

THE ROLE OF CUSTOMER EXPECTATIONS, PERCEIVED QUALITY, AND PERCEIVED VALUE IN DEVELOPING SATISFACTION AND CUSTOMER LOYALTY CASE STUDY: SHAMPOO PRODUCTS

¹ Andhi Sukma, ² Roeshartono Roespinoedji, ³ Gusni

ABSTRACT

Business competition is increasingly fierce at this time, requires each company to develop appropriate strategies to maintain and strengthen its position to survive. Especially in the FMCG industry (Fast Moving Consumer Good) whose purchases are included in the repeat purchase category, where the level of consumer loyalty is low. Therefore, using the ACSI Model, research was conducted to prove the extent of the role of Customer Expectations (CE), Perceived Quality (PQ) and Perceived Value (PV) in building Customer Satisfaction (CS), and the extent of CS's role in building Customer Loyalty (CL)) on shampoo products. This type of research is descriptive with descriptive survey research methods. Data obtained from the results of the distribution of questionnaires conducted on convenience sampling (the respondent is the person met). The results of data collection as a primary data source were obtained from a total sample of 125 respondents. While the method of analysis used is factor analysis and multiple regression analysis. The analysis shows that the role of CE in building CS is smaller than the role of PQ and PV, while the role of CS in building CL is quite large as well. Based on these results it can be concluded that consumer satisfaction also plays a role in building consumer loyalty in shampoo products. Where this means marketers need to also pay attention to the role of consumer satisfaction in building consumer loyalty as one of the strategies that can be used in the face of this very competitive competition.

Keywords: *Customer Expectations, Perceived Quality, and Perceived Value*

BACKGROUND

Now marketers have begun to realize that customer loyalty is a very important drive to create sales. To get loyalty is not enough just to rely on the brand alone, but also must consider other factors that influence, which in essence is trying to build customer loyalty to the products they offer. The term loyalty is a word that we have known for a long time, and is now the subject of discussion among marketers. Where in a situation of business competition that is so tight, for marketers loyalty is the main key so that their products can survive. Especially for the Fast Moving Consumer Good (FMCG) product categories, such as shampoo products that are usually repetitive purchases (repeat-purchase), which is known for its very low level of consumer loyalty. Currently, the presence of shampoo products, especially shampoo for adults on the market is dominated by three big players, such as Unilever (Sunsilk, Clear, Dove and Lifebuoy), Wings Group (Emeron and Zinc), and PT Procter and

¹ Widyatama University. Email: andhi.sukma@widyatama.ac.id

^{2,3} Widyatama University.

Gamble / P&G (Pantene, Head & Shoulder, Rejoice and Herbal Essence). Where each of these brands offer each other strengths to attract the attention of consumers.

Especially as we already know that in the FMCG industry the consumer loyalty is very low, therefore it is very important for marketers to know whether consumer satisfaction has a positive influence also on the formation of consumer loyalty in the FMCG industry. In this study, the writer wants to know what factors are more dominant in influencing the formation of customer satisfaction, and whether consumer satisfaction on shampoo products has a positive influence on the formation of customer loyalty.

IDENTIFICATION OF PROBLEMS

The problem in this research is:

- To what extent are the roles of customer expectations, perceived quality and perceived value of customer satisfaction in shampoo products?
- To what extent is the role of customer satisfaction in building customer loyalty in shampoo products?

RESEARCH PURPOSES

The purpose of this study is to be able to:

- Identify any attributes on the shampoo product that are considered important by the customer.
- Identify the level of customer satisfaction with the attributes that have been perceived by the customer.
- Identify the extent of the influence of customer expectations and perceived quality on perceived value in shampoo products.
- Identify the extent of the influence of customer expectations, perceived quality and perceived value on customer satisfaction on shampoo products.
- Identify the relationship between the level of satisfaction with loyalty (loyalty) that customers have on shampoo products.

