

---

## The Effect of Product Quality, Brand Image, and Customer Satisfaction On Customer Loyalty (As Study On Ultra Milk Consumers In Jakarta)

Rena Eva Nurisma<sup>1</sup>, Zulvia Khalid<sup>2</sup>

<sup>1,2</sup> Universitas Budi Luhur, Indonesia

E-mail : 2031500131@student.budiluhur.ac.id1; zulvia.khalid@budiluhur.ac.id2

---

### Abstract

*In today's increasingly competitive business environment, building and maintaining customer loyalty has become a key determining factor in an organization's success and profitability. Customer loyalty generates recurring revenue through repeat purchases and serves as a brand advocate, driving organic growth by attracting new customers. However, cultivating customer loyalty requires a strategic and holistic approach, which includes product quality, brand image, and customer satisfaction. This research empirically explores the impact of product quality characteristics, brand image, and customer satisfaction on Ultra Milk customer loyalty in the Jakarta area. This study uses a quantitative approach to determine the causal relationship between these factors. The data was collected by distributing questionnaires to 100 active Ultra Milk consumers in Jakarta. SPSS 29 software is used for data analysis, specifically multiple linear regression. The findings of this study aim to contribute to a theoretical understanding of the factors that affect consumer loyalty in the dairy industry. Practically, the findings of this study are expected to be the foundation for Ultra Milk companies to develop more effective marketing strategies to increase and maintain customer loyalty. The recommendations given will focus mainly on statistically significant variables in influencing customer loyalty.*

**Keywords:** *product quality, brand image, customer satisfaction, customer loyalty, multiple linear regression, spss 29.*

---

## INTRODUCTION

In the contemporary business landscape characterized by heightened competition, cultivating and sustaining customer loyalty has become a pivotal determinant of organizational success and profitability (Gazi et al., 2024). Loyal customers generate recurring revenue through repeat purchases and function as brand advocates, fostering organic growth by attracting new clientele (Ateljević et al., 2023). However, cultivating customer loyalty necessitates a strategic and holistic approach, encompassing product quality, brand image, and customer satisfaction.

High-quality products that consistently meet or surpass customer expectations engender satisfaction and trust, laying the foundation for enduring customer relationships. Concurrently, a robust and positive brand image, encompassing perceptions of quality, reputation, and customer experience, differentiates a company from its competitors and establishes a distinct identity in the market. Extensive research has substantiated the significant correlation between these factors and the cultivation of customer loyalty.

This study investigates the interrelationships between product quality, brand image, customer satisfaction, and customer loyalty within the context of Ultra Milk consumers in Jakarta. By elucidating how each factor influences customer loyalty, this research aims to furnish valuable insights for Ultra Milk and other businesses striving to enhance customer

---

retention strategies and achieve sustainable growth in an increasingly competitive marketplace.

## **THEORETICAL REVIEW**

### **Customer Loyalty**

Customer loyalty is a critical determinant of organizational success, reflecting a customer's propensity for sustained patronage (Wu et al., 2024). It is influenced by emotional, physical, and perceived value experiences (Lima et al., 2024). While distinct from customer satisfaction, loyalty is essential for driving sales, advocating for the brand, and attracting new customers (Tarnowska et al., 2020). Building loyalty necessitates strategic approaches, including superior service, high-quality offerings, incentive programs, personalized engagement, and emotional connections (Ara Lubna, 2024). Measuring loyalty involves a multifaceted approach encompassing retention rates, loyalty program metrics, Net Promoter Scores (NPS), satisfaction surveys, interaction analysis, and behavioral data.

### **Product Quality**

Product quality, characterized by excellence and fulfillment of customer expectations, is a cornerstone of business success (Olu-lawal et al., 2024). It drives customer satisfaction, builds brand reputation, and fosters market share (Kumar et al., 2024). Achieving and sustaining high product quality requires substantial investments in research and development, quality control, and customer-centric approaches (Rui et al., 2024). Product quality evaluation encompasses consumer feedback, product testing, satisfaction metrics, retention analysis, physical assessments, complaint analysis, and benchmarking. Critical dimensions of product quality include performance, features, conformance, and reliability (Kotler & Armstrong, 2018).

