

## **MENTORING TO IMPROVE BRAND IMAGE IN SUKAJAYA VILLAGE**

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### **Abstract**

The Relationship between Brand Image and Consumer Loyalty of Dua Elang Makmur (Case Study: Sukajaya Village). Thesis of Management Study Program with concentration in Marketing Management, Faculty of Economics and Business, Pakuan University, Bogor. Under the guidance of the chairman of the supervisory committee, Hj. Sri Hartini and member of the supervisory committee, Hasrul. 2021. One of the factors that influence someone to make a purchase of a product is the brand image attached to the product. Brand image is the perception and impression that a person has of a brand and the impression that a person has on a brand as a whole even if they are not directly exposed to the brand. If the brand image is very embedded in the community, consumers will make repeated purchases because they feel satisfaction with a brand, then consumer loyalty will be formed. This study aims to determine the relationship between Brand Image and the loyalty of Dua Elang Makmur in Sukajaya Village. This research was conducted in 2021. The population of this research is the consumers of Dua Elang Makmur who are in the Sukajaya Village area. The sample used in this study was 100, using the sampling method, namely the Slovin formula. The sampling technique used is incidental sampling. Data were collected using a questionnaire that had passed the validity and reliability test. The analytical technique used is linearity test and Spearman rank correlation test. The results showed that there is a fairly strong relationship between the image of the maker (corporate image) and consumer loyalty of Dua Elang Makmur crackers. There is a strong relationship between user image and consumer loyalty of Dua Elang Makmur crackers, there is a strong relationship between product image (product image) with consumer loyalty of Dua Elang Makmur crackers.

**Keywords:** Image Maker; User Image; Product Image And Consumer Loyalty.

### **I. INTRODUCTION**

The world is currently facing an outbreak of COVID-19 or the corona virus. This disease has hit various countries, including Indonesia. The Covid-19 pandemic in Indonesia has an impact on the life of the nation and state, one of which is on global and national economic conditions, Munizu (2020:82). The deteriorating economic conditions in Indonesia have an impact on the micro and small business sector (UMK). Micro and small enterprises have a very important role in national development, especially in reducing poverty and unemployment rates.

2020 is a tough year for micro and small businesses, the Covid-19 pandemic has made micro and small businesses in Indonesia face various challenges. The challenges faced were different during the 1998 reform era, in the midst of Indonesia's economic downturn, micro and small businesses were finally able to become heroes of the national economy. Since the implementation of Large-Scale Social Restrictions (PSSB) in almost all regions, many of our micro and small businesses have experienced difficulties in financing (cash flow), declining demand, and disruption

of the distribution of raw materials. According to the Indonesian Minister of Cooperatives and UMK Teten Masduki, the Asian Development Bank (ADB) survey from April 17 to May 22 2020 in Indonesia, they found 48.6% of MSME businesses went out of business, the other half continued to operate amid supply disruptions and low demand. This result is almost the same as the data held by the Ministry of Cooperatives and MSMEs. Then about 60% of MSMEs reduce employees, by 55% MSMEs delay/no increase in wage payments. This shows that the supply and demand sides are indeed disrupted. This happens because the majority of MSMEs, especially those engaged in the creative economy sector, have a very high dependence on imported raw materials, this condition is exacerbated by the weakening of the value of the Rupiah (Rp) against the US Dollar (US\$). Thus, MSMEs are facing pressure from two sides, the first is the difficulty of obtaining raw materials due to regulations to overcome the pandemic which causes the supply of raw materials to be hampered, the second is the difficulty to buy raw materials due to unaffordable prices which is exacerbated by low demand.

In the midst of the global disaster of the COVID-19 pandemic – the economic activity of the community was greatly affected and to map the forms of problems that occurred, the Ministry of Cooperatives and UMK RI carried out mapping through the opening of the Call Center 1500 587 since March 16, 2020. Based on the incoming report, a pattern was caught that MSME producers of Food and Beverage MSMEs are feeling the most severe impact – not only from a decrease in turnover (especially MSMEs that are not yet connected to the online market, and depend on offline markets such as school canteens, universities, offices, bazaars, etc.); but also on the difficulty of raw materials. In order to increase understanding in planning the above program, Indonesian MSEs conducted a quick online survey – which was carried out on 29-31 March 2020. The online form was distributed to the network of members of Indonesian SMEs and MSMEs participating in the program which ukmindonesia.id had collaborated with with various partners.