BENEFITS OF RESEARCH

- As additional information for marketers to find out what factors influence the formation of consumer satisfaction with shampoo products.
- As additional information for marketers to find out the extent of the influence of customer satisfaction on consumer loyalty in shampoo products.
- As additional information for marketers so that they understand more about customer loyalty in repeat purchase markets.
- As additional information for marketers so that they are more careful in conducting strategies to market their products, so they do not lose the consumers they already have.
- As additional information for the readers, where hopefully the results of this study can be useful, namely increasing the reader's knowledge about the role of customer satisfaction in building customer loyalty in the FMCG industry, especially in shampoo products.

CUSTOMER LOYALTY ON MARKET REPEAT PURCHASE

Kotler and Keller (2016: 153) define that consumer loyalty is: "A deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts have the potential to cause switching behavior."

CUSTOMER SATISFACTIONS

According to Tjiptono (2015: 146), "customer satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the perception of the performance (results) of a product with his expectations".

CUSTOMER EXPECTATIONS

Customer expectations are believed to have a large role in evaluating product quality (Goods and Services) and customer satisfaction. Customer expectations basically have a close relationship between determining quality and customer satisfaction (Tjiptono, 2012: 146). To satisfy customers, marketers need to understand the things that are considered important for consumers, and try to meet the expectations of consumers.

PERCEIVED QUALITY

Perception of quality, reflecting customer perceptions of the overall quality or excellence of a product or service with regard to the intended intentions (Durianto et al; 2004). Perceived quality is usually a measure of brand identity, namely whether consumers will buy it again and how they feel about the product. Besides perceived quality also affects all elements that exist in the brand of the product, where an increase in perceived value will also increase consumer perceptions of the elements that exist in the brand.

PERCEIVED VALUE

According to Kotler (2012), Perceived value is the consumer's overall assessment of the utility of a product based on perception of what is received and what is given.

CUSTOMER COMPLAINTS

According to Kotler (2012): "Customer complaints are a form of customer aspiration that occurs due to dissatisfaction with an item or service. In addition there is a possibility that complaints that consumers submit through distributors or salesmen are rarely conveyed to the company, whether done intentionally or unintentionally because of time constraints or perhaps forgetfulness because they are busy with work.

RESEARCH CONCEPTUAL FRAMEWORK

The concept of this research is based on the writer's desire to prove whether customer satisfaction has a large influence on consumer loyalty in the Fast Moving Consumer Good (FMCG) market. Where as we know that the FMCG market has a very low level of loyalty, and the formation of loyalty is influenced by various factors.

RESEARCH MODEL

This study uses the ACSI model, which consists of 6 interconnected components. Where according to the ACSI model there are 3 main components, namely Customer Expectations, Perceived Quality, and Perceived Value which have a strong influence on the Customer Satisfaction (CS) component. And the customer satisfaction component affects the last two components, namely Customer Complaints and Customer Loyalty.

