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## Attributes Influencing Brand Loyalty: A Study of Products, Services, and Purchases

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### ABSTRACT

*The quality of goods and service is determined by the customers. Therefore, customer satisfaction can be achieved by giving a good quality. Providing customer satisfaction, measuring it and identifying the factors contributing the customer satisfaction is necessary. In conventional marketing, many marketers believe that the customers loyalty upon a product depends on the customers satisfaction. During the time, the marketers recognize that customer loyalty is the drive to make purchase. This study tests the effect from attribute related to the product, attribute related to the service, attribute related to the purchase towards the brand loyalty on Rent cars Murni. The independent variable involves attribute related to the product, attribute related to the service, attribute related to the purchase. The dependent variable in this study is the brand loyalty. The result of the ANOVA test on the F-test shows that there is significant effect from attribute related to the product, attribute related to the service, attribute related to the purchase towards the brand loyalty on Murni car rental.*

**Keywords:** Attribute related to the product, Attribute related to the service, Attribute related to the purchase, brand loyalty.

### ABSTRAK

Kualitas barang dan jasa ditentukan oleh pelanggan. Oleh karena itu, kepuasan pelanggan dapat dicapai dengan memberikan kualitas yang baik. Memberikan kepuasan pelanggan, mengukurnya dan mengidentifikasi faktor-faktor yang menyumbang kepuasan pelanggan diperlukan. Dalam pemasaran konvensional, banyak pemasar percaya bahwa loyalitas pelanggan terhadap suatu produk tergantung pada kepuasan pelanggan. Selama waktu tersebut, para pemasar menyadari bahwa loyalitas pelanggan adalah titik untuk melakukan pembelian. Penelitian ini menguji pengaruh dari atribut yang terkait dengan produk, atribut terkait layanan, atribut terkait pembelian terhadap loyalitas merek pada Rent cars Murni. Variabel independen melibatkan atribut yang terkait dengan produk, atribut yang terkait dengan layanan, atribut yang terkait dengan pembelian. Variabel dependen dalam penelitian ini adalah loyalitas merek. Hasil uji ANOVA pada uji-F menunjukkan bahwa terdapat pengaruh yang signifikan dari atribut yang terkait dengan produk, atribut yang terkait dengan layanan, atribut terkait pembelian terhadap loyalitas merek pada sewa mobil Murni.

**Kata kunci:** Atribut yang terkait dengan produk, Atribut terkait layanan, Atribut terkait pembelian, loyalitas merek.

## INTRODUCTION

A company is always required to be able to satisfy its consumers. A strategy based on management commitment to improve service quality and continuously satisfy customers should be carried out by companies, both those that produce services and real goods. This is done because of the fact that consumers who are not satisfied with the goods or services they consume will look for providers of goods or services from other companies that are able to satisfy their needs. The quality of goods or services is solely determined by consumers, so that consumer satisfaction can only be achieved by providing good quality. Building consumer satisfaction, measuring and identifying factors that influence consumer satisfaction are very important (Barsky in Suhartanto, 2001). In line with the changing times and technological advances in the era of national economic development today, the business world is also experiencing very rapid progress. Therefore, a company that can meet consumer needs quickly and of course at an affordable price is needed. This opportunity was taken advantage of by Mr. Kifni Yudianto by establishing a pure car rental company. Pure car rental, was founded in 2015 under the name Pure car rental. There are quite a few competitors faced by this company. This company tries to enter the already tight competition by capturing the same market share as other car rentals in Yogyakarta. In tight competition, each company tries to continue operating to produce or provide the best possible products or services. Good products or services will be able to win the competition in the business world, because consumer demand always changes according to the times. In the era of conventional marketing, many marketers believed that customer loyalty was basically formed because of customer satisfaction. In that era, marketers were very aware that customer loyalty was a very important drive to create sales. Customers will be loyal if they view the company as a good company. In the eyes of customers, a company is good if customers are willing to use the first service from the company, and after using the first service, they have the desire to use the next service repeatedly. This encourages car rental companies to always try to be able to always maintain and create customer satisfaction. The phenomenon that the company's consumers are increasing day by day, and there is loyalty from its customers, so the strategy implemented by the pure car rental company is said to be quite successful. According to Dutka (1994), the attributes for forming customer satisfaction consist of: a. Attributes related to the product: Are all forms of attributes related to the value of a product, which include: Value to Price Relationship, Product Quality, Product Features, Product benefits, Product design, Product reliability and consistency and Range of product or service. b. Attributes related to the service: Are all forms of attributes related to the value of the service provided by a company, which include: Warranty, Delivery, Complaint handling, Resolution of problem. c. Attributes related to the purchase: Are all forms of attributes related to the level of consumer purchases of a product, which include: Courtesy, Communication, Company reputation, Company competence, Ease or Convenience.

