

THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH, PRICE, AND PRODUCT KNOWLEDGE ON CUSTOMER LOYALTY

PENGARUH MEDIA KOMUNIKASI, HARGA, AND PENGETAHUAN PRODUK TERHADAP LOYALITAS PELANGGAN

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Abstract: Customer loyalty influences the journey of business success in the future. Electronic Word-Of-Mouth, Price, Product Knowledge are the parts and determine on Customer Loyalty. The purpose of this study was to researcher know how electronic word-of-mouth, price, product knowledge influence customer loyalty study case YOIIDRINK MDC. Respondents based on who buy more than once, Boba drink fan, consumer aged 11-25 years domiciled in Manado. The population in this study were 100 respondents. The sample in this study used purposive sampling. The analyzer uses multiple linear regression. Hypothesis testing used the T test and F test. The results showed that how satisfaction customer loyalty about electronic word-of-mouth, price, product knowledge and the owner to increase improvement in product must take care of several aspects provided to provide and determine the level of customer satisfaction about the product

Keywords: electronic word-of-mouth, price, product knowledge, customer loyalty

Abstrak: Loyalitas pelanggan mempengaruhi kemajuan bisnis di masa depan. Media Komunikasi, Harga, Pengetahuan Produk merupakan bagian yang menentukan Loyalitas Pelanggan. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana pengaruh media komunikasi, harga, pengetahuan produk terhadap loyalitas pelanggan studi kasus YOIIDRINK MDC. Responden kriteria berdasarkan yang membeli lebih dari satu kali, Penggemar minuman boba, dan Konsumen berusia 11-25 tahun yang berdomisili di Manado. Populasi dalam penelitian ini membutuhkan 100 responden, Sampel dalam penelitian ini menggunakan Purposive Sampling. Alat analisisnya menggunakan regresi linear berganda. Pengujian hipotesis menggunakan uji T dan uji F. Hasil penelitian menunjukkan bagaimana kepuasan Loyalitas Pelanggan terhadap Media Komunikasi, Harga, Pengetahuan Produk. Pemilik dalam ingin meningkatkan produk harus memperhatikan beberapa aspek yang disediakan untuk menyediakan dan menentukan tingkat kepuasan pelanggan terhadap produknya.

Kata Kunci: media komunikasi, harga, pengetahuan produk, loyalitas pelanggan

INTRODUCTION

Research Background

Since the development of the World Wide Web (WWW) on the Internet in the early 1990s, an increasing number of companies have been trying to carry out electronic commerce (EC). Through EC, a close customer relationship can be formed, and much of the operating overhead including time and money can be saved. Recently, the WWW is used as a new marketing channel to show recommendations from previous consumers. The Internet's global nature has created a medium for electronic word-of-mouth (eWOM) between consumers who have never met. The Internet has enabled new forms of communication platforms that further empower both providers and consumers, allowing a vehicle for the sharing of information and opinions both from business to consumer, and from consumer to consumer. Electronic word-of-mouth (eWOM) communication refers to any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people

and institutions via the Internet.

According to Hent and Urwick in Tjiptono and Diana (2003) online business is an activity in the buying and selling process carried out by several parties, including producers, distributors and consumers. This process does not just happen. But it has to go through a long process and it takes a long time. Apart from products, online business according to Hent and Urwick also includes services. The services provided must meet consumer needs. Consumers can be from the community, government, to the corporation itself. According to Dicksee in Tjiptono and Diana (2003), online business is associated with general economics which includes 3 main things, namely producers, distributors, and consumers. The wheel is what ultimately supports every online shopping activity on the internet that we do every day. The roles of the three parties are very connected and equally important. If one of his needs is not met, or there are obstacles, there will be an imbalance in the wheels of the online business.

The beginning of the publication of Instagram on October 6, 2010 and began to develop in Indonesia since early 2013 and began to be actively used by the Indonesian people until now the development of Instagram as a social media has grown rapidly until now. In the current pandemic era, Indonesians use social media more often, one of which is Instagram. Therefore, many online businesses have emerged via social media, one of which is Instagram. As time goes by, entrepreneurs have multiplied, therefore to help Instagram entrepreneurs issue a promotional feature that will help and make it easier for entrepreneurs to promote their business is a revolutionary step, this has triggered a rapid development of technology.

