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Customer loyalty: The effect of brand image, product variety, and service quality (Effectiveness of Member Card Program of Perfume Shop in Indonesia)

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Abstract
The purpose of this study was to determine the effect of Brand Image, product variations and service quality on customer loyalty, members and non-members of Aromaku Perfume shop and to determine the effectiveness of giving member cards. The type of data used in this research is quantitative data, namely data obtained from Aromaku Perfume shop customers directly. In this study, data collection in a study is to collect relevant, accurate, and reliable data or information. Data collection techniques used by researchers are observation and questionnaires. Brand Image variable (X1) has a positive and significant effect on customer loyalty, especially non-members and does not have a positive effect on non-member customers. The product variation variable (X2) has no effect on member and non-member customer loyalty. service quality variable (X3) has a positive and significant effect on member and non-member customer loyalty. The brand Image variable has no effect on member customers. So the Aromaku Perfume shop still has to try to improve its reputation, so that customers know and trust it better. Variable product variation does not have a positive effect on member and non-member customers. So that the Aromaku Perfume shop still has to try to add and increase the number of product variations, so that customers are satisfied with the products sold and so that customers grow and become loyal.

Keywords: Brand Image (X1), Product Variety (X2), Quality of Service (X3), Customer Loyalty (Y)

Introduction
The modern-day millennial era causes everything to be instantaneous and effective, where changes in people's lifestyles result in consumption patterns, especially urban people who are busy with schedules with all routines outside the home. Millennial conditions that cause people to prefer to buy perfumes with long-lasting aromas with various alternative options as a solution. People's lifestyles also influence people's interest in sorting out various perfumes, so that business actors in the field of selling perfume have quite promising business opportunities.

Perfume can be categorized as a cosmetic product that is believed to make the individual who uses it more confidently. Perfume certainly creates a positive impression on the individual who uses it. Productive aging, encourages individuals to try to increase the value of their quality by choosing to use perfume with a certain level. The main motive that encourages someone to regularly use perfume is to increase self-confidence. With so many shops offering various kinds of perfumes, it shows that perfumes are very loved by the public and make customers more selective to make repeat purchases or not (loyalty).

In the process of achieving industry targets, the industry must strive to maintain the loyalty of its customers. Because loyalty has a huge impact on the industry itself. This is because it is able to influence the pattern of purchases made by customers and best marketing methods to market their products to other consumers. Yuniarti (2015) [15] defines loyalty as the amount of consumption and frequency of purchases made by a consumer against a company/industry. If the customer does this, then there is a great opportunity for the company to get loyal buyers and feel satisfied with the products they issue.

One aspect that can affect customer loyalty is brand image. For Laksana (in Wijayanto 2020) [14], brand image is a name, designation, feature, or design or a mixture of all that is expected to identify objects or services from a person, the seller, or group of sellers, and are expected to differentiate. Goods or services competitors' products and perceptions arise from the minds or memories of consumers, namely the process of associating a product or service with a particular brand.

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Then another factor that can affect customer loyalty is product variety. Product variety is one of the factors that affect consumer satisfaction and loyalty (Jumarodin, 2019) [4], Product variety also gives an attraction to a product, as well as one of the factors that need serious attention in new product development because today's customers are not a few who question the problem of product variety that is able to meet customer needs and desires. Therefore, an industry must have the right strategy so that consumers can make decisions to buy a product that is sold by the company.

There are also service quality factors that can affect customer loyalty. The definition of service quality according to Supranto (2011) [12], is "a word that service providers is something that must be done well". The quality of service provided to consumers must play a role in providing optimal satisfaction, therefore, to provide services it must be carried out in accordance with the purpose of service. The quality of service provided by each industry certainly has a purpose.

The object of this research is the customer of Aromaku Perfume Shop. Aromaku Perfume shop is a perfume store that sells a variety of perfumes, including men's perfumes and women's perfumes as well as unisex. One of the new breakthroughs initiated by Aromaku is by distributing membership cards to consumers so that consumers become loyal. Membership are an activity of Aromaku Perfume in making customers part of its members who join an organization.