### **Brand Image**

Brand image is the mental construct customers develop about a brand, influenced by interactions, perceptions, and company communications. A strong brand image is a strategic asset, driving purchase decisions, fostering loyalty, and enhancing market competitiveness. Building a robust brand image necessitates a strategic approach, including defining brand identity, consistent messaging, exceptional customer experiences, differentiation, consumer engagement, and ongoing monitoring. Measuring brand image involves assessing brand awareness, perception, social media sentiment, equity, reputation, differentiation, and customer loyalty. Critical dimensions of brand image encompass product quality, personality, value, and other brand-related associations.

### **Customer Satisfaction**

Customer satisfaction is vital for business success, defined as the extent to which products or services meet customer expectations (Olu-lawal et al., 2024). It is a performance indicator and strategic differentiator (Mutende et al., 2024). Key factors include product quality, brand image, and employee interactions (Wu et al., 2024). High-quality offerings must be paired with excellent service to enhance satisfaction (Rane et al., 2023). Regular measurement through surveys is crucial for identifying improvement areas (Ferraro et al., 2024; Hasham & Hasham, 2024). However, satisfaction should be seen as an ongoing process requiring continuous refinements based on customer needs (Ogundipe et al., 2024; Raji et al., 2024). Customer satisfaction fosters loyalty, strengthens reputations, and drives growth, making it essential for competitiveness in today's market.

## **Theoretical Framework and Hypothesis Development**

### **The Effect of Product Quality on Customer Loyalty of Ultra Milk Products.**

Product quality is very important for keeping customers loyal to a brand, especially now that there's so much competition (Lina, 2022). This is true for Ultra Milk. Studies show that good product quality makes customers happy and keeps them returning (Lina, 2022). Ultra Milk has always made high-quality products, and this has helped them build a strong relationship with their customers. Happy customers are more likely to buy the same product again (Naini et al., 2022). So, Ultra Milk's good quality products help them keep their customers and get new ones through recommendations. To stay ahead, Ultra Milk needs to keep making great products and develop new things that customers want (Alzoubi et al., 2022). By focusing on product quality, Ultra Milk can grow and succeed.

Based on the theory and results of previous research that has been stated, the following hypothesis can be formulated:

H1: Product quality has a partial but significant influence on customer loyalty.

### **The Effect of Brand Image on Customer Loyalty of Ultra Milk Products.**

Brand image encompasses visual identity, customer experience, and the value (Yuan, 2024). Understanding the pivotal role of brand image in driving consumer loyalty, Ultra Milk is committed to maintaining and enhancing its favorable reputation through consistent communication, superior product quality, and exceptional service. Customer loyalty is a testament to the impact of a strong brand image on purchasing behavior and the development of enduring customer relationships (Sutia & Fahlevi, 2024). Consequently, Ultra Milk has become a trusted and reliable dairy brand. Ultra Milk aims to deliver exceptional customer experiences and cultivate long-term relationships within a competitive market by prioritizing a positive brand image and strong customer loyalty. The successful integration of a strong brand image with high customer loyalty positions Ultra Milk for sustained growth and success.

Based on the theory and results of previous research that has been stated, the following hypothesis can be formulated:

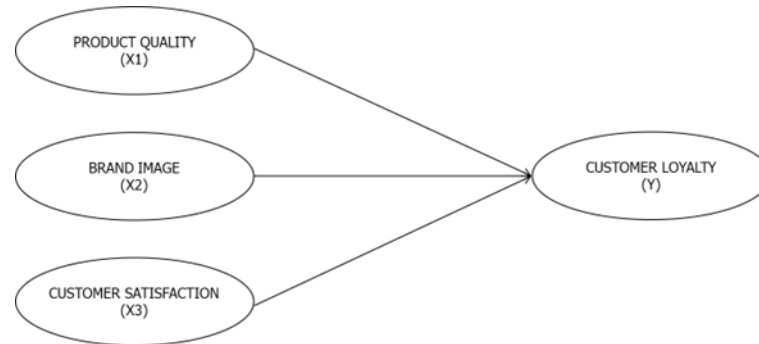
H2: Brand image has a partial but significant influence on customer loyalty.

