

The Influence Of Service Quality, Product Innovation And Promotion On Customer Loyalty On Donat Kampar Galesong District Of Takalar

Jumriani Ansar¹⁾ Buyung Romadhoni²⁾ Syarthini Indrayani³⁾
Management Economic and Business University of Muhammadiyah Makassar

Corresponding Author :

jumrianiansar02@gmail.com

Abstract

The study aims to test the impact of service quality, product innovation and promotion on customer loyalty in Donat Kampar Galesong district of Takalar. The type of research used is the quantitative method. The sample used consisted of 94 samples selected using purposive sampling. Data in the sample uses primary data obtained using a distributed questionnaire. The data analysis methods used are validity tests, rehabilitation tests, classical assumption tests, double linear regression tests and hypothesis tests using SPSS version 25 analysis tools. The results of the research showed that the quality of service has a positive and significant impact on customer loyalty, product innovation has no and significant effect on client loyalty and promotion has a significant and positive impact on customers loyalty On Donat Kampar Galesong Takalar district.

Keywords: *Quality of Service, Product Innovation, Promotion, Customer Loyalty.*

INTRODUCTION

Globalization has pushed the business world to become increasingly competitive and face increasing competition, which ultimately affects the enterprise so that only those who have competitiveness can survive the situation. In an increasingly competitive business world, an economist must know and understand all the needs and desires of consumers, be able to create a good position for their products and take advantage of the advantages given by such products to consumers.

Lifestyle changes have led consumers to prefer more comfortable products, such as consuming ready-made foods and shifting consumption patterns from traditional to modern. By paying attention to every step and meeting the needs of consumers, business operators have a greater chance of turning prospective buyers into loyal customers to the products offered. Customer loyalty plays an important role in a company in terms of ensuring the survival of a business. In this regard, customer loyalty is a deeply held commitment to buy and backup a preferred product or service in the future, even though the influence of the marketing situation and effort potentially causes customers to shift.

Quality of service is an effort made by the company to meet the needs and wishes of consumers according to what consumers expect so that consumers feel satisfied with the quality of their services. Product innovation is a source of exciting new inspiration that can be developed. Innovation is deliberately used to create strategic goals and exciting growth. In order to be able to compete with other companies, innovation must continue to be done and developed. One of the things that is important and should also be noted by the company is promotion. Where in such promotion, the decision that is always expected of the company, is whether the message delivered has been able to reach the target market that has been planned in advance. Achievement of target market can indicate the success of the advertising of a company and indirectly increase the sales of products.

Donat Kampar Galesong is one of the cake shops located in Bontopajja, Jl. Poros GaleSong North Prefecture of North Galesung district of Takalar which was established in 2017 until now that has owned 4 branches including branches of GeleSong, Pioneer, Pappa and Limbung. This store offers several products like doughnuts, sus cakes, bread and many more with a variety of variations. On donuts, the flavours offered consist of chocolate, chocolate almond, strawberry, vanilla cheese, Tiramizu, Oreo, Cappucino, Red Velvet, Caramel, Green tea, Chocolate beans, Abon and many more. For bread, the flavors offered consisted of Vanilla Cheese, chocolate, Cheese chocolate, Sauce, Boy, Abon, Pizza, Banana and Oreo at a price of around Rs.7.000 – 10,000. / Pieces. For the packaging given is also varied for example there are containing 8, 16, and 24.

Increased sales indicate a well-growing business, given that sales are the primary source of income needed to develop a business. However, based on available data, Donat Kampar Galesong has experienced a decline in sales for the last 2 years. In 2021 from January–December 50 percent dropped to 47 percent in January–December for 2022.

As for the factors that can influence the decline in sales, there are quality of service, product innovation and promotion. Quality of service is a marketing strategy that is needed to satisfy customer desires. In order to create quality of service that can satisfy customers, every enterprise must offer a service that is acceptable and perceived by customers according to what customers expect. Even in a crowded atmosphere, every consumer is entitled to the service he deserves.

