

ANALYZE FOR PRODUCT QUALITY AND TRUST ON CUSTOMER LOYALTY PT. GOLGON MEDAN

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Abstrak

PT Golgol Medan experienced a decline in customer loyalty that can be seen from the sales data this was suspected due to product quality and trust. The aim of this research is to investigate whether product quality and trust have influence towards customer loyalty on PT Golgol Medan. Product quality and trust have an important role in shaping customer loyalty. Product quality and promotion are highly connected with customer loyalty and sales data. In this research, the writer used quantitative research design and SPSS. The sampling technique used was simple random sampling. The sample size was 64 customers. The results of hypothesis test showed that product quality and trust have an influence on customer loyalty. Recommendations for PT Golgol Medan include improve product quality and trust by using quality raw materials and in accordance with standards such as plastic seeds used.

Keyword: Product Quality, Trust, Customer Loyalty

1. PENDAHULUAN

As the result of the impact of globalization and the developments associated with technological advancement, influx of new entrants into the business environments resulting in new products emergence, rivalry incremental challenges (Andrean et al., 2021), market shares declinations as well as lower repurchase intentions leading to reduction in organizations' sales volume in line with the challenges of keeping up with the growing customers' desires and expectations makes today firms to take issue of product quality which will eventually leads to customer loyalty very essential and crucial to the overall survival of the organization. In fact, all organizational production components should be coordinated towards meeting consumer's expectation and desires and as such, organization should leave the old pattern of production because if the customers' desires and expectations are not address by critical improvement on all productions component of the organization, they may switch to that of the company rivals.

Customer loyalty is a loyal behavior, which is intended to relate to products or services. Customers who have loyalty, the level of purchase of products and services will be sustained continuously caused by Satisfaction and trust in the services provided. Loyal customers are very profitable for online companies given the high competition in online sales, loyal consumers will recommend to their friends and family to participate in making purchases. Customer loyalty is one of the purposes companies are marketing strategy implementation. The behavior of customers who buy a product continuously and to establish customer loyalties to a particular organization is what known as loyalty. Loyalty is the commitment customers have to a certain supplier, brand or store which reflected based on their positive behavior throughout their repeat purchase. The company's main purpose in establishing as well as creating a relationship with their clients is to create or build loyalty behavior that is very strong. PT Golgon Medan is a plastic manufacturer that was established in 1965. PT. Golgon is able to produce various types of plastics for Injection molding, extrusion, Blow Film and Blow Molding. PT. Golgon is also involved and trusted in accepting OEM contracts from foreign companies at local and national levels. Based on the initial survey conducted that there is a decrease in customer loyalty at this company which is marked by a decrease in the number of customers caused by many customers who switch to rival companies.

One of the important element in the business word is providing value to customers which does not only include objects that are tangible but also objects that are intangible, that is including packaging, service characteristics, brand name as well as performance quality (Supriyanto et al., 2021). Product quality plays a crucial role in meeting, or exceeding customer expectations. This improves customer delight and brand recognition, thereby leading to faster growth and success. Focusing on product quality also helps to reduce production costs and increase return on investments, thereby improving the chances of tackling the recession better. It also helps with market expansion and customer acquisition, increasing reach and profitability. Product quality is the specific capacity of a product to show its usefulness, including the time of the product, reliability, ease of use and repair, and other values. Moreover, the product is the most important thing that customers see after making a purchase, either goods or services to be enjoyed. Therefore, the company always pays attention to the quality of the products owned by the company so that the product in customers' eyes has the impression of a quality product.

Product quality is the totality of features and characteristics of a product or service that have the ability to satisfy both expressed and implicit needs. Product quality is also the level of ability of a product to perform its functions. PT. Golgon understands that the best quality is the right of our clients, so we always maintain the production process starting from the design concept to the realization of production carefully and professionally. The quality of PT Golgol Medan plastic products has decreased which is reflected in the increased product return rate and customer complaints. Customer complaints are related to the color of plastic that quickly fade, low quality because it cracks when falling, the company's products on the market. This triggers a decrease in customer loyalty to this company, causing customers to switch to other companies. Customer confidence in this company has decreased which is characterized by a lack of repeat purchases made by customers. This is related to a distribution system that is not optimal because it is often not in accordance with the agreement, the return process is not taken care of properly and the price changes cause customer disappointment.