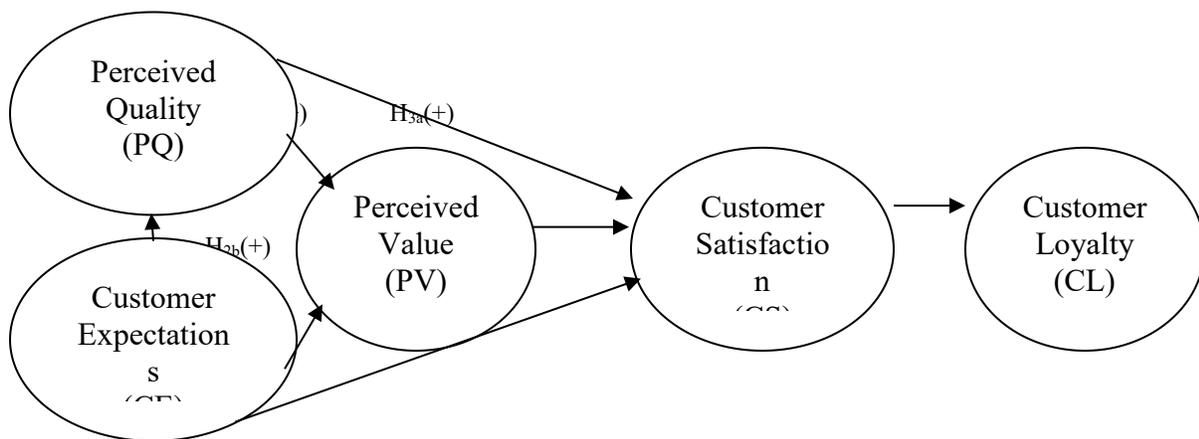


Figure 1.1. The research model was adapted from the ACSI Model

Here the Customer Complaints component is deliberately excluded from the consideration that in general shampoo consumers rarely make direct complaints to the company. Especially with the availability of several other alternative choices that make consumers prefer to directly try other brands that are available as a way out.

DEFINITION OF RESEARCH CONSTRUCT

The definition of the construct of the research model, among others:

1. Customer Expectation

The combination of expectations and experiences of consumers with products or services and information can be found through mass media, advertising, salesmen, and word-of-mouth. This customer expectation is influential in evaluating quality and predicting how well the product or service is performing.

2. Perceived Quality

Perceived quality is measured by 3 questions: overall quality, reliability, and the level at which the product or service meets the needs of consumers. Several companies and industries that use ACSI prove that perceived quality has a major influence on customer satisfaction.

3. Perceived Value

Perceived value is measured through 2 questions: the overall value of the price given to quality, and the overall value of quality given to price. In the ACSI model perceived value affects customer satisfaction directly, and is also influenced by Customer Expectations and Perceived Quality. Although perceived value is important in making the first decision, but it usually has less effect on customer satisfaction and repeat purchases.

4. Customer Satisfaction

Customer Satisfaction is a combination of customer expectations, perceived value and perceived quality. Or it could be said also as an evaluation of the total purchase and consumer experience during the use of the product or service. Consumers will usually feel satisfied if during the use of the product or service arises positive feelings (Saudi, 2018).

5. Customer Loyalty

Customer loyalty is measured through questions about the possibility of purchasing a company's product or service against price variations. Customer satisfaction has a positive effect on loyalty, but the effect is large on variations in companies and industries.

RESEARCH HYPOTHESIS

Based on the subject matter and the background of the research concept above, several hypotheses are proposed as below:

Hypothesis 1 : It is suspected that Customer Expectations (CE) has a positive influence on Perceived Quality (PQ) on shampoo products.

Hypothesis 2a: It is suspected that Customer Expectations (CE) has a positive influence on Perceived Value (PV) on shampoo products.

2b: It is suspected that Perceived Quality (PQ) has a positive influence on Perceived Value (PV) on shampoo products.

Hypothesis 3a: It is suspected that Customer Expectations (CE) has a positive influence on Customer Satisfaction (CS) on shampoo products.

3b: It is suspected that Perceived Quality (PQ) has a positive influence on Customer Satisfaction (CS) on shampoo products.

3c: It is suspected that Perceived Value (PV) has a positive influence on Customer Satisfaction (CS) on shampoo products.

Hypothesis 4: It is suspected that Customer Satisfaction (CS) has a positive influence on Customer Loyalty (CL) on shampoo products.

RESEARCH DESIGN

This research is descriptive cross sectional, which aims to get a comprehensive picture of the variables to be studied, namely the variable Customer Expectations, Perceived Quality, Perceived Value, Customer Satisfaction and Customer Loyalty.

OPERATIONAL VARIABLES

To determine the relationship between various factors to be studied, the data obtained will be analyzed using SPSS version 20. And according to the model used, the variables to be examined include: Customer Expectation, Perceived Quality, Perceived Value, Customer Satisfaction, and Customer Loyalty.