Currently online businesses have increased due to the Covid-19 pandemic, through the Covid-19 pandemic conventional business people must adapt to the situation, namely innovating by adding social media accounts to sell on social media, seeing the fact that there are some conventional businesses that are unable to adapt so they experience decreased income until finally the business is closed. Through this incident, businesses must adapt continuously to the situation because business is an economic driver that helps the country's economy when experiencing the Covid-19 pandemic.

Talking about business as well as talking about prices and products, price greatly determines consumer interest in buying a product and knowledge about the product determines consumers to buy the product being sold. On Instagram social media, online businesses must visualize their products so that consumers are interested in buying. Like making attractive captions, aesthetic product photos to attract consumers' attention. Besides seeing product photos or interesting captions. Price is also very influential in buying decisions. Price is an amount of money charged for a product that consumers exchange for the advantages of the product. Pricing is very important in the sustainability of a business. Also product knowledge is very influential in increasing repurchase decisions.

According to Sumarwan (2003), product knowledge is a collection of various information about products. This knowledge includes product categories, brand, product terminology, product attributes or features, product prices and product trustworthiness. Consumers have knowledge of different products, some are looking for information by coming directly to the source, and some are looking for information from their surroundings. Loyalty can be defined as an emotional tendency towards an object. This refers to the affective aspect (like / dislike), this emotional tendency is obtained by consumers through previous experiences with a brand or comes from information obtained from other people. Then the tendency to evaluate a brand. This trend includes positive evaluations based on criteria that are considered relevant to describe the usefulness of a brand for consumers. This tendency is also obtained by consumers through previous experiences and from the information obtained about the brand.

Research Objectives

Aims of this research are listed as followed:

1. To determine the influence electronic word-of-mouth influence on customer loyalty partially
2. To determine the influence price influence on customer loyalty partially
3. To determine the influence product knowledge influence on customer loyalty partially

THEORETICAL FRAMEWORK

Marketing

Kotler and Armstrong (2008:6) stated that marketing is a social and managerial process in which individuals or organizations get what they need and want through the creation and exchange of value with

others. In a narrower business context, marketing involves creating a value-loaded exchange relationship with a profitable customer

Electronic Word-Of-Mouth

Harrison-Walker (2001) explained that WOM is defined as informal, person-to-person communication between non-commercial communicators and recipients regarding a brand, product, organization, or service. According to Kotler and Keller, Word of Mouth is an offer made by either person in the form of oral, written, or electronic communication related to the good experience of buying or using products and services, is also a form of communication mix which of course is expected to communicate something to other consumers. Word of Mouth is a communication process in the form of providing recommendations, both individually as well as groups for a product or service that aims to provide personal information.

Price

Kotler and Keller (2013), argue that price is a sum of money or value that is exchanged by consumers to get profits from ownership or charged for a product or service. Price is milk for the customer and something else for the seller. For customers, this is the cost of something. For the price seller is the income and the main source of profit.

Product Knowledge

When making purchases, consumers often rely on personal memory or experience to make decisions. Beatty and Smith define product knowledge as the perception that consumers have of a particular product, including previous experience using the product. According to Lin and Zhen (2005), product knowledge depends on consumer awareness or understanding of a product. Consumers can be grouped into 3 (three) types of product knowledge, including knowledge about the characteristics of the product, the consequences or positive benefits of using the product, and the value that the product will satisfy or achieve (Firmansyah, 2018:66).

Customer Loyalty

At a very general level, loyalty is something that consumers may exhibit to brands, services, stores, product categories and activities. Customer loyalty is a consumer who intends to repurchase from the same service firms, to keep an optimistic attitude towards the service firm, and to willingly refer the service to others (Kandampully and Suhartanto, 2000). A loyal customer as one who values the relationship with the firm adequately to make the firm a preferred provider (Reichheld and Sasser, 1990).