The next factor is product innovation, on Donat Kampar Galesong product innovation is varied, but there is a declining tendency with some products much in demand at a given time, while other variations are not so many fans. For example, a donut full abon variation has a very high fan, besides that for packaging that contains contents 8 also has more fans compared to packaging containing contents 16 and 24. The last factor related to the promotion, the promotion is an attempt to attract the attention of the consumer to the product that will be marketed. However the promotion carried out on Donat Kampar Galesong is less stringent because of the absence of a special admin who controls every day regarding the content given on social media for attracting consumer attention. A business grows and grows well when it can satisfy all the wishes of the customer.

RESEARCH METHODS

This research belongs to the type of quantitative research. From the data collection process to its interpretation. The research location was conducted in Donat Kampar Galesong district of Takalar located in Bontopajja, Jl.Poros Galesong North district Takalar with a period of 3 months using a population of 1,500 for the period 2021-2022 with a number of samples used of 94 samples determined using Slovin formula. Primary data is data obtained from respondents through questionnaires as well as data resulting from researchers' interviews with the source.

The primary data of this research is derived from the questionnaire that has been completed by clients on Donat Kampar Galesong. Data that supports the need for primary data such as, articles, books as theory, journals and readings related to the problem to be studied Data collection techniques using observations, documentation and questionnaires. Data

analysis used in this study is using descriptive analysis, research instrument test, classical assumption test, and double linear regression model analysis test.

RESULTS AND DISCUSSION

A. Results of Testing Research Instruments

1. Data Analysis Result

Validity testing is used to measure the validity or invalidity of a questionnaire. The validity test is carried out after generating the respondent's answer data derived from the questionnaire that has been distributed. This study uses an analytical tool namely SPSS 25 using the Correction of the Total Correlation of Large items of the table r . According to the provisions in force, then it can be concluded that the settlement was made by the party concerned. The validity test may use a correlation coefficient with a significant value of 5% or 0.05 which indicates that the statements are valid/valid as indicators. In this study, there were 94 respondents who had completed the questionnaire. Based on the number of respondents, it is known that the r -table for the validity of the test of 0.202 is obtained from $df = (N-2)$ or $df = 94 - 2 = 92 = 0.202$.

Table 1. Validity Test Result

Variable	Indicator	Calculated r-value	Table r-value	Sig.	Information
Quality of Service (X1)	X1.1	0,611	0,202	0,000	Valid
	X1.2	0,567	0,202	0,000	Valid
	X1.3	0,678	0,202	0,000	Valid
	X1.4	0,717	0,202	0,000	Valid
	X1.5	0,689	0,202	0,000	Valid
	X1.6	0,772	0,202	0,000	Valid
	X1.7	0,761	0,202	0,000	Valid
	X1.8	0,710	0,202	0,000	Valid
	X1.9	0,721	0,202	0,000	Valid
	X1.10	0,787	0,202	0,000	Valid
	X1.11	0,709	0,202	0,000	Valid
	X1.12	0,723	0,202	0,000	Valid
	X1.13	0,745	0,202	0,000	Valid
	X1.14	0,761	0,202	0,000	Valid
	X1.15	0,782	0,202	0,000	Valid
Product Innovation (X2)	X2.1	0,673	0,202	0,000	Valid
	X2.2	0,788	0,202	0,000	Valid
	X2.3	0,730	0,202	0,000	Valid
	X2.4	0,732	0,202	0,000	Valid
	X2.5	0,797	0,202	0,000	Valid
	X2.6	0,821	0,202	0,000	Valid
	X2.7	0,763	0,202	0,000	Valid
	X2.8	0,712	0,202	0,000	Valid
	X2.9	0,718	0,202	0,000	Valid