TABLE I  
FOOD AND BEVERAGE MSMEs THAT EXPERIENCE AN INCREASE IN TURNOVER DURING THE COVID-19 PANDEMIC

No	Types of products	The impact of the pandemic on the company
1	Frozen fried bread	Positive impact (increased turnover) especially from online sales.
2	Herbal powder drink	Positive impact (increased turnover) offline and online.
3	Frozen food nuggets etc	Positive impact (increased turnover) especially from online sales.
4	Traditional drink	Positive impact (increased turnover) offline and online
5	Herbal drink	Positive impact (increased turnover) offline and online
6	Balado potato chips	Positive impact (increased turnover) especially from online sales.
7	Brownies, cookies, dried anchovies	Positive impact (increased turnover) especially from online sales.

8	sour turmeric drink	Positive impact (increased turnover) offline and online.
9	Various sauces	Positive impact (increased turnover) especially from online sales.
10	Instant red ginger and pure red ginger	Positive impact (increased turnover) especially from online sales.
11	Instant ginger drink	Positive impact (increased turnover) especially from online sales.
12	Frozen snacks, cakes/sponge, brownies, cake blocks.	Positive impact (increased turnover) especially from online sales.
13	Drink sour turmeric and lemon	Positive impact (increased turnover) offline and online
14	Pickled fruit and vegetables, mustard greens.	Positive impact (increased turnover) offline and online
15	Fermented milk drinks, and yogurt.	Positive impact (increased turnover) especially from online sales.
16	Rending beef, beef lung, jengkol, red beans and beef jerky	Positive impact (increased turnover) especially from online sales.
17	Seasoning, chili	Positive impact (increased turnover) offline and online.
18	Seasoning, chili	Positive impact (increased turnover) especially from online sales.
19	Instant ginger	Positive impact (increased turnover) offline and online.
20	Various cakes	Positive impact (increased turnover) especially from online sales.
21	Indonesian food	Positive impact (increased turnover) offline and online.

22	lemon grass	Positive impact (increased turnover) offline and online.
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Source : results from the survey https://UMKIndonesia.id in 2020)

Based on table 1 it can be concluded that:

1. There are still around 8% of respondents who claim that they have experienced an increase in turnover.
2. Food SMEs - respondents - that experienced an increase in turnover were those that produced herbal, natural, and fruit products, which were good for health and endurance.
3. Other things that are produced are practical foods that are easy to process and can be stored for a long time ( frozen food , low, spices, etc.); this may be because in the current era, many people want to stock up on food at home.
4. All those who experience an increase in turnover have gone online in the sense that their products can be ordered online . Thus, to be able to compete more in the future, every MSME who wants to advance to class must learn to go digital.

Based on the above explanation, the average food MSMEs that experienced an increase in turnover were herbal, natural products, fruits, and foods that can support health and endurance, in addition to practical foods that are easy to process, such as frozen food and spices. All those who experience an increase in MSME turnover who have gone online in the sense that their products can be ordered online.

One of the Indonesian MSEs in West Java, especially in Bogor district, is Dua Elang Makmur which is located on Jl. Raya Cibungbulang – Wr Leupeut Kp Leuwueng Kolot Giri Mulya Village Rt 01 Rw 01 No 01 Kec Cibungbulang Kab Bogor, which was established on January 25, 1992. Dua Elang Makmur is a small and medium business engaged in the distribution and production of snacks in the form of traditional snacks that has special products in the form of Crackers, Jelly Sticks and Bandrek. Experience in distributing dumpling crackers products has opened the company's network to be wider and in its journey Dua Elang Makmur sees other needs from business partners, namely other food and beverage products. Finally, Dua Elang Makmur developed its business in the distribution of food and beverages produced by national companies. Currently Dua Elang Makmur not only produces and distributes its own products but also distributes products produced by other companies.

TABLE II  
SALES OF TWO ELANG MAKMUR CRACKERS PER PACK 2016-2020

No	Month	2016	2017	2018	2019	2020
1	January	32.132	33,214	35,799	33,569	65.036
2	February	31,085	29,445	27,494	41,473	57,690
3	March	27,601	26,296	30,495	46,821	64,734
4	April	26.094	28,454	33,966	48,677	62,246
5	May	27,217	25,295	26,785	44,134	47,666

6	June	24,340	26,770	29,366	33,225	67.836
7	July	26,851	35.079	39,874	65,468	68.158
8	August	30,143	30,164	36,143	53,956	62.894
9	September	26,819	28,447	36,129	57,384	66,115
10	October	31.072	30,433	37,049	60,321	72.946
11	November	27,294	28,638	43,000	59,587	72,927
12	December	28,795	41,744	52.314	65,861	61.443
<b>Amount</b>		<b>339,443</b>	<b>363,979</b>	<b>428,378</b>	<b>610,476</b>	<b>769,691</b>
Average		28,287	30,332	35,698	50,873	64,141
Sales increase percentage		0	7.23%	17.69%	42.51%	26.08%