This research was conducted because of the researchers' knowledge in previous studies there was no research on the effect of brand image, product variety and service quality on customer loyalty, especially in the Aromaku Perfume store. Therefore, this research is to identify the case being studied regarding the effect of brand image, product variety and service quality on customer loyalty of Aromaku Perfume and to determine the effectiveness of giving member cards.

Literature Review
According to Laksana, brand image is a name, designation, characteristic, or design, or a combination thereof, which is intended to identify the goods or services of a seller, the seller, or group of sellers, and is expected to be able to distinguish these objects (Wijayanto, 2020)[14]. Or services from competing products and perceptions that emerge. From the minds or memories of consumers, which is the process of associating a product or service with a particular brand. If it has been assessed according to the criteria, the customer will make a decision to make a repeat purchase or not. One aspect that affects customer loyalty is brand image or brand image. The better the brand image of a company, the higher the customer loyalty. In research conducted by Salim et al. (2018) [9], Putri (2021) [7], Selvi et al. (2021) [10], Kato (2021) [13], shows the results of research that brand image has a significant influence on customer loyalty.

Product variety is one of the factors that affect consumer satisfaction and loyalty (Jumarodin, 2019) [4]. Product

variety also gives an attraction to a product, as well as one of the factors that need serious attention in new product development because today's customers are not a few who question the problem of product variety that is able to meet customer needs and desires. In the trading business, the completeness of the various products sold is the main aspect that can attract customers, even though the cost is higher than competing markets, but because of the completeness of the products sold, this industry attracts more customers. Finally, product variety is an industrial strategy by diversifying its products with the aim that customers get the products they need. Previous research conducted by Jumarodin (2019) [4], Zhang, et al. (2018) [16], Hartono and Yani (2019) [2], proved that product variety has a significant effect on customer loyalty.

The quality of service provided to consumers must play a role in providing optimal satisfaction, therefore, to provide services it must be carried out in accordance with the purpose of service. Service is an activity that can be provided by an industry to customers who in fact want to observe and equalize the service quality provided by industry employees, and can be one of the benchmarks for customers who later want to ensure that they are always loyal to the industry or even want to look elsewhere. Which is considered to have better service quality. Previous research conducted by Lubis and Suwitho (2017) [5], Hidajat and Fahlevi (2020) [3], Putri et al. (2021) [8], Putri (2021) [7], Silalahi (2021) [11], Selvi et al. (2021) [10], Giao (2021) [1] show that service quality has a significant effect on customer loyalty.

According to Priansa (2017) [6], customer loyalty has the definition of long-term customer commitment which is manifested in the form of loyal attitudes and behavior towards the industry and its products with regular and sustainable consumption methods and will affect the existence of the industry. After that, Tjiptono and Candra (in Priansa, 2017) [6] define that customer loyalty is a customer commitment to a product or service that is reflected in positive behavior and the form of repurchase attitude by customers does not change in the long term. Loyalty is the amount of consumption and frequency of purchases made by a consumer against a company/ industry (Yuniarti, 2015) [15]. Customer loyalty is more associated with customer behavior using a product. When a customer feels loyal, he or she exhibits repeat buying behavior that is expressed from time to time by several decision-making units.

Based on this explanation, the hypothesis is formulated:

H1. Brand Image in Aromaku Parfum has a positive effect on customer loyalty

H2. Product Variety in Aromaku Parfum has a positive effect on customer loyalty.

H3. Service Quality at Aromaku Parfum has a positive effect on customer loyalty.