Table 1.1. Operasional Variabel

| No | Variabel | Indicator | Details | Likert Scala |
|----|----------------------|-----------------|--|-----------------|
| 1 | Customer Expectation | | | |
| | | Expectations -1 | Shampoo that smells good / smells good | 1 – 5 |
| | | Expectations -2 | A shampoo that softens hair | 1 – 5 |
| | | Expectations -3 | Non-itchy shampoo on the scalp | 1 – 5 |
| | | Expectations -4 | A shampoo that prevents / removes dandruff | 1 – 5 |
| | | Expectations -5 | Shampoo that does not cause hair loss | 1 – 5 |
| | | Expectations -6 | A frugal shampoo (not wasteful) | 1 – 5 |
| | | Expectations -7 | Cheap shampoo | 1 – 5 |
| 2 | Perceived Quality | | | |
| | | Quality-1 | Shampoo that smells good / smells good | 1 – 5 |
| | | Quality-2 | A shampoo that softens hair | 1 – 5 |

| | | | | |
|---|-----------------------|--------------|--|-------|
| | | Quality-3 | Non-itchy shampoo on the scalp | 1 – 5 |
| | | Quality-4 | A shampoo that prevents / removes dandruff | 1 – 5 |
| | | Quality-5 | Shampoo that does not cause hair loss | 1 – 5 |
| | | Quality-6 | A frugal shampoo (not wasteful) | 1 – 5 |
| | | Quality-7 | Cheap shampoo | 1 – 5 |
| 3 | Perceived Value | | | |
| | | Value-1 | The benefits of shampoo are used according to price | 1 – 5 |
| | | Value-2 | The quality of the shampoo used is according to price | 1 – 5 |
| | | Value-3 | The shampoo used saves monthly expenses | 1 – 5 |
| 4 | Customer Satisfaction | | | |
| | | Satisfied -1 | Satisfied because shampoo is used gently on the hair | 1 – 5 |
| | | Satisfied -2 | Satisfied because the shampoo used prevents / removes dandruff | 1 – 5 |
| | | Satisfied -3 | Satisfied because the shampoo used is not itchy on the scalp | 1 – 5 |
| | | Satisfied -4 | Satisfied because the shampoo used does not cause hair loss | 1 – 5 |
| | | Satisfied -5 | Satisfied because the shampoo used is cheap | 1 – 5 |
| 5 | Customer Loyalty | | | |
| | | Loyal-1 | The desire to buy that shampoo again | 1 – 5 |
| | | Loyal-2 | Do not want to try other brands | 1 – 5 |
| | | Loyal-3 | Suggest shampoo that is used to other people | 1 – 5 |

DATA COLLECTION

In this study the data sources used are primary data and secondary data, and in the implementation of this primary data obtained from the results of filling out the questionnaire with the respondents. Whereas the secondary data was obtained from several scientific journals, articles and supporting books which complemented the discussion about customer loyalty in the repeat purchase market, as well as about the model used in this study, the ACSI model.

ANALYSIS UNIT

This study uses a shampoo user consumer analysis unit consisting of students, housewives, employees and entrepreneurs, who come from the population of shampoo users in the city of Bandung. The research sample was taken randomly or convenience sample, where respondents were visited for interviews from door to door.

SAMPLE SIZE

In this study the number of samples collected by the author is adjusted to the number of questions in the questionnaire, which is 25 questions, where each question is represented by 5 respondents, so the total number of samples as a whole is $25 \times 5 = 125$ respondents. All the questions in the questionnaire represent the factors of the ACSI model used by the author to examine customer loyalty.

RESEARCH QUESTIONNAIRE

This research is a descriptive study, which is fact finding with the right interpretation. While the method used is the survey method, which was carried out using a questionnaire.

METHOD OF ANALYSIS AND DATA PROCESSING

The results of the data collected will be processed using SPSS version 20 software, both for the reliability test, validity test with factor analysis, and multiple regression test.

RELIABILITY TESTING

One way to calculate this reliability is to use a Coefficient Alpha (Cronbach Alpha), which is the average of all split-half coefficients obtained from dividing as many items as possible into different groups. This coefficient varies between 0 to 1 and usually the number 0.6 and above indicates the reliability.

VALIDITY TESTING

If a measurement is valid, then the measurement error must be absent or the observed score is the same as the actual score ($X_0 = X_1$). And if the measurement results show valid, it means we can further process the results of the research.

