

THE INFLUENCE OF PRODUCT QUALITY, PRODUCT DESIGN, AND AMBASSADOR BRAND ON CONSUMER LOYALTY OF THE EIGER ADVENTURE STORE IN DEPOK CITY

Muhammad Aditya, Elwisam, Kumba Digdowiseiso

Management Study Program Faculty of Economics and Business, National University Jakarta,
Indonesia

Email: muhammadaditya@gmail.com, elwisam@civitas.unas.ac.id,
kumba.digdo@civitas.unas.ac.id

Abstract:

The purpose of this research is to analyze the influence of Product Quality, Product Design, and Brand Ambassador on Consumer Loyalty of the Eiger Adventure Store, Depok City. This research uses a quantitative method with data collection techniques using a questionnaire that takes 100 respondents according to Anderson's formula. This research uses primary data collection methods by distributing questionnaires to consumers of the Eiger Adventure Store, Depok City. The collected data was analyzed using inferential data analysis techniques accompanied by multiple linear regression analysis and processed using Statistical Product and Service Solution software version 25. The results of research looking at multiple linear regression analysis stated that, the Product Quality variable (X_1), the Product Design variable (X_2), and the Brand Ambassador variable (X_3) has a positive and significant effect on Consumer Loyalty (Y).

Keywords: Product Quality, Product Design, Brand Ambassador, and Consumer Loyalty

INTRODUCTION

Obtained knowledge that's actually it competition business Now This showing real growth also with the presence of makers new both domestically and abroad. Locating his business in the country This. Because curiosity para the maker Which see method life industrialism Which very big from public Indonesia, so they invest intensively in Indonesia. Since then, makers are also searching hole in what company is very popular among the population. Which item characterized in here remembered For items Which No reasonable. For face This increasingly fierce competition indirectly forces every body business For do activity marketing Which more innovative. Activity producers are needed to provide consumer satisfaction and loyalty bigger. Therefore, it can be said that marketing holds role Which useful in support activity industry in do enhancement to sale.

Currently, this activity is trendy and very popular with all groups specifically child young era This including to in activity Which smells *outdoor activities* such as *traveling* and climbing mountains and many other activities other *outdoor* uniforms. Many industries are taking advantage of this opportunity as producer from activity Which middle popular group child young, activity Which No Can try with hand blank just moreover only depend on strength body without fulfil equipment Which required momentare doing *outdoor activities* . Equipment that must be completed at the time Activities include shoes, sandals, backpacks, mountain jackets, *sleeping bags* , tent as well as other other. Phenomenon activity Which lately This currently liked Many groups are involved in changing lifestyles, especially styles and mode. With many option product equipment activity *outdoors* Which generated various producer until Keep going make it easier consumer in sorting out the products you want when carrying out *outdoor activities* . There is various type producer Which make product equipment outdoors sandals Which reasonable is known as well as interested in Indonesia that is ; Carvil, Brick, Neckermann, Kickers, Eiger, Consina, and others.

Since the development of outdoor activities, it has become a competition between company, with company compete For interest And loyalty consumerto product they. Quality product is Wrong One indicator consumers are interested in buying a product. Kotler and Armstrong (2012) believe that quality product is experience product or service Which consistent with its ability to meet actual customer needs or unclear. Product quality is the product's ability to perform functionality, including reliability, durability, accuracy, ease of use, and product durability, among other important characteristics. Hence the quality A product is also an important factor for consumers in choosing a product what you want to buy. This is in line with research conducted by (Septiani, 2021) get that variable quality product influential significant on consumer loyalty. This means consumers will choose quality product the good one.

Producer must give rise to impression portionative in mind consumer or someone who is attracted to a brand made by that manufacturer. Kotler and Keller (2012) define "Design is the totality of features that affects how a product looks, feels, and functions to a consumer." Finished design The distinctive characteristics of a product can bring consumers to mind one manufacturer or product. So product design is the main part for a product or service. because design can be a differentiator from the product Which other. Design Also have characteristic Which unique, for example usage materialmaterial Which anti water or normal spoken *Gussets construction* with *waterproof* membranes For do prevention direct entry water. Not only that, the materials mentioned also have great durability Very sturdy compared to other waterproof materials. Also *heel support technology system* , which

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functions to support the ankle when performing climbing To use support foot so that still stable in various condition Medan. Opinion Which has mentioned supported by study (Consumer, 2018) design product produce influence real to loyalty consumer, quality product produce influence real to loyalty consumer, Products that have an attractive design and good quality can make customer feel satisfied, which on Finally customer will be loyal.