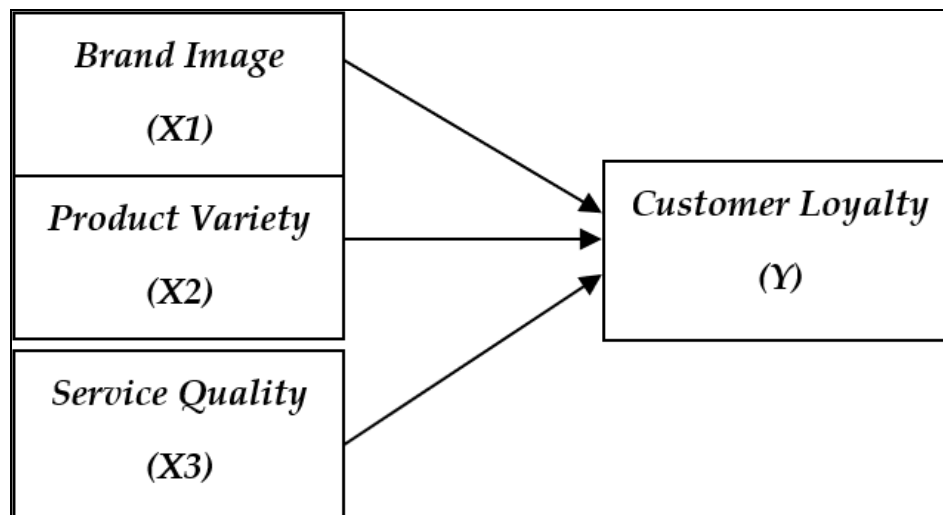The relationship between variables can be described as follows:

Fig 1: Research Framework

Research Methods
Population and Sample
The current research uses a quantitative method approach in order to get maximum results. The population used in this study is the unlimited number of customers in the Aromaku Parfum store and the samples taken in this study was 190 respondents which were divided into 81 member respondents and 109 non-member respondents. In this study, the types the data used are primary data and secondary data. Primary data collection is done by distributing questionnaires to respondents who meet the sample criteria. The sampling method is based on chance sampling. Questionnaires were distributed to customers who happened to meet the researchers while shopping at the Aromaku Parfum store. The questionnaire scale uses a Likert scale. In this study, data collection in a study is to collect relevant, accurate, and reliable data or information.

Analysis Method
Data analysis used multiple linear regression analysis to determine the direct and indirect effects. The formula for multiple linear regression is:

$$Y = \alpha + \beta_1 X_1 + \beta_1 X_2 + \beta_1 X_3 + \text{€}$$

Description
Y: Customer Loyalty
X_1: Brand Image
X_2: Product Variety
X_2: Service Quality
α: Constant, is a related value which in this case is when the independent variable is

$$_0 (X_1, X_2 = 0)$$

β_1: Multiple regression coefficient between the independent variable X_1 the dependent variable
Y, if the variable free X_2 is considered constant
€: Other factors that affect the Y variable

Operational Variables
1. **Independent Variables**
a. Brand image indicators are brand identity, brand personality, brand associations, brand attitudes and behavior, brand benefits and competencies.
b. Product variety indicators are product completeness, product brand, product size variation, product quality
c. Service quality indicators are tangibles, reliability, responsiveness, assurance, empathy.

2. **Dependent Variable**
Customer loyalty indicators are as follows
1) Recommend to others
2) Preach positive things
3) There is a commitment from customers
4) Make sustainable purchases
5) Customer satisfaction with products, services and facilities

Results and Discussion
Table 1. Shows the characteristics of respondents observed in this study, including age, gender, monthly income, number of visits, number of perfumes (last 6 months). Based on age, the characteristics of Aromaku Perfume shop customers are mostly 22 years old with a total customer percentage of 13.7%, 13.6% members and 11.9% non-members. Based on gender, the characteristics of Aromaku Perfume shop customers are more dominated by women with a total customer percentage of 70%, 72.8% for members and 67.9% for non-members. Based on monthly income, the characteristics of the majority of Aromaku Perfume shop customers have income <RP. 500,000 – RP. 1,000,000 with a total customer percentage of 26.8%, 32.1% members and 30.3% non-members. Based on the number of visits, the characteristics of the Aromaku Perfume store customers are the majority visited during the last 6 months as much as 6 times with a total customer percentage of 21.5%, 18.5% members and 23.9% non-members. Meanwhile, based on the number of perfumes, the majority of customers in the Aromaku Perfume shop have 4 perfumes in the last 6 months with a total customer percentage of 24.2%, 25.9% for members and 22.9% for non-members. The intensity of the customers of the Aromaku Perfume store that was researched was mostly more than 1 time.

