The Influence of Brand Image and Product Quality on Customer Loyalty with Consumer Satisfaction as a Intervening Variable at Home Industry

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ARTICLE INFORMATION

ABSTRACT

This study aims to determine the effect of brand image and product quality on customer loyalty through consumer satisfaction as an intervening variable in the H3soy soy milk MSME business. This research is an associative research and quantitative research with data collection techniques through a questionnaire/questionnaire. The population in this study were hesoy soy milk customers and the sample in this study amounted to 70 MSME customers of H3soy soy milk as the research sample. The results showed that brand image has a significant effect on consumer satisfaction, it is based on the p value of the two variables is 0.003. Brand image has no significant effect on customer loyalty, it is based on the p value of the two variables is 0.336. Product quality has a significant effect on consumer satisfaction, it is based on the p value of the two variables is 0.004. Product quality has no significant effect on customer loyalty, it is based on the p value of the two variables is 0.108. Consumer satisfaction has a significant effect on customer loyalty, it is based on the p value of the two variables is 0.015. Brand image has a significant effect on customer loyalty through customer satisfaction as an intervening variable, it is based on the p value of the variable is 0.046. Product quality has no significant effect on customer loyalty through customer satisfaction as an intervening variable, it is based on the p value of the variable is 0.089. Product quality has no significant effect on customer loyalty, it is based on the p value of the two variables is 0.108. Consumer satisfaction has a significant

effect on customer loyalty, it is based on the p value of the two variables is 0.015. Brand image has a significant effect on customer loyalty through customer satisfaction as an intervening variable, it is based on the p value of the variable is 0.046. Product quality has no significant effect on customer loyalty through customer satisfaction as an intervening variable, it is based on the p value of the variable is 0.089. Product quality has no significant effect on customer loyalty, it is based on the p value of the two variables is 0.108. Consumer satisfaction has a significant effect on customer loyalty, it is based on the p value of the two variables is 0.015. Brand image has a significant effect on customer loyalty through customer satisfaction as an intervening variable, it is based on the p value of the variable is 0.046. Product quality has no significant effect on customer loyalty through customer satisfaction as an intervening variable, it is based on the p value of the variable is 0.089. Consumer satisfaction has a significant effect on customer loyalty, it is based on the p value of the two variables is 0.015. Brand image has a significant effect on customer loyalty through customer satisfaction as an

intervening variable, it is based on the p value of the variable is 0.046. Product quality has no significant effect on customer loyalty through customer satisfaction as an intervening variable, it is based on the p value of the variable is 0.089. Consumer satisfaction has a significant effect on customer loyalty, it is based on the p value of the two variables is 0.015. Brand image has a significant effect on customer loyalty through customer satisfaction as an intervening variable, it is based on the p value of the variable is 0.046. Product quality has no significant effect on customer loyalty through customer satisfaction as an intervening variable, it is based on the p value of the variable is 0.089.

Keywords: Brand Image, Customer Loyalty, Customer Satisfaction, Product Quality

JEL Classification: M, M31, I25

INTRODUCTION

MSMEs (Small and Medium Enterprises) are one of Indonesia's economic cornerstones. This is demonstrated by the fact that when Indonesia is able to deal with the economic crisis, many of the large corporations that were projected to survive at the time fail. MSMEs have been able to keep moving in the midst of the crisis as a small community economic sector with a local scale, local resources, and a simple production process whose products are sold locally. This indicates that MSMEs have better resistance to crises, which is possible because MSMEs have characteristics such as an organizational structure and an MSME workforce that is more flexible in adapting to market changes.. Competition in the business world in Indonesia itself is very tight, because every company is always trying to be able to increase market share and reach new consumers. Essentially, as the number of rivals grows, customers will have more options for selecting products that meet their wants and needs. This can cause consumers or customers to be free to choose which products from the company they want to consume and it is also one of the reasons that customer loyalty in consuming a product often changes. One of the efforts that must be made by a company in order to retain customers. Companies also need to make efforts to continue to innovate on products that are produced and offered to the public so that consumers can create customer loyalty and also achieve company goals with more and more people consuming products from the company. At this time, almost all countries have been hit by the COVID-19 pandemic or commonly known as Corona, this situation has greatly affected companies or the world of trade in the world, not least