ANALYSIS OF FACTORS

The factor analysis process is the process of trying to find relationships (interrelationship) between a number of variables that are independent of one another, so that one or several sets of variables can be made that are fewer than the number of initial variables.

MULTIPLE REGRESSION

Regression analysis is used primarily for forecasting purposes, where in the model there is a dependent variable and an independent variable. In multiple regression there is usually one dependent variable and more than one independent variable. By using SPSS, the regression model that will be used in this study is a linear regression model.

RESPONDENT CHARACTERISTICS

From the results of the data obtained, it was found that from the results of a survey conducted on a total of 125 respondents conducted, it was found that respondents who had a male gender were as much as 28%, while female respondents were 72%. The next respondent's characteristics are based on age, which in fact found that most respondents aged 20-30 years (40%), followed by the 30-45 years age group (28%). While respondents whose age <20 years and age > 45 years turned out to be the same number, which was 16%. Meanwhile based on the work of the respondents, it was found that the majority of respondents turned out to be housewives (49.6%). While the next sequence is miscellaneous (24%), where most of them consist of students. Followed by workers / employees (17.6%), and the last is entrepreneurs (8.8%). Furthermore, based on the average monthly income, the characteristics of respondents in the form of respondents who have an income of Rp. from their respective families. Meanwhile respondents who earn Rp. 1 - 2.5 million are as much as 28%, followed by respondents who earn Rp. 2.5 - 5 million (12.8%), and the last is respondents who earn Rp. 5 million (7%). The next characteristic is based on the brand of shampoo that is used. From the available data, it turns out that the types of shampoo brands most consumed by respondents are dominated by three brands, namely Sunsilk shampoo (23.2%), Pantene shampoo (21.6%), and Clear shampoo (19.2%). This is in accordance with the size of the market share they have, where the three brands have long been known by consumers and dominate the shampoo market in Indonesia.

Whereas other brands of shampoo that have also been long known by consumers but have few respondents, namely Rejoice shampoo (9.6%), Lifebuoy shampoo (9.6%). Where this might also be in accordance with the market share they have, which is smaller than the three brands above. Whereas other shampoo brands that are also well known by consumers, such as Head & Shoulder, Emeron, Zinc and others, apparently only have a few respondents, which is as much as 4.8%. Meanwhile, although it has not been on the shampoo market so long and it is not yet widely known by consumers, it turns out that the presence of Dove shampoo and Herbal Essence shampoo is noteworthy. This might be seen from the number of respondents using Dove shampoo (7.2%), and Herbal Essential shampoo (4.8%) as their chosen shampoo, which shows that consumers can accept the presence of these two brands.

Further analysis based on the length of time the shampoo was used, it was found that the majority of respondents used the shampoo for more than one year (51.2%), where this might be dominated by respondents who were used to or were quite satisfied with the shampoo brand that had been their choice. Meanwhile other respondents have used their choice of shampoo brand for 1-6 months (21.6%), 6 months - 1 year (16.8%) and the rest less than 1 month (10.4%). This might be caused by several factors that influence the decision of the respondents in determining the choice of shampoo, such as respondents not feeling satisfied with the shampoo that has been their choice so far, or respondents really like changing brands or trying out new brands.

RESULTS OF RELIABILITY ANALYSIS

The results of the reliability test conducted on the five variables to be studied, it was found that the five variables showed alpha coefficient values (Cronbach Alpha) above the 0.6 limit, so that it could be said that the data was quite consistent and could be used in subsequent measurements. For more details, you can see from the table below. Customer Expectations (0.8223), Perceived Quality (0.8451), Perceived Value (0.7201), Customer Satisfaction (0.8041), Customer Loyalty (0.6969)