Table 1: Characteristics of Respondents

No	Characteristics	All		Members		Non-Members	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Age						
	≤20 years	31	16,3%	12	14,8%	19	17,4%
	21 - 25 years old	105	55,3%	41	50,6%	64	58,7%
	26 - 34 years old	37	19,5%	19	23,5%	18	16,5%
	35 years and over	17	8,9%	9	11,1%	8	7,4%
	Total	190	100%	81	100%	109	100%
2	Gender						
	1. Boys	57	30%	22	27,2%	35	32,1%
	2. Girls	133	70%	59	72,8%	74	67,9%
	Total	190	100%	81	100%	109	100%
3	Number of Visits						
	1 time	25	13,2%	14	17,3%	11	10,1%
	2 - 5 times	91	47,9%	33	40,7%	58	53,2%
	>5 times	74	38,9%	34	42%	40	36,7%
	Total	190	100%	81	100%	109	100%
4	Perfume Quantity						
	1 Perfume	26	13,7%	8	10%	18	16,5%
	2 - 5 Perfume	91	47,9%	40	49,3%	51	46,8%
	>5 Perfumes	73	38,4%	33	40,7%	40	36,7%
	Total	190	100%	81	100%	109	100%

Source: primary data processed

After testing the validity, it is known that the calculated r value for each variable indicator in this study is greater than the r table value (0.1417). And in testing the reliability of the cronbach alpha value for each variable in this study is greater than the critical value so that it can be concluded that all research data is feasible to be used as research data. After testing the classical assumptions, the asymmp. Sig value is $0.253 > 0.05$. So the data are normally distributed. The value of VIF in brand image (X1) is 2,437, product variety (X2) is 1,884 and service quality (X3) is 2,530. Each variable has a value (VIF < 10.00). So that the data is free from multicollinearity interference. The value of DW (Durbin Waston) is 1,831. Where the value of DW is in the middle between the values of Du and 4-Du with the obtained values of Du (1.794) and 4-Du (2.206), so that $1.794 < 1.831 < 2.206$, it is concluded that the data is not affected by autocorrelation. And the regression model does there is no heteroscedasticity because the points spread randomly and do not form a certain pattern.

All research variables used are independent of each symptom of classical assumptions, so that further test analysis can be carried out. Based on the results of statistical tests that have been carried out, a summary of the results is obtained as in table 2.

Table 2: Test Results

Dependent : Loyalty			
Variable	Whole N = 190	Members N = 81	Non Members N = 109
(Constant)	5,106 (4,303)**	2,738 (1,341)**	6,604 (4,189)**
Brand Image	0,169 (1,809)*	-0,035 (-0,187)	0,251 (2,247)*
Product Variety	0,043 (0,535)	0,156 (1,126)	-0,043 (-0,432)
Service Quality	0,511 (5,966)*	0,738 (3,796)*	0,459 (4,886)*
R	,670a	,674a	,688a
R Square	,449	,454	,473
F	50,564*	21,353*	31,380*

Source: primary data processed

In Table 2 it can be seen that each research variable has a regression coefficient that shows the directional influence formed between one variable and another. In general, the multiple linear regression equation formed is as follows: multiple linear regression equation for all respondents Y= 5,106 + 0.169 + 0.043 + 0.511 multiple linear regression equation for respondent members Y = 2.738 - 0.035 + 0.156 + 0.738 while the multiple linear regression equation for non-member respondents Y= 6.064 + 0.251 – 0.043 + 0.459. In accordance with the results of the F-statistics test, it can be seen that the resulting significance value is 0.000. At the data processing stage used, an error rate of 0.05. The results obtained indicate that the significance value is 0.000 < alpha 0.05, the decision is rejected and accepted. It can be obtained that the selection of brand image variables, product variations and service quality is indeed appropriate to be used as a variable. The regression model is accepted.

At the testing stage, it is known that the r-square value generated indicates that brand image, product variety and service quality as a whole are able to contribute in influencing customer loyalty of Aromaku Perfume by 44.9%, while the remaining 55.1% influenced by other variables that were not used in this study. Customer members are able to contribute in influencing customer loyalty for amount 45.4%, while the remaining 54.6% is influenced by other variables. And non-member customers are able to contribute in influencing customer loyalty by 47.3%, while the remaining 52.7% is influenced by other variables not used in this study. These variables are the offer price, convenience of use, attitudes formed in society and various other variables.