## LITERATURE REVIEW

27 According to Selnes, (1993) satisfaction is the final choice evaluative assessment of a particular transaction. It is further stated that satisfaction can be assessed directly as an overall feeling. So someone can be satisfied with the main product or service and at the same time evaluate the results as average, compared to what should be. Selnes, (1993) explains that satisfaction (attitude towards the transaction) and brand reputation are related but are different elements. Both are expected to influence future customer behavior and loyalty. If consumers can have the opportunity to evaluate the quality of the service or product provided, satisfaction is expected to have an influence on loyalty. Consumer satisfaction and dissatisfaction are well-known and established concepts in several sciences. In marketing and consumer research, satisfaction is used to describe the difference between certain alternatives with a brand. Consumer satisfaction is an accumulation of consumer purchasing experience and consumption experience (Andreassen, 1994). The creation of customer satisfaction can provide several benefits, including a harmonious relationship between the company and customers, providing a good basis for repeat purchases and creating customer loyalty and forming a recommendation from word of mouth that is beneficial for the company. Customers always form an expectation of value and act on the expectation of value obtained, so that they understand an offer that truly meets their expectation of value and at the same time influences customer satisfaction which ultimately a customer will make a repeat purchase. The main key to winning the competition is to provide value and satisfaction to consumers through the delivery of quality products and services at competitive prices. In buying a product, consumers usually try to maximize the value they feel. The following is the definition of consumer satisfaction according to Philip Kotler, (1999) satisfaction is the level of a person's feelings after comparing the performance or results felt compared to expectations before buying or consuming a good or service. Consumer satisfaction can be achieved if the needs, desires and expectations of consumers are met, by knowing what consumers want, it will make it easier for companies to communicate their products to their target consumers. In general, research on customer satisfaction is conducted through survey research, either by post, telephone or personal interviews through company surveys that will obtain responses and feedback directly from customers and also provide positive signals that the company pays special attention to its customers (Tjiptono, 1997). According to Dutka (1994), the attributes that form customer satisfaction consist of:

3

- 6 a. Attributes related to the product: Are all forms of attributes related to the value of a product, which include: Value to Price Relationship, Product Quality, Product Features, Product benefits, Product design, Product reliability and consistency, Range of product or service.
- 26 b. Attributes related to the service: Are all forms of attributes related to the value of the service provided by a company, which include: Warranty, Complaint handling, Resolution of problem.
- 7 c. Attributes related to the purchase: Are all forms of attributes related to the level of consumer purchases of a product, which include: Communication, Company reputation, Company competence, Ease or Convenience. There are several methods that can be used to measure and monitor

customer satisfaction (Tjiptono, 1996), namely: Complaint and suggestion system, Customer satisfaction survey, Ghost Shopping, Lost Customer Analysis.

