THE IMPACT OF CONSUMER SATISFACTION ON CONSUMER LOYALTY IN THE HONEY INDUSTRY
(A Study of Suhita Honey and Similar Products)

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ABSTRACT

Honey is a product that is much sought after by consumers as a health product. So far, honey producers have only focused on increasing consumer confidence that their product is genuine honey without worrying about consumer satisfaction, making it challenging to attract loyal consumers. This study aims to analyze the influence of consumer satisfaction on consumer loyalty to Suhita Honey. This study was conducted using interviews and direct observation. Sampling Method This survey was taken as an accidental sample from a total sample of 34 respondents. The techniques used are descriptive analysis and structural equation model (SEM) analysis. The results showed a significant influence between customer satisfaction and loyalty with the Suhita brand, with a P-value of 0.000 (<0.05) and an R-squared value of 0.897, representing 89% of the variables in this study were customer satisfaction. This can explain the variable of consumer loyalty. Other variables outside this research model explain the rest.

Keywords: honey; loyalty; satisfaction.

INTRODUCTION

Honey is a unique food ingredient due to its taste, nutritional value, and high potency. For centuries, honey has played an essential role as a food ingredient, sweetener, and antidote to various diseases. Due to its high nutritional value, honey is suitable for consumption by both children and adults. Therefore, honey has long been used for medicinal, medicinal, cosmetic and industrial purposes. (Winarno, 2001) So that the logical consequence of honey has a broad market share and good prospects, many honey bee hunters are currently competing in honey bee farming.

In the era of globalization, companies compete to develop strategies to achieve and create customer satisfaction and loyalty, of course, by incurring high costs to win customers or consumers who are loyal or loyal to the company. The impact of customer satisfaction on customer loyalty and repeat purchases is different for each company. Nowadays, it is increasingly difficult to get customer loyalty due to the increasingly fierce business competition in the target market. The role of the marketing function is significant in maintaining the survival and development of the company (Anggraini, F., & Budiarti, 2020; Kotler, P. & Armstrong, 2008).

Customer satisfaction is a feeling of pleasure or disappointment in a person, which is the result of comparing the perception of product performance and expectations (Amin et al., 2020; Kotler, P., & Armstrong, 2008). Satisfied customers tend to become loyal customers. High satisfaction will create an emotional attachment to the company, not only rational preferences but also increase customer loyalty. Whether the customer will be satisfied after the purchase depends on the performance of the offering concerning customer expectations (Cahyani, G., 2016; Dewi, L., & Nathania, 2018; Patimah Siti, 2016).

Honey producers, especially local honey in the regions, tend to focus on educating that the product produced is genuine honey but do not pay attention to whether the consumer is satisfied with the product offered. If the product can provide satisfaction, will the consumer be loyal to the product
shown? This is why producers need to know about the sustainability of their business, and this opinion is also in line with the results of Unteawati & Humaidi’s (2022) research when producers can provide satisfaction to consumers, meaning that producers can meet consumer expectations, thereby creating consumer loyalty to products produced by producers through repurchasing and recommending to others.

Suhita honey is a honey product that is produced in the city of Bandar Lampung. Suhita honey is the result of the bees, whose process relies purely on nature around the bee hives and nectar-producing plants deliberately planted around farms as the primary feed source for producing bees, honey. Suhita Honey has served consumers almost all over Indonesia, with most consumers coming from Bandar Lampung City. Suhita honey products have been registered with BPOM-RI and are Halal certified, with packaging using glass bottles. The attributes of Suhita honey product packaging are pretty good currently. This is in the development stage towards the export market, but before entering the export market for this Suhita honey product, an assessment of consumer loyalty has not been carried out, even though this has become important in marketing expansion, therefore as a series of efforts to compete or enter the export market, it is necessary to do research related to satisfaction and Honey Suhita consumer loyalty.

MATERIALS AND METHODS

The research will be carried out from April to September 2022. The data collected in this study consists of primary data and secondary data. Preliminary data were obtained directly from sources of information through interviews using research instruments in the form of questionnaires. Respondents in this study were consumers of Suhita honey in Bandar Lampung City. Determination of sample size is done by using the Virtucio formula. According to Virtucio (Harta, 2005), this method is used when the population is challenging to know. The procedure used is as follows:

\[ n = \frac{Z^2(p(1-p))}{(MOE)^2} \]  

(1)

Where \( n \) = Sample Size, Z = Total Value of normal distribution at 95% confidence level = 1.96, \( p \) = Opportunity = 0.1 and MOE = 10% error tolerance limit. So, the number of respondents in this study was 34. To determine who will be the respondents in this study, the accidental sampling method was used. Furthermore, the variables used in this study are consumer satisfaction and loyalty. Each variable has its indicator, as shown in Table 1 below.