In the regression model, it can be seen that the constant value obtained for all respondents is 5,106, for member respondents 2,738 and for non-member respondents 6,064, these results indicate that when all independent variables consisting of brand image, product variety and service quality are constant. So it can be concluded that without the three variables to be analyzed, customer loyalty of Aromaku Perfume shop has increased.

Based on the regression equation model that is formed, it can be seen that the Brand Image variable in all respondents is 0.169, it shows that when other independent variables are

considered not constant, then brand image is able to affect customer loyalty by 0.169 units. Brand Image variable on member respondents is -0.035, it shows that when other independent variables are considered not constant, brand image is able to affect member customer loyalty by -0.035 units. While the Brand Image variable for non-member respondents is 0.251, it shows that when other independent variables are considered not constant, then brand image is able to affect customer loyalty by 0.251 units.

In accordance with the results of statistical tests that have been carried out, it can be seen that the product variation variable has a regression coefficient value of 0.043 for all respondents, it shows that when other independent variables are considered not constant, product variations can affect customer loyalty by 0.043 units. The product variety variable has a regression coefficient value of 0.156 for member respondents, it shows that when other independent variables are considered not constant, product variations can affect member customer loyalty by 0.156 units. While the product variety variable has a regression coefficient value of -0.043 for non-member respondents, it shows that when other independent variables are considered not constant, product variations can affect non-member customer loyalty by -0.043 units.

At the stage of testing the third hypothesis by using the service quality variable, the regression coefficient value for all respondents is 0.511, it shows that when other independent variables are considered not constant, service quality is able to affect customer loyalty by 0.511 units. The service quality variable obtained a regression coefficient value for member respondents in 0.738, this indicates that when other independent variables are considered not constant, service quality is able to affect member customer loyalty by 0.738 units. While the service quality variable, the regression coefficient value for non-member respondents is 0.459, it shows that when other independent variables are considered not constant, service quality is able to affect non-member customer loyalty by 0.459 units.

Based on the results of testing the first hypothesis, the t value of brand image (X1) > t table is 1.809 > 1.652 and a significance value of 0.072, the decision is accepted by H1 and Ho is rejected, so it can be said that brand image has a significant effect on customer loyalty. The t value of brand image (X1) is -0.187 and a significance value of 0.852, so the decision Ho is accepted and H1 is rejected, so it can be said that brand image has no significant effect on member customer loyalty. And the obtained t value of brand image (X1) > t table of 2.247 > 1.658 and a significance value of 0.027, the decision is H1 is accepted and Ho is rejected so that it can be said that brand image has a significant effect on non-loyalty customer members of Aromaku Perfume shop.

This means that giving a membership card is not effective in increasing customer loyalty. This is evidenced by the no positive and significant effect of brand image on customer loyalty, especially member customers. This may be due to the lack of selectiveness in providing member cards to customers. Thus, a phenomenon that needs to be observed is the possibility of other influences that can affect customer loyalty. The ineffectiveness of the results obtained shows the inability of this study to support the positive effect stated in the previous study, which explains that the better the brand image, the higher the customer loyalty. However, this research is in line with the opinion of Putri (2021)[19], which

states that brand image does not have a positive relationship with customer loyalty.

In the second hypothesis testing stage which is tested using t-statistical test, the t-count value for product variation (X2) is 0.535 and the significance value is 0.593, the decision H2 is rejected and Ho is accepted so that it can be said that product variations have no significant effect on customer loyalty. Using my Aroma Perfume. The t value for product variation (X2) is 1.126 and a significant value is 0.264, so the decision is H2 is rejected and Ho is accepted so that it can be said that product variations have no significant effect on customer loyalty of members. And the t value of product diversity (X2) is -0.432 and a significance value of 0.667, the decision H2 is rejected and Ho is accepted so that it can be said that product diversity has no significant effect on non-member customers.

