equivalent	43	44.33
2	Diploma I, II, III	4	4.12
3	Bachelor degree)	48	49.49
4	S2 and others	2	2.06
Total		97	100

Source: Primary data processed (2020)

**Table 4.3.**above shows that the majority of respondents have a Bachelor degree (S1), namely as many as 48 people or 49.49%, this is because respondents with a Bachelor's education have started to think critically about the items to be purchased, so that in buying bags they consider many things, especially quality and convenience of shopping places, so most of them visit the Eiger Flagship Store Radio Dalam. Meanwhile, the least number of respondents who have master's education and others is 2 people or 2.06% because they prefer to shop from home or via online rather than having to shop directly at Eiger Flagship Store Radio Dalam.

## 4. Profession

Descriptions of respondents based on work are presented in table 4.4. the following:

**Table 4.4.** Respondent Data by Occupation

No.	Profession	Number of people)	Percentage (%)
1	Student / Student	16	16.50
2	Private employees	56	57.73
3	Civil servants	9	9.28
4	entrepreneur	13	13.40
5	Housewife, etc.	3	3.09
Total		97	100

Source: Primary data processed (2020)

**Table 4.4.** Above shows that the majority of respondents have jobs as private employees, namely 56 people or 57.73% because these respondents already have their own income so they can shop what they need. While the least number of respondents who have jobs as housewives is 3 people or 3.09% because housewives are already busy taking care of housework and also taking care of their children so that few want to visit the Eiger Flagship Store Radio Dalam, usually those who visit the Eiger shop are directly due to the invitation of their husband and children.

### 4.3. Variable Operational Test Results

#### 4.3.1. Validity test

The validity test in this study uses the SPSS version 22 application program. The purpose of this test is to measure whether the data is valid or valid because if one of the instruments is invalid, the data cannot be processed further.

The research instrument is declared valid for research if it has a validity value or (rcritical) greater than or equal to (rcritical) 0.3 and if the validity (rcritical) value is less than (rcritical) 0.3 then the statement is declared invalid.

After processing the data, here are the results of validity testing for all statements in each research variable:

#### 1. Product Quality Validity Test (X1)

Based on data processing obtained from the results of testing the validity of the Product Quality variable (X1), of the 14 statements on the product quality variable (X1) distributed to 97 respondents, it was declared valid.

Following are the results of data processing for all statements in the product quality instrument (X1):

**Table 4.5.** Results of the Validity Test of Product Quality Variables (X1)

No. Statement	rhitung	critical	Decision
1	0.624	0.30	Valid
2	0.728	0.30	Valid
3	0.726	0.30	Valid
4	0.712	0.30	Valid
5	0.743	0.30	Valid
6	0.835	0.30	Valid
7	0.797	0.30	Valid
8	0.656	0.30	Valid
9	0.728	0.30	Valid
10	0.849	0.30	Valid
11	0.788	0.30	Valid
12	0.717	0.30	Valid
13	0.799	0.30	Valid
14	0.750	0.30	Valid

Source: Data processed in 2020

2. Brand Image Validity Test (X2)

Based on data processing obtained from the results of testing the validity of the Brand Image variable (X2), of the 5 statements on the Brand Image variable (X2) distributed to 97 respondents, it was declared valid.

Following are the results of data processing for all statements in the Brand Image instrument (X2):

**Table 4.6.** Test Results of Brand Image Variable Validity (X2)

No. Statement	rhitung	critical	Decision
1	0.688	0.30	Valid
2	0.802	0.30	Valid
3	0.781	0.30	Valid
4	0.766	0.30	Valid
5	0.691	0.30	Valid

*Source: Data processed in 2020*

3. Product Warranty Validity Test (X3)

Based on data processing obtained from the results of testing the validity of the Product Warranty variable (X3), from 6 statements on the Product Warranty variable (X3) distributed to 97 respondents, it was declared valid.

Following are the results of data processing for all statements in the Product Warranty (X3) instrument:

**Table 4.7.** Results of the Product Warranty Variable Validity Test (X3)

No. Statement	rhitung	critical	Decision
1	0.865	0.30	Valid
2	0.859	0.30	Valid
3	0.884	0.30	Valid
4	0.861	0.30	Valid
5	0.828	0.30	Valid
6	0.486	0.30	Valid

*Source: Data processed in 2020*

4. Customer Loyalty Validity Test (Y)

Based on data processing obtained from the results of testing the validity of the Consumer Loyalty variable (Y), of the 6 statements on the Consumer Loyalty variable distributed to 97 respondents, it was declared valid.