Source : Dua Elang Makmur Cracker Sales Data 2020)

Based on the data above, it can be seen that the sales of crackers at Dua Elang Makmur fluctuated even in 2020 as of October , sales data at Dua Elang Makmur experienced an increase in sales of 30.99% compared to sales in 2019 . After Covid hit Indonesia, sales of Dua Elang Makmur crackers increased by 12.21 % , but when the PSBB was implemented, sales fell by 3.84%, and during Ramadan it fell by 23.42%, but after that sales of Dua Elang crackers Makmur experienced an increase of 42.32%, and if on average sales of Dua Elang Makmur crackers experienced an increase in sales in the Covid-19 era by 26.08% compared to the previous year. Meanwhile, in similar industries, other MSEs experienced a decline in sales in the midst of the pandemic, including

TABLE III  
CRACKER SALES GROWTH DURING THE COVID 19

Year	Two Prosperous Eagles	Kerouok Melarat (source of Meras)	Rejo Crackers
2020	Ripe Crackers + 26.08%	Raw Crackers - 40% to - 50% Raw Crackers 80%	Cooked crackers - 50%

(Source: secondary data <https://ayobandung.com/read/2020/09/10/127930/kerupuk-melarat-antara-corona-dan-Keluarga.Tahun2020> )

TABLE I PRICE LIST FOR CRACKERS

description	Two Prosperous Dumplings	Poor Crackers (source of rasp)	Rejo Crackers
Ripe	Rp.7.000/Pack (Company to agent) Rp. 1,000/seed (agent to consumer)	IDR 4,000/ounce (savory) IDR 5,000/ounce (spicy) Rp. 5,500/oz (serundeng )	Rp. 500/seed (small) Rp. 1000/seed (big)
Raw	-	IDR 13,000/kg	-

The increase in sales of the two eagles prosperous cracker products was due to the parties and the possibility of this happening was because at that time there was no special program for two eagles, but at Dua eagle there was a commitment from management to do several things related to maintaining the existence of sales, including the following:

1. Maintaining product quality both in terms of raw materials used, production processes and packaging. This is indicated by increasing the price from 500 to a thousand when the price of raw materials rises.
2. Maintain Service Quality
  - a. service where Dua Elang Makmur is committed to distributing it 1\*24 hours after the order is received. The purpose of this policy is to maintain product availability in the field.
  - b. Conduct regular communication by the marketing team to business partners once a week. It aims to build an emotional relationship between the two prosperous eagles represented by the marketing team and business partners.
3. to business partners who are experiencing financial and marketing problems. This is done in an effort to establish business equality between the two eagles and business partners.
4. to business partners who are experiencing financial and marketing problems. This is done in an effort to establish business equality between the two eagles and business partners.
5. to business partners who are experiencing financial and marketing problems. This is done in an effort to establish business equality between the two eagles and business partners.

Based on the initial research that the researchers did, by taking a sample of 30 community respondents from a total population of 4,720 kp people . Sidoger obtained the following results:

TABLE 2PRE-SURVEY RESULTS

Do you like to eat crackers?	YES	NO	Total	
	30	0	30	
	100%	0%	100%	
What brand of crackers do you often consume?	DE	OTHER	Total	
	27	3	30	
	90%	10%	100%	
In your opinion, is the price of two prosperous eagle dumpling crackers affordable?	YES	NO	Total	
	30	0	30	
	100%	0%	100%	
Is the price of two prosperous eagles dumpling crackers more?	Inexpensive	Expensive	Total	
	28	2	30	
	93%	7%	100%	
How long have you been consuming two prosperous eagle crackers?	< 2 years	3-5 yrs	> 5 Years	Total
	3	4	23	30
	10%	13%	77%	100%

How many times or how many days to consume two prosperous eagle crackers in one week?	Faithful Day	2 days	every 4 days	Total	
	16	11	3	30	
	53%	37%	10%	100%	
What prompted you to consume two prosperous eagle dumplings?	Affordable prices	Appropriate taste	Famous Brand	It's become a family food	Total
	6	14	5	5	30
	20%	47%	17%	17%	100%