Promotion (X3)	X3.1	0,682	0,202	0,000	Valid
	X3.2	0,748	0,202	0,000	Valid
	X3.3	0,853	0,202	0,000	Valid
	X3.4	0,819	0,202	0,000	Valid
	X3.5	0,816	0,202	0,000	Valid
	X3.6	0,794	0,202	0,000	Valid
	X3.7	0,816	0,202	0,000	Valid
	X3.8	0,775	0,202	0,000	Valid
	X3.9	0,861	0,202	0,000	Valid
	X3.10	0,849	0,202	0,000	Valid
	X3.11	0,823	0,202	0,000	Valid
	X3.12	0,784	0,202	0,000	Valid
Customer Loyalty (Y)	Y1.1	0,770	0,202	0,000	Valid
	Y1.2	0,764	0,202	0,000	Valid
	Y1.3	0,746	0,202	0,000	Valid
	Y1.4	0,749	0,202	0,000	Valid
	Y1.5	0,843	0,202	0,000	Valid
	Y1.6	0,843	0,202	0,000	Valid
	Y1.7	0,822	0,202	0,000	Valid
	Y1.8	0,833	0,202	0,000	Valid
	Y1.9	0,758	0,202	0,000	Valid

2. Reliability Test Results

The reliability test is performed using an alpha croabanch reliability analysis to determine whether the respondent's answer is reliable or not. By using this method, a product is considered reliable if the reliability or alpha is only 0.60.

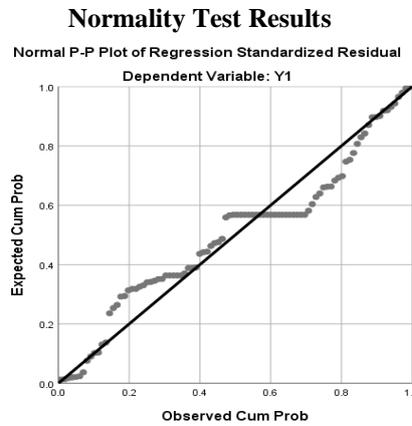
Table 2. Reliability Test Results

Variable	Nilai Cronbach's Alpha	Standar Reabilitas	Items	Information
Quality of Service (X1)	0.930	0.60	15	Reliabel
Product Innovation (X2)	0.900	0.60	9	Reliabel
Promotion (X3)	0.949	0.60	12	Reliabel
Customer Loyalty (Y)	0.924	0.60	9	Reliabel

B. Classical Assumption Test Results

1. Normality Test Results

The normality test is used to determine whether the data in this study is distributed normally or not. As for the method used in this research is by looking at the normal probability plot that compares the cumulative distribution with the normal distribution.



In the plot probability normality test, points and diagonal lines can be observed. If the points follow the diagonal line of the point 0 and do not spread too far, then the data can be concluded to be distributed normally.

2. Multicollinearity Test Results

The multicollinearity test aims to test whether a regression model has found a correlation between free variables. (VIF)

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Quality of Service (X1)	0.417	2.397	Non Multikolinearitas
Product Innovation(X2)	0.367	2.725	Non Multikolinearitas
Promotion (X3)	0.497	2.014	Non Multikolinearitas

VIF value of service quality (X1), product innovation (X2) and promotion (X3) is 2.397,2.725,2.014 < 10 and value tolerance is 0.417,0.367, 0.497 > 0.1 so the data can be said does not occur multicollinearity.

3. Autocorrelation Test Results

The autocorrelation test aims to test whether in a linear method there is a correlation between interference errors in the t method with the t-1 period. To see the occurrence of autocorrelation or not in the regression model on this study is by looking at the statistical values of Durbin Waston (DW). It says there is no autocorrelation if (du<dw<4<du).