### **The Effect of Customer Satisfaction on Customer Loyalty of Ultra Milk Products.**

Customer satisfaction is a critical determinant of brand loyalty in today's competitive marketplace (Bing et al., n.d.). As a leading dairy product manufacturer, Ultra Milk has strategically positioned customer satisfaction as a core element of its marketing strategy. Customer satisfaction is a multifaceted construct, encompassing product quality and the brand's ability to meet and exceed customer expectations (Cachero-Martínez et al., 2024). By prioritizing the entire customer experience, Ultra Milk has cultivated enduring relationships with its consumers. High levels of customer satisfaction are instrumental in fostering and maintaining customer loyalty to Ultra Milk products. Satisfied customers are likelier to exhibit repeat purchase behavior and become brand advocates (Cheng et al., 2024). This cultivates short-term loyalty and lays the foundation for long-term relationships (Lotfi Ashtiani et al., 2024). By consistently delivering exceptional customer experiences, Ultra Milk has established a strong brand reputation, enabling it to retain customer loyalty amidst intense market competition. Ultra Milk is committed to customer satisfaction by steadfastly focusing on product quality, enhanced customer service, and transparent communication. Maintaining high levels of customer satisfaction is essential for driving revenue growth and ensuring long-term customer loyalty (Gazi et al., 2024). As such, Ultra Milk aspires to be the preferred choice for consumers who value quality, satisfaction, and loyalty in their product selections.

Based on the theory and results of previous research that has been stated, the following hypothesis can be formulated:

H3: Customer satisfaction has a partial but significant influence on customer loyalty



## RESEARCH METHODS

A quantitative research design was employed to examine the influence of product quality, brand image, and customer satisfaction on Ultra Milk customer loyalty. Numerical data were collected and subjected to statistical analysis to test the proposed hypotheses. The study population comprised Ultra Milk consumers residing in Jakarta, which is estimated to be 3,168,000 individuals. A sample of 100 respondents was determined using the Slovin formula with a 10% margin of error. Primary data were obtained through online questionnaires administered to target consumers, supplemented by secondary data from relevant sources. Data analysis was conducted using SPSS software, encompassing multiple regression analysis, validity and reliability tests, and classical assumption checks. A research model was constructed to investigate the relationships among the study variables—the model aimed to elucidate the factors influencing customer loyalty toward Ultra Milk products (Creswell & Creswell, 2017) (Bougie & Sekaran, 2019).

## RESULTS AND DISCUSSION

### Validity Test

To determine whether the data was valid, the authors tested the validity of each item on the questionnaire from 100 respondents.

Table 1. Validity Test

Item Questionnaire	in Correlation Coefficient	R Table	Sig. Degree	Results
Customer Loyalty (Y)				
Y.1	0.989	0.194	0.5	Valid
Y.2	0.900	0.194	0.5	Valid
Y.3	0.972	0.194	0.5	Valid
Y.4	0.989	0.194	0.5	Valid
Y.5	0.574	0.194	0.5	Valid
Y.6	0.951	0.194	0.5	Valid
Y.7	0.926	0.194	0.5	Valid
Product Quality (X1)				
X1.1	0.803	0.194	0.5	Valid

