



Influence of Social Media Marketing, Product Quality, and Brand Image On Customer Loyalty Through Customer Satisfaction (Study on La Moringa Consumers, NTT)

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ABSTRACT

The purpose of this study was to determine the effect of Social Media Marketing, Product Quality, and Brand Image on Customer Loyalty through Customer Satisfaction on La Moringa NTT consumers. quantitative research using descriptive and explanatory research methods, for data processing using SEM-PLS. Survey data was collected online and it was found that 217 respondents were La Moringa consumers. Social Media Marketing, Product Quality, and Brand Image have a positive and significant effect on Customer Satisfaction, H1, H2 and H3 are accepted. Social Media Marketing, Product Quality, and Brand Image have a direct positive and significant effect on Customer loyalty, Customer Satisfaction has a positive and significant effect on Customer loyalty H4, H5, H6, and H7 are accepted. Whereas Customer Satisfaction has a positive and significant effect on mediating Social Media Marketing, Product Quality, and Brand Image on Customer Loyalty, H8, H9, and H10 as mediating variables are accepted.

Keywords: Social Media Marketing, Product Quality, Brand Image, Customer Loyalty Customer Satisfaction

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INTRODUCTION

Customer loyalty in business activities is certainly not a foreign thing. In a business context, customer loyalty is often associated with consumers or customers who purchase products repeatedly at our business. So that customer loyalty can simply be interpreted as a consumer or customer loyalty. Loyalty will move consumers or customers to purchase products repeatedly. Customer satisfaction is often associated with loyalty. Because satisfaction is an assessment of a product or service performed by the customer in meeting his expectations of the product or service. This can be seen in the field phenomenon regarding customer loyalty, where if a customer is satisfied with an item he has purchased, it is likely that the customer will be loyal to the product and give a good assessment of the company. But on the contrary, if the customer is dissatisfied with the service or the goods he has purchased are not following his expectations, then the buyer will give the company a bad rating and will not buy the product again.

Kotler and Keller (2009) The rapid development of business in the food and beverage industry makes business people sensitive to any changes that occur and places an orientation towards customer satisfaction as the main goal and increases profits. Customer satisfaction is the feeling a customer gets after comparing the product's perceived performance with the customer's expectations, either feeling satisfied or disappointed. Because customer loyalty is not necessarily formed suddenly and of course, it takes a long time to achieve customer loyalty. In addition, several supporting aspects must be considered including marketing techniques, digital marketing as the use of technology to support marketing activities that aim to increase consumer knowledge by adapting to their needs (Rahayu et al., 2021). the quality of the products produced and the brand image that can lure customers to make purchases. As research conducted (Hanaysha, 2017) customer satisfaction can be influenced by social media marketing and has a significant effect. And research (Irawan, 2015) found product quality to have a large effect on satisfaction and loyalty, as well as satisfaction influencing loyalty. (Putu et al., 2015) state that brand image has a positive and significant effect on customer loyalty. As business competition is getting tougher, social media marketing is an effective marketing strategy in delivering promotions and attracting a lot of consumers' attention to get closer to brands and making it easier for companies to reach consumers.

One company that takes advantage of the digital world that has quality products and pays attention to the company's brand image in developing marketing strategies is La Moringa, which was founded by Dr. Andre Hartanto. La Moringa is a business engaged in the culinary



field which was inaugurated on December 16, 2019, in the City of Kupang, East Nusa Tenggara with various processed food products made primarily from Moringa leaves, which are then produced and presented as souvenirs typical of East Nusa Tenggara. By using Moringa leaves as the main ingredient, La Moringa produces unique and healthy products because one of the benefits is to maintain immunity, especially during the transition from the Covid-19 pandemic as it is currently, which will encourage people to look for healthy food and beverage products. Based on some of the descriptions above, the researcher will conduct research with the title "The Influence of Social Media Marketing, Product Quality, and Brand Image on Customer Loyalty Through Customer Satisfaction on Consumers of La Moringa NTT".

LITERATURE REVIEW

1. Customer Loyalty

Hurriyati (2010) stated that customer loyalty has an important role in a company, maintaining them means improving financial performance and maintaining the company's survival, this is the main reason for a company to attract and retain customers. Efforts to make loyal customers cannot be done directly, but through several stages, starting from finding potential customers to getting partners. The understanding of customer loyalty is not only seen from the transaction or repeated purchases (repeat customers).