Source: primary data processed in 2020

From the data above, the writer can say that the people of kp . Sidoger Sukajaya village is very fond of two eagle crackers seen from the results of respondents' answers around 90% stated that they often consume two prosperous eagle crackers, a factor that affects people in buying two prosperous eagle crackers because the taste matches their taste or it can be said that they are very I like crackers because it tastes good compared to other cracker products. Because the two prosperous eagle crackers have been known by the kp Sidoger community for a very long time, and the age of these two prosperous eagle crackers has been around 1992 or has been around for about 29 years, this proves that these crackers are already attached to the Sukajaya area, even from the results Above, people love crackers so much that they consume crackers almost every day. Meanwhile, respondents' answers to the price questions, most of the answers are at a cheap and affordable price, but judging from the actual price, the price marketed by the Dua Elang Makmur company is quite expensive compared to similar crackers, the price of two eagle crackers is Rp. 1000, even though the price of competitor crackers below the price of two prosperous eagle crackers. Although this cracker brand has been around for a very long time, respondents' answers about well-known brands only get a percentage of 17%, this answer is said to be quite low when it should be if a product has been around for a long time usually a brand image that is already very attached, but this is far the opposite of the results of the answers. pre-questionnaire. Regarding consumer loyalty, it can be seen from how often they consume these two prosperous eagle crackers. From the results of the pre-survey that the researchers did, it showed high consumer loyalty, even most consumers answered that they consumed 16% of the prosperous two eagle crackers every day. This shows that consumers are very loyal to the product. In this case the company must be able to maintain loyal consumers to these prosperous two eagle crackers so that consumers are not affected by the pull of products from competitors . Based on the results of the researcher's observations, it can be informed that the public's fondness for two-eagle crackers is very high, this is shown when two-eagle crackers are not on the market, consumers do not switch to other similar products. Based on the description above, the writer is interested



in conducting research to determine the extent to which product quality and brand image affect customer loyalty for crackers from Dua Elang Makmur by taking the title topic: "RELATED BRAND IMAGE ( BRAND IMAGE ) TO CONSUMER LOYALTY OF DUA ELANG MAKMUR (Study Case: Sukajaya Village)".

## II. LITERATURE REVIEW

### Marketing and Marketing Management

Marketing activities are always present in every business, both profit-oriented businesses and social enterprises. The importance of marketing is done to meet the needs and desires of the community for a product or service. According to the American Marketing Association in Kolter and Keller, marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers in order to manage customer relationships in ways that benefit the organization and its stakeholders. - interested parties in the organization. According to Assauri (2018) Marketing is the activity, organization, and process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large. According to Astuti and Amanda (2020: 2) marketing is a societal process by which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with others.

Marketing activities must be coordinated and managed in a good way, hence the term marketing management. According to Sudarsono (2020: 2), marketing management is an effort to plan, implement (which consists of planning, directing, coordinating) and supervising and controlling marketing activities within an organization in order to achieve organizational goals efficiently. According to Hery (2019: 3), marketing management is defined as the art and science of choosing target markets and getting, keeping, and growing customers by creating, delivering, and communicating superior customer value. According to Kotler in Handayani and Fathoni (2019: 11) marketing management is the analysis, planning, implementation, and supervision of programs aimed at creating exchanges with the target market to achieve company goals.

### Brand

According to Firmansyah (2019: 23) a brand is a name, symbol, sign, design or a combination of them to be used as the identity of an individual, organization or company on other goods and services. A strong brand is characterized by the recognition of a brand in the community, high brand association with a product, positive perceptions of the market and high consumer loyalty to the brand. According to Cahilil et al (2020: 8) a brand is often defined as a name, term, sign, symbol or design, or a combination of them, which is intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors.

According to the Mark Law in Firmansyah (2018: 31) a mark is a sign in the form of an image, name, word, letter, numbers, color arrangement, or a combination of these elements which have distinguishing features and are used in goods or services trading activities.

### Brand Image

According to Tjiptono (2015: 49) brand image is a description of associations and consumer beliefs about certain brands. Brand image is an observation and belief held by consumers, as reflected in the association or memory of consumers.

According to Firmansyah (2019: 42) brand image is what consumers think and feel when hearing or seeing a brand, a positive consumer image of a brand is more likely to allow consumers to make purchases. A better brand is also the basis for building a positive corporate image. According to Ginting in Firmansyah (2019) defines a brand as a name, term, sign, symbol, design or a combination thereof to mark the products or services of one seller or group of sellers and to differentiate them from competitors.

### Customer loyalty

According to Priansa (2017) customer loyalty is a long-term customer commitment, which is implemented in the form of loyal behavior and attitudes towards the company and its products, by consuming regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by customers. This will affect the existence of the company. According to Sudarsono (2020: 10) the notion of consumer loyalty includes repeat purchases, competitor rejection, not being affected by the attractiveness of other goods, and the frequency of recommendations to others. According to Griffin in Huririyati (2019: 129) loyalty refers more to the behavior of the decision-making units to make continuous purchases of the goods or services of a selected company.

