

Influence of Perceived Quality, Price, Brand Experience on Brand Loyalty Sunlight Products at Transmart Ngagel Surabaya

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Abstract

This study aims to analyze the influence of Perceived quality, Price, Brand experience on brand loyalty of sunlight products at Transmart Ngagel Surabaya. The following research was conducted to analyze the presence or absence of a relationship between independent and dependent variables. Therefore, researchers use quantitative methods using objective measurements and mathematical analysis. The data analysis technique in this study uses multiple linear analysis. The population in this study were customers who shopped for sunlight dish soap at Transmart Ngagel Surabaya by sampling 96 respondents. The results of data analysis of the influence of independent variables, namely Perceived quality, Price, Brand experience on the dependent variables Brand loyalty, obtained a significant value of $0.000 < 0.05$, which can show that this study on the variables perceived quality, price, and brand experience is simultaneously able to influence the variables of brand loyalty. These results may indicate that the rise and fall of brand loyalty in Sunlight products at Transmart Ngagel Surabaya is determined by how well they perceive perceived quality, price, and brand experience. In this study, there are limited times used in conducting this study, namely data taken from consumers who purchased Sunlight products in December 2022 and January 2023. This research is limited to only three factors that affect brand loyalty including perceived quality, price and brand experience. Meanwhile, there are many other factors that can affect brand loyalty.

Keywords:

Brand experience and Brand loyalty, Perceived quality, Price.

1. Introduction

In the current industrial era 4.0, different consumer behaviors towards the selection of a product make companies interested in researching current consumer behavior. Companies must think more actively in creating a product or making products according to consumer wishes and consistency with the quality of goods, supply must be maintained. Because on the basis of the company being considered successful if the product being marketed can be well received by consumers, if the product is well received by consumers, it can create a bond of loyal consumer emotions towards the product and provide more value in the company to increase new potential consumers on the product.

The demand for dish soap is increasing dramatically along with the growth of the country's population. Based on a report by the Central Statistics Agency (BPS), the total population in the country was 255.58 million people in mid-2015. That number then rose to 258.49 million in mid-2016. The total population of Indonesia also experienced growth in mid-2017 to 261.355 million people. Then, the total population of The Republic of Indonesia rose again to 264.16 million people in mid-2018 and to 266.91 million people in mid-2019. In mid-2020, the total population of Indonesia was recorded at 270.20 million people. The figure rose again to 272.68 million people in mid-2021. Then, the total population of Indonesia is reported to have increased again to 275.77 million people until mid-2022. This number is up 1.13% when compared to the same period last year (Cindy Mutia Annur 2022).

In the face of fierce business competition, companies with a strong brand can be a clear, valuable, and sustainable differentiator so as to increase the company's competitiveness and help the success of the company's strategy. The number of companies that create various brands of dish soap makes potential consumers critical and more careful to buy a product. One of the competing dish soap brands in the market includes sunlight from PT Unilever Tbk. Mama lemon and Mama lime from PT Wing Surya and SOS Dishwashing from PT Tempo Scan Pacific Tbk and many other brands. Sunlight can be trusted in convincing its consumers that the products offered can clean equipment better than other products. Considering that dish soap is a necessity that must be purchased every month.

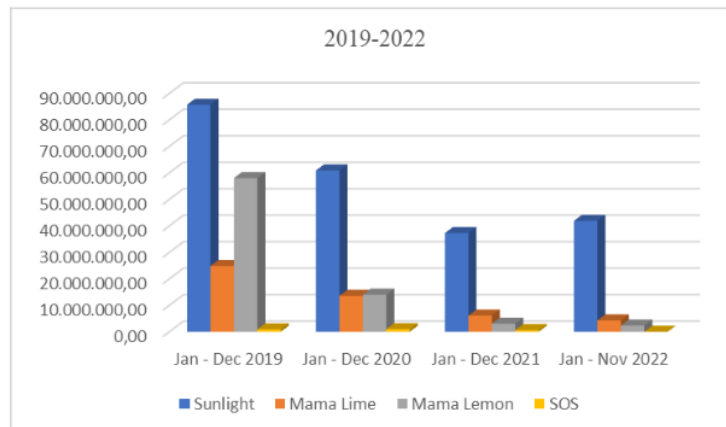


Figure 1. Sunlight Product Sales Data

Based on figure 1. it can be seen that this statement is strengthened through sunlight product sales image data from January – December 2019 to 2022, especially for sales at Transmart Ngagel Surabaya. From this data, it can be concluded that sales of sunlight products have increased significantly from year to year because sunlight products have provided Perceived quality, Price and Experience in using products that consumers want.