2. Customer Satisfaction

In determining customer satisfaction, companies must be able to identify, fulfill and satisfy customer needs properly, where customer satisfaction has become a central concept in business. According to Kotler (2009), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing it with the perceived performance of the products offered. If the performance offered exceeds expectations, there will be satisfaction and feelings of pleasure.

3. Social Media Marketing

Social media marketing is a new aspect of the marketing strategy of companies involved with marketing products, services, information, and ideas through online social media (Moslehpour et al., 2020). Some social media marketing that is currently popular includes Instagram, Facebook, Twitter, Pinterest, YouTube, LinkedIn, and many others. Each social media has different uses and procedures. Social media marketing can be said

as a process that encourages individuals to carry out promotions through their websites, products, or services through online media channels to communicate with others, by taking advantage of a much larger community. In this case, social media marketing makes it easy for companies to interact with consumers online at a lower cost, and without time limits.

4. Product Quality

Product quality is the ability of a product to carry out its functions. Product quality has a very close relationship with customer satisfaction because product quality can be judged by the product's ability to create customer satisfaction. The relationship between product quality and customer satisfaction is also confirmed by Pribadi (2014), who argues that the quality of a product is determined by the customer through the characteristics that exist in a product and service, where whether or not a customer is satisfied is influenced by the value obtained by consuming a product. The higher the level of product quality in satisfying customers, the higher customer satisfaction will be (Kotler and Armstrong, 2012). Mowen (2017) argues that product quality has a direct influence on customer satisfaction. By increasing the ability of a food product, a competitive advantage will be created so that customers become more satisfied.

5. Brand Image

Brand Image or brand image is a set of beliefs, ideas, and impressions that are embedded in the minds of consumers towards a brand (P. Kotler, 2009). Brand image is something that is considered capable of forming opinions and perceptions of consumer trust in a product (Rahmawan & Suwitho, 2020). Brand image is defined as a brand representation in the minds of consumers or a set of perceptions about a brand, both objective and subjective (Putra & Evanita, 2021) (Fitria et al., 2019) brand image is built on the perceptions obtained by consumers when there is contact with a product or brand.

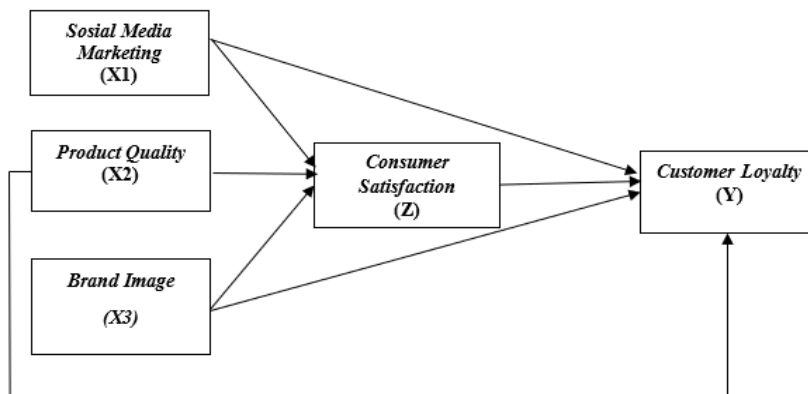
METHODS

This type of research is descriptive and explanatory research, with a quantitative approach. Descriptive research is used to explain problems related to Social Media Marketing, Product



Quality, Brand Image, Customer Satisfaction, and Customer Loyalty, to consumers of La Moringa NTT. While explanatory research is used to determine the relationship between variables regarding Social Media Marketing, Product Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. In this research design, the analysis used is SEM-PLS analysis. The instrument used was a questionnaire conducted via Google Forms with a 5-point Likert scale. The research instrument was tested for validity and reliability. The research design model in this study is described in the following figure.

Figure 1. Research design



The population of this study is infinite and the population under study is not known, namely the entire consumer of La Moringa NTT. The sample in this study was taken from an unknown population (infinite population), therefore it is necessary to estimate the proportion of the population. The sampling technique used in this study is one of the non-probability sampling techniques, namely purposive sampling. Based on the initial survey data processing, it was found that the estimated proportion of consumers buying La Moringa NTT products was 83%, so the sample size was calculated using the Sample Size Calculator. Thus, from the data collection results that have been obtained, it can be determined that the sample is 217 respondents.