2. RESEARCH METHODS

2.1 Research Framework

2.1.1 Customer loyalty

Quality becomes the basic factor of consumer decisions in products or services. As a result, quality is a key factor that brings business success, growth and improved competitive position. Literally, loyal means faithful or loyalty can be interpreted as a loyalty. This loyalty arises without coercion but arises from one's own consciousness. While the concept of consumer loyalty more emphasis on purchasing behavior (Ayudya Amaranggana, 2018) Customer loyalty is a customer's attachment to a brand, store, manufacturer, service provider or other entity based on favorable attitudes and good responses such as repeat purchases (Febriani & Cipta, 2023). Customer loyalty is a commitment to keep using a product or service without being affected by the efforts of competing product companies (Indrawati, 2018).

2.1.2 Product Quality

Product quality is the totality of features and characteristics of a product or service that have the ability to satisfy both expressed and implicit needs. Product quality is also a level of ability of a product in carrying out its functions (Syahmi et al., 2021a) The quality of the product is one of the factors that affect the perception of customer. Consumers prefer good quality products so that improving the quality of certain products is very important (Pramudita et al., 2022) Based on the above understanding, it can be concluded that product quality is an ability of products that meet the expectations of consumers regarding durability, accuracy, ease of operation and maintenance. Indicators of product quality are the number of customer complaints, the level of customer satisfaction and the degree of compliance with specifications (Amaranggana & Rahanatha, 2018). Product quality is one of the competition among business actors offered to customers (Syahmi et al., 2021b).

2.1.3 Trust

Trust is the cognitive component of attitude, brand evaluation is the affective or feeling component and intent to buy is the conative or action component (Trisnawati et al., 2020). Customer trust is a form of customer willingness to trust a brand with all the risks, in the hope that the brand will provide positive results to consumers so that it can lead to loyalty to a particular brand (Syahmi et al., 2021b).

2.2 Research Methodology

In this study, researchers used quantitative research methods. The type of data used is quantitative data. Quantitative research is more of an explanation of people or objects. Population is the whole person or case or object in which the results of the study will be generalized (Munfaqiroh et al., 2022) The population in this study amounted to 197 customers. The sample is a selected part of the population selected through the sampling method in a study. To determine the number of samples, you can use the Slovin formula, namely (Ismail et al., 2022):

$$n = \frac{N}{1 + Ne^2} = \frac{197}{1 + 197 (0.1)^2} = 66.33 \sim 64 \quad (1)$$

Description:

N : Population.

e : Percentage of looseness of entanglement due to sampling error still desired.

The total sample was 64 customers and the sampling technique used was simple random sampling. In this study using primary data and secondary data. Data collection techniques using questionnaires, interviews and documentation. Analysis of research measuring instruments using validity test, reliability test, classical assumption test, multiple linear regression analysis, coefficient of determination test and hypothesis test.

3. RESULT AND DISCUSSION

3.1 Respondents Answer Variable

Description of respondents to the questionnaire answers to the product quality variable is:

Table 1. Product Quality (X)

No.	Questionnaire	SA	A	N	D	SD
1.	P1	19	6	8	14	17
2.	P2	15	5	12	17	15
3.	P3	16	5	7	20	16
4.	P4	16	7	10	21	10
5.	P5	11	10	11	15	17
6.	P6	16	9	5	21	13

Based on the respondents' answers to the first statement is the quality of design that follows market developments that respondents who answered strongly agree as many as 19 respondents, respondents who answered agree as many as 6 respondents, respondents who answered less agree as many as 8 respondents, respondents who answered disagree as many as 14 respondents and respondents who answered strongly disagree as many as 17 respondents. The majority of respondents answered in the strongly agree.