### Framework

The efforts of MSEs in maintaining business are certainly not far from the problem of profit/loss, this is obtained from an increase or decrease in sales. Where the company must be able to maintain its sales, if it is experiencing an increase and is in a declining position, of course MSEs must be able to take appropriate and fast steps to change to a better position. Each MSE has the characteristics of a product, this is inseparable from how responsive consumers are to the product itself, especially in terms of brand image. A good brand image will influence consumers in making purchases so that if a product brand is very embedded in the minds of consumers, then consumers will feel satisfied by the product and they will buy back, so that consumers will be loyal to the product. To face various competitions in similar industries, MSEs must of course have a competitive advantage, so MSEs must be able to survive in the midst of various competitions, not only competition in the same industry, socio-political and

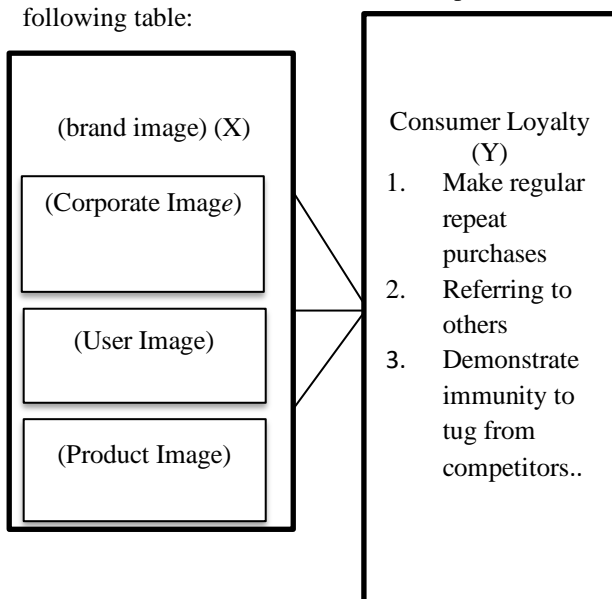
economic conditions will also be a threat to MSEs, as is currently being done. This happens where there is a covid-19 outbreak that is hitting the world, this will also affect the economy and the impact will also be felt by MSEs. Increasingly fierce competition and deteriorating economic conditions during a pandemic MSEs must be able to anticipate every situation, looking at the wants and needs of consumers, of course MSEs must also pay attention to brand image, this aims to maintain loyal consumers to these MSEs. In the midst of the covid-19 pandemic, MSEs must be able to maintain the stability of their companies, one of which is by maintaining customer loyalty, because customer loyalty is very important in maintaining sales, of course loyalty is also a long-term investment that will benefit the sustainability of MSEs. In this case, if consumers are very loyal to the MSE, then of course this is very beneficial for the MSE.

According to Gadau in his research (2016) the relationship between brand image and consumer loyalty lies in consumer desires and preferences for a brand is a consumer attitude. In many ways, attitudes toward a particular brand often affect whether consumers will be loyal or not. Good perception and consumer confidence in a particular brand will create consumer buying interest and even increase consumer loyalty to certain products. The theory of the link between brand image and consumer loyalty is cited

from Freddy Rangkuti in Gadau (2016) which says:

"If consumers think that a certain brand is physically different from competing brands, the brand image will be attached continuously so that it can form loyalty to a particular brand which is called brand loyalty".

This study describes how the influence of brand image on consumer loyalty in two prosperous eagles. Based on the preliminary description and theoretical basis, this research model can be explained in the following table:



**Research Hypothesis**

1. It is suspected that there is a relationship between the image of the maker (corporate image) and consumer loyalty of Dua Elang Makmur crackers.
2. It is suspected that there is a relationship between user image and consumer loyalty of Dua Elang Makmur crackers.
3. It is suspected that there is a relationship between product image and consumer loyalty of Dua Elang Makmur crackers.

**III. METHODOLOGY**

**Types of research**

Based on the research conducted, this type of research is associative research using survey research methods, according to Tuelaka (2019: 5) Associative research is research that intends to find out the relationship between two or more variables, associative research is research conducted to find out the existence of a relationship. or the influence or absence of a relationship or influence between variables. The associative approach in this study is intended so that the authors can find out how big the relationship between brand image and consumer loyalty in the company of two prosperous eagles , Cibungbulang Kab . Bogor.

**Types of Research Data**

Types of data when viewed from the source of the data there are two sources, namely primary sources and secondary sources. The type of data based on its quantitative nature by using a Likert scale in this study, the data sources used were primary and secondary data sources.

**Research Data Source**

1. Primary Data According to Sugiyono (2015: 193) Primary data sources are data sources that directly provide data to data collectors. The primary data in this study included pre-questionnaires and questionnaires given to residents of kp . Sidoger who buys/ eats crackers from Dua Elang Makmur.
2. Secondary Data According to Sugiyono ( 2015: 193) Secondary data sources are sources that do not directly provide data to data collectors. In this study the data obtained from the company in the form of sales data , and journals from websites in search engines, bibliography and from books related to research.