Purchases made by regular consumers are the second or nth purchase and not the first purchase (Oliver in Balqiah 2002). Oliver further stated that a satisfying purchasing experience is one of the reasons for remaining interested in a particular product, leading to repeat purchases. Viewed from a marketing strategy perspective, brand loyalty is a very important concept. Especially in market conditions with very low growth rates but very tight competition today, the existence of consumers who are loyal to the brand is very much needed so that the company can survive and efforts to maintain value are often a more effective strategy than efforts to attract new customers. It is estimated that the average cost of attracting new consumers is six times greater than retaining existing ones. Researchers have shown that an increase in customer loyalty of 5 percent can result in an increase in profits from 25 percent to 85 percent (Reicheld and Sasser, 1990 in Kadampully and Suhartanto, 2000). Loyalty is not formed in a short time but through a learning process and based on the results of the consumer's own experience from consistent buyers over time. If what is obtained is in accordance with expectations, then this purchasing process continues to repeat itself. This can be said that consumer loyalty has arisen. If from their experience, consumers do not get a satisfactory brand, then they will not stop trying other brands until they get a product that meets their criteria. Loyalty is defined as an attitude shown by consumers towards a product or service provider. A consumer will show their loyalty if a company is able to provide satisfaction to its consumers. A loyal consumer is a consumer who always buys back from the same provider or service provider and maintains a positive attitude towards that service provider in the future. Brand loyalty is a key consideration when playing a value on a brand that is to be bought or sold, because a highly loyal customer base can be expected to generally a very predictable sales and profit stream (Aaker in Herizon 2003). Based on the definition, it can be concluded that brand loyalty is an important factor in determining the value of a brand, the important value of the brand can include the quality, form and usefulness of the goods and services offered can be better than competitors. Factors that influence brand loyalty are (Aaker in Herizon 2003): Satisfaction, Habitual behavior, Commitment, liking of the brand, Switching cost. Another important element of loyalty is the intended support of the product shown in the communication of one's experience, namely positive expressions. One of the strongest sources of persuasion is personal expression. When a company's consumers recommend a product to others, this shows a high level of loyalty. Proper management and utilization, brand loyalty can be a strategic asset for the company. Here are some potentials that brand loyalty can provide to the company (Durianto 2001).

Consumer loyalty refers to intended behavior related to a product or service. This includes the likelihood of future purchases or renewals of service contracts or, conversely, how likely the consumer will switch to another service provider or brand. Consumers may be loyal because of high switching barriers related to technical,

12 economic and psychological factors that make it expensive or difficult for consumers to change suppliers. Consumers may also be loyal because they are satisfied with a supplier or product brand and want to continue the relationship. Because most barriers are of limited durability, companies tend to approach satisfaction as a potential long-term strategy. Consumer satisfaction involves the overall determination of the products and services that are able to create customer wants and needs. It is very important for a company to create customer satisfaction, because satisfied customers will tell other consumers about their satisfaction and will also make repeat purchases. Satisfied customers will create consumer loyalty to a brand or service, and also provide benefits to the company. Selnes (1993) explains that customer loyalty refers to intended behavior related to a product or service. This includes the likelihood of future purchases or renewals of service contracts or, conversely, how likely the consumer will switch to another service provider or brand. 13 Meanwhile, Boulding et al. (1993) in Dharmmesta (1999) stated that the occurrence of brand loyalty in consumers is caused by the influence of satisfaction or dissatisfaction with the brand that accumulates continuously in addition to the perception of product quality. Consumers can also be loyal because they are satisfied with the supplier or product brand, so they want to continue the relationship. For organizations, there are four main benefits related to consumer loyalty. First, loyalty increases consumer purchases. Second, consumer loyalty reduces the costs incurred by the company to serve consumers. Third, consumer loyalty increases positive word-of-mouth communication. The last main benefit of consumer loyalty is employee retention. Employees in service businesses are often influenced by their daily interactions with the company's consumers, because people tend to prefer working with organizations whose consumers are loyal and satisfied (Zeithaml and Bitner in Sugandini 2003). Many companies focus on high satisfaction because customers who are only satisfied are easy to change their minds if they get a better choice. Those who are very satisfied are more difficult to change their choices. High satisfaction creates an emotional attachment to a product or service. and the result is high customer loyalty. 29