especially in Indonesia. The impact given by Covid 19 to companies is a decrease in purchasing power or consumer buying interest in a product, causing the company to experience a decrease in profits and some companies even experience losses. Efforts were made to cover the losses suffered by the company, the company fired or laid off some employees of the company which was useful to reduce the burden of the company's production costs. Every company must continue to make efforts to convince the public or consumers that the products produced by the company are of good quality. It is important for every company to think about producing something that is needed and desired by the community so that people want to consume the product. Therefore, it is important for a company to create a product that has good quality and has a good brand image for the community. Both of these things can make consumers or customers feel satisfied or what is offered by the company and can create a sense of loyalty to the production or products of the company. Customer loyalty is a form of customer loyalty in consuming or using an item produced by a company in the long term exclusively and recommending the item to others.(Wahyoedi & Soeparso, 2019). Cultivating the nature of loyalty to a consumer is a good thing for the company's marketing or sales, that's because if you already have a regular customer, the customer will continue to look forward to every product produced or marketed by the company and the customer will help the company in the process. marketing done. Consumers who already have high loyalty to a company or product at the company will invite or promote the product to others. In general, the problem that occurs in customer loyalty is that the products and services provided cannot provide benefits or satisfaction to consumers or the community so that customer loyalty is not created for the products sold.(Damayanti & Wahyono, 2015).Brand image or brand is something that becomes the identity of a product, this brand is able to distinguish one product from another and is able to make products sold to the public or consumers more easily recognizable, this brand image can be in the form of names and symbols on the product. according to (Sari et al., 2020). People do not want or dare to consume the company's products because the brand image or brand image of a company that is not yet known by the general public is not trusted by the general public. A product is something that can be provided to the market for consideration, usage, possession, or consumption in order to meet the community's wants or needs (Firmansyah, 2019). In general, every product is produced or produced by a company to be able to help the community so that they get the goods or products they need, and every product that has good quality will be increasingly sought after and in demand by the public so that a buying and selling process occurs which causes the company to experience profits based on the process. the. However, companies also need to pay attention to the quality of products that are owned and marketed to the public so that people who own or consume these products feel satisfied and create loyalty to the company. The quality of a product is the main benchmark for a consumer to get satisfaction from the company. In general, the quality of a product has several dimensions as its benchmark, namely performance,(Umar, 2005). Based on this, it is important for companies or SMEs to pay attention to the quality of the products they have, so that consumers will like these products. Product quality that is not in accordance with the needs and desires of consumers can cause problems where the consumer will not do or consume the product again. Good quality products will be liked and in demand by consumers or the public for consumption. This is because people tend to choose and like products that have good quality, and products with good quality will produce a good brand image in the eyes of the community. Brand image is a set of brand associations formed by several products and remembered by consumers,(Rangkuti, 2002). The brand or brand is not just a logo that is printed on the product being sold or marketed, but the brand is the perception or assumption of a consumer or customer about the company. Companies that have been further established or are well-known for the brand or brand of the company are also better known and trusted by most people. Therefore, it is important to build a brand

image of a company's products so that people will trust and be attracted by consumers, this can be done by approaching the community, promotions and the products produced are good products and are needed by the community. Quality products and also companies that have a good brand image in the eyes of the public can provide satisfaction to consumers or people who consume these products and this can help create customer loyalty to the products of the company. Customer satisfaction is the consumer's feeling after feeling between what he has received and what he expects(Arianty et al., 2016). Customers will feel satisfaction for a product if the product from the company is considered good and can provide satisfaction to customers for a long time. Customers or consumers who are satisfied with the products consumed by a company will continue to consume these products for a long time as long as they remain satisfied with the product. There are several factors that can affect customer satisfaction in consuming a product, namely product quality, service quality, emotionality, price and cost(Arianty et al., 2016). Customer satisfaction will be created if customers or consumers who consume the product feel happy and like the product, therefore in an effort to increase customer satisfaction, the quality of the products offered must be improved to be of higher quality and more competitive with other companies or SMEs and brand image. The company must also help to support consumer satisfaction. If the products offered and the company's brand are not good then customer satisfaction will not be maximized. Customer satisfaction is a feeling that is felt by consumers after feeling between what he has received and the expectations he wants. Customers will feel satisfied if the value provided by the product or service can satisfy customers in a long time(Arianty et al., 2016).H3SOY Soy Milk is a Home Industry business that is engaged in the beverage sector by prioritizing and producing soy milk derived from soybeans. The H3SOY soy milk business has been established since 2010 or about 10 years ago to be precise, this business is located on Jalan Bhakti Dusun 3, Sidomulyo Village, Binjai District, Langkat Regency, North Sumatra. The soy milk produced has 2 different flavors, namely the original taste and also the brown sugar taste, the product is also sold using a cup and also using plastic. Soy milk produced per day can sell up to 4000 pcs, of which 2000 cup soy milk packs and 2000 soy milk are sold in plastic wrap.