**Sampling Method**

Sugiyono (2015: 118-124) sampling technique is a sampling technique. To determine the sample to be used in the study, there are various sampling techniques used. The sampling technique in this study uses incidental sampling, incidental sampling is a technique of determining samples based on chance, that is, anyone who coincidentally / incidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source.

The sampling method used in this study is the Solvin formula, this is intended to determine the sample size of the population that will be used by researchers. The

population (N) which amounted to 4,720 was obtained from data from residents of Sukajaya village, especially residents of Sidoger Village, Sukajaya Village.

$$n = \frac{N}{1 + N(e)^2}$$

Where :

n = Number of samples

N = Total population of Sukajaya village population 2020

e = Tolerable limit of error in sampling (10%)

**Method of collecting data**

The data collection method is intended to obtain relevant, accurate and reliable information. The methods used include: Primary research data obtained from research objects by observation, surveys , interviews, and the results of distributing a list of questions (questionnaires) to Dua Elang Makmur Crackers Consumers in Sukajaya Village and then processed for research purposes.

**Validity Test and Reliability Test**

Validity Test and Reliability Test are tests conducted on research instruments. These two tests were conducted to determine whether each research instrument was suitable for use in research.

**Analysis Method**

**Linearity Test**

The linearity test aims to determine whether two variables have a linear relationship or not significantly. This test is usually used as a prerequisite in correlation analysis or linear regression. In this study using the help of the SPSS 21 for Windows program. Testing on SPSS V. 21.0 for Windows using Flinearity→ p<0,10 at a significance level of 10 % F value . Two variables are said to have a linear relationship if the significance (Linearity) is more than 0.10 .

**Spearman Rank Correlation Test**

According to Hidayatulloh (2021), the Spearman correlation coefficient is a nonparamethyl statistic. This statistic is a measure of association or relationship that can be used on the condition of one or both variables that can be used on the condition of one or both variables.

The formula used is as follows:

Information:

- r s = Spearman Correlation Value
- d = Difference between X and Y
- n = Number of Pairs (data)

Spearman rank correlation assessment is a perfect correlation if r = + 1 or -1. For the direction of the relationship is negative (-) and positive (+)

1. If r = -1 perfect negative correlation, it means that there is an opposite relationship between X and Y, when X goes up Y goes down.
2. If r = 1 perfect positive correlation, it means that there is a unidirectional relationship, if X increases and Y also increases.
3. If r = 0 it means that there is no relationship between X and Y.

Hypothesis testing was carried out with SPSS by looking at the significance value. that if the significance value is < 0.10 and the correlation coefficient is positive, then H1 is accepted.

- a. If the significance value > 0.10 , then Ho is accepted and H1 is rejected
- b. If the significance value < 0,10 , then Ho is rejected and H1 is accepted.

**Linearity Test**

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TABEL 6  
RESULTS OF CONSUMER LOYALTY INERITY TEST  
AGAINST IMAGE MAKERS

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Loyalty * Image maker	Between Groups	(Combined)	1334,128	12	111.177	3.837	.000
		Linearity	1103.210	1	1103.210	38.078	.000
		Deviation from Linearity	230,918	11	20,993	.725	.712
	Within Groups		2520.622	87	28,973		
	Total		3854,750	99			

Source: IBM SPSS Statistics 21 output processed .2021

Based on the results of the linearity test above, it can be concluded that the linearity relationship between the maker's image (X1) and consumer loyalty (Y), can be seen in the ANOVA table by looking at the calculated sig and F values, based on the results of linearity testing on the maker's image with consumer loyalty. that the significance value obtained is 0.712 0.10 , which means that there is a linear relationship between the maker's image and consumer loyalty.

**TABLE VII**  
**RESULTS OF CONSUMER LOYALTY LINEARITY TEST**  
**AGAINST USER IMAGE**

ANOVA Table					
	Sum of Squares	df	Mean Square	F	Sig.
(Combined)	1935,193	11	175,927	8.065	.000
Between Groups	1694,557	1	1694,557	77,685	.000
Deviation from Linearity	240,636	10	24,064	1.103	.369
Within Groups	1919,557	88	21,813		
Total	3854,750	99			

Source: IBM SPSS Statistics 21 output processed .2021

Based on the results of the linearity test above, it can be concluded that the linearity relationship between the user's image (X2) and consumer loyalty (Y), can be seen in the ANOVA table, namely by looking at the calculated sig and F values, based on the results of linearity testing on the user image with consumer loyalty. that the significance value obtained is 0.369 0.10, which means that there is a linear relationship between user image and consumer loyalty.