RESULTS OF VALIDITY ANALYSIS

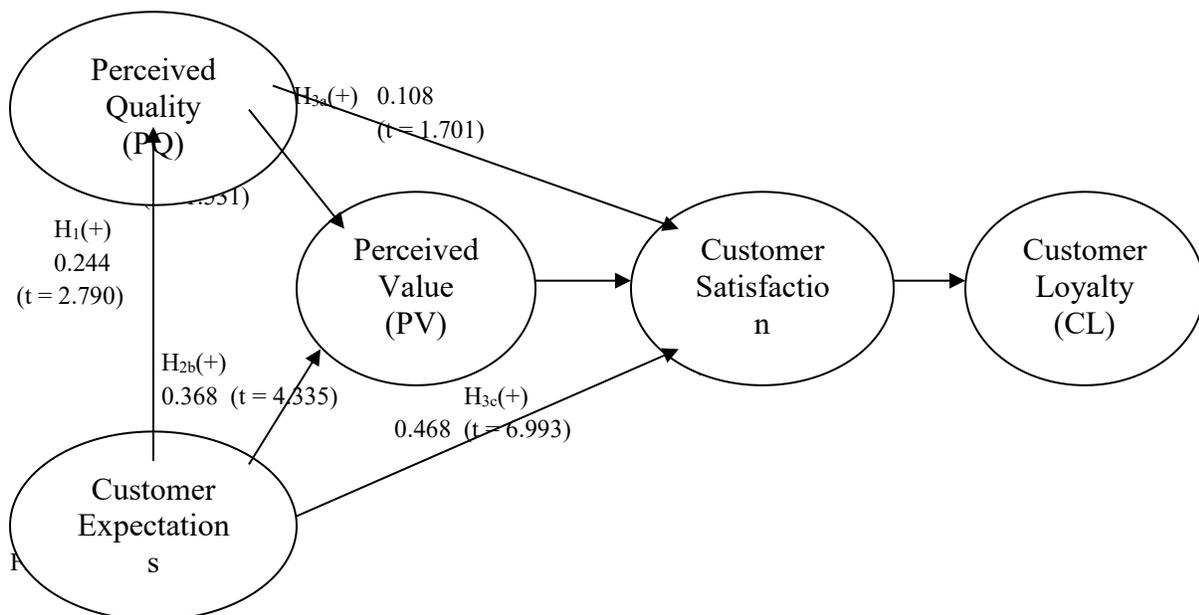
Measurement of validity in this study was carried out by factor analysis, which is based on the correlation between variables, where the correlation limit is above 0.5. In factor analysis we can see based on the value of KMO and Bartlett's Test or Measure Sampling Adequacy (MSA), and Anti Image Correlation. Customer Expectations (0.745), Perceived Quality (0.741), Perceived Value (0.550), Customer Satisfaction (0.775), Customer Loyalty (0.623) all significant 0.000 From the statement above, we can see that the results of KMO and Bartlett's Test on the five variables have values above 0.5 with a significance of 0.000, and this means that this factor analysis is feasible for this research and can be carried out further processes.

Table 1.2
 Results of Anti-image Matrix (MSA) and Component Matrix (Load Factor)

| Factor | Item | MSA | Load Factor |
|-----------------------|----------------|-------|-------------|
| Customer Expectations | Expectation-1 | 0.742 | 0.776 |
| | Expectation-2 | 0.717 | 0.733 |
| | Expectation-3 | 0.704 | 0.872 |
| | Expectation-4 | 0.754 | 0.754 |
| | Expectation-5 | 0.821 | 0.834 |
| Perceived Quality | Quality-1 | 0.675 | 0.735 |
| | Quality-2 | 0.673 | 0.740 |
| | Quality-3 | 0.745 | 0.808 |
| | Quality-4 | 0.749 | 0.832 |
| | Quality-5 | 0.877 | 0.813 |
| Perceived Value | Value-1 | 0.528 | 0.949 |
| | Value-2 | 0.531 | 0.932 |
| | Value-3 | 0.812 | 0.564 |
| Customer Satisfaction | Satisfaction-1 | 0.798 | 0.782 |
| | Satisfaction-2 | 0.756 | 0.851 |
| | Satisfaction-3 | 0.764 | 0.854 |
| | Satisfaction-4 | 0.790 | 0.809 |
| Customer Loyalty | Loyalty-1 | 0.608 | 0.822 |
| | Loyalty-2 | 0.586 | 0.866 |
| | Loyalty-3 | 0.742 | 0.697 |

HYPOTHESIS ANALYSIS

This hypothesis analysis is based on the results of the management of the score factor using the multiple regression method, and for more details, see the appendix.



them meet the specified limits, namely PQ 0.000 (<0.05), and CE 0.007 (<0.05), this shows that the correlation of PQ and CE to PV is very real.