Table 1. Issues Discussed

Name	Age	Issues discussed
Ani	35 Th	The level of customer loyalty to these products is not optimal, this is because people prefer cow's milk products or other packaged milk
Friday	52 Th	The brand image or brand on the business product is still not known by the wider community so that the marketing carried out does not reach many regions or regions
Nisa	23 Th	Products marketed are still less competitive with products from large companies with the same type of product
Windy	23 Th	In terms of product packaging, it is not optimal in providing satisfaction to

		customers who consume these products
Enda	28 Th	The lack of promotion through social media carried out by businesses

From the explanation and discussion of some of the problems that occur in MSMEs, I found the problems that occurred among them. Customer loyalty is not optimal because people prefer cow's milk or other packaged milk. The brand image of the business product is still not known by the wider community. The company's products are still less competitive with similar products from large companies that have entered the modern market. Consumer satisfaction has not been obtained by consumers who like soy milk.

LITERATURE REVIEW

Customer Loyalty
Customer loyalty refers to customers' preference for the organizational value supplied over competing organizations' alternative offerings. Customer loyalty might show an organization's proclivity to benefit from a customer's continuous preference for a certain offer (Assauri, 2012). Customer loyalty refers to customers' preference for the organizational value supplied over competing organizations' alternative offerings. Customer loyalty might show an organization's proclivity to benefit from a customer's continuous preference for a certain offer (Jasfar, 2012). Customer loyalty is something to describe the willingness of customers to always use the products in one company in the long term and use them exclusively and recommend to their friends to use the products of that company.(Lovelock et al., 2010). Customer loyalty is a loyalty that is determined by the relationship between relative attitudes and repeated patronage that gives rise to elements of repetitive attitudes and behaviors(Apriliani, 2019). Customer loyalty is a desire felt by someone to buy products from certain brands continuously(Gultom et al., 2020). Customer loyalty is a strong commitment that encourages someone to repurchase, loyalty in general can be interpreted as someone's loyalty in consuming a product.(Ishak & Luthfi, 2011). Customer loyalty is the choice made by consumers or someone to buy products from certain brands compared to the same product from other products.(Salim & Dharmayanti, 2014). Customer loyalty is a consumer who avoids risk by staying loyal to a brand that makes him satisfied and not buying products from other brands(Habibullah & Fitria, 2017). In the explanation of customer loyalty, it can be taken from the meaning of the consistency of a customer to buy the same product in different periods of time(Gultom et al., 2020).

Brand Image (Brand)
Brand Image is a name, symbol associated with the product/service offered to consumers, this brand image aims to identify the goods or services of a person or group of sellers to distinguish them from other sellers' products.(Arianty et al., 2016). A brand is a name, provision, design, symbol or anything that can be used to identify a product as well as to differentiate one product from another.(Kusuma et al., 2020). A brand is a combination of a name, word, symbol or a design that can give an identity to the product being marketed (Suyanto, 2017). Brand image is something that is used by companies to package a product so that it offers an emotional experience and touches the hearts of consumers (Apriliani, 2019). A consumer's view of a brand as a reflection of brand associations in their minds is referred to as brand image (Salim &

Dharmayanti, 2014). Brand image is a reflection of one's overall perception of a company, and it is shaped by one's experiences and emotions when using the brand's products (Herliza & Saputri, 2016). Brand image is a consumer's understanding of a brand or product as a whole (Habibullah & Fitria, 2017). A brand image is a description of a consumer's feelings and ideas about a specific brand (Nasution, 2018). Brand image is a set of beliefs or beliefs that consumers hold towards certain products in a company (Dewi et al., 2012). Brand image is a picture of a person or consumer in their perception of the company's products (Nasution, 2017). Establishing a brand image in the minds of consumers must be done on a regular basis in order for the brand image to remain strong and positive (Arif & Sari, 2020). Brand image is very important for the success of the product, because when buying a product, people will tend to buy the brand(Fahmi et al., 2020).