RESULT AND DISCUSSION

Descriptive Analysis

1. Customer Loyalty (Y)

Customer Loyalty in this study has 3 indicators, namely repurchasing, Saying Positive Things, and Recommending to Others. The average Social Media Marketing variable is 4.11 so in the interval class it is included in the 3.40 - 4.19 category or the effective/high category. It can be concluded that La Moringa's Social Media Marketing is already high but needs to be improved again, because the higher the Social Media Marketing in the company, it can increase consumer satisfaction and loyalty.

2. Social Media Marketing Variable (X1)

Social Media Marketing has 3 indicators including Entertainment, Interaction, and Trendiness. The average Product Quality variable is 4.24 so in the interval class it is included in the 3.40 - 4.19 category or the very effective/very high category. La Moringa's Social Media Marketing is already high but needs to be improved again, because the higher the Social Media Marketing at the company, it can increase consumer satisfaction and loyalty.

3. Product Quality Variable (X2)

Product Quality has 5 indicators, including a varied product menu, taste according to expectations, products presented are hygienic (clean), durability, and good or bad product reviews. The average Product Quality variable is 4.24 so in the interval class it is included in the 3.40 - 4.19 category or the very effective/very high category. It can be concluded that the Product Quality presented by La Moringa is very good because presenting good product quality will increase consumer satisfaction and loyalty.

4. Brand Image Variable (X3)

Brand Image has 3 indicators, namely Corporate Image, User Image, and Product Image. The average brand image variable is 4.21 so in the interval class it is included in the 3.40 - 4.19 category or the very effective/very high category. It can be concluded that the brand image has been built very well. A better Brand Image will increase consumer loyalty.

5. Variable Customer Satisfaction (Z)

Customer Satisfaction has 3 indicators including conformity with expectations, service quality, and emotional factors. The average variable of Customer Satisfaction is 4.18 so in the interval class it is included in the 3.40 - 4.19 category or the effective/high category. It can be concluded that consumers will feel satisfied and influenced by various aspects such as products and services obtained.



Outer Model Analysis

Analysis of the measurement model (outer model) is carried out to ensure that the measurement used is feasible to be used as a measurement.

Table 1. Outer Model Analysis

Variable	indicator	Outer Loading	P-value	outer VIF	Explanation
Customer Loyalty	CL1	0,899	0,000	2,473	Valid
	CL2	0,893	0,000	2,324	Valid
	CL3	0,898	0,000	2,432	Valid
Social Media Marketing	SM1	0,836	0,000	1,643	Valid
	SM2	0,856	0,000	1,692	Valid
	SM3	0,785	0,000	1,435	Valid
Product Quality	PQ1	0,719	0,000	1,532	Valid
	PQ2	0,827	0,000	2,051	Valid
	PQ3	0,755	0,000	1,759	Valid
	PQ4	0,777	0,000	1,825	Valid
	PQ5	0,843	0,000	2,148	Valid
Brand Image	BI1	0,879	0,000	2,290	Valid
	BI2	0,905	0,000	2,436	Valid
	BI3	0,885	0,000	2,162	Valid
Customer Satisfaction	CS1	0,803	0,000	1,642	Valid
	CS2	0,860	0,000	1,746	Valid
	CS3	0,831	0,000	1,510	Valid

The research instrument above is an outer loading value that meets the criteria, is > 0.7 which proves that the entire instrument is valid. The overall significance value indicated by a p-value < 0.05 proves that the research instrument is significant. Next is the formative measurement model (outer VIF) where the estimation results for the entire instrument show outer VIF values < 5 which proves that there is no multicollinearity between measurement items.

Determinant Coefficient (R²) and (Q²)

The inner model aims to examine the relationship between latent variables by seeing how much variance can be explained. The R Square and Q Square values in this study are to determine the predictive power of the structural model of each endogenous latent variable.