Table 1. Research variables

<table>
<thead>
<tr>
<th>Latent Variable</th>
<th>Manifest Variables (Indicators)</th>
</tr>
</thead>
</table>
| Consumer Satisfaction | 1. Satisfied with the product being sold (KK1)  
                     2. Satisfied with the service provided (KK2)  
                     3. Satisfied with purchases at Suhita Bee Farm (KK3) |
| Consumer loyalty  | 1. Is the best honey in this area (LK1)  
                     2. I will recommend friends to buy suhita honey products (LK2)  
                     3. Will become a regular customer at Suhita Bee Farm (LK3) |

Through the Smart-PLS program, the path diagram SEM model used in this study can be seen in Figure 1 below:

![Figure 1. Loyalty and Satisfaction diagram model of Suhita Honey consumers result and discuss](image-url)
The data analysis method used in this study used descriptive analysis methods and Structural Equation Modeling (SEM) methods. SEM analysis in this study uses the PLS (Partial Least Square) SEM technique because the data analysis method is based on the assumption that the sample does not have to be significant; that is, the number of pieces less than 100 can be analyzed, and the data does not have to be normally distributed (I. Ghozali dan H. Latan H, 2015). These analytical tools can be used with the help of computer programs (software) like Excel programs and SmartPLS programs.

RESULTS AND DISCUSSION

We are testing the Measurement (Outer) Model. We use a standardized loading factor for each measurement indicator to evaluate convergent validity. The standard load factor describes the extent to which the correlation between each measurement indicator and the measured construct is seen in Figure 2 below.

![Figure 2. PLS Algorithm](image)

Based on Figure 2 above, it is known that all research variable indicators have an outer loading factor > 0.7. However, several indicators still have an outer loading factor < 0.7. According to (Ghozali, 2012; Humaidi, 2021), the value of the outer loading factor between 0.5 - 0.6 is sufficient to meet the requirements of convergent validity. The data above shows that no indicator variables have an outer loading factor value below 0.5, so all indicators are declared feasible.

Structural model test (internal model). The structural model in PLS is evaluated using R for the dependent variable and a path coefficient value for the independent variable, the significance of which is then assessed based on the t-statistic value of each path. The structural model of these studies can be seen in Figure 3 below:

![Figure 3. Analysis Results in PLS Bootstrapping](image)

Hypothesis test. Based on the data processing, the results can be used to answer the hypotheses formulated in this study. Hypothesis testing in this study was performed using t-statistics and p-values. The research hypothesis can be considered accepted if p-values are <0.05. The detailed results of the hypothesis tests in this study can be seen in Table 1 below.
Table 1. Path coefficient

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Original Sample (O)</th>
<th>Sample Mean (M)</th>
<th>Standard Error (STERR)</th>
<th>T Statistics</th>
<th>P-Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer loyalty satisfaction &gt; Customer satisfaction</td>
<td>0.949</td>
<td>0.945</td>
<td>0.041</td>
<td>23.424</td>
<td>0.000</td>
</tr>
</tbody>
</table>

R-Square: 0.897

Source: Processed Results of Research Data for 2022

Based on Table 1 above, it is known that the r-square value indicates that the variable consumer satisfaction can explain the variability of the construct of consumer loyalty by 89%, and the remaining 11% is explained by other constructs outside those studied in this study—significant effect on consumer loyalty with P-values of 0.000 (<0.05). The original sample estimate value is positive, which is 0.949, which indicates that the direction of the relationship between consumer satisfaction and consumer loyalty is positive. This condition means that the more consumers feel satisfied with the products offered, the more belief will increase. This finding aligns with (Amin et al. 2020; Noer et al., 2020; Kotler, P. & Armstrong, 2008), which states that satisfied customers will undoubtedly be loyal to the products offered. High satisfaction will create an emotional attachment to the company, not only rational preferences but also increase customer loyalty.

Furthermore, the results of Analianasari et al. (2020), Anggraini et al. (2020), Noer et al. (2020), and Unteawati & Humaidi (2022) research also put forward the same thing that producer and consumer satisfaction is the main thing that must be considered. With satisfied consumers, we will get customers, and these customers are loyal consumers who can promote our products to others without us asking. Based on this description, it means that as a honey producer, it is time to focus on increasing consumer satisfaction, not just building consumer confidence in the authenticity of the honey products produced, because for business continuity, of course, we need customers, not just consumers who only buy once, therefore to improve status. If consumers become customers, producers must be able to provide satisfaction to consumers so that these consumers become loyal.

CONCLUSIONS AND SUGGESTION

The results showed that consumer satisfaction significantly affected loyalty with P-values of 0.000 (<0.05). This can be a reference for business actors to increase customer satisfaction. With satisfied consumers, they will be loyal and will invite other consumers to become customers.

REFERENCES