Product
Products are everything that is expected to meet human or organizational needs, quality products are the ability of products to fulfill their functions, quality products include durability, ability, convenience and other attributes that have value from a product.(Arianty et al., 2016). Products include physical objects, services, people, places, organizations, ideas, or a combination of all of the above forms that can be offered to the market to get attention, be purchased, used, and consumed that can satisfy and fulfill consumer needs. Products include physical objects, services, people, places, organizations, ideas, or a mix of all of the above forms that can satisfy and fulfill consumer needs (Abdullah & Tantri, 2012). A product is something that a company or a person can sell to the general public (Limakrisna & Susilo, 2018). A product is something that can be offered to the market to meet customer needs and wants (Andriany & Yusrita, 2015). Product quality refers to a product's ability to accomplish its functions, which includes things like durability, precision, and ease of use and maintenance, among other things (Saidani & Arifin, 2012). A product is anything that can be offered in a market for attention, demand, use, or consumption that satisfies the wants and needs of consumers.(Pongoh, 2013). Product quality is the sum total of features and characteristics capable of satisfying stated or unstated needs (Hermawan, 2011). Product is the extent or how big the level of feasibility of a product or service that can satisfy consumers(Arianty, 2015). Product quality is a complex form possessed by goods or services that can lead to satisfaction for consumers (Hidayat, 2009). Product quality is the overall characteristics and features contained in the product to be able to provide satisfaction to users of the product(Hayati & Sekartaji, 2015). Product quality is something that is offered in a product to consumers for consumption and provides benefits to these consumers(Gultom, 2017). Product quality is something that must be considered for every company considering the increasing competition between companies, because every company is always trying to improve market share and reach new customers(Arif, 2021). Adequate quality will give the impression that the product or service offered is feasible and in accordance with the needs of potential consumers(Arif, 2020).

Customer Satisfaction
Customer satisfaction is a feeling that is felt by consumers after feeling between what he has received and the expectations he wants. Customers will feel satisfied if the value provided by the product or service can satisfy customers in a long time(Arianty et al., 2016). Customer satisfaction is an evaluation of the aspects of a product or service that can provide a level of client satisfaction in relation to meeting customer consumption needs (Jasfar, 2012). After consuming a product and comparing the perception of the product's performance to the customer's expectations, customer satisfaction is a feeling of joy or dissatisfaction (Kotler, 2002). Customer satisfaction is a feeling that arises after consuming a product (Dewi et al., 2012). Consumer

satisfaction is the result of an in-depth assessment of the performance of the products used (Ishak & Luthfi, 2011). Customer satisfaction refers to how satisfied a customer is after comparing the perceived performance or results to the expectations of the customer (Salim & Dharmayanti, 2014). Customer satisfaction refers to a customer's reaction to a perceived gap between expectations and product performance (Saidani & Arifin, 2012) Customer satisfaction is a response to customer satisfaction with a consumption experience, or a small part of that experience (Hermawan, 2011). Customer satisfaction is the degree to which a product's and service's benefits are perceived in accordance with the consumer's expectations (Arianty, 2015). Customer satisfaction is a feeling that arises after consuming a product (Hidayat, 2009)

RESEARCH METHOD

The method used in this study is survey research, as it uses a sample from a single population. The goal of this study is to explain the causal relationship between research variables and test hypotheses using an explanatory research approach. This research is included in the category of causal research using a quantitative approach. according to (Sugiyono, 2018) Causal research is research that wants to see whether a variable that acts as an independent variable has an effect on other variables that become the dependent variable. Quantitative research is research where the problem is not determined at the beginning, but the problem is found after the researcher goes into the field and if the researcher gets a new problem, then the problem is re-examined until all the problems have been answered.

RESULTS

Data Analysis

Partial Least Square Analysis
Analysis of the measurement model, the analysis of the measurement model serves to measure the construct reliability and validity of a study and to determine the results of Discriminant validity in this study.