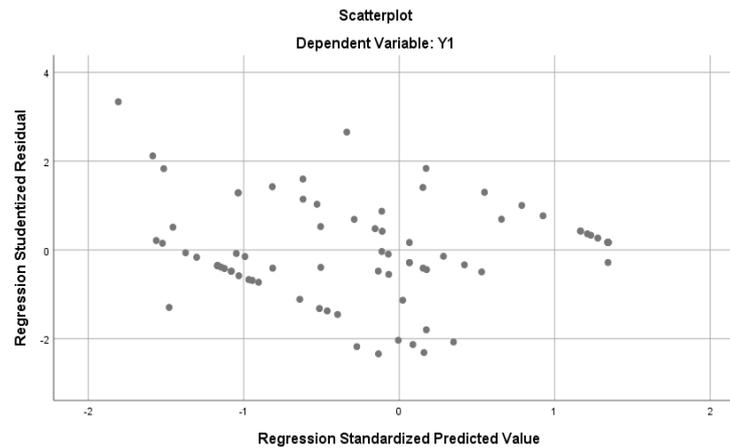
Table 4. Autocorrelation Test Results

Model	Durbin-Watson	Information
1	1,845	No Autocorrelation
a. Predictors : (Constant), LAG_Y, Quality Of Service, Product Innovation and Promotion b. Dependent Variable : Customer Loyalty		

4. Heteroscedastisity test results

The heteroskedastisity test is used to determine whether or not the heteroskedasty can be seen on a scatter-plot image pattern, a good regression does not occur heteroshedasty. If the

resulting dots form a pattern, this is a symptom of heterocedasthesis. On the other hand, if a pattern of dispersion or irregularity is formed above or below the number 0 (zero), then there is no indication of heterocadasthesis.



It can be seen that the spots spread randomly as well as that spots are spread above and below the zero on the Y axis. So from these criteria it can be stated that in this study there is no heterocadasthesis.

C. Double linear regression test results

This analysis measures the strength of the relationship between the independent variable and the dependent, as well as indicates the direction of the relation between the variables.

Table 5. Double linear regression test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.396	2.594		2.080	.040
	X1	.275	.056	.458	4.894	.000
	X2	.140	.090	.154	1.545	.126
	X3	.205	.058	.304	3.549	.001

1. Quality of Service has a positive and significant impact on customer loyalty with a significance rate of 0,000 less than 0.05 ($0,000 < 0.05$) with a t value of 4.894 greater than the t table of 1.986 ($4.894 > 1.986$) with a regression coefficient of 0.275.
2. Product innovation has no significant impact on customer loyalty with a significance rate of 0.126 greater than 0.05 ($0.126 > 0.05$) with a t count value of 1.545 smaller than the t of table 1.986 ($1.545 < 1.986$) with a regression coefficient of 0.140.
3. The promotion has a significant positive impact on customer loyalty with a significance rate of 0.001 less than 0.05 ($0,001 < 0.05$) with a t count value of 3.549 greater than the t table of 1.986 ($3,549 > 1.986$) with a regression cosphysient of 0.205.

D. Hypothesis Test Results

1. T-Test Results

The t test is used to determine the value of an independent variable, i.e. the price and quality of the product individually against the dependent variable.

Table 6. T-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.396	2.594		2.080	.040
	X1	.275	.056	.458	4.894	.000
	X2	.140	.090	.154	1.545	.126
	X3	.205	.058	.304	3.549	.001

a. The Service Quality Variable (X1) has a significant value of $0,000 < 0,05$ and the t-value is 4,894. So that $t_{hitung} > t_{table}$ is $4,894 > 1,980$, this means that the quality of service (X1), has a positive and significant influence on customer loyalty (Y). Thus, it can be concluded that hypothesis 1 is accepted.

b. The Product Innovation Variabel (X2) has a signifying value of $0,126 > 0,05$ and thitung value of 1,545. So that the $t_{hitung} < t_{table}$ is $1,545 < 1,980$, it means that product innovation (X2), has an positive and non-significant effect on customer loyalties (Y), thus it may be inferred that hypotesis 2 is rejected.

c. The Promotion variable (X3) has a significant value of $0,001 < 0,05$ and a thitung value of 3.549. So that $t_{hitung} > t_{table}$ is $3,549 > 1,980$ this means that the promotion (X 3) has a positive and significant influence on customer loyalty (Y). Thus, it can be concluded that hypothesis 3 is accepted.