Following are the results of data processing for all statements in the Consumer Loyalty instrument (Y):

**Table 4.8.** Results of the Validity Test of Consumer Loyalty Variables (Y)

No. Statement	rhitung	critical	Decision
1	0.838	0.30	Valid
2	0.901	0.30	Valid
3	0.910	0.30	Valid
4	0.806	0.30	Valid
5	0.806	0.30	Valid
6	0.326	0.30	Valid

*Source: Data processed in 2020*

5. Validity Test of Customer Satisfaction (Z)

Based on data processing obtained from the results of testing the validity of the Customer Satisfaction (Z) variable, from 4 statements on the Consumer Satisfaction variable distributed to 97 respondents, it was declared valid.

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The following are the results of data processing for all statements in the Consumer Satisfaction (Z) instrument:

**Table 4.9.** Results of the Validity Test of Consumer Satisfaction Variables (Z)

No. Statement	rhitung	critical	Decision
1	0.916	0.30	Valid
2	0.923	0.30	Valid
3	0.895	0.30	Valid
4	0.830	0.30	Valid

Source: Data processed in 2020

#### 4.3.2. Reliability Test

This reliability test is carried out on the basis of the Cronbach's Alpha decision, if the Cronbach's Alpha value is more than 0.60 then the questionnaire or questionnaire is declared reliable or consistent. The following are the results of the reliability test of each research variable that were processed using SPSS version 22:

**Table 4.10.** Variable Reliability Test Results

No.	Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Information
1.	Product Quality (X1)	0.938	0.60	Reliable
2.	Brand Image (X2)	0.788	0.60	Reliable
3.	Product Warranty (X3)	0.865	0.60	Reliable
4.	Consumer Loyalty (Y)	0.845	0.60	Reliable
5.	Customer Satisfaction (Z)	0.935	0.60	Reliable

Source: Data processed in 2020

**Table 4.10.** shows that the influence between each statement item score of the Product Quality variable (X1), Brand Image (X2), Product Warranty (X3), Consumer Loyalty (Y) and Customer Satisfaction (Z) has a Cronbach's Alpha value of more than 0.60 . Thus, it can be concluded that the variable Product Quality (X1), Brand Image (X2), Product Warranty (X3), Consumer Loyalty (Y) and Customer Satisfaction (Z) are considered reliable because the value of cronbach's alpha > 0.60.

#### 4.4. Statistical Analysis of Data

##### 4.4.1. Partial Correlation Coefficient Analysis

Analysis of the partial correlation coefficient is used to determine how much the relationship between the independent variable, namely quality Product Quality (X1), Brand Image (X2), Product Warranty (X3), Consumer Loyalty (Y) and Customer Satisfaction (Z) as intervening variables. The correlation coefficient for each variable is as follows:

1. Partial Correlation Coefficient X1 to Y

**Table 4.11.** Results of Partial Correlation Analysis of Product Quality Variables (X1) on Consumer Loyalty (Y)

Correlations			Product Quality X1	Loyalty_ Consumer Y
Control Variables				
Customer_Satisfaction_Z	Product_Quality_X1	Correlation	1,000	,409
		Significance (2-tailed)	.	,000
		Df	0	94
Loyalty_ Consumer_Y	Loyalty_ Consumer_Y	Correlation	,409	1,000
		Significance (2-tailed)	,000	.
		Df	94	0

Source: data processed by SPSS 2020

Based on the results of the above data processing in Table 4.11 using SPSS version 22.0 software, the partial correlation coefficient of Product Quality to Consumer Loyalty (Y) is obtained with Consumer Satisfaction as a control variable of 0.409 (positive) with a significance tailed value of 0.000 <0.05. So it can be concluded that there is a positive and significant relationship between Product Quality and Consumer Loyalty with the control variable (Customer Satisfaction). Meanwhile, the Correlations value of 0.409 falls into the medium relationship category.