Table 2. Construct Reality & Validity

	Cronbach Alpha	Rho_A	Composite Realibility	Average Variance Extracted (AVE)
Brand Image	0.888	0.889	0.915	0.642
Product quality	0.918	0.920	0.931	0.576
Customer satisfaction	0.936	0.938	0.946	0.638
Customer loyalty	0.846	0.851	0.886	0.565

Based on the results of the calculation of the table construct reliability and validity, the following results are obtained:
a) In X1 the result is that the Cronbach Alpha is 0.888. Rho_A on X1 is 0.889. Composite reliability is worth 0.915. And Average Variance Extracted is 0.642. Based on these results, all the research criteria for construct reliability and validity on X1 are of good value. Therefore, construct reliability and validity on X1 is good.

b) In X2, the result is that Cronbach's Alpha is 0.918. Rho_A on X2 is 0.920. Composite reliability is worth 0.931. And Average Variance Extracted is 0.576. Based on these results, all the research criteria for construct reliability and validity on X2 are of good value. Therefore, construct reliability and validity on X2 is good.

c) In X3, the result is that the Cronbach Alpha is 0.936. Rho_A on X3 is 0.938. Composite reliability is worth 0.946. And Average Variance Extracted is 0.638. Based on these results, all research criteria for construct reliability and validity on X3 are of good value. Therefore, construct reliability and validity on X3 is good.

d) In the Y variable, the result is that the Cronbach Alpha is 0.846. Rho_A on variable Y is 0.851. Composite reliability is worth 0.886. And Average Variance Extracted is 0.565. Based on these results, all the research criteria for construct reliability and validity on Y are of good value. Therefore, construct reliability and validity on Y are good.

Direct Effect

The hypothesis of a direct influence of a variable that affects the affected variable can be tested using direct effect analysis. This analysis is used to determine the effect of one variable with other variables. according to (Juliandi, 2018) The direct effect measurement criteria include:

1) The path coefficient; if the path coefficient is positive, the influence of an independent variable on the dependent variable is unidirectional; what this means is that as the value of an independent variable increases, so does the value of the dependent variable. If the path coefficient is negative, an independent variable's influence on the dependent variable is in the opposite direction; as the value of an independent variable rises, the value of the dependent variable fall.

2) Profitability/Significant value or P-value, if the P-value <0.05 then it is significant. And if the P-value > 0.05 then it is not significant.

Table 3. Path Coefficients

	Original samples	P-values
Brand Image → Customer Satisfaction	0.420	0.003
Brand Image→ Customer Loyalty	0.170	0.336
Product Quality→ Customer Satisfaction	0.447	0.004
Product Quality→ Customer Loyalty	0.264	0.108
Customer Satisfaction→ Customer Loyalty	0.429	0.015

Based on the calculation table above, the following results are obtained, among others:

a) The influence of the brand image variable on the consumer satisfaction variable is positive and significant. This is because the results of the original sample are positive and the P-values <0.05. Then the brand image has a positive and significant effect on consumer satisfaction.

b) The influence of the brand image variable on the customer loyalty variable is positive and not significant. This is because the results of the original sample are positive and the P-values > 0.05. Then the brand image has a positive and insignificant effect on customer loyalty.

c) The effect of product quality variable on consumer satisfaction variable is positive and significant. This is because the results of the original sample are positive and the P-values <0.05. Then the quality of the product has a positive and significant effect on consumer satisfaction.

d) The effect of product quality variable on customer loyalty variable is positive and not significant. This is because the results of the original sample are positive and the P-values > 0.05. So, product quality has a positive and insignificant effect on customer loyalty.

e) The influence of consumer satisfaction variable on customer loyalty variable is positive and significant. This is because the results of the original sample are positive and the P-values <0.05. So, consumer satisfaction has a positive and significant effect on customer loyalty.