When Eiger first appeared, it was known as a manufacturer of *outdoor equipment*, Until now, along with the development of the Eiger era, it has a new image as manufacturers who produce products in the fashion sector. Eiger's success is due program marketing PT. Eigerindo Multi Product Industry with make improvements to sale through strategy promotion Which appropriate like election *Brand Ambassador* Which own influence important. As as explained by Lea Greenwood (2012), "brand ambassadors are included in the tools used by body business For do communication And interact with the public about how to increase sales." Eiger has many *Brand Ambassadors* who already have many followers and they Also own Lots follower in media social like Instagram, YouTube, etc. Following part from *Brand Ambassador* eiger Which Already has a big name, namely; Adinda Thomas, Fiersa Besari, Darius Sinathrya, John Schaap and many others. Likewise in research (Vinet & Zhedanov, 2011) Role *Brand Ambassador* own influence dominant towards consumer loyalty, for that as surviving business entities 3 decades have to be more selective in collaborating with celebrities to line up become *Brand Ambassador* follows generational developments At the moment.

Theory Which has mentioned displays there bond real between variables independent is quality product, design product as well as *Brand Ambassador* The dependent variable is consumer loyalty which influences success something industrial. As Kotler and Keller (2012) explain, "loyalty includes a deeply felt commitment to purchase return or subscribe to favorite products or services in the future, regardless from influence situational And effort marketing" which Possible push consumers to switch products.

This research aims to investigate the influence of Product Quality, Product Design and Brand Ambassador on Consumer Loyalty at the Eiger Adventure Store, Depok City. The problem formulation involves questions regarding the impact of Product Quality, Product Design, and Brand Ambassador on consumer loyalty. The research objectives include analyzing the influence of each of these factors on consumer loyalty. The benefits of this research include contributing knowledge and recommendations for business entities regarding marketing strategies, providing notes and new knowledge for researchers, as well as providing contributions and references for academics conducting similar research. It is hoped that the research results will provide in-depth insight into the factors that influence consumer loyalty in this industry.

METHOD STUDY

This research focuses on consumer loyalty at the Eiger Adventure Store, Depok City, especially in the Kemiri Baru Subdistrict area, which is influenced by product quality, product design and brand ambassadors. Data was obtained through a questionnaire using a Likert scale, and sampling was carried out using purposive sampling, involving 100 consumers of the Eiger Adventure Store, Depok City. Data analysis methods include descriptive analysis, inferential analysis, and multiple linear regression analysis. Instrument testing involves validity and reliability tests, while classical assumption tests include

normality, multicollinearity, autocorrelation and heteroscedasticity tests. Test the feasibility of the model using the F test, coefficient of determination, and t test to test the influence of the independent variable on the dependent variable. Thus, this research will provide in-depth insight into the factors that influence consumer loyalty at the Eiger Adventure Store.

RESULTS AND DISCUSSION

A. Results Study

A. Description Object Study

The topic of current research is Consumer Loyalty impact by Quality Product, Design Product And *Brand Ambassador* to Eiger Adventure Store Depok City with respondents including consumers Eiger Adventure Store Depok City.

Individuality respondents included as needs analysis descriptive. The respondent's individuality is included in information about personal circumstances respondents. Characteristics Which has mentioned required For help The researcher carried out an analysis of which respondents in the end is known characteristics respondents majority And minority, like age, type sex, work, and monthly income.

B. Results Analysis Descriptive

On study This Quality Product, Design Product, And *Brand Ambassador* on Consumer Loyalty is included in an analysis taken from data questionnaire Which spread to consumer or respondents Eiger Adventure Store in Depok City. From the statements on the completed questionnaire by 100 person respondent, obtained Miscellaneous statement Which different about variable Quality Product, Design Product, And *Brand Ambassador* to Consumer Loyalty.