## METHOD

10 In this study, the object of research is the Murni Car Rental company. While the subjects of this study are customers of the Murni Car Rental company. The sample is part of the population studied. The sampling technique in this study is the purposive sampling method, namely taking samples from population elements with certain goals or targets, which are adjusted to the research objectives (Nasution 1999). The characteristics of respondents taken as samples are those who have used services at Murni Car Rental (> 2 times). The sampling plan in this study is 100 respondents. If the sample in a study is classified as a large sample, then the sample that must be taken is at least 30 (Singarimbun, S and Effendi, S 1995). The data collection technique used in this study is a questionnaire. A questionnaire is a data collection technique by making a list of questions filled out by respondents, namely customers of the Murni 24

Car Rental company. Brand loyalty is a customer loyalty to a product or store where a customer will make a repeat purchase, consumers will make purchases through the product line, consumers will spread positive information verbally to other consumers, consumers have immunity from the pull of competing companies. Brand loyalty is the dependent variable (Y). Customer satisfaction is: the extent to which the performance provided by a product matches the buyer's expectations. The main key to winning the competition is to provide value and satisfaction to consumers through the delivery of quality products and services at competitive prices. In purchasing a product, consumers usually try to maximize the value they feel. Consumer satisfaction is an independent variable (X) which includes: a. Attributes related to the product (X1): Value to Price Relationship, Product Quality, Product Features, Product design, Product reliability and consistency, Range of product or service. b. Attributes related to the service (X2): Warranty, Delivery, Complaint handling, Resolution of problem. c. Attributes related to the purchase (X3): Courtesy, Communication, Company reputation, Company competence, Ease or Convenience. The measurement of variables in this study uses a Likert scale, all variables are measured with five Likert scales that have weights from 1 to 5, with alternative answers from Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S) and Strongly Agree (SS). The instrument testing method is intended to test the validity and reliability of the questionnaire that will be used in the study so that it can be known to what extent the questionnaire can be a valid and reliable measuring tool in measuring an existing symptom. Validity testing is carried out to show the extent to which a measuring instrument measures what is being measured or in other words whether the measuring instrument is appropriate for measuring the object being studied (Kuncoro 2003). Validity testing is carried out using product moment correlation with a significance level of less than 5%. Testing is carried out with the help of SPSS 22. The research instrument is said to be valid if it is at a significance level of 5% (Azwar, 1997). Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied on (Kuncoro, 2003). If the measuring instrument is used twice to measure the same symptom and the results obtained are consistent, then the measuring instrument can be said to be reliable. The research instrument is said to be reliable if the Cronbach Alpha value is greater than 0.5 (Azwar, 1997). Testing is measured with and Cronbach Alpha is greater than 0.5 with the help of SPSS 22. The research instrument used to measure the level of brand loyalty is 4 statements. While the instrument to measure consumer satisfaction is 13 statements consisting of Attributes related to the product as many as 5 statements, Attributes related to the service 4 statements, and Attributes related to the purchase as many as 4 statements. A hypothesis is a statement that is still temporary about the existence of an influence or relationship between the variables used (Lincoln, A1999:26). Hypothesis testing is carried out by multiple regression analysis to determine the influence of consumer satisfaction attributes including Attributes related to the product, Attributes related to the service, Attributes related to the purchase both simultaneously and partially on brand loyalty. The multiple regression equation in this study is as follows (Djarwanto, 1996):

$$Y_1 = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

**RESULTS AND DISCUSSION**

The object of this study is a pure car rental company. While the subject of this study is the customers of the pure car rental company. A total of 100 questionnaires were distributed, from the total questionnaires distributed only 96 questionnaires were returned. The questionnaires that were not returned were 4, so that the questionnaires that could be processed were 96. The following are the characteristics of the respondents presented in the table:

**Table 1. Research Results Number of Respondents Based on Gender Characteristics**

No	Gender Criteria	Number of Respondents	
		Number	Percentage (%)
1	Man	51	55.2
2	Woman	45	44.8
amount		96	100

Based on the table above, it can be seen that the largest number of respondents were male, 51 people (55.2%). Meanwhile, the number of female respondents was 45 people (44.8%).