Thus, the phenomenon that needs to be observed is the possibility that there are other influences that can affect customer loyalty. The ineffectiveness of the results obtained indicates the inability of this study to support the positive effect stated in the previous study, which explains that the higher the product variety, the higher the customer loyalty. However, this research is in line with the opinion of Silalahi (2021)[11], which states that product variety does not have a positive relationship with customer loyalty.

Based on the results of testing the third hypothesis which was tested by the t-statistical test, the t-count value of service quality (X3) > t-table was 5.996 > 1.652 and a significance value of 0.000 which means that Ho's decision is rejected and H3 is accepted so that it can be said that service quality significant effect. On customer loyalty. The value of t count service quality (X3) > t table of 3.796 > 1.663 and a significance value of 0.000, the decision Ho is rejected and H3 is accepted so that it can be said that service quality has a significant effect on customer loyalty of members. And the value of t count service quality (X3) > t table of 4.886 > 1.658 and a significant value of 0.000 then the decision Ho is rejected and H3 is accepted so that it can be said that the quality of service has a significant influence effect on non-loyalty of customer members. The results obtained indicate that the services provided by the Aromaku Perfume shop contribute to the formation of customer loyalty.

The findings indicate that this study supports the hypothesis that shows a positive and significant effect of service quality on customer loyalty. This indicates a positive relationship between service quality and customer loyalty as stated in previous studies in accordance with the findings obtained. However, this concept still requires further study in an effort to increase the external validity of the concept, so that in the future it can be generalized in a wider context. Service quality has a significant effect on customer loyalty. This supports the results of research conducted by Lubis and Suwito (2017)[5], Selvi et al. (2021)[10], and Putri el al. (2021)[8] which prove that there is a significant positive effect between service quality and customer loyalty.

Conclusion
1. The brand image variable (X1) has a positive and significant effect on customer loyalty at the Aromaku Perfume shope as evidenced by the coefficient t-count > t-table. Brand image (X1) has a positive effect on the overall respondents. However, after being sorted into member and non-member respondents, brand image

(X1) only has a positive effect on non-member respondents. Brand image (X1) actually does not have a positive effect on respondent members as evidenced by the coefficient t-count < t-table. This means that the brand image (X1) is not the main consideration for member respondents to be loyal to the Aromaku Parfum shop.

2. The product variety variable (X2) has no positive and significant effect on customer loyalty at the Aromaku Perfume shop as evidenced by the t-count coefficient < t-table. Product variety (X2) has no positive effect on all respondents. However, after the respondents were separated into members and non-members, product variety (X2) still did not have a positive effect on customer loyalty at the Aromaku perfume shop. This means that product variety (X2) is not a factor that is considered in increasing customer loyalty, both member respondents and non-member respondents.

3. Service quality variable (X3) has a positive and significant effect on customer loyalty at the Aromaku Perfume shop as evidenced by the coefficient t-count > t-table. Service quality (X3) has a positive effect on all respondents. However, after the respondents were separated into members and non-members, service quality (X3) had a positive effect on both respondents. This means that service quality (X3) is a factor considered by respondents in order to be loyal to the Aromaku Perfume shop and can increase customer loyalty.

Suggestion
a. To the manager of the Aromaku Perfume shop
Based on the results of research on customer loyalty at the Aromaku Perfume store using 3 test variables, which include brand image, product variety and service quality for all customers (member and non-member), the results obtained are:

1) The brand image variable has no positive effect on member customers. Which means that the brand image or brand image in the Aromaku Perfume shop is not yet known by its customers. Manager has to try to improve its reputation, so that customers know and trust the Aromaku Perfume shop more and so that more customers (become loyal) and make the customer more loyal.

2) The product variety variable has no positive effect on member and non-member customers. Which means that the product variety or product variation at the Aromaku Perfume shop has not been able to meet the needs of its customers. Manager of Aromaku Perfume shop has to try to increase and increase the number of product variations, so that customers are satisfied

b. To future researchers
For further researchers who want to research or continue this research, it is hoped that the results of this study can be a reference and input for further research that has the same topic and it is recommended to develop this research by looking for other variables that can affect customer loyalty. Further, researchers are also expected to be able to use other methods in examining customer loyalty so that the information obtained can vary from a questionnaire whose answers are already available.

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