A deep understanding of consumer needs can enable a company to influence brand loyalty and strengthen the brand. One of the factors that influence consumers to buy products is Brand loyalty. According Aditya Halim Perdana Kusuma et al. (2020). Brand loyalty is a condition in which consumers have a positive attitude, committed to a brand attacking a competitor before a competitor attacks. A strong brand can create. Brand loyalty in the long term so that consumers can see the brand as a good product or service. Brand loyalty is how a brand's ability to keep its consumers trusting and making purchases from the brand. The measure of Brand loyalty is how much higher the number of loyal consumers is. In fact, companies can make loyal customers as brand ambassadors or constructive critics for the company. According to suggest empowered customer marketers need to adopt a new paradigm to win customer-driven brand loyalty. They need to instill trust through transparency of privacy policies: transparency of data collection and data sharing practices: clear messages, articulation of privacy policies, with the option to opt out, and opt up and down to customize the type of messages they want to receive: compliance with widely accepted regulatory protocols, such as the (Smith 2015). Privacy Bill of Rights: and trustworthy privacy controls for consumers, for example, through easier-to-use preference centers.

One of the factors that influence consumers to buy products is brand experience. Brand Experience according to is the impression, sensation, and assumption of consumers towards a brand created by the brand through brand design, brand identity, marketing communication and the environment the brand is marketed. According to Brakus, Schmitt, and Zarantonello (2009), Chandra and Keni Keni (2021) Brand Experience is an experience that is formed, created, and cannot be forgotten by consumers during or after using or enjoying products and services where this experience will make an impression in the minds of consumers about the brand.

There are several other factors that will be considered besides Brand loyalty and Brand Experience is Price where price plays an important role in determining the company's profit and loss. Price is one of the elements of the marketing mix that generates revenue; other elements generate costs. Perhaps price is the easiest element in a marketing program to customize. Product features, channels and even communication take a lot of time. Price also communicates the intended value positioning of the company's product or brand to the market (Siregar and Fadillah 2018). Price affects the company's competitive position and market share; therefore, price determines the company's revenue and net profit. Price is information about the value or services offered by the company to consumers. Price is a shaper of consumer perception of the quality of a product and service offered. (Fadhil Kurniawan 2019).

Meanwhile, stating the Fandy Tjiptono (2008) Price indicator that can be used in marketing is a price comparison with other products, namely how the price of the product compares with its competitors' products, the suitability of the price with the quality of the product, namely whether the price offered is in accordance with the quality of the product obtained, and the affordability of the price, which is the affordability of the price offered by producers to consumers. Price perception is measured by indicators of the suitability of prices

with product quality, the suitability of prices with benefits, the ability of prices to compete. From the discussion according to experts regarding Price, it can be concluded that price is a nominal amount issued to be able to buy a product and get benefits or services in the product. Price itself plays an important role in influencing buyers where price is prioritized in choosing the desired product and adjusting the budget issued by consumers.

Perceived quality according to is the assumption or view of consumers on the capacity and advantages possessed by a product among the available alternatives. Nowadays, automotive companies in Indonesia are competing to improve the quality of their products in order to get more value in the eyes of consumers so that the company can win the competition with its competitors and can achieve its sales targets.