Based on the respondents' answers to the second statement is a design that varies according to customer needs that respondents who answered strongly agree as many as 15 respondents, respondents who answered agree as many as 5 respondents, respondents who answered less agree as many as 12 respondents, respondents who answered disagree as many as 17 respondents and respondents who answered strongly disagree as many as 15 respondents. The majority of respondents answered disagree.

Based on the respondents' answers to the third statement is the appearance of plastic that has color variations that respondents who answered strongly agree as many as 16 respondents, respondents who answered agree as many as 5 respondents, respondents who answered less agree as many as 7 respondents, respondents who answered disagree as many as 20 respondents and respondents who answered strongly disagree as many as 16 respondents. The majority of respondents answered disagree.

Based on the respondents' answers to the fourth statement is the appearance of plastic that has various sizes of plastic. The majority of customers are very satisfied that the respondents who answered strongly agree as many as 16 respondents, respondents who answered agree as many as 7 respondents, respondents who answered less agree as many as 10 respondents, respondents who answered disagree as many as 21 respondents and respondents who answered strongly disagree as many as 10 respondents. The majority of respondents answered strongly disagree.

Based on the respondents' answers to the fifth statement is the quality of plastic in accordance with the Indonesian national standard that respondents who answered strongly agreed as many as 11 respondents, respondents who answered agreed as many as 10 respondents, respondents who answered less agreed as many as 11 respondents, respondents who answered disagree as many as 15 respondents and respondents who answered strongly disagree as many as 17 respondents. The majority of respondents answered strongly disagree.

Based on the respondents' answers to the sixth statement, is the quality of plastic that has a satisfactory consistency that respondents who answered strongly agree as many as 16 respondents, respondents who answered agree as many as 9 respondents, respondents who answered less agree as many as 5 respondents, respondents who answered disagree as many as 21 respondents and respondents who answered strongly disagree as many as 13 respondents. The majority of respondents answered disagree.

Description of respondents to the questionnaire answers to the trust variable is:

Table 1. Product Quality (X)

No.	Questionnaire	SA	A	N	D	SD
1.	T1	10	10	12	18	14
2.	T2	9	15	14	19	7
3.	T3	8	11	18	21	6
4.	T4	23	17	10	6	8
5.	T5	30	13	8	8	5
6.	T6	32	6	12	10	4
7.	T7	11	9	4	17	23
8.	T8	28	10	6	8	12
9.	T9	10	10	5	19	20

10 T10

8

11

15

19

11

Based on the respondents' answers to the first statement is the company maintains a good relationship with customers that respondents who answered strongly agree as many as 10 respondents, respondents who answered agree as many as 10 respondents, respondents who answered less agree as many as 12 respondents, respondents who answered disagree as many as 18 respondents and respondents who answered strongly disagree as many as 14 respondents. The majority of respondents answered disapprovingly.

Based on the respondents' answers to the second statement is the company established a good marketing relationship with customers that respondents who answered strongly agree as many as 9 respondents, respondents who answered agree as many as 15 respondents, respondents who answered less agree as many as 14 respondents, respondents who answered disagree as many as 19 respondents and respondents who answered strongly disagree as many as 7 respondents. The majority of respondents answered disapprovingly.

Based on the respondents' answers to the third statement is a public company serving the information needs of customers that respondents who answered strongly agree as many as 8 respondents, respondents who answered agree as many as 11 respondents, respondents who answered less agree as many as 18 respondents, respondents who answered disagree as many as 21 respondents and respondents who answered strongly disagree as many as 6 respondents. The majority of respondents answered disapprovingly.

Based on the respondents' answers to the fourth statement, the company established good communication that the respondents who answered strongly agreed as many as 23 respondents, respondents who answered agreed as many as 17 respondents, respondents who answered less agreed as many as 10 respondents, respondents who answered disagree as many as 6 respondents and respondents who answered strongly disagree as many as 8 respondents. The majority of respondents answered in the affirmative.

Based on the respondents' answers to the fifth statement, the company routinely shares promotional program information to customers that respondents who answered strongly agree as many as 30 respondents, respondents who answered agree as many as 13 respondents, respondents who answered less agree as many as 8 respondents, respondents who answered disagree as many as 8 respondents and respondents who answered strongly disagree as many as 5 respondents. The majority of respondents answered in the affirmative.