Item Questionnaire	in	Correlation Coefficient	R Table	Sig. Degree	Results
X1.2		0.705	0.194	0.5	Valid
X1.3		0.604	0.194	0.5	Valid
X1.4		0.686	0.194	0.5	Valid
X1.5		0.753	0.194	0.5	Valid
X1.6		0.759	0.194	0.5	Valid
X1.7		0.765	0.194	0.5	Valid
X1.8		0.799	0.194	0.5	Valid
X1.9		0.785	0.194	0.5	Valid
X1.10		0.708	0.194	0.5	Valid
X1.11		0.788	0.194	0.5	Valid
Brand Image (X2)					
X2.1		0.744	0.194	0.5	Valid
X2.2		0.777	0.194	0.5	Valid
X2.3		0.715	0.194	0.5	Valid
X2.4		0.578	0.194	0.5	Valid
X2.5		0.703	0.194	0.5	Valid
X2.6		0.734	0.194	0.5	Valid
X2.7		0.722	0.194	0.5	Valid
X2.8		0.739	0.194	0.5	Valid
X2.9		0.735	0.194	0.5	Valid
X2.10		0.772	0.194	0.5	Valid
X2.11		0.785	0.194	0.5	Valid
X2.12		0.735	0.194	0.5	Valid
X2.13		0.723	0.194	0.5	Valid
X2.14		0.677	0.194	0.5	Valid
X2.15		0.776	0.194	0.5	Valid
X2.16		0.652	0.194	0.5	Valid
X2.17		0.726	0.194	0.5	Valid
X2.18		0.703	0.194	0.5	Valid
X2.19		0.714	0.194	0.5	Valid
X2.20		0.646	0.194	0.5	Valid
X2.21		0.662	0.194	0.5	Valid
X2.22		0.767	0.194	0.5	Valid
Customer Satisfaction (X3)					
X3.1		0.717	0.194	0.5	Valid
X3.2		0.850	0.194	0.5	Valid
X3.3		0.821	0.194	0.5	Valid
X3.4		0.746	0.194	0.5	Valid
X3.5		0.705	0.194	0.5	Valid
X3.6		0.837	0.194	0.5	Valid
X3.7		0.869	0.194	0.5	Valid

**Reliability Test**

To determine the reliability of the data, the authors tested each item on the questionnaire from 100 respondents.

**Table 2. Reliability Test**

No	Items in the Questionnaire	N of items	Cronbach's Alpha	0.60	Status
1	Customer Loyalty (Y)	7	0.963	0.60	Reliable
2	Product Quality (X1)	11	0.913	0.60	Reliable
3	Brand Image (X2)	22	0.952	0.60	Reliable
4	Customer Satisfaction (X3)	7	0.896	0.60	Reliable

Based on the information displayed by the reliability test table above, the results show that all items in the questionnaire have a Cronbach's Alpha value of more than 0.60, which means that all items are reliable. It can be concluded that the questions used in this study are reliable and feasible to study used in research analysis.

### Normality Test

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		100	
Normal Parameters <sup>a,b</sup>	Mean	,0000000	
	Std. Deviation	2,73350304	
Most Extreme Differences	Absolute	,228	
	Positive	,147	
	Negative	-,228	
Test Statistic		,228	
Asymp. Sig. (2-tailed) <sup>c</sup>		<,001	
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.	<,001	
	99% Confidence Interval	Lower Bound	,000
		Upper Bound	,000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: SPSS 29

From the One-Sample Kolmogorov-Smirnov Test table, the probability or Asymp. Sig (2-tailed) number is obtained. This value is compared with 0.05 (because it uses a 5% significance level). Based on the normality test results, a significance value of  $0.001 < 0,05$  is known, so it can be concluded that the residual value is unnormal distributed.

### Multicollinearity Test

**Table 3. Multicollinearity Test**

		Coefficients <sup>a</sup>				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
Model		B	Std. Error	Beta	t		
1	(Constant)	6,574	2,030		3,238	,002	
	X1	,103	,105	,165	,988	,326	,150
	X2	,133	,046	,404	2,904	,005	,216
	X2	,236	,163	,238	1,454	,149	,156

Sources: Output SPSS 29

An assessment of multicollinearity based on the tolerance and Variance Inflation Factor (VIF) values presented in Table 4.11 reveals no evidence of multicollinearity among the independent variables. Both product quality (X1) and brand image (X2) exhibit tolerance values exceeding the recommended threshold of 0.10, specifically 0.150 and 0.216 or 0.156, respectively. Correspondingly, the VIF values for these variables, at 6.690, 4.633, or 6.413, remain below the critical cutoff of 10.