Previous Research

Amaliyah and David (2021) aimed to determine the impact of the Covid-19 pandemic on MSMEs in DKI Jakarta, identify and classify MSMEs during the Covid-19 pandemic and provide alternative solutions and strategies for MSME actors in dealing with the economic crisis due to the Covid-19 pandemic. The study was conducted on MSMEs in DKI Jakarta with a total sample of 1,511 respondents. The research was conducted through qualitative and quantitative approaches with descriptive statistical data analysis techniques and SWOT analysis. The results showed as many as 83% of MSMEs experienced a decrease in business circulation, with the classification of a decrease in business circulation of up to 50% by 48%, and the remaining 35% experiencing a decrease in business circulation of more than 50%. As many as 83% of MSMEs experienced a decline in business circulation, which was dominated by micro-businesses in the trade, hotel, and restaurant sectors, with an average age of 0-5 years.

Untari, Fajariana and Ridwan (2019) aimed to preparing the ASEAN Economic Community (MEA) with the development strategy of Small and Medium Enterprises (UMKM) to get business credit in Kelurahan Cibaduyut Bandung. From the results of interviews and preliminary observations that the development of Small and Medium Enterprises is essentially a shared responsibility between the government and society. In order to support the empowerment and development of Micro, Small and Medium Enterprises, especially in encouraging the distribution of credit to Micro, Small and Medium Enterprises in Cibaduyut Urban Village, for the development of Micro, Small and Medium Enterprises in Cibaduyut Village, Bandung, the strategies included in the first Bank Partner Financial Consultants in fostering and mentoring Micro Small Enterprises and Medium prospects who apply for business loans; second, socializing profit sharing or venture capital financing; third

Increasing the participation of credit guarantee institutions for Micro, Small and Medium Enterprises and prospects who are faced with collateral requirements. It is expected that with the implementation of the above strategies, Micro, Small and Medium Enterprises will no longer experience difficulties in the submission of business capital loans from Credit Distribution Agencies. From each solution above, it is building and mentoring Micro and Small and Medium Enterprises, prospects who will apply for business loans. The results of the study showed that the community in the Cibaduyut Village with the optimization of the role of the Bank Partner Financial Consultant (KKMB), the requirements and procedures established by the credit channeling institutions, were no longer an obstacle for Micro and Small Businesses in obtaining business capital loans. The success of this approach will be seen from the increasing number of bankable Micro, Small and Medium Enterprises and obtaining business capital loans, and having a Bank Partner Financial Consultant (KKMB) operating on a business (mutually beneficial) basis so that it can finance itself.

Alhulail, Dick, and Abareshi (2018) developed a framework to identify factors affecting customers' loyalty to s-commerce websites. A web-based survey was used to collect data which were analysed using the partial least squares based on structural equation modelling (PLS-SEM). This study found that satisfaction; trust and social presence have significant influence on loyalty to s-commerce website and found that reputation, satisfaction, word-of-mouth, and social presence positively contribute to explaining the variance in trust. In contrast, communication and online shopping experience didn't contribute to explain the variance in trust. The findings of this study contribute to the development of businesses strategies of how to retain their customers which will result in higher profits.

Conceptual Framework

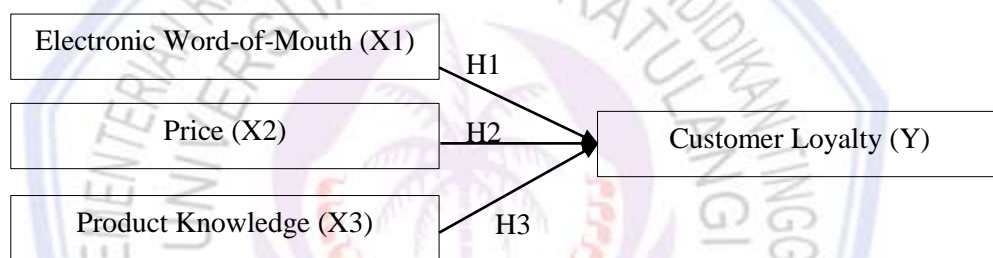


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

H1: Electronic Word-Of-Mouth Influence Customer Loyalty partially

H2: Price influence Customer Loyalty

H3: Product Knowledge influence Customer Loyalty partially

RESEARCH METHOD

Research Approach

This study uses a quantitative approach. The type of research used is the type of associative research. According to Sugiyono (2017), associative research is research that aims to determine the effect or also the relationship between two or more variables. Through this research it is hoped that it can find out The Influence of Electronic Word-of-Mouth, Price, and Product Knowledge on Customer Loyalty.