Picture 1. Mediation Effect
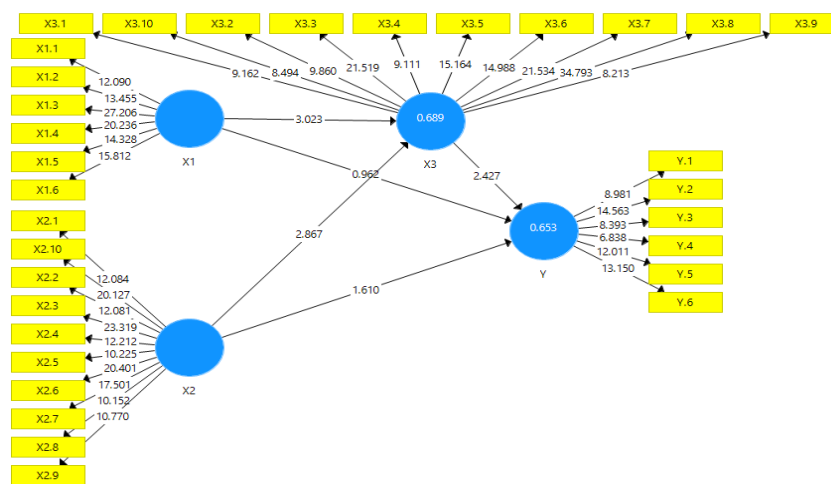
Indirect Effects

The indirect hypothesis of an independent variable on the dependent variable is tested using indirect effect analysis, which is mediated by an intervening variable (Juliandi, 2018). The criteria are:

It is significant if the P-values are less than 0.05, indicating that the mediating variable can mediate the effect of an independent variable on a dependent variable. To put it another way, the effect is indirect. It is not significant if the P-values are greater than 0.05, indicating that the mediating variable is unable to mediate the influence of the independent variable on the dependent variable. To put it another way, the effect is direct.

Table 4. Indirect Effect

	Original Sample	P-values
Brand Image→Customer Satisfaction→Customer Loyalty	0.180	0.046
Product Quality→Customer Satisfaction→Customer Lotality	0.192	0.089

The following conclusions can be drawn from the indirect effect table:

Consumer pleasure has the ability to mitigate the impact of brand image on customer loyalty. This is based on the results of the P-values, which came out to be 0.05. According to these findings, brand image has a considerable impact on customer

loyalty, with customer satisfaction serving as an intervening variable. The effect of product quality on customer loyalty is not mitigated by the consumer happiness variable. This is based on the P-values, which show > 0.05. The impact of product quality on customer loyalty with customer happiness as an intervening variable is not substantial, according to these findings.

Total Effect
Is the sum of the direct and indirect effects (Juliandi, 2018).

Table 5. Total Effect

	Original samples	P-values
Brand image → Satisfaction	0.420	0.003
Brand image→ Loyalty	0.350	0.020
Product Quality→ Satisfaction	0.447	0.004
Product Quality→ Loyalty	0.456	0.001
Customer Satisfaction→ Loyalty	0.429	0.015

Based on the total effect table, the following conclusions can be drawn, among others:
a) The total effect of the brand image variable on the consumer satisfaction variable is 0.420
b) The total effect of the brand image variable on the customer loyalty variable is 0.350
c) The total effect of the product quality variable on the consumer satisfaction variable is 0.447
d) The total effect of the brand image variable on the customer loyalty variable is 0.456
e) The total effect of the consumer satisfaction variable on the customer loyalty variable is 0.429

DISCUSSION

This discussion is about the results of research findings on the suitability of theories, opinions, and previous research that has been put forward by previous research and behavioral patterns that must be done to overcome these things.

The Effect of Brand Image on Consumer Satisfaction
According to the results of hypothesis testing utilizing the Sem-pls tool, brand image has a strong positive effect on consumer satisfaction in the h3soy soy milk home industry. This is determined by the results of sem-pls computations using 0.003 p-values. As a result, the higher consumer happiness, the better the brand image in the h3soy soy milk home industry. According to the findings of this study, brand image has an impact on consumer satisfaction, which is consistent with past studies (Herliza & Saputri, 2016) Customer satisfaction is influenced by a company's brand image. Also, based on the findings of other studies (Salim & Dharmayanti, 2014);(Nasution High School, 2017) The same conclusion was reached: brand image has a major influence on consumer satisfaction. In order to boost consumer satisfaction in the h3soy soy milk company, the home industry of h3soy soy milk should pay more attention to the brand image of the business, as well as the brand image of the business product, according to this study.