### Heteroscedasticity Test

Heteroscedasticity should not occur in the regression model. This study uses a graph plot between the predicted value of the dependent variable (ZPRED) and residual (SRESID) and the Glejser Test method to determine the presence or absence of heteroscedasticity.

**Table 4. Heteroscedasticity Test**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,852	1,516		3,861	<,001
	X1	,042	,078	,129	,531	,596
	X2	-,122	,034	-,722	-	<,001
					3,565	
	X2	,171	,121	,335	1,406	,163

a. Dependent Variable: ABSRES

Sources: Output SPSS 29

The table above shows the significance value (p-value) of the product quality (X1) variable of 0.596, the brand image (X2) variable of <0.001, and the customer satisfaction (X3) variable of 0.163. The regression result between the independent and absolute residuals shows that each independent variable's coefficients are insignificant (significance level > 0.05). It can be concluded that there is no heteroscedasticity problem in this study.

### Correlations Analysis

A Pearson correlation analysis examined the relationships among product quality, brand image, customer satisfaction, and customer loyalty. The correlation coefficient, ranging from 0 to 1, indicates the strength of these relationships, with values approaching 1 signifying a stronger positive association (Bougie & Sekaran, 2020). Correlation analysis is a statistical method used to assess the linear relationship between two variables. The Pearson correlation coefficient, as outlined by Bougie & Sekaran (2020), measures the association between independent and dependent variables. Interpretation guidelines for correlation coefficients can be found in Table 4.6.

**Table 5. Interpretation of Variable Value**

Coefficient Interval	Relationship level
0.80 – 1.000	Very Strong Correlation
0.60 – 0.799	Strong Correlation
0.40 – 0.599	Quite Strong Correlation
0.20 – 0.399	Weak Correlation
0.00 – 0.199	Very weak Correlation

The correlation coefficient (r) is a statistical measure quantifying the strength and direction of the linear relationship between two variables. Its value ranges from -1 to +1, with -1 indicating a perfect negative correlation, +1 a perfect positive correlation, and 0 representing no correlation. A correlation analysis assessed the relationship between influencer marketing brand image and customer purchasing decisions. The correlation coefficient was calculated to determine the strength of the association between these variables. Values closer to 1 indicate a stronger positive relationship, while values closer to 0 suggest a weaker or negligible relationship. SPSS statistical software was employed to compute the correlation coefficient.

**Correlations**

		X1	X2	X3	Y
X1	Pearson Correlation	1	,867**	,906**	,731**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	100	100	100	100
X2	Pearson Correlation	,867**	1	,862**	,752**
	Sig. (2-tailed)	<,001		<,001	<,001
	N	100	100	100	100
X3	Pearson Correlation	,906**	,862**	1	,735**
	Sig. (2-tailed)	<,001	<,001		<,001
	N	100	100	100	100
Y	Pearson Correlation	,731**	,752**	,735**	1
	Sig. (2-tailed)	<,001	<,001	<,001	
	N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Figure 4. Correlations Analysis  
Sources: Output SPSS 29

- a. Variables of Product Quality (X1) and Customer Loyalty (Y)  
Product quality (X1) was significantly and positively correlated with customer loyalty (Y), as indicated by a Pearson correlation coefficient of 0.731 ( $p < 0.001$ ).
- b. Brand Image (X2) and Customer Loyalty (Y)  
A strong positive correlation was found between brand image (X2) and customer loyalty (Y) ( $r = 0.752$ ,  $p < 0.001$ ), suggesting a robust relationship between the two constructs.
- c. Customer Satisfaction (X3) and Customer Loyalty (Y)  
Customer satisfaction (X3) and customer loyalty (Y) exhibited a significant positive correlation ( $r = 0.735$ ,  $p < 0.001$ ), indicating a substantial association between the variables.