Population, Sample, Sampling Technique

Sugiyono (2017:80) states that the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. Population of this research is all the customer of YoiiiiDrink. According to Sugiyono (2017), the sample is part of the number and characteristics possessed by the population. If the population is large, and researchers are not possible learn everything in the population, for example because limited funds, manpower and time, then researchers can use samples taken from that population. The research sample was taken by using Purposive Sampling Method. Purposive Sampling is a sampling technique in which researcher relies

on his or her own judgment when choosing members of population to participate in the study. Purposive sampling is a non-probability sampling method and it occurs when “elements selected for the sample are chosen by the judgment of the researcher. In this study need 100 respondent based on the above criteria for respondents that the researcher determines to determine the sample consumer who buy more than once.

Data Collection Technique

In this study based on the criteria, the number of samples that could be examined in this study was 100 business samples run by customer. The researcher determines to determine the sample consumer who buy more than once, Boba drink fan, and consumer aged 11-25 years domiciled in Manado.

Validity and Reliability

Validity shows the extent to which a measuring instrument can measure what will be measured (Umar, 2002:103). To find out the level of item validity, the value of r is greater than 0.3. Thus the questions that have been compiled to collect data are considered to have construct validity or validity. According to Sugiyono (2017), Reliability is an instrument which, if used several times to measure the same object, will produce the same data. The basis for taking is if the Cronbach Alpha value > 0.60 then the questionnaire is declared reliable and vice versa if the Cronbach Alpha value.

Multiple Regression Analysis

According Santoso (2012:221), multiple regression analysis is used to predict the size of the dependent variable (dependent variable) using data from two or more independent variables (known as independent variables) of known magnitude. For regressions whose independent variables consist of two or more regressions, they are also called multiple regression. Because the independent variable in this study has more than two variables, the regression is called multiple regression. The general equation of multiple regression according to Sugiyono (2017) is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \mu$$

Description:

- Y = Customer Loyalty
- A = Constant, is a related value which in this case is why when the independent variable is 0 ($X_1, X_2, X_3 = 0$)
- β_1 = The coefficient of multiple regression between the independent variable X_1 against the dependent variable Y, if the independent variable X_2 and X_3 are considered constant
- β_2 = Coefficient of multiple regression between independent variables X_2 against the dependent variable Y, if the independent variables X_1 and X_3 are considered constant
- β_3 = Coefficient of multiple regression between independent variables X_3 against the dependent variable Y, if the independent variables X_1 and X_2 are considered constant
- X_1 = Electronic Word of Mouth
- X_2 = Price
- X_3 = Product Knowledge
- μ = Error term

Tests of Classical Assumptions

Before testing with multiple regression, it is necessary to test the quality of the data marked by the full fillment of a number of regression assumptions.

Normality Test

Normality test data in this study was conducted to test whether the regression model, confounding variables or have normal distribution. According to Ghazali (2012:160), the normality test aims at whether in the regression model the dependent variable and the independent variable have a contribution or not.

Heteroscedasticity Test

According to Santoso (2012: 238) the purpose of heteroscedasticity assumptions is to find out whether in a regression model, there is an inequality of variance in the residuals (error) from one observation to another. If the variance is different, then it is called heteroscedasticity. A regression model is said to be good if heteroscedasticity does not occur. Heteroscedasticity-free regression models can be seen through scatter plot charts. According to Santoso (2012: 240) detection of heteroscedasticity is to see the presence or absence of certain

patterns on scatterplot charts, where the X axis is the predicted Y, and the X axis is residual.

Multicollinearity Test

At a regression model, we often see the close relationship among the independent variables. Multicollinearity test aims to test whether the regression model found a correlation among the independent variables (independent). In a good regression model should not have happened a correlation among the independent variables (Ghozali, 2012).