1. Quality Product

Mark average on indicator in variable Quality Product can seenas following:

Table 1. Descriptive Quality Variables Product

No	Pernyataan	Rata-Rata
1	Saya membeli produk sepatu sandal Eiger karena memiliki wujud yang menarik	4,43
2	Saya membeli produk sepatu sandal Eiger karena memiliki berbagai macam fitur	4,37
3	Saya membeli produk sepatu sandal Eiger karena kualitasnya sesuai dengan yang dijanjikan	4,51
4	Kualitas produk sepatu sandal Eiger sesuai dengan yang saya harapkan	4,51
5	Saya membeli produk sepatu sandal Eiger karena dapat diandalkan dalam jangka waktu yang lama	4,51
6	Saya membeli produk sepatu sandal Eiger karena dapat digunakan diberbagai tempat	4,36
	Total Mean	26,69
	Avarage Total Mean Variabel Kualitas Produk	4,448

Source : Data processed 2022

As based on table 1, the total avarage results are obtained from variable Quality Product (X 1) as big as 4,448 from results Which has mentioned stated that the average respondent agrees with the product quality produced by Eiger *Adventure* . It can be seen *that* statement number 3 "Ibuy product shoe sandal Eiger Because the quality in accordance with Which promised", number 4 "The quality of the Eiger sandal shoe product is in line with what I said hope", and number 5 "I bought Eiger sandals because I could reliable over a long period of time" to get results the average tall that is 4.51. This become proof if in a way general consumer Eiger *Adventure* state that hope quality from shoe sandal Eiger *Adventure* reliable over the long term long time.

2. Design Product

Mark average on *indicator* in variable Design Product can seen as following:

Table 2. Descriptive Variable Design Product

No	Pernyataan	Rata-Rata
1	Saya membeli produk sepatu sandal Eiger karena memiliki desain yang unik dan tidak pasaran	4,30
2	Saya membeli produk sepatu sandal Eiger karena adanya jasa perbaikan ditoko	4,29
3	Saya membeli produk sepatu sandal Eiger karena memiliki model yang menarik	4,42
	Total Mean	13,01
	Avarage Total Mean Variabel Kualitas Produk	4,336

Source : Data processed 2022

As based on Table 2 Total Avarage results are obtained of the Product Design variable (X₂) is 4.336 from the results mentioned state that average respondents agree with Design Product produced by Eiger *Adventure*. It can be seen that statement number 3 "I buy product shoe sandal Eiger Because own model Which interesting" got a high average result of 4.42. This is proof that general Eiger *Adventure consumers* stated that's the model of the shoe sandal Eiger *Adventure* interesting and not many on the market.

3. Brand Ambassador

The average value of the indicators in the *Brand Ambassador variable* can be seen as following:

Table 3. Descriptive Brand Variables Ambassador

No	Pernyataan	Rata-Rata
1	Adinda Thomas dan Fiersa Besari sebagai <i>brand ambassador</i> Eiger mendorong saya melakukan pembelian produk Eiger	4,37
2	Saat saya melihat Adinda Thomas dan Fiersa besari yang hobi beraktivitas outdoor, saya mengingat brand Eiger	4,27
3	Adinda Thomas dan Fiersa Besari memiliki kredibilitas sebagai <i>brand ambassador</i> Eiger	4,35
4	Adinda Thomas dan Fiersa Besari memiliki popularitas yang tinggi	4,40
5	Adinda Thomas dan Fiersa Besari memiliki kemampuan untuk menarik konsumen	4,33
	Total Mean	21,72
	Avarage Total Mean Variabel Kualitas Produk	4,344

Source : Data processed 2022

As based on Table 3 Total Avarage results are obtained from variable *Brand*

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Ambassador (X 3) as big as 4,344 from results Which has mentioned state that average respondents agree with *Brand Ambassador* implemented by *Eiger Adventure* . It can be seen that statement no 4 "Adinda Thomas and Fiersa Besari have great popularity tall" get results average Which tall that is 4.40. This become proof if so general consumer *Eiger Adventure* state that Adinda Thomas and Fiersa Besari as *Brand Ambassadors* of *Eiger Adventure* have popularity the tall and can be a lot of interest potential consumers.