2. Partial Correlation Coefficient X2 to Y

**Table 4.12.** Results of Partial Correlation Analysis of Variable Brand Image (X2) on Consumer Loyalty (Y)

Correlations			Brand Image X2	Loyalty Konsumen Y
Control Variables				
Customer_Satisfaction_Z	Brand_Image_X2	Correlation	1,000	,454
		Significance (2-tailed)	.	,000
		Df	0	94
Loyalty_Konsumen_Y		Correlation	,454	1,000
		Significance (2-tailed)	,000	.
		Df	94	0

Source: data processed by SPSS 2020

Based on the results of the above data processing in Table 4.12 using SPSS version 22.0 software, the partial correlation coefficient of Brand Image on Consumer Loyalty (Y) and Customer Satisfaction as a control variable is 0.454 (positive) with a significance tailed value of 0.000 <0.05. So it can be concluded that there is a positive and significant relationship between Brand Image and Customer Loyalty with the control variable (Customer Satisfaction). Meanwhile, the Correlations value of 0.454 is in the medium relationship category.

3. Partial Correlation Coefficient X3 to Y

**Table 4.13.** Results of Partial Correlation Analysis of Product Warranty Variables (X3) on Consumer Loyalty (Y)

Correlations			Warranty Produk X3	Loyalty Konsumen Y
Control Variables				
Satisfaction_Consumer_Z	Warranty_Produk_X3	Correlation	1,000	,634
		Significance (2-tailed)	.	,000
		Df	0	94
Loyalty_Konsumen_Y		Correlation	,634	1,000
		Significance (2-tailed)	,000	.
		Df	94	0

Source: data processed by SPSS 2020

Based on the results of the above data processing in Table 4.13 using SPSS version 22.0 software, the partial correlation coefficient of Product Guarantee on Consumer Loyalty (Y) is obtained with Consumer Satisfaction as a control variable of 0.634 (positive) with a significance tailed value of 0.000 <0.05. So it can be concluded that there is a positive and significant relationship between Product Guarantee and Customer Loyalty with the control variable (Customer Satisfaction). Meanwhile, the Correlations value of 0.634 is in the strong relationship category.

**4.4.2. Multiple Correlation Coefficient Analysis**

**Table 4.14.** Multiple Correlation Coefficient Model Summary

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Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,756a	,571	,552	,831	,571	30,608	4	92	,000

a. Predictors: (Constant), Z, X1, X2, X3  
 Source: data processed by SPSS 2020

Based on the table above in Table 4.14, it can be obtained the value of the correlation coefficient between variables X1, X2 and X3 to Y simultaneously which is processed with SPSS version 22.0, it is known that the magnitude of the relationship between variables X1, X2, and X3 to Y is in the presence of variable Z as a variable simultaneous control is 0.756 or 75.6%, this shows a very strong relationship, while 24.4% is influenced by other variables outside of this study.

**4.4.3. Hypothesis testing**

**A. Partial Testing (t test)**

**Table.4.15.**Partial Hypothesis Test (t test)  
**Coefficientsa**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,633	1,219		8,723	,000
	Product_Quality_X1	,057	,016	,254	3,602	,001
	Brand_Image_X2	,184	,104	,232	1,776	,029
	Warranty_Produk_X3	,575	,102	,756	5,619	,000
	Customer_Satisfaction_Z	,114	,046	,179	2,469	,015

a. Dependent Variable: Loyalitas\_Konsumen\_Y  
 Source: data processed by SPSS 2020

Based on **Table 4.15** above, the multiple regression model for Consumer Loyalty on related factors, namely Product quality, Brand Image, Product Warranty and Consumer Satisfaction that mediate these variables are as follows:

$$Y = 10.633 + 0.057 X1 + 0.184 X2 + 0.575 X3 + 0.114 Z$$

Based on the regression equation above, it shows that the variable is positive, this shows that the variable product quality, *brand image*, product warranty and customer satisfaction will have a positive influence on consumer loyalty. The results of the partial hypothesis test (t test) are as follows:

**A. Hypothesis Test X1 against Y**

Ho:  $\rho_{y_1} = 0$  Partially bag product quality Eiger has nothing to do with consumer loyalty Eiger *Flagship Store*, Radio Within Jakarta.

Ha:  $\rho_{y_1} \neq 0$  Partially bag product quality Eiger is associated with consumer loyalty Eiger *Flagship Store*, Radio Within Jakarta.

After testing the hypothesis in Table 4:15. processed using SPSS version 22.0, the product quality variable has a regression coefficient of 0.057, meaning that every 1% increase in the product quality variable, there will be an increase in consumer loyalty by 5.7%, assuming the other variables are considered constant. The tcount value is 3.602. This shows that (t table <tcount) or (1.9860 <3.602) and the magnitude of the significance of t at X1 is 0.001 smaller than the real level or 0.001 <0.05. then it can be concluded that H0 is rejected and Ha is accepted, which means that partially the product quality of Eiger bags has a relationship with consumer loyalty at Eiger Flagship Store, Radio Dalam Jakarta.