Table 2. Determinant Coefficient (R2) and (Q2)

Variable	R-square	Q ² predict
<i>Customer Loyalty</i>	0,647	0.605
<i>Customer Satisfaction</i>	0,323	0.298

The R-squares value of the Customer Loyalty variable is 0.647 or 64.7%. This shows that the employee performance variable can be explained by the social media marketing product quality, brand image, and customer satisfaction variables of 64.7%. Then the R-squares value of the customer satisfaction variable is 0.323 or 32.3%. This shows that the variable customer satisfaction can be explained by the variable social media marketing product quality and brand image.

Q Square Predict value > 0 which indicates that the variable customer loyalty with a value of 0.605 and customer satisfaction with a value of 0.298 has predictive relevance. So any change in the social media marketing product quality, brand image, and customer satisfaction variables can predict any changes in the customer loyalty variable.

Hypothesis testing

Hypothesis testing was carried out to find out whether a hypothesis can be accepted or rejected by looking at the t-statistic value > 1.96 and p-value < 0.05, it is stated that the relationship between variables is significant. The Hypothesis analysis test was carried out with smartPLS 4.0 software.

Table 3. Path Coefficient

Hypothesis	Path Coefficient	P-value	F-Square	Explanation
Social Media Marketing -> Customer Satisfaction	0,217	0,025	0,036	Accepted
Product Quality -> Customer Satisfaction	0,355	0,000	0,096	Accepted
Brand Image -> Customer Satisfaction	0,178	0,001	0,046	Accepted
Social Media Marketing -> Customer Loyalty	0,371	0,000	0,196	Accepted
Product Quality -> Customer Loyalty	0,349	0,000	0,163	Accepted
Brand Image -> Customer Loyalty	0,096	0,029	0,025	Accepted



Customer Satisfaction -> Customer Loyalty	0,202	0,000	0,078	Accepted
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Table 4. Mediation Analysis

Hypothesis	Path Coefficient	P-value	Explanation
Social Media Marketing -> Customer Satisfaction -> Customer Loyalty	0,044	0,040	Accepted
Product Quality -> Customer Satisfaction -> Customer Loyalty	0,072	0,004	Accepted
Brand Image -> Customer Satisfaction -> Customer Loyalty	0,036	0,014	Accepted

Based on the results of testing the hypothesis above, the influence between variables can be explained as follows

H1: Effect of Social Media Marketing on Customer Satisfaction to the Consumers of La Moringa NTT

There is a positive and significant influence of social media marketing on customer satisfaction for consumers of La Moringa NTT. Based on Table 4.20, it is explained that if the path coefficient is 0.271 with a p-value of 0.025, then H1 is accepted. The results of this study are supported by research (Usman Wibowo & Yulianto, 2022); (Hanaysha, 2017) Social media marketing has a positive and significant influence on consumer satisfaction. Social media marketing is the use of selected social media in business to understand and interact with consumers so that they can achieve company goals (Adriana et al., 2022). La Moringa's social media marketing is already high but needs to be improved again, because the higher the company's social media marketing, this can increase consumer satisfaction and loyalty. This can also be seen from the results of questionnaires and questionnaires which state that many consumers feel helped and satisfied with La Moringa's social media marketing. So, the higher the good social media marketing, the higher the customer satisfaction they experience.

H2: Effect of Product Quality on Customer Satisfaction to the Consumers of La Moringa NTT

There is a positive and significant influence between product quality and customer satisfaction for La Moringa NTT consumers. Based on Table 4.20, it is explained that if the path coefficient is 0.355 with a P value of 0.000, then H2 is accepted. The results of this study are supported by Assauri's research (2018), product quality is a statement of the level of ability of a particular brand or product to carry out the expected functions. Based on the results of research conducted by (Dan & Ali, 2017; Hoe & Mansori, 2018; Sitanggang et al., 2019) (Fitria et al., 2019) found product quality to have a positive and significant effect on customer satisfaction. The product quality presented by La Moringa is very good because presenting good product quality will increase consumer satisfaction and loyalty. This is supported by the results of a questionnaire which states that they are satisfied with La Moringa's products, both in terms of variants, taste, product, and hygiene, and I can stand the product. By providing good product quality it will increase consumer satisfaction.