According to Durianto (2004) if a product has a positive perception of quality, then the probability of consumers to buy such a product will be high. On the contrary, if a product has a negative perception of quality, then consumer interest in making purchases of such products will be low. According to Susanto et al. (2004). Perceived quality benefits provide choices in setting optimum prices (Premium Price) Because optimum prices can increase profits and provide resources to invest back in the brand Perceived quality can be exploited by introducing various brand extensions, namely by using certain brands to enter into a new category A brand with a strong Perceived quality will have a greater probability of success than a weaker brand

2. Methods

The method used in this study is quantitative research, where the process uses objective measurement and analysis of mathematical data samples or other research instruments to prove and test hypotheses with the allegations posed in this study; Therefore, this study was conducted to determine the presence or absence of a relationship between independent variables and dependent variables. Researchers want to test the theory by examining the relationship between variables in this study. The population in this study were customers who shopped for dish soap at tranmart ngagel surabaya. The method used in determining the number of samples in this study was the lemeshow formula with the results of 96 people. The data analysis technique in this study uses multiple linear regression. The main objective of researchers in using this analysis is to understand and predict the value of a variable regarding other variables. Multiple linear regression analysis is an analytical method that studies the pattern of relationships between two or more variables. Multiple Linear Regression helps predict the value of the influence of two or more independent variables on one dependent variable to indicate the result of the presence or absence of a functional relationship between two or more independent variables. In this study, the multiple linear regression equation looks like the following formula:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description: _____:

Y = brand loyalty

a = Constant

$\beta_1 - 3$ = Regression coefficient

X1 = Perceived quality

X2 = price

X3 = brand experience

E = error

H1: Perceived quality (X1) has a significant effect on Brand Loyalty (Y)

H2: Price (X2) has a significant effect on Brand Loyalty (Y)

H3: Brand experience (X3) has a significant effect on brand Loyalty (Y)

H4: Perceived Quality, Price, Brand Experience simultaneously affects brand loyalty

3. Results and Discussion

3.1. Validity Test Results

Validity is a measure that shows the level of validity and expertise of an instrument. Validity testing on R_{tabel} and R values is calculated with a significant level of 5%, an instrument can be said to be valid if it has a R_{hitung} value > R_{tabel} and an instrument is said to be invalid if it has a R_{count} < R_{tabel} value. In this study the results of the validity test can be interpreted as follows:

Table 1. Validity Test Result

Variable	Indikator	Rtable	Rcount	Information
Perceived Quality (PQ)	PQ 1		0,677	Valid
	PQ 2		0,749	Valid
	PQ 3		0,781	Valid
	PQ 4		0,791	Valid
	PQ 5	0,2006	0,771	Valid
	PQ 6		0,769	Valid
	PQ 7		0,789	Valid
Price (Pr)	Pr 1		0,717	Valid
	Pr 2	0,2006	0,811	Valid
	Pr 3		0,795	Valid
	Pr 4		0,662	Valid
Brand Experience (BE)	BE 1		0,744	Valid
	BE 2		0,746	Valid
	BE 3	0,2006	0,770	Valid
	BE 4		0,741	Valid
Brand Loyalty (BL)	BL 1		0,740	Valid
	BL2	0,2006	0,792	Valid
	BL3		0,781	Valid
	BL4			Valid

then it can be known that all items of each indicator statement from the entire variable consisting of perceived quality, price, brand experience, and brand loyalty counting 19 items have a Rcount value > Rtable this can mean that all statement items on each variable indicator can be said to be valid and can be used in research.

3.2. Reliability Test Results

Reliability Test is a tool to measure a questionnaire which is an indicator and the variables or constructs of a questionnaire are said to be reliable or reliable if a person's answer to a question is consistent or stable over time. A construct or variable is said to be reliable if it gives a Cronbach Alpha value of 0.70. In this study the results of the reliability test can be interpreted as follows:

Table 2. Reliability Test Result

Variable	Account Cronbach Alpha	Cronbach Alpha (a)	Keterangan
Perceived Quality (PQ)	0,879		Reliable
Price (Pr)	0,735	0,70	Reliable
Brand Experience (BE)	0,740		Reliable
Brand Loyalty (BL)	0,739		Reliable

The value of Cronbach Alpha (A) on all items of each statement indicator in the questionnaire consisting of the variables perceived quality, price, brand experience and brand loyalty has a Cronbach Alpha (A) value greater than 0.70. This means that all items of each indicator consisting of variables perceived quality, price, brand experience and brand loyalty in this study can be said to be reliable and can be used in research.