**TABLE VIII**  
**RESULTS OF CONSUMER LOYALTY LINEARITY TEST**  
**AGAINST PRODUCT IMAGE**

ANOVA Table					
	Sum of Squares	df	Mean Square	F	Sig.
(Combined)	2861,035	21	136,240	10,694	.000
Between Groups	2549,219	1	2549,219	200,097	.000
Deviation from Linearity	311,816	20	15,591	1,224	.259
Within Groups	993,715	78	12,740		
Total	3854,750	99			

Source: IBM SPSS Statistics 21 output processed .2021

Based on the results of the linearity test above, it can be concluded that the linearity relationship between

product image (X3) and consumer loyalty (Y), can be seen in the ANOVA table by looking at the calculated sig and F values, based on the results of linearity testing on product image with consumer loyalty. that the significance value obtained is 0.259 0.10 , which means that there is a linear relationship between product image and consumer loyalty.

**Spearman rank Correlation Test**

**TABLE IX**  
**SPEARMAN RANK CORRELATION COEFFICIENT**  
**TEST RESULTS K**

Correlations				
	Image maker	User image	Product Image	Loyalty
Correlation Coefficient	.000	.631 **	.564 **	.543 **
Significance (2-tailed)		.000	.000	.000
N	100	100	100	100
Correlation Coefficient	.631 **	.000	.743 **	.642 **
Significance (2-tailed)	.000		.000	.000
N	100	100	100	100
Correlation Coefficient	.564 **	.743 **	.000	.755 **
Significance (2-tailed)	.000	.000		.000
N	100	100	100	100
Correlation Coefficient	.543 **	.642 **	.755 **	.000
Significance (2-tailed)	.000	.000	.000	
N	100	100	100	100

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



Source: IBM SPSS Statistics 21 output processed .2021

Based on the correlation table above, the conclusions contained in the table are:

#### **Relationship Maker Image with Consumer Loyalty**

It is known that the correlation coefficient of the corporate image indicator in forming consumer loyalty (Y) is worth  $r = 0.543^{**}$  this means that there is a fairly strong relationship between the corporate image and consumer loyalty, from these results it can be seen that there is a relationship which is quite strong and positive between the two variables X1 and variable Y, which means that the higher the corporate image of Dua Elang Makmur, the higher consumer loyalty, and from the output above, it is proven that there is a positive relationship between the maker's image and consumer loyalty. It can be seen from the test results that there is a significant positive correlation ( $r = \text{sign} < \text{or } .000 \text{ p } 0.10$ ). Thus, the hypothesis proposed by the researcher is declared accepted.

#### **Relationship between User Image and Consumer Loyalty**

It is known that the correlation coefficient of the user image indicator (X2 variable) in forming consumer loyalty (Y) is worth  $r = 0.642^{**}$ , this means that there is a strong relationship between user image and consumer loyalty. From these results, it can be seen that there is a strong and positive relationship between the two variables X2 and Y, which means that the higher the user image of Dua Elang Makmur, the higher consumer loyalty, and from the output above, it is proven that there is a positive relationship. between user image and consumer loyalty, it can be seen from the test results that there is a significant positive correlation ( $r = \text{sign} < \text{or } .000 \text{ p } 0.10$ ). Thus, the hypothesis proposed by the researcher is declared accepted.

#### **Product Image Relationship with Consumer Loyalty**

It is known that the correlation coefficient of the product image indicator (X3 variable) in forming consumer loyalty (Y) is worth  $r = 0.755^{**}$ , this means that there is a strong relationship between product image and consumer loyalty. From these results, it can be seen that there is a strong and positive relationship between the two variables X3 and Y, which means that the higher the product image of Dua Elang Makmur, the higher the consumer loyalty. and from the output above, it is proven that there is a positive relationship between product image and consumer loyalty, it can be seen from the test results that there is a significant positive correlation ( $r = \text{sign} < \text{or } .000 \text{ p } 0.10$ ). Thus, the hypothesis proposed by the researcher is declared accepted.

Based on the results of the above discussion, it can be concluded that the highest r value is from the Brand Image variable, namely the Product Image indicator because it has a value of  $r = 0.755^{**}$  this value shows the largest value among the r values in variable image maker (corporate image) and variable user image (user image) which has a small r value of the product image.

This shows that product image has the strongest relationship in forming consumer loyalty.