2. Results of Determination Coefficient (R2)

The determination coefficient (R2) aims to find out how many percent of the influence of an independent variable on the dependent variable.

Table 7. Results of Determination Coefficient (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.819 ^a	.671	.660	2.221	1.845

The calculation of the determination coefficient (R2) in this study showed that the R Square value of 0.671 means that the model represents a fact of 67.1%. The value indicates that the quality of service (X1) product innovation (X2) and promotion (X3) contributes or influences on customer loyalty (Y) by 67.1% while the remainder of $100\% - 67,1\% = 32,9\%$ is the limitation of measurement tools as well as the error of researchers in disclosing the fact.

CONCLUSION

This research aims to find out the impact of service quality, product innovation and promotion on customer loyalty on Donat Kampar Galesong district of Takalar. From the analysis of the data carried out and the discussion presented, the following conclusions are drawn:

1. Quality of Service has a positive and significant impact on customer loyalty on Donat Kampar Galesong district of Takalar. It is proved by a value of significance smaller than 0.05 or ($0,000 < 0.05$).
2. Product innovation has a positive and non-significant impact on customer loyalty to Donat Kampar Galesong district of Takalar. It is proved by a value of significance greater than 0.05 or ($0.126 > 0.05$).
3. The promotion has a positive and significant impact on customer loyalty on Donat Kampar Galesong district of Takalar. It is proved by a value of significance smaller than 0.05 or ($0,001 < 0.05$).

REFERENCES

- Aprileny, Imelda, Windha Trisetya Wati, and Jayanti Apri Emarawati. 2020. "Pengaruh Kualitas Pelayanan, Kepuasan Konsumen Dan Promosi Terhadap Loyalitas Pelanggan The Media Hotel & Towers Jakarta." *Jurnal Akuntansi Dan Manajemen* 17 (02): 39–47. <https://doi.org/10.36406/jam.v17i02.330>.
- Aulia, Ananda Rizki, and Ai Lili Yulianti. 2019. "Pengaruh City Branding 'a Land of Harmony' Terhadap Minat Berkunjung Dan Keputusan Berkunjung Ke Puncak, Kabupaten Bogor." *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)* 1,2 3 (3): 71. <https://doi.org/10.31955/mea.vol4.iss1.pp67>.
- Badaruddin, F.A. (2020). *Pengaruh Kualitas Produk, Harga, dan Pelayanan terhadap Kepuasan Konsumen pada Exterior Store Surabaya* (Doctoral dissertation, Universitas 17 Agustus 1945 Surabaya).
- Claudia, C. (2022). *Pengaruh Kualitas Pelayanan, Promosi Dan Kualitas Produk Terhadap Loyalitas Pelanggan Pada PT Wellindo Blast Media* (Doctoral dissertation, Prodi Manajemen).
- Dianamurti, Ivana Tita, and Dila Damayanti. 2023. "Harga, Kualitas Produk, Kualitas Pelayanan, Dan Promosi Penjualan Terhadap Keputusan Pembelian Konsumen Di Matahari Plaza Ambarukmo Yogyakarta Yang Dimediasi Oleh Kepuasan Konsumen." *ASSET: Jurnal Manajemen Dan Bisnis* 6 (1). <https://doi.org/10.24269/asset.v6i1.7336>.
- Eri Mahardika, P. (2021). *Pengaruh Kualitas Produk, Harga Dan Kualitas Pelayanan Terhadap Loyalitas Konsumen (Studi Kasus Pada Rumah Makan Wilayah Utan Kayu Selatan)*. Sekolah Tinggi Ilmu Ekonomi Indonesia. Jakarta
- Dwi, Aulia Apriyani and Sunarti. 2017. "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen (Survei pada Konsumen The Little A Coffee Shop Sidoarjo)." *Jurnal Administrasi Bisnis*
- Fahriana, Ayu, Dirwan, and Agunawan. 2023. "Pengaruh Variasi Menu, Kualitas Produk Dan Lokasi Terhadap Keputusan Pembelian Donat Kampar." *Jurnal Akuntansi Dan Manajemen* 1 (8): 40–51.
- Fadhilah, M., & Cahya, A.D. (2022), *Pengaruh Kualitas Produk, Kualitas Pelayanan, Lokasi*