3.3. Results of Multiple Linear Regression Test

The technique of multiple linear regression analysis aims to find out the magnitude and find out the direction of the relationship of the influence of free variables on bound variables. In this study the results of multiple linear regression analysis can be interpreted as follows:

Table 3. Results of Multiple Linear Regression Test

Type	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	,192	,336		,571	,570
	PQ	,147	,060	,159	2,441	,017
	Pr	,543	,082	,568	6,632	,000
	BE	,230	,081	,246	2,839	,006

$$BL = 0.192 + 0.147PQ + 0.543Pr + 0.230BE + e$$

From the regression equation above, it can be described, as follows:

1. The constant (a) is the interception of the regression line with BL if PQ, Pr, and BE = 0, indicating that the magnitude of the independent variable used in the research model is as large as that constant. The magnitude of the constant value (a) is 0.192 indicating that if the free variable consisting of perceived quality, price, and brand experience = 0, then brand loyalty increases by 0.192.
2. The product quality regression coefficient (b1) = 0.147 indicates the direction of the positive relationship between the perceived quality variable and brand loyalty. If perceived quality increases by 1 unit, brand loyalty will increase by 0.147. This shows that the better perceived quality given to customers of Sunlight products at Transmart Ngagel Surabaya, the more it will increase brand loyalty.
3. The price regression coefficient (b2) = 0.543 indicates the direction of a positive relationship between the price variable and brand loyalty. If the price increases by 1 unit, brand loyalty will increase by 0.543. This shows that the affordable price offered to customers of Sunlight products at Transmart Ngagel Surabaya will increase brand loyalty.
4. The brand experience regression coefficient (b3) = 0.230 indicates the direction of a positive relationship between the brand experience variable and brand loyalty. If the brand experience increases by 1 unit, brand loyalty will increase by 0.230. This shows that the better the brand experience given to customers of Sunlight products at Transmart Ngagel Surabaya, the more it will increase brand loyalty.

3.4. F Test Results

Simultaneous tests in this study were used to determine whether there was a joint influence between free variables and bound variables. The simultaneous test in this study used a level of significance (α) value of 0.05, which was declared to have a simultaneous effect if it had a significance value of < 0.05 . In this study the results of the simultaneous test (F test) which can be interpreted as follows

Table 4 F Test Results
Anova^a

Type		Sum of Squares	df	Mean Square	F	Si
1	Regression	15,586	3	5,195	51,062	
	Residual	9,361	92	,102		
	Total	24,947	95			

- a. Dependent Variable: BL
- b. Predictors: (Constant), BE, PQ, PR

So, a significant value of $0.000 < 0.05$ was obtained, which can show that this study on the variables perceived quality, price, and brand experience together can influence the variables of brand loyalty. These results may indicate that the rise and fall of brand loyalty in Sunlight products at Transmart Ngagel Surabaya is determined by how well they perceive perceived quality, price, and brand experience.

3.5. T-test Results

Partial testing aims to determine whether there is an individual influence between free variables and bound variables. The partial test in this study using a level of significance (α) value of 0.05, can be declared partial effect if the significance value < 0.05 . In this study the results of the partial test (t test) can be interpreted as follows:

Table 5. T-test Result

Type		Standardized Coefficients Beta	Sig
	(Constant)		,570
1	PQ	,159	,017
	Pr	,568	,000
	BE	,246	,006

1. Hypothesis Testing 1:
perceived quality has a significant effect on the brand loyalty of Sunlight products at Transmart Ngagel Surabaya. Variabel perceived quality has a significance value of 0.017. If the sig value < 0.05 then H1 is accepted. The conclusion of the t test states that the perceived quality variable has a significant effect on brand loyalty.
2. Hypothesis Testing 2:
price has a significant effect on the brand loyalty of Sunlight products at Transmart Ngagel Surabaya. Variabel price has a significance value of 0.000. If the sig value < 0.05 then H2 is accepted. The conclusion of the t test states that the price variable has a significant effect on brand loyalty.
3. Hypothesis Testing 3:
brand experience has a significant effect on the brand loyalty of Sunlight products at Transmart Ngagel Surabaya. Variabel brand experience has a significance value of 0.006. If the sig value < 0.05 then H3 is accepted. The conclusion of the t test states that the brand experience variable has a significant effect on brand loyalty.