The Effect of Brand Image on Customer Loyalty
The results show that brand image has a positive and insignificant effect on customer loyalty in the h3soy soy milk home industry, based on the calculation of hypothesis

testing using the Sem-pls program. This is based on the results of sem-pls computations, which yielded p-values of 0.336. As a result, the higher consumer happiness, the better the brand image in the h3soy soy milk home industry. According to the findings of this study, brand image has an impact on consumer satisfaction, which is consistent with past studies (Apriliani, 2019) According to the findings, brand image has a favorable impact on consumer loyalty. And, based on the findings of other studies (Habibullah & Fitria, 2017) Customer loyalty is influenced by brand image. In order to build customer loyalty in the h3soy soy milk business, the home industry of h3soy soy milk should pay more attention to the brand image of the business as well as the brand image of the product, according to this research.

The Effect of Product Quality on Consumer Satisfaction
Product quality has a strong beneficial effect on consumer satisfaction in the home industry of h3soy soy milk, according to the results of hypothesis testing using the Sem-pls application. This is determined by the results of sem-pls computations, where the p-values are less than 0.004. As a result, the greater the product quality in the h3soy soy milk home sector, the higher the consumer happiness. The findings of this study are consistent with those of prior investigations (Arianty, 2015) where the results obtained that product quality affects consumer satisfaction. Based on other research (Saidani & Arifin, 2012) According to the findings, product quality has an impact on consumer satisfaction. Product quality is something that the product provides or owns in order to help fulfill the wants and needs of the people who will buy it. Quality items can provide everybody who utilizes them a sense of fulfillment. Consumer pleasure in utilizing these products will rise as a result of high-quality products. Based on the findings of this study, the h3soy soy milk home industry must be able to maintain the quality of its products, and it is beneficial to be able to boost the satisfaction of consumers who consume these products.

Effect of Product Quality on Consumer Loyalty
Product quality has no substantial beneficial effect on consumer loyalty in the h3soy soy milk home sector, according to the findings of hypothesis testing using the Sem-pls application. This is determined by the results of sem-pls calculations with p-values greater than 0.108. As a result, the higher the quality of the product in the h3soy soy milk home sector, the higher the consumer loyalty. The same conclusions were achieved in other studies based on the findings of this study, namely that product quality has an effect on consumer loyalty (Pongoh, 2013);(Hermawan, 2011);(Gultom, 2017) where the findings of this study revealed that product quality has an impact on consumer loyalty. Product quality is something that is offered or owned by the product to be able to help meet the wants and needs of the people who will buy the product. Quality products can increase customer loyalty in using a product. This is based on if a person already feels happy with the quality of the product he has, he will continue to use and consume the product regularly and in the long term. Based on this, the soy milk home industry business needs to continue to improve the quality of its products so that it will be able to help increase the loyalty of customers who consume these products.

The Effect of Consumer Satisfaction on Customer Loyalty
Customer satisfaction has a strong positive effect on customer loyalty in the h3soy soy milk home sector, according to the results of hypothesis testing utilizing the Sem-pls program. This is based on the results of sem-pls computations, which yielded p-values of 0.015. As a result, the higher customer loyalty in the h3soy soy milk home industry, the higher consumer satisfaction. This study's findings are consistent with earlier research (Ishak & Luthfi, 2011) where the results obtained that consumer satisfaction affects customer loyalty. And based on other research results (Dewi et al., 2012 Client

happiness has a strong beneficial effect on customer loyalty, according to the findings. Consumer satisfaction refers to how a person feels after using a product. Consumers who are happy with the things they buy are more likely to become loyal to them. With a high degree of customer satisfaction, consumer loyalty will be high as well. According to the findings of this study, the h3soy home industry firm must continue to improve consumer happiness with its products in order to develop customer loyalty.

The Influence of Brand Image on Customer Loyalty with Consumer Satisfaction as an Intervening Variable

Consumer satisfaction has a considerable effect on the influence of brand image on customer loyalty in the home industry of h3soy soy milk, according to the results of hypothesis testing using the Sem-pls application. This is based on the results of sem-pls computations, which yielded p-values of 0.046. As a result, it can mediate between brand image and client loyalty based on consumer happiness. This study's findings are consistent with earlier research (Damayanti & Wahyono, 2015) Specifically, the findings show that brand image has an impact on customer loyalty via customer satisfaction as an intervening variable. According to this study, the home industry of h3soy soy milk should pay more attention to the company's brand image as well as the brand image of the company's products in order to boost consumer satisfaction and develop customer loyalty in the h3soy soy milk business.