- Dan Inovasi Produk Terhadap Keputusan Pembelian Konsumen Dengan Word Of Mouth Sebagai Variabel Moderasi. In *FORUM EKONOMI: Jurnal Ekonomi, Manajemen dan Akuntansi* (Vol. 24, No.3, pp. 607-617).
- Ho, K., & Saputra, A. (2022). Pengaruh Kualitas Pelayanan, Promosi Penjualan Dan Citra Merk Terhadap Loyalitas Pelanggan Indomaret Cabang Sadai Bengkong. *SCIENTIA JOURNAL: Jurnal Ilmiah Mahasiswa*, 4 (6).
- Intan Rurieta Anggarawati. 2021. "Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan PDAM Tirta Marta Yogyakarta." *Jurnal Indonesia Sosial Sains* 2 (1): 40–49. <https://doi.org/10.36418/jiss.v2i1.146>
- Khoirunnisa', Arifatu Afifah, and Andi Wijayanto. 2021. "Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Indihome Di Kota Semarang." *Jurnal Ilmu Administrasi Bisnis* 10 (1): 672–80. <https://doi.org/10.14710/jiab.2021.29180>.
- Kinasih, A. N., & Djawoto, D. (2021). Pengaruh Kualitas Pelayanan, Promosi Dan Kualitas Produk Interior Terhadap Loyalitas Pelanggan. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 10 (3).
- Kotler dan Keller. 2016. "Pengertian Kualitas Pelayanan Dan Macam Macam Dimensi Kualitas Pelayanan." *Paper Knowledge . Toward a Media History of Documents*, 21 pages.
- Mustamu, E.J., & Ngatno, N. (2021). Pengaruh Inovasi Produk Terhadap Loyalitas Konsumen dengan Kepuasan Konsumen Sebagai Variabel Intervening pada KFC Sronдол. *Jurnal Ilmu Administrasi Bisnis*, 10 (1), 689-696.
- Pratiwi, Ni Kadek Sintha, I Wayan Suartina, and Ida Ayu Putu Widani Sugianingrat. 2021. "Pengaruh Kualitas Pelayanan, Bauran Pemasaran Dan Citra Merek Terhadap Loyalitas Pelanggan Pada Mcdonald's Di Kota Denpasar." *Widya Amrita* 1 (1): 94–114. <https://doi.org/10.32795/widyaamrita.v1i1.1152>.
- Purnomo, Y.J., & Rosadi, A.A.S.(2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada PT. Wahana Kendali Mutu Kantor Cabang Bandung. *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen Dan Kewirausahaan*, 1 (1), 72-91.
- Romadhoni, B.(2024). "Perilaku Konsumen Mengenal Konteks dan Sikap Konsumen. Jawa Tengah. PT Nasya Expanding Management.
- Swasta, Basu. 2018. "Promosi." *Promosi*, 1–62.
- Suhianto, J. R., and Nony Kezia Marchyta. (2022). "Pengaruh Persepsi Kualitas Layanan, Kesesuaian Harga, dan Inovasi Produk Terhadap Kepuasan Konsumen Wajik Coffee Bojana." *Agora*, 10 (2).
- Sugiono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, Dan r&d*. Bandung: Erlangga.
- Tehuayo, E. (2021). Pengaruh Diferensiasi Produk, Inovasi Produk dan Iklan terhadap Loyalitas Konsumen Shampo Sunsilk di Kota Ambon. *Jurnal Nasional Manajemen Pemasaran & SDM*, 2 (2), 69-88
- Willianti. 2020. "PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN (Pegguna Smartphone Samsung Mahasiswa STEI Jakarta)." *Bab Ii Kajian Pustaka 2.1* 12 (2004): 6–25.