**Table 2. Research Results Number of Respondents Based on Age**

No	Age Criteria	Number of Respondents	
		Number	Percentage (%)
1	<20	26	27,1
2	21 - 30	44	44,8
3	31 - 40	17	17,7
4	41 - 50	8	8,3
5	>50	1	1
amount		96	100

Based on the table above, it can be seen that respondents aged under 20 years were 26 (28.1), 21 years to 30 years were 44 people (44.8%), respondents aged 31 to 40 years were 17 (17.7%), respondents aged 41 to 50 years were 8 (18.3%), and respondents aged over 51 years were 1 (1%).

**Table 3. Research Results Number of Respondents Based on Last Education**

No	Age Criteria	Number of Respondents	
		Number	Presentation (%)
1	SD	20	19.8
2	SMP	18	19.8
3	SMA	22	22.9
4	D3	21	21.9

5	S1	15	15.6
amount		96	100

Based on the table above, it can be seen that respondents who have the highest education of elementary school are 20 people (19.8%), have the highest education of junior high school are 18 people (19.89%), have the highest education of high school are 22 people (22.9%), have the highest education of D3 are 21 people (21.9%), have the highest education of S1 are 15 people (15.6%). Validity testing is carried out to show the extent to which a measuring instrument measures what is being measured or in other words whether the measuring instrument is appropriate for measuring the object being studied (Kuncoro, 2003). Validity testing is carried out using product moment correlation with a significance level of less than 5%. Testing is carried out with the help of SPSS 22. The research instrument is said to be valid if it is at a significance level of 5%. The results of the validity test are presented in the following table:

**Table 4. Validity Test Results**

Variable	Item	N	P-Value	Status
<i>Brand loyalty</i>	1	96	0,000	Valid
	2	96	0,000	Valid
	3	96	0,000	Valid
	4	96	0,000	Valid
<i>Attribute Related to The Product</i>	1	96	0,000	Valid
	2	96	0,000	Valid
	3	96	0,000	Valid
	4	96	0,000	Valid
	5	96	0,000	Valid
<i>Attribute Related to The Service</i>	1	96	0,000	Valid
	2	96	0,000	Valid
	3	96	0,000	Valid
	4	96	0,000	Valid
<i>Attribute Related to The Purchase</i>	1	96	0,000	Valid
	2	96	0,000	Valid
	3	96	0,000	Valid
	4	96	0,000	Valid

In the table above, it can be shown that all questions are said to be valid. This can be seen from the P-value at a significant level of 0.05. it can be concluded that the accuracy and precision of the questionnaire in this study are stated to be precise and accurate, because all question items in this questionnaire are said to be valid.

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon (Kuncoro, 2003). A research instrument is said to be reliable if the Cronbach Alpha value is greater than 0.5 (Azwar, 1997). Testing is

measured by item to total correlation and Cronbach Alpha is greater than 0.5 with the help of SPSS 22. The results of reliability testing using SPSS version 22 are presented in the following table:

**Table 5. Reliability Test Results**

Variable	Number of Items	Koefesien Cronbach's Alpha	Status
<i>Brand loyalty</i>	4	0,8488	Reliabel
<i>Attribute Related to The Product</i>	5	0,8510	Reliabel
<i>Attribute Related to The Service</i>	4	0,8158	Reliabel
<i>Attribute Related to The Purchase</i>	4	0,7467	Reliabel

In the table above, it can be shown that all research variables are stated as reliable or the measuring instrument used can be trusted/relied on. This result can be proven by the Alpha value owned by each variable above 0.5 (Azwar, 1997).

Multiple regression is used to determine the effect of consumer satisfaction attributes including Attributes related to the product, Attributes related to the service, Attributes related to the purchase both together and partially on brand loyalty.