Hypothesis Testing

According to Ghozali (2011), F-test shows that all independent variables in the model are intended to have the simultaneous effect on the dependent variable. The T-Test is used to determine whether each of individual independent variable is significant. According to Andreson (2014), a separate t-test conducted for each of the independent variable in the model.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Table 1. Validity Test Result

Variable	Indicator	Pearson Correlation	Nilai Sig	Status
Electronic Word Of Mouth (X1)	X1.1	0,749	0,000	Valid
	X1.2	0,809	0,000	Valid
	X1.3	0,857	0,000	Valid
	X1.4	0,827	0,000	Valid
Price (X2)	X2.1	0,900	0,000	Valid
	X2.2	0,921	0,000	Valid
	X2.3	0,852	0,000	Valid
	X2.4	0,819	0,000	Valid
Product Knowledge (X3)	X3.1	0,754	0,000	Valid
	X3.2	0,937	0,000	Valid
	X3.3	0,849	0,000	Valid
	X3.4	0,926	0,000	Valid
Customer Loyalty (Y)	Y.1	0,786	0,000	Valid
	Y.2	0,861	0,000	Valid
	Y.3	0,879	0,000	Valid
	Y.4	0,851	0,000	Valid

Source: Data SPSS 23, 2023

All indicator statement Electronic Word-Of-Mouth (X1), Price (X2), Customer Loyalty (Y) variables have a pearson correlation value greater than r table, namely 0.1966 (level sig 5%). The validity test is used to measure the validity or validity of a quantar. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire. Valid criteria or questionnaires: if $t_{count} > r_{table}$ means valid and vice versa if $t_{count} < r_{table}$ means invalid. The study used a significant level of 5% (0.05) and used two final tests. The number of respondents is 100 people. So the value of rtable with a significant 5% (0.05), is 0.195. $t_{count} > 0.195$ then each statement is confirmed valid. The validity test of 100 respondents.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Status
Electronic Word Of Mouth (X1)	0,822	Reliabel
Price (X2)	0,896	Reliabel
Product Knowledge X3)	0,889	Reliabel
Customer Loyalty (Y)	0,863	Reliabel

Source: Data SPSS 23, 2023

Table 2 shows how all variable electronic word of mouth (X1), price (X2), product knowledge (X3), and customer loyalty (Y) have Cronbach's alpha values greater than 0.6. This means that the measuring instrument is reliable (reliable).

Classical Assumption Test

Normality Test

According to Ghazali (2012), the regression model is said to be normally distributed if the plotting data (dots) that describe the actual data follows the diagonal line.

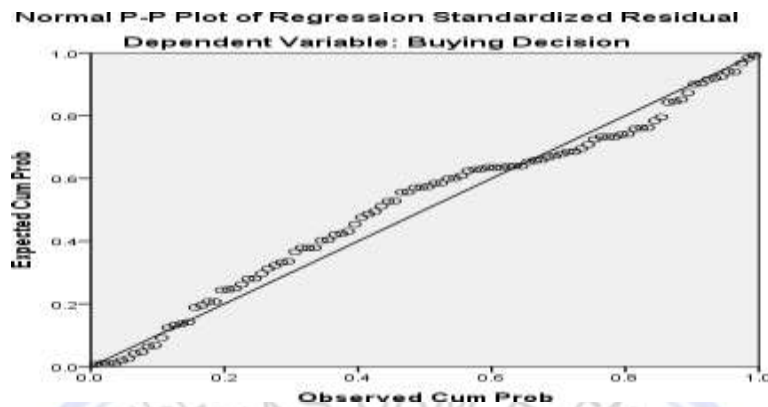


Figure 2. Normality Test

Source: Data SPSS 23, 2023

Figure 2 shows that the plotting data (points) spread out around the diagonal line, and the spread follows the diagonal line. This shows that the regression model fulfills the normality assumption.

Heteroscedasticity Test

Based on the results of the image output, it shows that the parameter coefficient for all independent variables used in the study does not occur heteroscedasticity as seen from the scatterplot that spreads and does not form a certain pattern.