#### **Interpretation and Discussion of Research Results**

Based on the results of the SPSS Version 21 test, it is possible to discuss the research, as follows:

#### **Relationship of maker's image with consumer loyalty**

Based on the test results from the linearity of the relationship between the maker's image and consumer loyalty, it produces a significance value of 0.725 0.10 . This result proves that the two variables are linear. Based on the results of the Spearman rho correlation test, it can be seen that the relationship between the maker's image and consumer loyalty is quite strong where the calculated r value is  $0.543^{**}$  and there is a significant positive correlation ( $r = \text{sign} < \text{or } 0.000 \text{ p } 0.10$  ) . Thus the hypothesis proposed by the researcher is declared accepted and this study is in line with the research of Melisa and Prasetyo (2016), showing from the results of the analysis that has been carried out, it can be concluded that there is a significant positive correlation between brand image and consumer loyalty using The Body Shop products. at Diponegoro University students. consumer loyalty is strong where the calculated r value is  $r = 0.642^{**}$  and there is a significant positive correlation ( $r = \text{sign} < \text{or } 0.000 \text{ p } 0.10$  ) . Thus, the hypothesis proposed by the researcher is declared accepted. This shows that the user's image is able to increase consumer loyalty to make repeated purchases of Dua Elang Makmur crackers. User image with service indicators and primordialism affect the respondents in answering the statements given by the researcher. And this research is in line with research conducted by Marion and Setiawati (2015), based on the results of the analysis that has been carried out, it can be concluded from each brand image indicator that there is a significant positive correlation between brand image and consumer loyalty.

#### **The relationship between product image and consumer loyalty**

Based on the test results of the linearity of the relationship between product image and consumer loyalty, it produces a significance value of 0.259 0.10. This result proves that the two variables are linear. Based on the results of the Spearman rho correlation test, it can be seen that the relationship between product image and consumer loyalty is strong where the calculated r value is  $r = 0.755^{**}$  and there is a significant positive correlation ( $r = \text{sign} < \text{or } 0.000 \text{ p } 0.10$  ) . Thus, the hypothesis proposed by the researcher is declared accepted.

Based on the three relationships generated from the spearman rank test, the one with the highest relationship is the product image which has a value of  $r = 0.755^{**}$  This shows that the product image has the strongest relationship in forming consumer loyalty. According to Tjiptono in Marion and Stiawati's (2015) research, brands can be used for several purposes including: as a useful identity in differentiation or differentiating a

product. the company with its competitors' products, as a promotional tool, to build an image by providing certain confidence, guarantee, quality, and prestige to consumers and to control the market.

### Conclusion

Based on the results of the discussion and description described in the previous chapter, conclusions can be drawn and explained below :

1. There is a fairly strong relationship between the image of the maker (corporate image) and consumer loyalty of Dua Elang Makmur crackers. This can be seen from the Spearman rank correlation test where the calculated  $r$  value is  $r = 0.543^{**}$ , which means that the higher the corporate image of Dua Elang Makmur, the higher the consumer loyalty.
2. There is a strong relationship between user image and consumer loyalty of Dua Elang Makmur crackers. This can be seen from the Spearman rank correlation test where the calculated  $r$  value is  $r = 0.637^{**}$ , which means that the higher the user image of Dua Elang Makmur, the higher the consumer loyalty.
3. There is a strong relationship between product image and consumer loyalty of Dua Elang Makmur crackers. This can be seen from the Spearman rank correlation test where the calculated  $r$  value is  $r = 0.755^{**}$ , which means that the higher the product image of Dua Elang Makmur, the higher the consumer loyalty.

### Suggestion

Based on the results of data analysis and the conclusions that have been put forward in this study, the authors provide several suggestions in the hope of providing benefits and input for the parties concerned, suggestions that can be given by researchers are as follows;

1. Based on the results of the analysis of the Spearman rank correlation coefficient, it shows that there is a relationship between the image of the maker and consumer loyalty where the correlation coefficient is 0.543. These results indicate that there is a strong relationship between the maker's image and consumer loyalty. So it is hoped that Dua Elang Makmur can continue to improve the image of the maker, especially in the sales channel and product guarantees in order to increase consumer loyalty and sales in the future.
2. Based on the results of the analysis of the Spearman rank correlation coefficient, it shows that there is a relationship between user image and consumer loyalty where the correlation coefficient is 0.637. These results indicate that there is a strong relationship between user image and consumer loyalty. So it is hoped that Dua Elang Makmur can continue to improve the user's image, especially in the service department in order to increase consumer loyalty and sales in the future.

3. Based on the results of the analysis of the Spearman rank correlation coefficient, it shows a relationship between product image and consumer loyalty where the correlation coefficient is 0.755. These results indicate that there is a strong relationship between product image and consumer loyalty. So it is hoped that Dua Elang Makmur can continue to improve and maintain product image, especially in terms of branding, packaging and product quality in order to increase consumer loyalty and sales in the future.

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