4. **Loyalty Consumer**

average value of the indicators in the Consumer Loyalty variable can be seen as follows :

Table 4. Descriptive Variable Loyalty Consumer

No	Pernyataan	Rata-Rata
1	Saya akan senantiasa membeli produk sepatu sandal Eiger	4,41
2	Saya akan membeli pelayanan lain dari Eiger di samping membeli produk sepatu sandal Eiger	4,27
3	Saya merekomendasikan produk sepatu sandal Eiger kepada orang-orang terdekat saya	4,37
4	Saya akan tetap menggunakan produk sepatu sandal Eiger walaupun merek lain menggunakan promosi yang menggiurkan	4,18
	Total Mean	17,23
	Avarage Total Mean Variabel Kualitas Produk	4,307

Source: Data processed 2022

As based on Table 4 results obtained Total avarage from variable Loyalty Consumer (Y) as big as 4,307 from results Which has stated that the average respondent agrees with Loyalty Consumer Which applied by *Eiger Adventure* . Can seen that statement number 1 "I will always buy Eiger sandals" got a high average result of 4.41. This is proof that In general, *Eiger Adventure consumers* say that they always buy product shoe sandal And will recommend to people nearby.

C. Method Analysis

1. Test Instrument

During this research, validity and reliability tests were carried out on 100 sample of respondents. Validity tests are carried out to check whether the items The proposed questionnaire *can be* used as a tool in this research. For determine valid or or not questionnaire Which submitted, researcher using the criteria described in research methods in chapter III in on.

The following are the results of calculating the validity of the tool which consists of 5 (five) statements Product Quality (X1) modified using the SPSS 25 program, For sample answers of 100 people, results as following:

a. Test Validity

Validity Test functions to check the accuracy of benchmarks to demonstrate whether the questionnaire is valid or not. The validity check is calculated by compare mark r count

(amount correlation elements Which correlated)with r table If r count > r table (with tariff real 10%), so statement declared valid. All reports have a total of 18 items out of 6 for quality product, 3 for product design, 5 for *Brand Ambassador* , and 4 for loyalty consumer. Study tested with n =100 Which where on Finally r table including to in 0.196.

Table 5. Results Test Validity

Variabel	Pernyataan	r hitung	r tabel	Keterangan
Kualitas Produk	Pernyataan 1	0,712	0,196	Valid
	Pernyataan 2	0,765	0,196	Valid
	Pernyataan 3	0,701	0,196	Valid
	Pernyataan 4	0,749	0,196	Valid
	Pernyataan 5	0,757	0,196	Valid
	Pernyataan 6	0,685	0,196	Valid
Desain Produk	Pernyataan 1	0,802	0,196	Valid
	Pernyataan 2	0,813	0,196	Valid
	Pernyataan 3	0,769	0,196	Valid
<i>Brand ambassador</i>	Pernyataan 1	0,779	0,196	Valid
	Pernyataan 2	0,824	0,196	Valid
	Pernyataan 3	0,819	0,196	Valid
	Pernyataan 4	0,804	0,196	Valid
	Pernyataan 5	0,825	0,196	Valid
Loyalitas Konsumen	Pernyataan 1	0,818	0,196	Valid
	Pernyataan 2	0,798	0,196	Valid
	Pernyataan 3	0,790	0,196	Valid
	Pernyataan 4	0,845	0,196	Valid

Source : SPSS output data. Processed 2022

Judging from calculations using SPSS 25, the data was tested on 100 respondents which states that all statements for product quality variables, design product, *Brand Ambassador* And loyalty consumer stated valid, It can be seen in table 4.10 from the calculation results above that the numbers are has mentioned that r is bigger from the r table, namely 0.196.

b. Test Reliability

Reliability test included in instrument for measuring questionnaires contains variable indicators. Poll opinions are considered strong or reliable when one response to a claim is expected to be predictable or stable from time to time. Test dependency done with use test Cronbach's alpha measurable, with consider that factors Which The person concerned is declared healthy with the assumption that Cronbach's alpha is > 0.60. Results Reliability tests for each variable reveal information as following:

Table 6. Results Test Reliability

Variabel	Cronbach's Alpha	Batas Cronbach's Alpha	Keterangan
Kualitas Produk	0,820	>0,60	Reliabel
Desain Produk	0,708	>0,60	Reliabel
<i>Brand ambassasdor</i>	0,869	>0,60	Reliabel
Loyalitas Konsumen	0,830	>0,60	Reliabel

Source : SPSS output data. Processed 2022

Can it can be seen that it counts from test reliability according to table 6 shows that all the variables in the research are; quality variables products, product design, *Brand Ambassadors* and consumer loyalty have value above the minimum limit of Cronbach's alpha > 0.60 which is ultimately possible said that all measurement draft each variable questionnaire reliable. means questionnaire Which used to study This recorded to on questionnaire Which reliable and can trusted.