Researchers use the SPSS 22 program calculation tool to facilitate the regression calculation. The data processed in the SPSS program is presented in the table below.

**Table 6. Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.597	.717		2.229	.028
X1	.241	.082	.335	2.928	.004
X2	.287	.092	.285	3.125	.002
X3	.341	.116	.333	2.938	.004

a. Dependent Variable: Y

Information: X<sub>1</sub> Attribute related to the product.  
 X<sub>2</sub> Attribute related to the service.  
 X<sub>3</sub> Attribute related to the purchase.

Based on the results of the table above, the multiple linear regression model formed in this study can be formulated as follows:

$$Y = 0,335X_1 + 0,285 X_2 + 0,333 X_3$$

The beta value is taken using standardized coefficients, this is in accordance with the opinion of Imam Ghazali (2006) who stated that research related to consumer behavior uses standardized coefficients.

The regression coefficient of Attribute related to the product (X1) is positive. A positive sign means that the independent variable has a unidirectional relationship with the dependent variable, meaning that if the Attribute related to the product variable increases, it will encourage increased brand loyalty.

The regression coefficient of Attribute related to the service (X2) is positive. A positive sign means that the independent variable has a unidirectional relationship with the dependent variable, meaning that if the Attribute related to the service variable increases, it will encourage increased brand loyalty.

The regression coefficient of Attribute related to the purchase (X3) is positive. A positive sign means that the independent variable has a unidirectional relationship with the dependent variable, meaning that if the Attribute related to the purchase variable increases, it will encourage increased brand loyalty.

H1: It is suspected that consumer satisfaction attributes including Attributes related to the product, Attributes related to the service, Attributes related to the purchase collectively have an influence on brand loyalty.

**Table 7. ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	844.394	3	281.465	154.739	.000 <sup>a</sup>
Residual	167.345	92	1.819		
Total	1011.740	95			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

The results of the ANOVA or F Test obtained F count 154.739 with a significance level of 0.000 so that the probability of 0.000 is smaller than the significance level of 0.05, so it can be said that the variables Attribute related to the product, Attribute related to the service, Attribute related to the purchase, simultaneously affect brand loyalty.

So, it can be concluded that the independent variable has a significant effect on the dependent variable so that H1 is accepted because Attribute related to the product, Attribute related to the service, Attribute related to the purchase, simultaneously affect brand loyalty.

H2: It is suspected that consumer satisfaction attributes including Attribute related to the product partially have an effect on brand loyalty.

Based on the test results in the table above, the results are shown with a significance value of the Attribute related to the product variable of 0.004 smaller than the significance level of 0.05, so it can be said that Attribute related to the product partially affects brand loyalty. So it can be concluded that H2 is accepted because Attribute related to the product partially influences brand loyalty.

H3: It is suspected that consumer satisfaction attributes that include Attribute related to the service partially have an influence on brand loyalty.

Based on the test results in the table above, the results obtained with a significance value of the Attribute related to the service variable of 0.004 are smaller than the significance level of 0.05, so it can be said that Attribute related to the service partially influences Brand loyalty. So it can be concluded that H3 is accepted because Attribute related to the service partially influences brand loyalty.

H4: It is suspected that consumer satisfaction attributes that include Attribute related to the purchase partially have an influence on brand loyalty.

Based on the test results in the table above, the results are shown with a significance value of the Attribute related to the purchase variable of 0.004 smaller than the significance level of 0.05, so it can be said that Attribute related to the purchase partially influences brand loyalty. So it can be concluded that H4 is accepted because Attributes related to the purchase partially influence brand loyalty.