Figure 3. Heteroscedasticity Test

Source: Data SPSS 23, 2023

Multicollinearity Test

Table 3. Multicollinearity Test

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	EWOM	.286	3.494
	PRICE	.225	4.442
	PRODUCT KNOWLEDGE	.289	3.464

a. Dependent Variable: CUSTOMER LOYALTY

Source: Data SPSS 23, 2023

Based on table 3, it can be seen that the tolerance value of Innovation Capability and Human Capital is 0.915 (more than 0.100) and the following VIF value is 1.093 (below 10.00), it means there is no multicollinearity, so that multicollinearity does not occur.

Multiple Linear Regression Analysis

According to Santoso (2012:221), multiple regression analysis is used to predict the magnitude of dependent variables using data from two or more independent variables of known size. The regression equation in this study to find out how much influence independent variables, namely EWOM (X1), Price (X2), and Product Knowledge (X3), have on dependent variables, namely Customer Loyalty (Y).

Table 4. Multiple Linear Regression Analysis

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
	Model	B	Std. Error	Beta	t
1	(Constant)	.888	.843		1.054
	EWOM	.080	.086	.074	.928
	PRICE	.517	.089	.525	5.821
	PRODUCT KNOWLEDGE	.355	.080	.352	4.425
					Sig.
					.294
					.356
					.000
					.000

a. Dependent Variable: COSTUMER LOYALTY

Source: Data SPSS 23, 2023

$$Y = 0,888 + 0,080 + 0,517 + 0,355 + e$$

From the multiple linear regression analysis above, it can be interpreted as follows:

1. The constant of the multiple linear regression equation is 0.888. This explains that if EWOM, price, and product knowledge are worth 0 (zero), then Customer Loyalty is 0.888.
2. The regression coefficient for the EWOM variable is 0.080 and marked positive, this explains that each change of one unit in EWOM, while price and product knowledge are assumed to remain, the amount of customer loyalty will change, which increases by 0.080.
3. The regression coefficient for variable price is 0.517 and marked positive, this explains that every change of one unit at the price while EWOM and product knowledge are assumed to be fixed, then the amount of customer loyalty will experience an increase of 0.517.
4. The regression coefficient for variable product knowledge is 0.355 and marked positive, this explains that every change of one unit in product knowledge while EWOM and price are assumed to remain, then the amount of customer loyalty will experience a change that increases by 0.355.

Correlation Coefficient (R) and Coefficient of Determination (R²)

Table 5. Correlation Coefficient (R)

Model Summary ^b	
Model	R
1	.904 ^a

a. Predictors: (Constant), PRODUCT KNOWLEDGE, EWOM, PRICE

b. Dependent Variable: COSTUMER LOYALTY

Source: Data SPSS 23, 2023

Based on table 5, it is known that the magnitude of the relationship between the independent variable and the dependent variable calculated by the correlation coefficient is 0.904, so based on the value interval table shows a very strong correlation between the independent variable and the dependent variable

Table 6. Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	.929a	.862	.852	.29065

Source: Data SPSS 23, 2023

From the results of the calculation of the multiple linear regression analysis that has been done, it shows the model's ability to explain the influence of the independent variable on the dependent variable. Can be seen in the value of Adj. R Square (R^2) is equal to 0.852. Thus, it means that the regression model used is able to explain the influence of Innovation Capability and Human Capital variables on the Business Performance of Leilem Furniture SME's Units by 85.2%, while the remaining 14.8% is explained by other variables not included in this research.

Hypothesis Test

T-Test

Table 6. T-Test

	Model	t	Sig.
1	(Constant)	1.054	.294
	EWOM	.928	.356
	PRICE	5.821	.000
	PRODUCT KNOWLEDGE	4.425	.000

Dependent Variable: COSTUMER LOYALTY

Source: Data SPSS 23, 2023

According to table 6, it can be seen that:

1. For variable EWOM obtained the t-count number of $0.928 < 1.66008$ t-table and the level of signification greater than 0.05 which is 0.356 thus meaning there is an insignificant influence of EWOM on customer loyalty.
2. For variable price obtained t-count number of $5.821 > 1.66008$ t-table and the significance level is less than 0.05 which is 0.000 thus meaning there is a significant influence between prices on customer loyalty.
3. For variable product knowledge obtained the number t-count by $4.425 > 1.66008$ t-table and the significance level is less than 0.05 which is 0.000, thus meaning variable product knowledge has a significant effect on customer loyalty.