2. Test Assumption Classic

Four classical assumption tests were carried out, namely normality test and multicollinearity test test autocorrelation, and heteroscedasticity test padda study At the moment.

a. Test Normality

Normality test is used know distribution something population, something follows a regular, Poisson, or uniform distribution. Function for checking is variable bound And variable free in model regression distribute normal or not. Distributed information is considered normal if the value level its significance > 0.05, and on the contrary if the level value its significance < 0.05 considered atypical. Table in lower This show results test normality onthis study.

Table 7. Results Test Normality

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.44058219	
Most Extreme Differences	Absolute	.104	
	Positive	.104	
	Negative	-.099	
Test Statistic		.104	
Asymp. Sig. (2-tailed)		.009 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.214 ^d	
	99% Confidence Interval	Lower Bound	.203
		Upper Bound	.224
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 2000000.			

Source : Output data SPSS. Processed 2022

It can be seen that the results of the normality test in table 7 are in columns Monte Carlo Sig. (2-tailed) for a two-sided test, namely 0.214 above 0.05 or $(0.214 > 0.05)$ say that data on study This distribute normal.

b. Multicollinearity Test

The multicollinearity test is included in the conditional test of the relationship linear Which perfect or close to perfect between two or more independent variable in a regression model. The multicollinearity test aims to inspect whether model regression finds correlation between independent variable.

A good regression model should not show multicollinearity or correlation between independent variable . Matter This manifested with exists mark multicollinearity, namely H. standard error of each coefficient becomes high,Which where on Finally amount t become low, estimation standards errors increase along with increase variable independent, And influence each variable independent become difficult. For see. For To know the occurrence of multicollinearity, the VIF size can be seen in the table below lower This.

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Table 8. Results Test Multicollinearity

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	KualitasProduk	.537	1.862
	DesainProduk	.408	2.451
	BrandAmbassador	.455	2.197
a. Dependent Variable: LoyalitasKonsumen			

Source : Output data SPSS. Processed 2022

The multicollinearity test is seen from the Variance Inflation Factor and Tolerance values, standard Which used that is If Tolerance > 0.1 And VIF And < 10 No has multicollinearity. It can be seen in table 8 the results of the multicollinearity test said that the tolerance for the variables above is greater of 0.1 And Variance Inflation Factor variables in above less of 10.

c. Autocorrelation Test

Autocorrelation Test functions to see whether there is autocorrelation regression with durbin -watson as following:

Table 9. Results Test Autocorrelation

Model Summary ^b	
Model	Durbin-Watson
1	1.840
a. Predictors: (Constant), BrandAmbassador, KualitasProduk, DesainProduk	
b. Dependent Variable: LoyalitasKonsumen	

Source: Output data SPSS. Processed 2022

Can seen from table 9 state that results Dubin-Watsonincluding to in 1,840. Mark dU can seen from table Durbin-Watson, n = 100, k = 3, And mark dU including to in 1,736. DurbinWatson is at in the middle of the dU value and the 4-Du value (1.736 < 1.840 < 2.264). This means that showing, model regression know that No There is autocorrelation because the DurbinWatson value is in the middle of the dU and 4- dU.

d. Heteroscedasticity Test

For the heteroscedasticity test , a good regression model is included own homoscedasticity or without heteroscedasticity. Objective fromThis test is included to check whether a regression model exists show inequality variance from One observation to observation other. On study This researcher use test heteroscedasticity with using the Glejser test which has test results which can be seen in the table below lower This.