Based on the respondents' answers to the sixth statement, the company communicates politely and honestly to customers that the respondents who answered strongly agree as many as 32 respondents, the respondents who answered agree as many as 6 respondents, the respondents who answered less agree as many as 12 respondents, the respondents who answered disagree as many as 10 respondents and the respondents who answered strongly disagree as many as 4 respondents. The majority of respondents answered in the affirmative.

Based on the respondents' answers to the seventh questionnaire, the company prioritizes convenience in purchase transactions that respondents who answered strongly agree as many as 11 respondents, respondents who answered agree as many as 9 respondents, respondents who answered less agree as many as 4 respondents, respondents who answered disagree as many as 17 respondents and respondents who answered strongly disagree as many as 23 respondents. The majority of respondents answered strongly disagree.

Based on the respondents' answers to the eighth statement is the company accepts customer complaints well and resolve them quickly that respondents who answered strongly agree as many as 28 respondents, respondents who answered agree as many as 10 respondents, respondents who answered less agree as many as 6 respondents, respondents who answered disagree as many as 8 respondents and respondents who answered strongly disagree as many as 12 respondents. The majority of respondents answered strongly disagree.

Based on the respondents' answers to the ninth statement, the company ensures that customers are satisfied with the service received that the respondents who answered strongly agreed as many as 10 respondents, the respondents who answered agreed as many as 10 respondents, the respondents who answered less agreed as many as 5 respondents, the respondents who answered disagreed as many as 19 respondents and the respondents who answered strongly disagreed as many as 20 respondents. The majority of respondents answered strongly disagree.

Based on the respondents' answers to the tenth statement is the company provides satisfaction related to the distribution of products that respondents who answered strongly agree as many as 8 respondents, respondents who answered agree as many as 11 respondents, respondents who answered less agree as many as 15 respondents, respondents who answered disagree as many as 19 respondents and respondents who answered strongly disagree as many as 11 respondents. The majority of respondents answered disapprovingly.

Description of respondents to the questionnaire answers to the customer loyalty variable is:

Table 2. Customer Loyalty (Y)

No.	Questionnaire	SA	A	N	D	SD
1.	L1	14	10	11	19	10
2.	L2	35	6	11	9	3

3.	L3	32	9	12	10	1
4.	L4	28	6	13	13	4
5.	L5	20	10	14	16	4
6.	L6	24	16	10	6	8
7.	L7	31	12	8	8	5
8.	L8	31	10	12	10	1

Based on the respondents ' answers to the first statement is that customers want to make a re-purchase due to the considerable variety of plastic that the respondents who answered strongly agree as many as 14 respondents, respondents who answered agree as many as 10 respondents, respondents who answered less agree as many as 11 respondents, respondents who answered disagree as many as 19 respondents and respondents who answered strongly disagree as many as 10 respondents. The majority of respondents answered disagree.

Based on the respondents ' answers to the second statement is that customers are interested in making repeat purchases because of the good quality of respondents who answered strongly agree as many as 35 respondents, respondents who answered agree as many as 6 respondents, respondents who answered less agree as many as 11 respondents, respondents who answered disagree as many as 9 respondents and respondents who answered strongly disagree as many as 3 respondents. The majority of respondents answered in the strongly agree.

Based on the respondents ' answers to the third statement is a loyal customer of the company that respondents who answered strongly agree as many as 32 respondents, respondents who answered agree as many as 9 respondents, respondents who answered less agree as many as 12 respondents, respondents who answered disagree as many as 10 respondents and respondents who answered strongly disagree as many as 1 respondent. The majority of respondents answered in the strongly agree.

Based on the respondents ' answers to the fourth questionnaire is that customers make the company as the main choice when they want to make plastic purchases that the respondents who answered strongly agree as many as 28 respondents, respondents who answered agree as many as 6 respondents, respondents who answered less agree as many as 13 respondents, respondents who answered disagree as many as 13 respondents and respondents who answered strongly disagree as many as 4 respondents. The majority of respondents answered in the strongly agree.