The regression equation obtained from the results of the analysis above is:

$$PV = -1.52E-16 + 0.130 CE + 0.368 PQ + e \quad (r^2 = 0.175)$$

$$(t = 1.531) \quad (t = 4.335)$$

While the F test results obtained for 12,960 with a significance of 0,000 (<0.05), which means that the regression model can be used to predict PV, or in other words it can be said that CE and PQ affect PV. Meanwhile based on the results of the Collinearity analysis it was found that the eigenvalue of the three variables above 0 (PV: 1,244, CE: 1,000, and PQ: 0.756), and the condition index value was less than 15 (PV: 1,000, CE: 1,115, and PQ: 1,283). This shows that the independent variable does not have a correlation between variables, so it can be said that the regression model can be used.

HYPOTHESIS ANALYSIS 3

In the third hypothesis the dependent variable is Customer Satisfaction (CS), and the independent variables are Customer Expectation (CE), Perceived Quality (PQ) and Perceived Value (PV).

Table 1.5

Hypothesis Regression Analysis Results 3

| Variable Type | Variable | Correlation | | R square | B | t-test | | F test | | Collinearity | |
|---------------|----------|-------------|-------------|----------|-----------|--------|-------|--------|-------|--------------|-----------------|
| | | | Probability | | | | sign | | sign | Eigenvalue | Condition Index |
| DV | CS | | | 0.554 | -2.63E-16 | | | 50.071 | 0.000 | 1.583 | 1.000 |
| IV | CE | 0.302 | 0.000 | | 0.108 | 1.701 | 0.092 | | | 1.000 | 1.258 |
| IV | PQ | 0.589 | 0.000 | | 0.376 | 5.592 | 0.000 | | | 0.817 | 1.392 |
| IV | PV | 0.641 | 0.000 | | 0.468 | 6.993 | 0.000 | | | 0.600 | 1.625 |

Information : DV = Dependent Variabel
 IV = Independent Variabel
 PQ = Perceived Quality

CS = Customer Satisfaction
 CE = Customer Expectations
 PV = Perceived Value

Like the explanation above, here the CE factor was also less influential on the CS factor (0.302), while the PQ (0.589) and PV (0.641) factors were very influential. While the probability value for CE, PQ and PV meets the limit of 0,000 (<0.05), which means that the correlation of CE, PQ and PV against CS is real. Meanwhile the results of R square showed that 55.4% CS could be explained by CE, PQ and PV factors, while the remaining 44.6% was explained by other factors. While the results of the t-test found that the smallest CE value, which is 1,701 and not significant (0.092 > 0.05), while the large PQ value is 5.592 and the PV value of 6.993, and both are significant (0.000 < 0.05). The results of the analysis conducted on the above variables produce a regression equation as below:

$$CS = -2.63E-16 + 0.108 CE + 0.376 PQ + 0.468 PV \quad (r^2 = 0.554)$$

$$(t = 1.701) \quad (t = 5.592) \quad (t = 6.993)$$

While the F test results are 50,071 with a significance of 0,000 (<0.05), which means that the regression equation can be used to predict CS, or it can be said that CE, PQ and PV affect CS. This is also supported by the results of collinearity analysis which shows that the four variables tested have eigenvalue values above 0 (CS: 1,583, CE: 1,000, PQ: 0.817, and PV: 0.600), and condition index values below 15 (CS: 1,000, CE: 1,258, PQ: 1,392, and PV: 1,625). Where this means that the regression equation can be used.

HYPOTHESIS ANALYSIS 4

And for the last hypothesis Customer Loyalty (CL) is used as the dependent variable and Customer Satisfaction (CS) as the independent variable.