2. Hypothesis Test X2 against Y

Ho:  $\rho y_2 = 0$  Partially *brand imagenot* related to consumer loyalty Eiger Flagship Store, Radio Dalam Jakarta.

Ha:  $\rho y_2 \neq 0$  Partially *brand image* associated with consumer loyalty Eiger Flagship Store, Radio Dalam Jakarta.

After testing the hypothesis in Table 4:15. processed using SPSS version 22.0, the brand image variable has a regression coefficient of 0.184, meaning that for each increase in the brand image variable by 1%, there will be an increase in consumer loyalty by 18.4% assuming the other variables are considered constant. The tcount value is 1.776. This shows that (ttable <tcount) or (1.9860 <1.776) and the magnitude of the significance of t at X1 is 0.029 smaller than the real level or 0.029 <0.05. then it can be concluded that H0 is rejected and Ha is accepted, which means that partially the brand image of the Eiger bag has a relationship to consumer loyalty in the Eiger Flagship Store, Radio Dalam Jakarta.

3. Hypothesis Test X3 against Y

Ho:  $\rho y_3 = 0$  Partial product warranty not related to consumer loyalty Eiger Flagship Store, Radio Dalam Jakarta.

Ha:  $\rho y_3 \neq 0$  Partial product warranty associated with consumer loyalty Eiger Flagship Store, Radio Dalam Jakarta.

After testing the hypothesis in Table 4:15. which is processed using SPSS version 22.0, the product warranty variable has a regression coefficient of 0.575, meaning that every increase in the product warranty variable is 1%, there will be an increase in consumer loyalty by 57.5% assuming the other variables are considered constant. The tcount value is 5,619. This shows that (t table <tcount) or (1.9860 <5,619) and the magnitude of the significance of t at X1 is 0.000 smaller than the real level or 0.000 <0.05. then it can be concluded that H0 is rejected and Ha is accepted, which means that partially the product warranty on the Eiger bag has a relationship to consumer loyalty in the Eiger Flagship Store, Radio Dalam Jakarta.

4. Hypothesis Test Z against Y

Ho:  $\rho y_4 = 0$  Partially customer satisfaction not related to consumer loyalty Eiger Flagship Store, Radio Dalam Jakarta.

Ha:  $\rho y_4 \neq 0$  Partially customer satisfaction associated with consumer loyalty Eiger Flagship Store, Radio Dalam Jakarta.

After testing the hypothesis in Table 4:15. processed using SPSS version 22.0, the consumer satisfaction variable has a regression coefficient of 0.114, meaning that every 1% increase in the customer satisfaction variable, there will be an increase in consumer loyalty by 11.4% assuming the other variables are considered constant. The tcount value is 2.469. This shows that (ttable <tcount) or (1.9860 <2.469) and the magnitude of the significance of t at X1 is 0.015 smaller than the real level 0.05 or 0.015 <0.05. So it can be concluded that H0 is rejected and Ha is accepted, which means that partially customer satisfaction has a relationship with consumer loyalty Eiger Flagship Store, Radio Dalam Jakarta.

**B. Simultaneous Testing (Test F)**

**Table.4.16.** Simultaneous Test (Test F)  
ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	84,764	4	21,191	30,870	,000b
	Residual	63,154	92	,686		
	Total	147,918	96			

Source: data processed by SPSS 2020

- Ho:  $\rho_{y_{123}} = 0$  Simultaneously product quality, *brand image* and product warranty is not significant to consumer loyalty with the control variable, namely customer satisfaction Eiger Flagship Store, Radio Dalam Jakarta.
- Ha:  $\rho_{y_{123}} \neq 0$  Simultaneously product quality, *brand image* and significant product warranty on consumer loyalty with control variables, namely customer satisfaction Eiger Flagship Store, Radio Dalam Jakarta.

After testing the hypothesis in the above research, referring to  $df_1 = 5-1 = 4$  and  $df_2 = 97-5 = 92$ , the value of  $F_{table} = 2.47$  and obtained  $F_{count}$  of 30.870. This shows that  $F_{count} > F_{table}$  or  $30.870 > 2.47$  and in Table 4.17 it is obtained that the significance F is 0.000, smaller than the real level or  $0.000 > 0.05$ . Thus, it can be concluded that Ho is rejected and Ha is accepted, which means simultaneously Product quality, brand image and product warranty are significant for consumer loyalty Eiger Flagship Store, Radio Dalam Jakarta with the control variable, namely customer satisfaction.