Based on the respondents ' answers to the fifth statement is the customer showed immunity promotion from other companies that respondents who answered strongly agree as many as 20 respondents, respondents who answered agree as many as 10 respondents, respondents who answered less agree as many as 14 respondents, respondents who answered disagree as many as 16 respondents and respondents who answered strongly disagree as many as 4 respondents. The majority of respondents answered in the strongly agree.

Based on the respondents ' answers to the sixth statement is that customers like promotional programs offered by the company that respondents who answered strongly agree as many as 24 respondents, respondents who answered agree as many as 16 respondents, respondents who answered less agree as many as 10 respondents, respondents who answered disagree as many as 6 respondents and respondents who answered strongly disagree as many as 8 respondents. The majority of respondents answered in the strongly agree.

Based on the respondents ' answers to the seventh statement is that customers trust the company so that they make recommendations to others that respondents who answered strongly agree as many as 31 respondents, respondents who answered agree as many as 12 respondents, respondents who answered less agree as many as 8 respondents, respondents who answered disagree as many as 8 respondents and respondents who answered strongly disagree as many as 5 respondents. The majority of respondents answered in the strongly agree.

Based on the respondents ' answers to the eighth statement is that customers like the quality of products that are consistent so that they prospect to others that respondents who answered strongly agree as many as 31 respondents, respondents who answered agree as many as 10 respondents, respondents who answered less agree as many as 12 respondents, respondents who answered disagree as many as 10 respondents and respondents who answered strongly disagree as many as 1 respondent. The majority of respondents answered in the strongly agree.

3.2 Normality Test

Normality test aims to test whether in regression models, disruptive or residual variables have a normal distribution. Normality testing by analyzing the histogram chart is

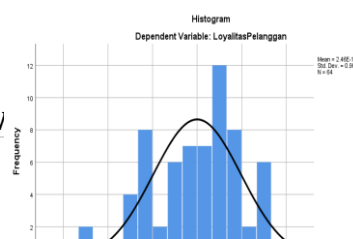


Figure 1. Hitogram

Figure 1.1 show that the real data form a curve line tends to symmetry (U) does not deviate to the left or to the right. It can be concluded that the data are normally distributed. Conversely, the data is said to be not normally distributed, if the data spreads far from the direction of the line or does not follow the histogram graph

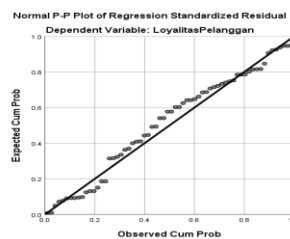


Figure 2. Normal P-P Plot

Figure 2. show that the data spread around the diagonal line so that it can be concluded that the data is normally distributed. Conversely, the data is said to be not normally distributed, if the data spreads far from the direction of the line or does not follow the diagonal.

**Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		64
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.72112056
Most Extreme Differences	Absolute	.094
	Positive	.076
	Negative	-.094
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Table 3. show that the value of asymp. sig (2 tailed) of 0.200 > 0.05. It can be concluded that the data are normally distributed.

3.3 Linearity Test

The results of linearity testing for product quality variables on customer loyalty can be seen in the following:

**Table 4. Linearity Test For Product Quality
ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Customer Loyalty * Product Quality	Between Groups	(Combined)	1577.947	20	78.897	3.381	.000
		Linearity	1041.487	1	1041.487	44.628	.000
		Deviation from Linearity	536.460	19	28.235	1.210	.294
Within Groups			1003.490	43	23.337		
Total			2581.438	63			

**Table 5. Linearity Test For Trust
ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Customer Loyalty * Trust	Between Groups	(Combined)	2150.687	29	74.162	5.854	.000
		Linearity	1556.285	1	1556.285	122.841	.000
		Deviation from Linearity	594.402	28	21.229	1.676	.076
	Within Groups	1003.490	430.750	34	12.669		
Total			2581.438	2581.437	63		

Table 4. shows that the linearity test of product quality (X1) and trust (X2) to customer loyalty (Y) has a linearity value of $0.000 < 0.05$, means it has a linear relationship.