Effect of Product Quality on Customer Loyalty with Consumer Satisfaction as An Intervening Variable

Consumer satisfaction has no significant effect on the effect of product quality on customer loyalty in the home industry of h3soy soy milk, according to the results of hypothesis testing using the Sem-pls application. This is determined by the p-values obtained using sem-pls, which are greater than 0.089. As a result, consumer happiness is unable to bridge the gap between product quality and customer loyalty. Based on previous research findings (Damayanti & Wahyono, 2015) Customer loyalty is influenced by product quality, which is influenced by customer satisfaction as an intervening variable. According to this study, the h3soy soy milk home industry delivers innovation in developing business products, which is important for raising consumer pleasure in the h3soy soy milk business and creating customer loyalty for these business products.

The Influence of Brand Image and Product Quality on Customer Loyalty with Consumer Satisfaction as an Intervening Variable

According to this study, the home industry of h3soy soy milk should pay more attention to the business's brand image as well as the brand image of the business's product in order to increase consumer satisfaction in the h3soy soy milk business and create customer loyalty by using or producing the product. It has the potential to increase client loyalty if it is of high quality.

CONCLUSION

Several conclusions can be drawn in this study based on the above-mentioned research findings, namely: According to the results of the aforementioned research, which were acquired using the SEM-PLS method and yielded a value of 0.003, brand image has a considerable impact on consumer satisfaction in the h3soy soy milk industry. According to the findings of the aforesaid study using the SEM-PLS method, the results obtained are 0.336, indicating that brand image has no substantial impact on customer loyalty in the h3soy soy milk business. According to the findings of the aforesaid study using the SEM-PLS method, the results obtained are 0.336, indicating that brand image has no substantial impact on customer loyalty in the h3soy soy milk

business. Based on the results of the study above, which were acquired using the SEM-PLS method and yielded a value of 0.004, product quality has a considerable impact on consumer satisfaction in the h3soy soy milk industry. Based on the 0.108 results produced from the preceding research using the SEM-PLS approach, product quality has no significant effect on customer loyalty in the h3soy soy milk business. Consumer satisfaction has a major effect on customer loyalty in the h3soy soy milk industry, based on the results of the aforementioned research based on the SEM-PLS approach, the results obtained are 0.015. Based on the results of the preceding study, which were calculated using the SEM-PLS method and yielded a value of 0.046, brand image has a considerable impact on customer loyalty via customer satisfaction as an intervening variable. Based on the results of the preceding research, which were acquired using the SEM-PLS method and yielded a value of 0.089, product quality has no substantial impact on customer loyalty when customer pleasure is used as an intervening variable.

Suggestion
The following recommendations can be made based on the research findings and conclusions in this study: Because brand image has such a large impact on consumer satisfaction, it is critical for businesses to be able to maintain and improve their brand image so that they can continue to give satisfaction to their customers. Because brand image has no bearing on customer loyalty, it is critical for a firm to be able to maintain and improve its brand image in the eyes of the general public and business customers in order to increase customer loyalty. Product quality has a huge impact on consumer satisfaction; as a result, the company must do all possible to implement innovation and creativity in order to improve the product's quality and continue to satisfy the company's customers. Because product quality has little bearing on customer loyalty, the company must do all possible to innovate and be creative in order to improve the product's quality and maintain customer loyalty. Customer loyalty is influenced by consumer satisfaction. As a result, continuing to deliver and sustain consumer satisfaction after eating h3soy soy milk products can promote customer loyalty in the business. Customer satisfaction as an intervening variable has a significant effect on customer loyalty; as a result, it is critical for the business to be able to maintain and improve its brand image so that it can continue to provide satisfaction to its customers; by increasing customer satisfaction, it will increase customer loyalty to the business. Customer satisfaction as an intervening variable has no significant effect on customer loyalty. As a result, it is critical for the business to innovate and be creative in order to improve the quality of the product so that it can continue to provide satisfaction to the business's customers. Creating customer satisfaction will increase customer loyalty in the business. It is preferable to add variables to be used or substitute certain factors with other variables in future research that uses the same research topic so that the results acquired are broader than this research. Further research can also use a company that is different from the company where this research is carried out.

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The authors state that the publishing of this paper does not include any conflicts of interest.

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