**Multiple Regression Analysis**

Multiple regression analysis determined the relationship pattern between more than one independent variable and one dependent variable. It was also used to examine the effect of the independent variables, product quality (X1), brand image (X2), and customer satisfaction (X3) on the dependent variable, customer loyalty (Y). This regression model was then developed to test the hypotheses formulated in the study.

**Table 6. Output of Multiple Regression Analysis**

		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6,574	2,030		3,238	,002		
	X1	,103	,105	,165	,988	,326	,150	6,669
	X2	,133	,046	,404	2,904	,005	,216	4,633
	X2	,236	,163	,238	1,454	,149	,156	6,413

a. Dependent Variable: Y

Sources: Output SPSS 29

Table 4.8 presents the multiple regression model estimated using SPSS version 29. The model predicting customer loyalty (Y) based on product quality (X1), brand image (X2), and customer satisfaction (X3) is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 6.574 + 0.103X_1 + 0.133X_2 + 0.236X_3$$

The constant term, 6.574, represents the predicted value of customer loyalty when all independent variables are zero. The standardized beta coefficients, b<sub>1</sub>, b<sub>2</sub>, and b<sub>3</sub>, indicate the change in customer loyalty associated with a one-unit increase in the respective independent variable, controlling for the other variables in the model. Specifically, a one-unit increase in product quality (X1) is predicted to increase customer loyalty by 0.103 units. In comparison, a one-unit increase in brand image (X2) and customer satisfaction (X3) is associated with increases of 0.133 and 0.236 in customer loyalty, respectively.

**Determination Coefficient Result**

**Table 7. Determination Coefficient Result**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,387	,150	,124	2.07206

a. Predictors: (Constant), X3, X2, X1

Sources: Output SPSS 29

Based on Table 4.9 above, the value of R square is 0.150, which means that customer loyalty (Y) is influenced by product quality (X1), brand image (X2), and customer satisfaction (X3). The adjusted R square revealed that product quality, brand image, and customer satisfaction can influence 12.4% of customer loyalty. In comparison, the

remaining 87.6% (100% - 12.4%) is influenced by other variables that is not investigated in this study.

### T Test

**Table 8. T Test Result**

		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF	
Model		B	Std. Error	Beta	t			Sig.
1	(Constant)	6,574	2,030		3,238	,002		
	X1	,103	,105	,165	,988	,326	6,669	
	X2	,133	,046	,404	2,904	,005	4,633	
	X3	,236	,163	,238	1,454	,149	6,413	

a. Dependent Variable: Y

Sources: Output SPSS 29

T-tests were conducted to assess the individual influence of product quality (X1), brand image (X2), and customer satisfaction (X3) on customer loyalty (Y). The calculated t-values were 0.988, 2.904, and 1.454, respectively. With a significance level of  $\alpha = 0.05$  and degrees of freedom of 97, the critical t-value was 1.984. Results indicate that brand image (X2) significantly influenced customer loyalty ( $t = 2.904$ ,  $p < 0.05$ ). However, product quality (X1,  $t = 0.988$ ,  $p > 0.05$ ) and customer satisfaction (X3,  $t = 1.454$ ,  $p > 0.05$ ) did not exhibit significant influences on customer loyalty.

### F Test

**Table 9. F Test Result**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1105,308	3	369,436	47,814	<,001 <sup>b</sup>
	Residual	739,732	96	7,706		
	Total	1845,040	96			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Sources: Output SPSS 29

Based on the F test in Table 4.19, it is known that the calculated F value obtained is 47.814 with a significance of  $<0.001$ , where the significance is less than 0.05 ( $0.001 < 0.05$ ) and an F count value more than the F table value ( $k$ ;  $n-k = 2.31$ ) or  $47.814 > 2.31$ , it can be concluded that the independent variables (product quality, brand image, and customer satisfaction) simultaneously influence dependent variables (customer loyalty). So, the third hypothesis is accepted.