Table 1.6

Hypothesis Regression Analysis Results 4

| Variable Type | Variable | Correlation | | R square | B | t-test | | F test | |
|---------------|----------|-------------|-------------|----------|-----------|--------|-------|--------|-------|
| | | | Probability | | | | sign | | sign |
| DV | CL | | | 0.396 | 1.452E-16 | | | 80.802 | 0.006 |
| IV | CS | 0.630 | 0.000 | | 0.630 | 8.989 | 0.000 | | |

Information : DV = Dependent Variabel CL = Customer Loyalty
 IV = Independent Variabel CS = Customer Satisfaction

As we know, the satisfaction that is created can build consumer loyalty to the product of choice. Based on the results of the analysis found that the correlation of CS to CL is quite strong, that is equal to 0.630, with a probability of 0.000 which means that the correlation is real. This shows that it turns out that consumer satisfaction factors have a strong enough influence on consumer loyalty to the chosen shampoo brand. The R square results show that 39.6% CL can be explained by CS factors, and the remaining 60.4% is explained by other factors. While the results of the t-test showed that CS had a large value of 8,989 and was significant (0,000 < 0.05), which meant that CS had a great influence in developing CL. From the results of the analysis that has been done on the variables above obtained a regression equation as below:

$$CL = 1.452E-16 + 0.630 CS (r^2 = 0.396) \\ (t = 8.989)$$

Meanwhile the F-test results are 80,802 with a significance of 0,000 (<0.05), which means that the regression equation above can be used to predict CL, or it can also be said that CS affects CL.

MANAGERIAL IMPLICATIONS

Based on the results of the analysis conducted in this study, it can be concluded that although the shampoo belongs to the FMCG (Fast Moving Consumer Good) category which is generally known to have a very low level of loyalty, but it turns out that consumer satisfaction factors have a positive influence on the formation of consumer loyalty to the shampoo brand that to wear. Therefore based on information obtained from this research, to create consumer loyalty in shampoo can be done several things as below:

1. Maintain and improve the quality of shampoo products.
2. The distribution system must be smooth, so that consumers can easily obtain these shampoo products easily.
3. Providing value added or innovating shampoo products offered, to distinguish with other brands, where it is an advantage to compete with other brands.
4. Providing services to consumer complaints about shampoo products, both directly and indirectly. This can be done either through the provision of telephone services for consumers, or can also receive complaints in the form of letters or emails. It also can receive complaints directly from consumers submitted directly to the distributor.
5. Creating a positive experience for consumers of the shampoo used. In this case it might be prioritized how the company's efforts in overcoming product failure.
6. If possible, conduct a loyalty survey on certain customers, as an input for companies regarding consumer behavior, so they can better understand the picture of the development of the competitive situation in the shampoo industry.
7. Strengthening promotions especially through advertisements to constantly remind consumers of the existence of the shampoo, so hopefully consumers will always remember the brand compared to other brands.

CONCLUSION

- Although the shampoo industry is categorized as FMCG (Fast Moving Consumer Good) which has a low level of loyalty, but in general the attributes of shampoo products that are considered important for consumers are attributes related to scalp and hair health compared to attributes that have economic value.
- So far it can be said that consumers are satisfied with the shampoo companies, where in general the attributes that are considered important to consumers are on each shampoo offered. Therefore, consumers may no longer only judge from these important attributes, but from the added value offered to them.
- In building customer satisfaction, it turns out that the Perceived Quality and Perceived Value factors have a stronger influence compared to the Customer Expectations factor.

- The existence of customer satisfaction was also influential in building customer loyalty, where this might occur because of the direct involvement of consumer emotions that is from the experience of consumers during the use of the shampoo.

SUGGESTION

- As a comparison, you should try to do this research in other FMCG (Fast Moving Consumer Good) category products, such as cigarettes, soft drinks, and so on.
- To get more accurate results, sampling should be done randomly (random sampling).
- If possible in future studies, efforts will be made to include the customer complaint factor so that the results obtained will be better and more complete, where we can also see whether the customer is truly satisfied and loyal in terms of complaints.

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