3.4 Multicollinearity test

Multicollinearity test results can be seen in Table 6.:

Table 6. Multicollinearity Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	11.156	1.778		6.276	.000		
Product Quality	.245	.075	.293	3.269	.002	.689	1.452
Trust	.449	.066	.613	6.833	.000	.689	1.452

a. Dependent Variable: Customer Loyalty

Tolerance value of $0.689 > 0.1$ and VIF value of $1.452 < 10$ that there is no multicollinearity between product quality and trust in this study.

3.5 Correlation test

Correlation test is to measure the degree of linear relationship between variable X and variable Y, the authors perform the calculation of the correlation coefficient.

Table 5. Correlation Test

		Product Quality	Trust	Customer Loyalty
Product Quality	Pearson Correlation	1	.558**	.635**
	Sig. (2-tailed)		.000	.000
	N	64	64	64
Trust	Pearson Correlation	.558**	1	.776**
	Sig. (2-tailed)	.000		.000
	N	64	64	64
Customer Loyalty	Pearson Correlation	.635**	.776**	1
	Sig. (2-tailed)	.000	.000	
	N	64	64	64

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5. show that the correlation of product quality variables of 0.635 and trust of 0.776. This means that the correlation between product quality and trust towards customer loyalty (Y) is strong (0.60-0.799).

3.6 Determination Test

The greater of the value of r square, the better the model used. However, it should also be noted that any addition of independent variables into the model will always increase the value of R², so that later there can be misinterpretation in determining the best regression model. The results of testing the coefficient of determination can be seen in the table below:

Table 6. Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814 ^a	.662	.651	3.78163

- a. Predictors: (Constant), Product Quality
b. Dependent Variable: Customer Loyalty

The coefficient of determination can be seen from the value of adjusted R Square of 0.651 means product quality (X1) and trust (X2) can explain customer loyalty (Y) of 65.1% and the remaining 34.9% (100-65.1%) is influenced by other variables outside of this study such as: price, quality of Service and so on.

3.7 Multiple Linear Regression Analysis

The research Model used in this study is a multiple linear regression analysis. In addition, regression analysis was used to test the truth of the hypothesis proposed in this study, whose model is as follows:

Table 7. Multiple Linear Regression Analysis Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.156	1.778		6.276	.000
	Product Quality	.245	.075	.293	3.269	.002
	Trust	.449	.066	.613	6.833	.000

- a. Dependent Variable: Customer Loyalty

$$\text{Customer Loyalty} = 11.156 + 0,245 \text{ Product Quality} + 0.449 \text{ trust}$$

From the explanation of multiple linear regression analysis above is that if the independent variable in the form of product quality and trust does not increase in value, then the value of customer loyalty variable of 11.156 units. If there is an increase in the value of one unit for product quality variables, the value of customer loyalty variables will increase by 0.245 units with the assumption that other variables remain. If there is an increase in the value of one unit for trust variables, the value of customer loyalty variables will increase by 0.449 units with the assumption that other variables remain

3.8 t test

The results of partial hypothesis testing is ::

Table 8. t test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.156	1.778		6.276	.000
	Product Quality	.245	.075	.293	3.269	.002
	Trust	.449	.066	.613	6.833	.000

- a. Dependent Variable: Customer Loyalty

The result of calculating the table is $df=n-k = 64-3=61$ is: equal to 2,000. Based on the table above that the product quality variables obtained value $t_{hitung} (3,269) > t_{table} (2,000)$ and signifikan value of $0.002 < 0.05$, then H1 is accepted that is: product quality affects customer loyalty at PT Golgon Medan. Trust variable obtained value $t_{hitung} (6.833) > t_{table} (2.000)$ and signifikan value of $0.000 < 0.05$, then H2 is accepted, namely: Trust affects customer loyalty at PT Golgon Medan.