## Discussion

### The Influence of Product Quality on Customer Loyalty

The results show that product quality partially significantly influences customer loyalty and has a positive direction. So, when product quality increases, customer loyalty increases, and vice versa. Based on the respondents' perceptions, the most significant score is in the statement, "Ultra Milk packaging is beautiful," so it can be concluded that Ultra Milk's customers made their decision by learning about Ultra Mik from the packaging. So, Ultra Milk needs to improve product quality to improve customer loyalty.

### **The Influence of Brand Image on Customer Loyalty**

The results show that brand image partially influences customer loyalty and has a positive direction. So, when brand image increases, customer loyalty increases, and vice versa. Based on the respondents' perceptions, the most significant score is in the statement, "Ultra Milk can stay in the refrigerator for a long time before consumption." it can be concluded that Ultra Milk's customers made their decision by knowing about Ultra Mik from the milky age period. So, Ultra Milk needs to improve its brand image to improve customer loyalty.

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

The results show that Customer Satisfaction partially influences customer loyalty and has a positive direction. So, when customer satisfaction increases, customer loyalty increases, and vice versa. Based on the respondents' perceptions, the most significant score is in the statement, "Ultra Milk packaging does a good job of keeping the milk fresh." so it can be concluded that Ultra Milk's customers made their decision by knowing about Ultra Mik from packaging quality of milk that can maintain the quality of the milk inside. So, Ultra Milk needs to improve customer satisfaction to improve customer loyalty.

## **CONCLUSION**

This study's results indicate that product quality, brand image, and customer satisfaction strongly and significantly influence Ultra Milk's customer loyalty. The causal relationship between these variables has been confirmed empirically, thus providing a strong foundation for developing more effective marketing strategies. Based on the results of this study, it can be concluded that product quality, brand image, and customer satisfaction are significant determinants in shaping Ultra Milk's customer loyalty. These findings provide valuable empirical contributions to developing theories on consumer behavior and have strong managerial implications for companies. For future research, it is recommended that the influence of moderating or mediating variables be explored further and cross-brand comparisons conducted to gain a more comprehensive understanding.

## **BIBLIOGRAPHY**

- Alzoubi, H., Alshurideh, M., Kurdi, B., Akour, I., & Aziz, R. (2022). Does BLE technology contribute towards improving marketing strategies, customers' satisfaction and loyalty? The role of open innovation. *International Journal of Data and Network Science*, 6(2), 449–460.
- Ara Lubna, Z. (2024). *Internship Report On Digital Marketing Strategies and their Applications in an E Commerce Company: Lessons from Daraz Banglades*.
- Ateljević, J., Kulović, D., Đoković, F., & Bavčić, M. (2023). *Business strategy and competitive advantage: A reinterpretation of Michael Porter's work*. Routledge.
- Bing, G., Al Mughairi, B., Karim, A. M., & Karim, A. M. (n.d.). *Study on Importance of Brand Loyalty for Customer Retention for Consumer Durable Products: New Era Viewpoint*.
- Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Cachero-Martínez, S., García-Rodríguez, N., & Salido-Andrés, N. (2024). Because I'm

happy: exploring the happiness of shopping in social enterprises and its effect on customer satisfaction and loyalty. *Management Decision*, 62(2), 492–512.

Cheng, Y. E., Cheah, Y. Y., Jimenez, D. V. R., Chen, Y., & Chen, Y. (2024). The Linked Factor of Customer Satisfaction and Loyalty in F&B Industry: A Study of Operational Performance Factor. *International Journal of Tourism and Hospitality in Asia Pasific (IJTHAP)*, 7(1), 31–44.

Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.

Ferraro, C., Demsar, V., Sands, S., Restrepo, M., & Campbell, C. (2024). The paradoxes of generative AI-enabled customer service: A guide for managers. *Business Horizons*.