#### **4.5. Discussion**

In this study, the independent variables used were product quality, brand image and product warranty which of course had advantages and disadvantages of domination to influence the dependent variable, namely consumer loyalty and consumer satisfaction as an intervening variable. With these strengths and weaknesses, an analysis is carried out as evidence that which variables have a significant relationship to consumer loyalty. This research was conducted using several methods, namely validity test, reliability test, correlation coefficient analysis and hypothesis testing.

Before carrying out the test, there were several steps carried out by the researcher, namely by collecting data using a questionnaire distribution technique, before making a questionnaire containing statements which would later be filled in based on consumer opinion, the researcher first determined the number of population which was then reduced so that it could determine the number of samples. , after that the researcher determines the number of samples with criteria that can help researchers to get accurate data for further research.

The data that has been collected is then processed into tabulations that will be used to determine consumer perceptions and used as a reference for data processing. From the research that has been done to find out how big the relationship between product quality, brand image and product warranty on consumer loyalty with customer satisfaction as an intervening variable at the Eiger Flagship Store, Radio Dalam Jakarta. Researchers have conducted several tests and data analyzes described in the research methods in the previous chapter. The test that has been done is the validity test used to test the accuracy of the statements that have been given to consumers. Furthermore, the test carried out is the reliability test to test whether the statements given to consumers are consistent or not.

The validity test was processed using a computer with the SPSS version 22.0 program. To measure the validity level of the statement of the research instrument by comparing the  $r_{count}$  with  $r_{table}$ . If  $r_{count} < r_{table}$  then the statement is considered invalid, on the other hand, if  $r_{count} > r_{table}$  then the statement is considered valid. The table of the results of the validity test per item of the instrument is then summarized by looking at the total item which will describe the level of validity of each item. The results of the validity test have been carried out on the five variables, namely product quality, brand image, product warranty, customer satisfaction and consumer loyalty. Based on data processing, the results of the five variables are declared valid.

In the reliability test that has been tested on five variables, namely the variable product quality, brand image, product warranty, customer satisfaction and consumer loyalty using Cronbach Alpha ( $\alpha$ ) statistics. The research instrument is said to be reliable if the Cronbach Alpha ( $\alpha$ ) value is 0.60 or more. The reliability test carried out in this study on the five variables, namely product quality, brand image, product warranty, customer satisfaction and consumer loyalty. Based on data processing using the Cronbach Alpha ( $\alpha$ ) statistical formula, the five variables were declared reliable.

Then analyzed using two methods, namely partial correlation coefficient analysis and simultaneous correlation coefficient (multiple). Correlation coefficient analysis is an analytical technique used to measure the closeness of the relationship between the independent variable and the dependent variable which is quantitative. This variable relationship can occur because of a causal relationship or just coincidence. Two or more variables can be said to be correlated if changes in one variable are followed by changes in other variables regularly in the same direction (positive correlation) or opposite (negative correlation).

Analysis of the partial correlation coefficient (partial correlation) involves two variables, one variable that is considered influential will be controlled or made permanent as a control variable. Multiple correlation coefficient analysis is a form of correlation used to see the relationship between two or more independent variables and one dependent variable. Judging from the results of the calculation of the partial correlation coefficient of the variable product quality and brand image have a moderate relationship with consumer loyalty, this is because since a long time ago, the image of the Eiger brand and the quality of the Eiger Bag product has been known to be quite good so that if it only improves product quality and relies on image alone is not enough for Eiger to increase customer loyalty.

While the calculation of the partial correlation coefficient of the product warranty variable has a strong relationship with consumer loyalty, this is an added value of Eiger because not all bag products are accompanied by a warranty card as Eiger has done. From the results of calculations using multiple correlation coefficient analysis shows that product quality, brand image and product warranty show a very strong relationship to consumer loyalty. This means that consumers of Eiger Flagship Store, Radio Dalam Jakarta make product quality, brand image and product warranty in considering their satisfaction and loyalty to a product, especially in bag products.