Table 10. Results Test Glejser

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.840	.917		4.187	.000
	KualitasProduk	-.068	.045	-.202	-1.519	.132
	DesainProduk	-.063	.087	-.110	-.725	.470
	BrandAmbassado	-.008	.049	-.022	-.155	.877

a. Dependent Variable: Abs_Res

Source : Data Output SPSS. Processed 2022

It can be seen from table 10 that the results of the Glejser test each variable is Product Quality, Product Design, and *Brand Ambassador* obtained a sig value greater than 0.05, which means that it is true There is no heteroscedasticity problem. Which is the end of this study can next.

3. Test Appropriateness

a. Test F

Test F works For test influence variable free to variable bound and compare Fcount sig < 0.05 then H 0 rejected or modeled The regression is valid and if F count is sig > 0.05 then H0 is accepted or the regression model No valid.

F test with ANOVA analysis using SPSS 25 to get data as follows:

Table 11. Results Test F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	332.788	3	110.929	51.833	.000 ^b
	Residual	205.452	96	2.140		
	Total	538.240	99			

a. Dependent Variable: LoyalitasKonsumen
 b. Predictors: (Constant), BrandAmbassador, KualitasProduk, DesainProduk

Source : SPSS output data. Processed 2022

Can seen from table 11 produce F count as big as 51,833 And sig of 0.000 which means that H 0 is rejected because F is calculated bigger F table (51.833 > 2.70) and at Sig 0.000 < 0.05. That way the Quality variable Products, Product Design, and *Brand Ambassadors* have a positive influence and real impact on Consumer Loyalty. This means that the resulting regression is expressed valid.

b. Coefficient of Determination Test (R²)

Test coefficient determination (R²) works For know how much big percentage influence of independent variables to dependent variable.

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Table 12. Test results Coefficient Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 ^a	.618	.606	1.463
a. Predictors: (Constant), BrandAmbassador, KualitasProduk, DesainProduk				
b. Dependent Variable: LoyalitasKonsumen				

Source : Output data SPSS. Processed 2022

It can be seen from table 12 that it produces a correlation coefficient (R) value of 0.786 from R Square 0.618 = 61.8%, so the coefficient of determination (R²) is 61.8% which means that 61.8% of the dependent variable is consumer loyalty can be explained by the independent variables, namely product quality, product design, and *Brand Ambassador*, the remaining 38.2% is accounted for by other variables not included in study This.

4. Analysis Inferential

In this study, Inferential Analysis functions to carry out analysis of the results from sample data which are then applied to the population. Analysis This uses Analysis Regression Linear Multiple

a. Analysis Regression Linear Multiple

Multiple linear regression analysis is included in a form of analysis testing the influence of the independent variable (X) which consists of product quality, design product and *Brand Ambassador*, towards the dependent variable (Y), consumer loyalty. Calculation coefficient regression on study This use application SPSS 25 give results as following:

Table 13. Results Test Analysis Regression Linear Multiple

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.287	1.394		.923	.358
	KualitasProduk	.152	.068	.192	2.229	.028
	DesainProduk	.660	.132	.492	4.979	.000
	BrandAmbassador	.153	.074	.192	2.055	.043
a. Dependent Variable: LoyalitasKonsumen						

Source.: Data output SPSS. Processed 2022

Can seen from Table 13 Can explained that equality regression linear multiple on Coefficient column The standards are known as follows.

$$Y = 0.192 X_1 + 0.492 X_2 + 0.192 X_3$$

Information:

Y = Consumer loyalty X₁ = Quality Product X₂ = Product Design

X₃ = Brand Ambassador

1) The estimated coefficient uses *standardized* variable coefficient values Product Quality

has a value of 0.192 with a positive sign interpret that that Quality Product Which Good willdo increase to Consumer Loyalty

- 2) The estimated coefficient uses *standardized* variable coefficient values Product Design has a value of 0.492 with a positive sign interpret that that Design Product Which Good will do increase to Consumer Loyalty
 - 3) The estimated coefficient uses *standardized* variable coefficient values *Brand Ambassador* has a value of 0.192 with a positive sign which means that he is a good *Brand Ambassador* will increase Consumer Loyalty
5. Submission Hypothesis Test t

Test t used For test in a way individual influence variable free product quality, product design and *Brand Ambassador* on the dependent variable loyalty consumer. t-test use analysis coefficient with processingSPSS 25 obtained the following information:

Table 14. Test results t

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.287	1.394		.923	.358
	KualitasProduk	.152	.068	.192	2.229	.028
	DesainProduk	.660	.132	.492	4.979	.000
	BrandAmbassador	.153	.074	.192	2.055	.043

a. Dependent Variable: LoyalitasKonsumen

Source : Output data SPSS. Processed 2022

It can be seen from table 14 above and the hypothesis in this study can be explained that is :

- a. Influence variable Quality Product to Loyalty Consumer Which own mark t count 2,229 > 1,984 t table And real 0.028 <0.050. Can interpreted that Quality Product produce influence positive Andpartially real impact on Consumer Loyalty to the Eiger *Adventure Store* in Depok City.
- b. Influence variable Design Product to Loyalty Consumer Which own mark t count 4,979 > 1,984 t table And real 0,000 <0.050. Can that Product Design produces a positive and real impact Partial to Loyalty Consumer on the Eiger *Adventure Store* in CityDepok.
- c. Influence variable *Brand Ambassador* to Loyalty Consumer Which has a calculated t value of 2.055 > 1.984 t table and a real value of 0.043 <0.050. Can interpreted that *Brand Ambassador* produce influence positive and real in a way Partial to Loyalty Consumer on Eiger *Adventure Store* at City Depok.
- d. Variable Design Product become variable most dominant compared to with the *Product Quality variable* and also *the Brand Ambassador variable* . That matter can be seen from the *standardized coefficients* beta value of the product design variable namely 0.492. Which is the highest value compared to the Quality variable Product and *Brand Ambassadors*

Discussion

A. Influence Quality Product to Loyalty Consumer

The direct impact of product quality on product or service performance, which is

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where in the end quality tightly connection with benefit customer (Kotler And Armstrong, 2005). So Can seen Where Quality Products own direct impact on customer value or customer loyalty. Product quality is one of the valuable points that can attract consumers persist in a product and have a positive reaction from top informants product quality, of course, will have a good impact towards Eiger *Adventure Store* Kota Depok.

Can be seen from the results of research, researchers find in Eiger *Adventure Store* City Depok there is influence Which positive And real between Quality Product with Loyalty Consumer, so from That Quality Product can made as base for predict Loyalty Consumer on Eiger *Adventure Stores* , This showing that Loyalty Consumer in Eiger *Adventure Store* Depok City is influenced by Product Quality. From the results of the analysis regression linear multiple obtained results as big as 0.192 And level significance of 0.028 which is smaller than 0.05 which shows that quality Products produce a positive and real influence on consumer loyalty. What has been mentioned is also stated in the results of the respondents who answered about quality product that product shoe sandal Eiger *Adventure* The quality is as promised, the quality of the Eiger sandal shoe product as expected, and Eiger sandal shoe products can be relied on on period time Which worn. This can seen from mean biggest the Product Quality variable is 4.51 and that result is expected by Eiger *Adventure Store* City Depok can maintain as well as do enhancement to quality the product For keep looking after consumer loyalty.

This study is also in line with the study by (Widayatma and Lestari, 2018). The independent variable used in this study includes product quality And variable bound including to in loyalty customer. Study This confirm that quality product produce influence positive And real impact on customer loyalty (case study Rifa Kuliner Kendal). Quality Products have been proven to be a factor in consumer satisfaction, and increasingly so The higher consumer satisfaction with product quality, the higher it will be opportunity consumers become regular customers at period which will come.

B. Influence Design Product to Loyalty Consumer

As explained by Stanton (2005:67-68) in (Abdurahman et al., 2018) the aim of product design is to produce goods Which caliber tall And own estimation sale Which tall, produces goods that move at that point, creating those goods as efficient as possible in the use of raw components and expenditure resulting does not reduce the selling value of the goods. which has been mentioned which ultimately results in repeat purchases. Can be concluded that good product design will produce good products, value Selling high quality products can become a style among consumers too will make consumers loyal. Along with the positive reactions aimed at by informants about product design which will certainly have a good impact on Eiger *Adventure City Store* Depok.