Gazi, M. A. I., Al Mamun, A., Al Masud, A., Senathirajah, A. R. bin S., & Rahman, T. (2024). The relationship between CRM, knowledge management, organization commitment, customer profitability and customer loyalty in telecommunication industry: The mediating role of customer satisfaction and the moderating role of brand image. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(1), 100227.

Hasham, E. S., & Hasham, A. S. (2024). *Quality Determinants of Client Satisfaction: A Case Study of ACE–Australian Consulting Engineers, Sydney, Australia*.

Kotler, P., & Armstrong, G. (2018). *Prinsip-prinsip pemasaran* (Vol. 1, Issue 2). Jilid.

Kumar, V., Ashraf, A. R., & Nadeem, W. (2024). AI-powered marketing: What, where, and how? *International Journal of Information Management*, 77, 102783.

Lima, D., Ramos, R. F., & Oliveira, P. M. (2024). Customer satisfaction in the pet food subscription-based online services. *Electronic Commerce Research*, 1–25.

Lina, R. (2022). Improving product quality and satisfaction as fundamental strategies in strengthening customer loyalty. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1), 19–26.

Lotfi Ashtiani, S. M. H., Jalali, S. M., & Tabrizian, B. (2024). Designing a satisfaction model for service re-creation with an emphasis on brand loyalty in the banking industry; A case study of the Bank of Agriculture. *International Journal of Nonlinear Analysis and Applications*.

Mutende, S., Mutua, J., Mutende, S., & Mutua, J. (2024). *Innovation Strategies and Competitive Advantage of Ceramic Manufacturers in Kenya*.

Naini, N. F., Santoso, S., Andriani, T. S., Claudia, U. G., & Nurfadillah, N. (2022). The effect of product quality, service quality, customer satisfaction on customer loyalty. *Journal of Consumer Sciences*, 7(1), 34–50.

Ogundipe, D. O., Odejide, O. A., & Edunjobi, T. E. (2024). Agile methodologies in digital banking: Theoretical underpinnings and implications for customer satisfaction. *Open Access Research Journal of Science and Technology*, 10(2), 21–30.

Olu-lawal, K. A., Olajiga, O. K., Ani, E. C., Adeleke, A. K., & Montero, D. J. P. (2024).

The role of precision metrology in enhancing manufacturing quality: a comprehensive review. *Engineering Science & Technology Journal*, 5(3), 728–739.

Raji, M. A., Olodo, H. B., Oke, T. T., Addy, W. A., Ofodile, O. C., & Oyewole, A. T. (2024). Business strategies in virtual reality: a review of market opportunities and consumer experience. *International Journal of Management & Entrepreneurship Research*, 6(3), 722–736.

Rane, N. L., Achari, A., & Choudhary, S. P. (2023). Enhancing customer loyalty through quality of service: Effective strategies to improve customer satisfaction, experience, relationship, and engagement. *International Research Journal of Modernization in Engineering Technology and Science*, 5(5), 427–452.

Rui, Q., Ruangoon, J., & Koothongsumrit, N. (2024). Exploring Competitive Dynamics, Technological Innovations, and Sustainable Strategies for X Plant-Based Meat Health Technology Co., Ltd. *Frontiers in Business, Economics and Management*, 14(1), 178–182.

Sutia, S., & Fahlevi, M. (2024). Brand image and customer behavior in container food courts: The role of social media content and generational differences in Indonesia. *Uncertain Supply Chain Management*, 12(3), 1549–1566.

Tarnowska, K., Ras, Z. W., & Daniel, L. (2020). *Recommender system for improving customer loyalty* (Vol. 1). Springer.

Wu, M., Gao, J., Hayat, N., Long, S., Yang, Q., & Al Mamun, A. (2024). Modelling the significance of food delivery service quality on customer satisfaction and reuse intention. *Plos One*, 19(2), e0293914.

Yuan, P. (2024). A Research on the Dynamization Effect of Brand Visual Identity Design: Mediated by Digital Information Smart Media. *Journal of Information Systems Engineering and Management*, 9(1), 24153.



**This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/)**

---