Discussion

The influence of Electronic Word-Of-Mouth on Customer Loyalty

Variable EWOM obtained a t-count of $0.928 < 1.66008$ t-table and the signification level greater than 0.05 which is 0.356 thus meaning there is an insignificant influence of EWOM on customer loyalty. These results show that when customers recommend this product to others, others are not necessarily interested in buying YOIIDRINK products. This happens because there are several factors, maybe one of them is that someone else has to experience their own events such as buying a drink and feeling for yourself the taste and characteristics of YOIIDRINK until the person becomes a regular and loyal customer. This study is in line with Siregar, Mappadeceng, and Albetris (2021) that EWom having a positive relationship to loyalty.

The Influence Price on Customer Loyalty

Variable price obtained t-count number of $5.821 > 1.66008$ t-table and significance level smaller than 0.05 which is 0.000 thus meaning there is a significant influence between prices on customer loyalty. With these results customers will become loyal when the selling price is very cheap. The cheap price makes customers want to continue buying because the money spent is much more expensive compared to other boba drinks. By seeing the number of boba drink fans among young people makes the cheap price is very liked by young people because they do not have more income. This study is in line with Cherlin, Gultom, and Faris (2021) that price have a positive and significant effect on customer loyalty.

The Influence Product Knowledge on Customer Loyalty

Variable product knowledge obtained the number t-count by $4.425 > 1.66008$ t-table and the significance level is less than 0.05 which is 0.000 thus meaning variable product knowledge has a significant effect on customer loyalty. Knowledge of the product is indeed very important for consumers to buy boba drinks. Looks from the above results can be said that to sell the product should be introduced flavor variants and types of drinks so that consumers know about boba YOIIDRINK beverage products. Here YOIIDRINK consumers are very familiar and know about boba, the taste and ingredients used to make boba drinks. Therefore, consumers are very loyal to buy and provide good input on this product. This research is in line with Sari, Ningrum, and Hapsari (2022) that

CONCLUSION AND RECOMMENDATION

Conclusion

Based there are three main conclusions in this research, which are:

1. Electronic Word of Mouth are not partially influenced by Customer Loyalty YOIII DRINK. This means that consumer intentions do not have to be based on comments or suggestions on social media. Because today's consumers may no longer trust comments in instagram comments or suggestions given by social media influencers. Consumers want to buy to be buyers stay through experience while buying YOIII DRINK products.
2. Price is partially influenced by Customer Loyalty YOIIIDRINK. Price is very determining the intention of whether the consumer becomes loyal to the product or not. Here it is said that price is very influential on consumer loyalty YOIII DRINK, meaning consumers want to continue buying when the price given in accordance with financial capabilities.
3. Product Knowledge is partially influenced by Customer Loyalty YOIIIDRINK. Consumer curiosity towards the product determines whether the consumer will faithfully buy or not. By having product knowledge, consumers are able to think about the impact of buying and the benefits after buying.

Recommendation

1. There are many ways that must be done to promote products through social media, as social media users must be more careful in looking at the products to be purchased. Because sometimes many fictitious reviews are in the ministry column, to see the original review should ask for advice to friends or relatives who have bought the product.
2. Cheaper prices with good quality make loyal consumers to continuously buy. By looking at the current reality, the average boba drink fan is a young person. Because young people are still in school or college and some are already working, their income is still low. School and college children income only comes from parents by buying boba drinks at a cheap price and good quality makes them satisfied. While young people who are already working, they already have more money but by buying cheap boba drinks make their expenses less and able to buy important items.
3. Product knowledge determines whether the consumer is loyal or not. Because as consumers are eager to know what flavors are available, the quality of existing boba and the location of sales. Therefore, it is better to introduce flavor variants, boba quality and location to make consumers know more about this product.

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