**Table 8. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.914 <sup>a</sup>	.835	.839	1.349

a. Predictors: (Constant), X3, X2, X1

The Adjusted R Square value in the table above is 0.839, meaning that the independent variables including Attribute related to the product, Attribute related to the service, Attribute related to the purchase are able to explain the dependent variable, namely brand loyalty, by 83.9%. The quality of goods or services is solely determined by consumers, so that consumer satisfaction can only be achieved by providing good quality. Building consumer satisfaction, measuring and identifying factors that influence consumer satisfaction are very important. Customer satisfaction is: the extent to which the performance provided by a product is commensurate with the buyer's expectations. If the product's performance is greater than expected, the consumer will be satisfied, and vice versa if the product's performance is less than expected, the buyer is not satisfied Kotler (2003). Customers who are satisfied with a particular product brand, those customers will always be loyal to that brand. Loyalty is not formed in a short time but through a learning process and based on the results of the consumer's own experience from buyers who are consistent over time. If what is obtained is in accordance with expectations, then this purchasing process continues to repeat itself. This can be said that consumer

loyalty has arisen. If from their experience, consumers do not get a satisfactory brand, then they will not stop trying other brands until they get a product that meets their criteria.

The variables Attribute related to the product, Attribute related to the service, Attribute related to the purchase, simultaneously affect brand loyalty. The results of this study are consistent with the results of research conducted by Samuel (2002). This study on the Influence of Consumer Satisfaction on Brand Loyalty at the Prime Steak and Ribs Restaurant Surabaya explains that consumers measured through Attribute related to the product, Attribute related to the service, Attribute related to the purchase at The Prime Steak and Ribs received good ratings, some attributes still have high assessment variations.

The variables Attribute related to the product, Attribute related to the service, Attribute related to the purchase, simultaneously affect brand loyalty. The results of this study are consistent with the results of research conducted by Handoyo (2001). This study on the Influence of Consumer Satisfaction on Brand Loyalty at McDonald's Restaurant Semarang explains that consumers measured through Attributes related to the product, Attributes related to the service, Attributes related to the purchase at McDonald's restaurants get good ratings, some attributes still have high assessment variations. The Attribute related to the product variable, partially affects brand loyalty, the Attribute related to the service variable, partially affects brand loyalty, the Attribute related to the purchase variable, partially affects brand loyalty. The results of this study are consistent with the results of research conducted by Samuel (2002) and Handoyo (2001).

## CONCLUSION

This study measures the effect of consumer satisfaction on brand loyalty in a pure car rental company both simultaneously and partially. The independent variables in the study are Attributes related to the product, related to the service, Attributes related to the purchase, while the dependent variable in this study is brand loyalty. The results of the ANOVA or F Test obtained F count 154.739 with a significance level of 0.000, so that the probability of 0.000 is smaller than the significance level of 0.05, then it can be said that Attribute related to the product, Attribute related to the service, Attribute related to the purchase, simultaneously affect brand loyalty. The Adjusted R Square value of 0.839 means that the independent variable of consumer satisfaction in the form of Attribute related to the product, Attribute related to the service, Attribute related to the purchase is able to explain the dependent variable, namely brand loyalty, by 83.9% and the remaining 17.1% is explained by other variables outside the independent variable in the form of Attribute related to the product, Attribute related to the service, Attribute related to the purchase. It can be said that the influence of variables outside the independent variable in the form of Attribute related to the product, Attribute related to the service, Attribute related to the purchase on brand loyalty is smaller than the

influence of the independent variable. The Standard Error of Estimated (SEE) value of 1.349 means that the regression equation obtained is able to predict the dependent variable, because the smaller the SEE value, the more precise the regression model will be in predicting the dependent variable. Based on the test results, it can be concluded:

1. Attribute related to the product, Attribute related to the service, Attribute related to the purchase, simultaneously affect brand loyalty. This is evidenced by the significance value of each variable below 5%, thus meeting the significance requirements.
2. Attribute related to the product, partially affects brand loyalty. This is evidenced by the significance value of each variable below 5%, thus meeting the significance requirements.
3. Attribute related to the service, partially affects brand loyalty. This is evidenced by the significance value of each variable below 5%, thus meeting the significance requirements.
4. Attribute related to the purchase, partially affects brand loyalty. This is evidenced by the significance value of each variable below 5%, thus meeting the significance requirements.

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