It can be seen from the research results, researchers found on the Eiger *Adventure Depok City Store* has a positive and real influence on Product Design with Loyalty Consumer, so from iru Design Product can made as a basis for predicting consumer loyalty to the Eiger *Adventure Store* , This shows the loyalty of consumers at the Eiger *Adventure Store* Kota Depok is influenced by Product Design. From the results of multiple linear regression analysis obtained results as big as 0.492 And level significance as big as 0,000 Which smaller from 0.05 Which show that Design Product produce positive and real influence on Consumer Loyalty. And from the results has mentioned make variable Design Product become variable most dominant in increasing Consumer Loyalty. The thing that As mentioned, it was also stated in the results of respondents who answered regarding design product that product shoe sandal Eiger own model Which interesting. This can be seen from

the largest mean Design variables The product is 4.42 And on the results Which has mentioned expected Eiger *Adventure Store* CityDepok can continue to innovate in terms of attractive product designs so that they remain guard loyalty para consumer.

Study previous Which held by (Febrianto & Gatot, 2021) agree with this research. The independent variables used are product design, price and product quality and the dependent variable, namely consumer loyalty. On study This Design Product have influence positive And real to Consumer Loyalty of Specs brand shoes in Tarik District. Business entities can give quality product And design product Which appropriate, And make consumers feel satisfied, then customer loyalty will be created. Product design Which beautiful will do enhancement to Satisfaction consumer as well asloyalty consumer moment use product Which has mentioned Because Beautiful product design will increase the aesthetic value in direct proportion with flavor believe self and pride.

C. Influence *Brand Ambassador* to Loyalty Consumer

Celebrities are believed as one of the mental support elements that can be influence perspective And confidence buyer about goods (Kotler & Keller, 2008:55). Determine his choice on celebrity Which appropriate will make improvements to product branding as based on celebrities and make consumers believe in the products they represent. Can interpreted moment This role from a *Brand Ambassador* something productvery important. *Brand Ambassadors* can help with marketing and marketing enhancement to sales amount as well consumer loyalty. Can seen from results study, researcher find in Eiger *Adventure Store* City Depok there is influence Which positive And real between *Brand Ambassador* with Consumer Loyalty, therefore *Brand Ambassador* can made as base for predict Loyalty Consumer on Eiger *Adventure Stores* , This showing that Loyalty Consumer in Eiger *Adventure Store* Depok City is influenced by *Brand Ambassadors* . From the results analysis regression linear multiple obtained results as big as 0.192 And level significance as big as 0.043 Which more small from 0.05 Which show that *Brand Ambassador* produce influence positive And real on Consumer Loyalty. What has been mentioned can also be stated on results answer from respondents about *Brand Ambassador* that Adinda Thomas and Fiersa Besari are included as *Brand Ambassadors* from Eiger *Adventure* own popularity tall. This can seen from meanbiggest variable *Brand Ambassador* that is 4.40 And on results Which has mentioned expected Eiger *Adventure* maintain *Brand Ambassador* Which they Already Have And add *Brand Ambassador* other in accordancewith need.

This research is in line with other studies carried out (Maulida & Kamila, 2021). Those using the independent variables are *Brand Ambassador* and variable bound use loyalty consumer (Studies On User Shopee). Role *Brand Ambassador* produce influence positive And real in a way Partial to loyalty consumer, Which interpret that the higher the value or profile of the selected *Brand Ambassador* or contracted so will produce influence also with increase Consumer loyalty. *Brand Ambassadors* are included in one strategy which can be implemented by every business entity, by planning promotions appropriately, promotions can provide product quality information, attract customers new, strengthen consumer loyalty.

CONCLUSION

This research evaluates the influence of Profitability, Liquidity, Capital Intensity, Solvency and Company Size on Tax Aggressiveness in Mining Sector Companies on the Indonesia Stock Exchange for the 2015-2019 period with 21 companies as samples. The test results show that Profitability, Liquidity, Capital Intensity, Solvency, and Company Size have

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a positive and significant influence on Tax Aggressiveness. In particular, high profits, good liquidity, high capital intensity, high solvency, and large company size encourage mining companies to be more aggressive in avoiding tax obligations. These findings are consistent with previous research and provide insight into the factors that influence corporate tax policy in the mining sector.

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