H3: Effect of Brand Image on Customer Satisfaction to the Consumers of La Moringa NTT

There is a positive and significant influence between brand image and customer satisfaction among La Moringa NTT consumers. Based on Table 4.20, it is explained that if the path coefficient is 0.178 with a P value of 0.001, then H3 is accepted. The results of this study are supported (Usman Wibowo & Yulianto, 2022); (Laila, 2017); (Taniaji, 2012); (Fitria et al., 2019) (Rully et al., 2019) Brand image has a positive and significant influence on consumer satisfaction. The brand image owned by La Moringa NTT is good based on the results of the questionnaires distributed to respondents. The average respondent is interested in La Moringa company because of the brand image owned by La Moringa. Both in terms of corporate image, user image, and product image, it can be concluded that the brand image of La Moringa NTT is good and increases consumer satisfaction.

H4: Effect of Social Media Marketing on Customer Loyalty to the Consumers of La Moringa NTT



There is a positive and significant influence of social media marketing on customer loyalty among consumers of La Moringa NTT. Based on Table 4.20, it is explained that if the path coefficient is 0.371 with a P value of 0.000, then H4 is accepted. The results of this study are supported by Ramadhan et al (2019); (and Month & Chandra, 2021) who say that social digital marketing has a positive and significant effect on loyalty. Loyalty will be more positive if companies can manage social media marketing well because basically, the company's main goal of doing marketing is to create consumer interest in the company and then generate an attitude of loyalty.

H5: Effect of Product Quality on Customer Loyalty for Consumers of La Moringa NTT

There is a positive and significant influence between product quality and customer loyalty among consumers of La Moringa NTT. Based on Table 4.20, it is explained that if the path coefficient is 0.349 with a P value of 0.000, then H5 is accepted. The results of this study are supported by research conducted (Chaniago, 2020); (Bali, 2022); (Grayson, 2010); (Irawan, 2013); (Harjanto, 2010); (Griffin, 2010) (Fitria et al., 2019) said that product quality has a significant effect on customer loyalty. , The average respondent said they were satisfied with both the variant, taste, hygiene, and product durability from La Moringa. It is hoped that the owner of La Moringa will be able to maintain and improve product quality according to demand and the times to increase customer satisfaction and loyalty.

H6: Effect of Brand Image on Customer Loyalty to the Consumers of La Moringa NTT

There is a positive and significant influence of brand image on customer loyalty among consumers of La Moringa NTT. Based on Table 4.20 it is explained that if the path coefficient is 0.096 with a P value of 0.029 then H6 is accepted. The results of this study are supported by research conducted (Purwianti & Leon, 2022), (Andhika & Jatra, 2022); (Fitria et al., 2019); (Rully et al., 2019) said that brand image has a positive and significant positive effect on consumer loyalty. The brand image owned by La Moringa is considered good because from the results of the consumer questionnaire La Moringa said that consumers find it easy to remember the brand from La Moringa gets the highest results.

H7: Effect of Customer Satisfaction on Customer Loyalty for Consumers of La Moringa NTT

There is a positive and significant influence between customer satisfaction and customer loyalty among consumers of La Moringa NTT. Based on Table 4.20, it is explained that if the path coefficient is 0.202 with a P value of 0.000, then H7 is accepted. The results of this study are supported by research conducted (Month & Chandra, 2021); (Fraering, 2013); (Inamullah, 2012); (Ibojo, 2015); (Fitria et al., 2019) said customer satisfaction has a significant effect on customer loyalty. Consumers feel satisfied with what La Moringa provides in terms of suitability of expectations, service quality, and emotional factors. Consumer satisfaction is expected to make consumers revisit and become loyal customers. It is hoped that the owners of La Moringa can maintain the factors that can increase consumer satisfaction so that consumers can become loyal.

H8: Effect of Social Media Marketing on Customer Loyalty through Customer Satisfaction to Consumers of La Moringa NTT

There is an indirect effect between social media marketing on customer loyalty through customer satisfaction for La Moringa NTT consumers. based on table 4.21 it is explained if the path coefficient of Social Media Marketing to Customer Loyalty through Customer Satisfaction is 0.044 with a P value of 0.040 thus H8 is accepted. The results of this study are in line with research on social media marketing on customer loyalty through customer satisfaction (Suharyono & Widiyanto, 2021) saying that social media marketing has an indirect and positive effect on loyalty. La Moringa's social media marketing is in the high category, this proves that La Moringa's consumers feel helped by La Moringa's social media. Consumers can easily access the latest information about La Moringa's latest promos or menus.