Furthermore, the data is tested using hypothesis testing partially and simultaneously. The result of hypothesis testing partially shows that each variable of product quality, brand image and product warranty has a relationship with consumer loyalty. Meanwhile, the simultaneous hypothesis testing results show that the variables of product quality, brand image and product warranty together have a significant relationship to consumer loyalty.

Based on the results of research related to product quality, brand image and product warranty on consumer loyalty of Eiger brand bags at the Eiger Flagship Store Radio Dalam Jakarta obtained from the results of a questionnaire, researchers can conclude that product quality, brand image and product warranty are important factors for consumers in consider whether they are satisfied or loyal to a product. The better the quality of the Eiger bag product, the more satisfied consumers will be using the Eiger brand bag product, as well as the brand image and product warranty provided. Consumers will feel safe if the product purchased or used has a guarantee or warranty, so that if the product purchased is not what it should be, it can be returned or get another warranty.

## V. CONCLUSIONS AND SUGGESTIONS

### 5.1. Conclusion

Based on the results of the analysis and the findings of the study, the authors obtained conclusions that can be drawn from the research on the Relationship between

Product Quality, Brand Image and Product Guarantee of Eiger Bag on Consumer Loyalty and Consumer Satisfaction as an Intervening Variable, as follows:

1. The results of this study indicate that the product quality of the Eiger brand bag has a positive relationship to build customer loyalty with customer satisfaction as the control. Eiger bag products have good quality compared to other bag products, especially in outdoor bags, so that consumers feel satisfied using Eiger brand bag products and can make consumers build loyalty to Eiger bag products.
2. The results of the study indicate that the brand image of the Eiger brand bag has a positive relationship to build customer loyalty with customer satisfaction as the control. The image embedded in the Eiger brand bag product as well as the legendary Eiger name and known to many people, especially outdoor and other adventure lovers, makes the Eiger brand easily stick in the minds of consumers.
3. The results of this study indicate that the product warranty of the Eiger brand bag has a strong relationship to build customer loyalty with customer satisfaction as the control. Because not all bag manufacturers can provide guarantees for their products, such as 1 year warranty or replacement of items that have been made by Eiger to their consumers. So that this makes consumers feel satisfied with the warranty provided by the Eiger in the event of a discrepancy or defect in the product purchased.

## **5.2. Suggestion**

Based on the results of the research and the conclusions described above, the suggestions that can be submitted for Eiger bag manufacturers are related to research as the following:

1. **Product quality**  
In the product quality variable questionnaire regarding the statement "Eiger bag products do not have an effect of pain or pain in the shoulder when used to carry heavy loads". Some respondents disagreed, therefore researchers suggested that Eiger bag manufacturers improve the quality of their products, especially in outdoor bag products such as carriers and daypacks which are often used to carry heavy loads. Eiger bag manufacturers can use even better raw materials for certain parts, so as to make users feel comfortable. The Eiger side must also be able to maintain the quality that is currently owned and continue to improve the quality of its products such as innovating, making more varied designs and so on in order to keep consumers loyal to their products.
2. **Brand image**  
As a market leader to be able to maintain or even enlarge the market share that is owned Eiger bag manufacturers must pay attention to the brand image of the products they issue, because brand image is an important aspect of a product that can influence consumers to be loyal. Because currently consumer needs are not only limited to the main function that can be provided by a product (primary demand), but have developed into secondary demand, where consumers have a desire for a particular brand. This is evidenced from the results of this study where brand image has a significant relationship with consumer loyalty.
3. **Product warranty**  
Guarantee is one of the important things in influencing customer loyalty. With a guarantee, not only consumers will benefit, but the company will also get important values if it guarantees its products. In this study, it is proven that the Eiger has provided a good guarantee for its bag products. This can be proven from the responses of many respondents who said they agreed and strongly agreed with the statements on the guarantee variable. However, Eiger still has to increase the warranty on its products, such as the addition of the warranty period,

which is currently only 1 year. Increasing the length of the warranty period on the Eiger bag product can certainly make consumers feel satisfied and become loyal.

### 5.3. Research Limitations and Further Research Development

Based on the research that has been done, future researchers are expected to be able to provide better research results because in this study there are several limitations as follows:

1. In this study, respondents were drawn only on a small scale, namely 97 respondents who visited the Eiger Flagship Store, Radio Dalam Jakarta more than 2 times and had purchased Eiger brand bags.
2. This research only focuses on the location of the Eiger Flagship Store, Radio Dalam Jakarta, for further researchers can expand the location as the object of research, because the same research results may not be obtained in different locations.

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