

## THE INFLUENCE OF MR.ONE'S DRINKING PRODUCTS BUSINESS IMAGE ON CONSUMER LOYALTY

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### **Abstrak (Indonesia)**

**Latar Belakang:** Perkembangan era globalisasi saat ini membuat persaingan semakin ketat, kita tidak hanya berlomba-lomba dalam berbisnis tetapi juga dalam berkomunikasi. Karena penggunaan bahasa untuk berkomunikasi dengan kompetitor tidak hanya berasal dari dalam negeri tetapi dari seluruh negara di dunia. Sebagai faktor utama dalam kepuasan dan loyalitas, kualitas dan citra layanan telah banyak mendapat perhatian.

**Tujuan:** Untuk menganalisis pengaruh citra bisnis produk minum Mr. One terhadap loyalitas konsumen.

**Metode:** Penelitian ini menggunakan sampel sebanyak 50 responden dan menganalisis data menggunakan structural equation modeling.

**Hasil:** Temuan mengungkapkan bahwa kualitas layanan dan citra perusahaan adalah anteseden dari kepuasan pelanggan, tetapi kepuasan pelanggan secara mengejutkan tidak memiliki efek positif dan signifikan terhadap loyalitas pelanggan.

**Kesimpulan:** Implikasi bagi penyedia layanan dalam industri layanan platform apa pun adalah bahwa kepuasan pelanggan tidak memiliki kunci keberhasilan untuk loyalitas tetapi terus meningkatkan kualitas layanan dan citra kepuasan perusahaan, tetapi menciptakan loyalitas untuk membeli layanan dan merekomendasikan kepada orang lain.

**Kata kunci:** kualitas layanan, citra perusahaan, kepuasan pelanggan, loyalitas pelanggan

### **Abstract (English)**

**Background:** The development of the current era of globalization makes the competition increasingly fierce, we not only compete in doing business but also in communicating. Because the use of language to communicate with competitors does not only come from within the country but from all countries in the world . As a primary factor in

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*satisfaction and loyalty, service quality and image has been given a lot of attention.*

**Objective:** *To analyze the influence of Mr. One's drinking products business image on consumer loyalty.*

**Methods:** *This research used a sample of 50 respondents and analyzed the data using structural equation modeling.*

**Results:** *Findings reveal that service quality and corporate image are antecedents of customer satisfaction, but customer satisfaction surprisingly does not have a positive and significant effect on customer loyalty.*

**Conclusion:** *The implications for service providers in any platform service industry is that customer satisfaction has not key success to loyalty but continuously improves the quality of service and corporate image of satisfaction, but it creates loyalty to buy services and recommend to others.*

**Keywords:** *service quality, corporate image, customer satisfaction, and customer loyalty*

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## INTRODUCTION

The ability to communicate in English requires a course institution to learn how to communicate using English correctly. More and more emerging new businesses are increasingly *trending* today. This is especially true for students whose competition is intense because consumers tend to be more critical and are faced with many choices. So every company must always try to give a good image to its consumers. Every company has an image, whether consciously or not, has been attached to the company (Mukherjee, 2018).

The image does not come by itself but is shaped by the community, from the company's communication and openness efforts in an effort to build the expected good image. MR Drinks. ONE is one of the contemporary beverage businesses which is very interesting and favored by many millennial youths who like to hang out. Apart from that MR. ONE has programs to create quality drinks at low prices. MR.ONE as a new category institution must have many challenges in running its business including having to always design MR.ONE in order to build a *brand image* in marketing activities and carry out activities that support marketing to strengthen the brand.

According to Schiffman and Kanuk, customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations. Customer satisfaction is an individual's perception of the performance of goods or services related to customer expectations (Tendai & Crispin, 2009).

Customer satisfaction is the customer's perception that his expectations have been met or exceeded (Ok, Suy, Chhay, & Choun, 2018). Customer satisfaction means the comparison between what consumers expect and what consumers feel when using the product. If consumers feel that the product's performance equals or exceeds their

expectations, it means they are satisfied. Conversely, if the product's performance is less than their expectations, it means they are not satisfied. Satisfaction is the level of a person's feelings after comparing the performance or results he feels with his expectations (Kau & Loh, 2006).

According to Tjiptono, consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled (Tjiptono, 2008). Meanwhile, according to the journal, customer satisfaction is the level of one's feelings after comparing the perceived performance (results), compared to expectations (Rambe, Maksum, & Yasin, 2017).

Brand strength involves two things, namely consumer perception of the brand and consumer loyalty to the use of the brand. Along with the development of competition between modern beverage businesses with various advantages aimed at increasing sales volume, regaining a market that has been declining, and to maintain the market that has been obtained is a challenge that must be faced.

## **METHOD**

Research variables are basically everything in any form that is determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn. The variables used in the study can be classified into: independent variables (independent), namely variables that explain and influence other variables, and dependent (bound) variables, namely variables that are explained and influenced by independent variables.

Quantitative research is a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know (Naryoso, 2020)

Operational definition is defined operationally based on the observed characteristics that allow researchers to make observations or measurements carefully on an object or phenomenon.

### **Population and Sample**

The population is 50 people MR.one consumers. The sample was taken because it was impossible for the study to examine all members of the population. So the researcher will distribute questionnaires to 30 MR customers. one

Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. To determine the measurement of respondents' answers in this study, using a research in the form of a questionnaire, which was measured using a Likert scale (*Likert's Summated Rating*). This data collection technique, the authors collect data and information through research with the techniques used are questionnaire and field research.

## **RESULT AND DISCUSSION**

The result of data processing R2 value is 0.480. This value can be seen that consumer loyalty is influenced by company image, product image and user image by 0.480. This means that consumer loyalty is explained by company image, product image and user image by 48% and the remaining 52% is explained by other factors not examined.

The Effect of Corporate Image on Consumer Loyalty From the results of research conducted by researchers, the results of a partial test (t test) between the Corporate Image variable and the Consumer Loyalty variable show a t-count value of 3.574, a regression coefficient of 0.358 and a probability value of 0.001 which is smaller than 0.05 this means that the Company's Image has a positive effect on Consumer Loyalty.

The Effect of User Image on Consumer Loyalty From the results of research conducted by researchers, the results of a partial test (t test) between the User Image variable and the Consumer Loyalty variable show a t-count value of 2.547, a regression coefficient of 0.260 and a probability value of 0.013 which is smaller than 0, 05 this means that User Image has a positive effect on Consumer Loyalty and has a constant value for every 1% increase in User Image that affects Consumer Loyalty.

The Effect of Product Image on Consumer Loyalty From the results of research conducted by researchers, the results of a partial test (t test) between the User Image variable and the Consumer Loyalty variable show a tcount value of 2.175, a regression coefficient of 0.260 and a probability value of 0.033 which is smaller than 0.05. This means that User Image has a positive effect on Consumer Loyalty and has a constant value for every 1% increase in User Image that affects Consumer Loyalty.

## CONCLUSION

The results of research conducted by researchers, the results of testing the variables of corporate image, user image, and product image simultaneously have a positive effect on consumer loyalty as evidenced by the F value. count of 8.139 with a significance value of 0.000. Based on the results of the discussion above, it can be concluded that the corporate image variable is a variable that is more dominant in influencing and being considered by consumers in choosing MR.ONE. MR.ONE who has trust in the eyes of consumers and makes a good brand image among young people.

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