H9: Effect of Product Quality on Customer Loyalty through Customer Satisfaction for Consumers of La Moringa NTT

Based on Table 4.21, it is explained that if the path coefficient has a direct effect on product quality on customer loyalty through customer satisfaction, it is 0.072 with a P value of 0.004, so H9 is accepted. The results of this study are in line with research on product quality on



customer loyalty through customer satisfaction by (Cantona, 2020); (khaksae, 2011); (Irawan, 2013); (Afshar, 2011), (Fitria et al., 2019) said product quality can be mediated by customer satisfaction towards customer loyalty. Product quality owned by La Moringa is in the very high category, with indicators of a varied menu, taste, cleanliness, and product durability. La Moringa has a varied menu such as layer sponge cakes, noodles, and drinks, and a unique taste because almost all of its products are made from Moringa leaves.

H10: Effect of Brand Image on Customer Loyalty through Customer Satisfaction for Consumers of La Moringa NTT

There is an indirect effect of brand image on customer loyalty through customer satisfaction on La Moringa NTT consumers based on Table 4.21. It is explained if the path coefficient of brand image on customer loyalty through customer satisfaction is 0.036 with a P value of 0.014, thus H10 is accepted. The results of this study are in line with research on product quality on customer loyalty through customer satisfaction by (Kelana Putera et al., 2018); (Taniaji, 2012); (Laila, 2017), (Fitria et al., 2019), who found that brand image has a significant effect on customer loyalty through customer satisfaction. La Moringa itself has a brand name that is easy to remember and has the characteristics of products made from processed moringa leaves and good service makes consumers feel satisfied when buying products at La Moringa NTT, by feeling satisfaction it will create a sense of loyalty in consumers.

CONCLUSION AND SUGGESTION

Based on the results of descriptive statistical analysis, it can be seen that the description of the condition of social media marketing variables, product quality, brand image, customer satisfaction, and customer loyalty for La Moringa NTT consumers is good. The majority of the respondent profiles obtained in this study were women with a total of 151, the majority were

in the age range of 23-28 years, the majority of jobs were students with a total of 77 people, the majority of salary characteristics were below 1,000,000. The purpose of knowing the respondent's profile is as a basis for company mapping. Based on the results of the study, it shows that there is a positive and significant influence between social media marketing on customer satisfaction. That is, the better social media marketing a company has, the higher customer satisfaction will be. Based on the results of the research, it shows that there is a positive and significant influence between product quality and customer satisfaction. That is, the higher the product quality owned by a company, the higher the customer satisfaction the company gets.

Based on the results of the study, it shows that there is a positive and significant influence between brand image and customer satisfaction. the better the brand image of a company, the higher the customer satisfaction. Based on the results of the study, it shows that there is a positive and significant influence between social media marketing on customer loyalty. That is, the higher the social media marketing owned by LA Moringa, the higher customer loyalty will be. Based on the results of the study, it showed that there was a positive and significant influence between product quality and customer loyalty. That is, the better the product quality owned by La Moringa, the higher customer loyalty will be. Based on the results of the study, it shows that there is a positive and significant influence between brand image and customer loyalty. This means that the better the brand image owned by La Moringa NTT, the higher customer loyalty will be. Based on the results of the study, it shows that social media marketing has a positive and significant effect on customer loyalty through customer satisfaction. That is, the better the social media marketing owned by La Moringa which experiences customer satisfaction, the more customer loyalty it can increase. Based on the results of the study, it shows that product quality has a positive and significant effect on customer loyalty through customer satisfaction. That is, the better product quality La Moringa has, which experiences customer satisfaction, can increase customer loyalty. Based on the results of the study, it shows that brand image has a positive and significant effect on customer loyalty through customer satisfaction. That is, the better the brand image that La Moringa has which experiences customer satisfaction, the more customer loyalty it can increase.

Based on the results of the research and discussion above, the advice that can be given by researchers is that La Moringa NTT needs to maintain or even improve the quality of social media, product quality, and brand image that has been done before so that consumers will be more satisfied and will increase consumer loyalty. This can be used as reference material to



develop and consider other factors that may influence or add other variables such as purchase decision, repurchase intention, brand loyalty, brand awareness, and so on.

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