3.9 F test

The results of partial hypothesis testing is :

Table 8. F test ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1709.093	2	854.546	59.755	.000 ^b
	Residual	872.345	61	14.301		
	Total	2581.438	63			

- a. Dependent Variable: LoyalitasPelanggan
- b. Predictors: (Constant), Kepercayaan, KualitasProduk

Based on the above results obtained the value of F count (59.755) > F table (3.15) with a significance level of $0.000 < 0.05$, then H3 is accepted, namely: product quality and trust affect customer loyalty at PT Golgon Medan.

Discuss

The test results obtained for product quality variables affect customer loyalty at PT Golgon Medan. The quality of products and services will greatly support the creation of promotional content, in marketing theory if there are differentiated qualities that will further boost the perception of value from consumers. The combination of quality reality with good content will increase satisfaction from consumers. Of course this will be able to continuously boost customer loyalty (Budiarno et al., 2022). The building strong and meaningful relationships with customers is at the core of customer loyalty. It involves developing trust, fostering emotional connection and delivering value consistently. Businesses can achieve this through personalized communication, exceptional customer service, loyalty programs and proactive engagement This improves customer delight and brand recognition, thereby leading to faster growth and success (Lestari & Yulianto, 2018). Focusing on product quality also helps to reduce production costs and increase return on investments, thereby improving the chances of tackling the recession better. It also helps with market expansion and customer acquisition, increasing reach and profitability. Product quality is the specific capacity of a product to show its usefulness, including the time of the product, reliability, ease of use and repair, and other values. Moreover, the product is the most important thing that customers see after making a purchase, either goods or services to be enjoyed. Therefore, the company always pays attention to the quality of the products owned by the company so that the product in customers' eyes has the impression of a quality product. If the company wants to maintain its competitive advantage in the market, the company must understand what aspects of the dimensions are used by consumers to distinguish the products sold by the company with competing products (Sari, Sulaiman, & Idris, 2017). The quality of PT Golgon Medan plastic products has decreased which is reflected in the increased product return rate and customer complaints. Customer complaints are related to the color of plastic that quickly fades, low quality because it cracks when falling, the company's products on the market and the color that does not vary much. This triggers a decrease in customer loyalty to this company, causing customers to switch to other companies.

Trust affects customer loyalty at PT Golgon Medan. Strategi mempertahankan kepercayaan publik menjadi salah satu tolak ukur dalam membangun tim yang baik karena melahirkan harapan-harapan positif bagi individu atau kelompok yang saling berkepentingan. Kepercayaan pelanggan pada perusahaan ini mengalami penurunan yang ditandai dengan minimnya pembelian ulang yang dilakukan oleh pelanggan. Hal ini berkaitan sistem distribusi yang tidak optimal karena seringnya tidak sesuai kesepakatan, proses retur yang tidak diurus dengan tepat serta harga yang berubah menyebabkan kekecewaan pelanggan. Trust is the cognitive component of attitude, brand evaluation is the affective or feeling component and intent to buy is the conative or action component (Trisnawati et al., 2020).

4. CONCLUSION

The conclusion in this study is that product quality and trust have influence customer loyalty at PT Golgon Medan. The coefficient of determination can be seen from the value of adjusted R Square of 0.651 means product quality (X1) and trust (X2) can explain customer loyalty (Y) of 65.1% and the remaining 34.9% (100-65.1%) is influenced by other variables outside of this study such as: price, quality of Service and so on. For this reason, it is the company's task to maintain consistency in product quality and trust so that it ultimately increases customer loyalty. Recommendations for PT Golgon Medan improve product quality by using quality raw materials and in accordance with standards such as plastic seeds used. This is to maintain the consistency of the quality of the plastic. In addition, PT Golgon Medan also maintains the production process according to procedures so as to produce appropriate and consistent products that are useful for maintaining the image of the product and the company and then customer satisfaction. Researchers can further develop this research by examining other factors that can affect customer loyalty, such as price and quality of Service. Further researchers can also use other methods in researching customer loyalty, for example through in-depth interviews with customers, so that the information obtained can be more varied than questionnaires whose answers are already available.

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