3.6. Coefficient of Determination Test Results (R²)

The Coefficient of Determination test (R²) in this study aims to determine the ability of the model to explain independent variables to its dependent variables. The value of the Coefficient of Determination (R²) which ranges from 0 to 1, where the closer to 1, the free variables, namely the perceived quality, price, and brand experience variables have a great contribution to the interpretation of the brand loyalty variable. In this study, the results of the coefficient of determination test (R² test) can be interpreted as follows:

Table 6. Coefficient of Determination Test Results (R²)

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,790 ^a	,625	,631	,31898

the R² (R Square) value of 0.625 or 62.5%, this shows that the perceived quality, price, and brand experience variables are able to explain brand loyalty by 62.5% while the remaining 37.5% is explained by other factors that are not included in this research model.

4. Discussion

4.1. The Effect of Perceived Quality on Brand Loyalty

In this study, the perceived quality variable has a positive and significant effect on positive brand loyalty which means that the better the perceived quality given to consumers on Sunlight products at Transmart Ngagel Surabaya max brand loyalty will increase. Significant has the meaning that the better the perceived quality built by the Sunlight product at Transmart Ngagel Surabaya, the more loyal consumers will be to the product because the product has good quality in accordance with consumer perceptions or expectations regarding dish soap. The more perceived quality provided by consumers is good, consumers will make repeated purchases because of good quality. The results of this study are in line with research conducted by Cahyani & Ayu, (2017) and which stated that perceived quality had a significant effect on brand loyalty.

4.2. The Effect of Price on Brand Loyalty

In this study, the price variable had a positive and significant effect on brand loyalty. Positive means that the more affordable the price given to consumers on Sunlight products at Transmart Ngagel Surabaya, the brand loyalty will increase. Significant means that the more affordable the price offered to consumers, the more loyal consumers will be to the product so that consumers will repurchase Sunlight products at Transmart Ngagel Surabaya. And if consumers are offered with other similar products at lower prices compared to

Sunlight products, consumers will tend to still choose Sunlight products at Transmart Ngagel Surabaya because consumers are already loyal to these products.

4.3. The Effect of Brand Experience on Brand Loyalty

In this study, the brand experience variable had a positive and significant effect on brand loyalty. Positive means that the better the brand experience given to consumers on Sunlight products at Transmart Ngagel Surabaya, the brand loyalty will increase. Significant has the meaning that a good brand experience will make consumers more loyal to the product because consumers feel that sunlight products at Transmart Ngagel Surabaya already have experience in producing dish soap that is needed by consumers, so that with a brand that has been trusted by consumers, the product will become a mainstay of consumers in washing dishes and consumers will make purchases continuously and repeatedly. The results of this study are in line with research conducted by Nurhayati, Berliana, and Nelwida (2020) and Gultom & Hasibuan (2021) which states that brand experience has a significant effect on brand loyalty.

4.4. The Simultaneous Effect of Perceived Quality, Price, and Brand Experience on Brand Loyalty

From the results of this study, the results were obtained that the variables perceived quality, price, and brand experience simultaneously were able to significantly affect brand loyalty this is because Sunlight is a dish soap product that is well known by the public and can be used as a pioneer of dish soap, with the existence of Sunlight as a superior product that is in the eyes of consumers, it can be It is said that Sunlight is a product that already has good brand loyalty. Brand loyalty built by Sunlight must be maintained so that there is always a consumer in mind when consumers make purchase transactions for dish soap, not only that the factors that can affect brand loyalty are the perception of quality given to consumers must be totality in accordance with its function, namely to clean the fat in cooking utensils. In addition, the price offered to consumers must also be able to reach all circles of society so that Sunlight can be used by people from all walks of life, brand experience is also important because with the consumer experience in using Sunlight products, consumers' decision to switch to other similar products is minimal, because consumers already have great confidence in the Sunlight product and tend to be reluctant to choose other products.

With this explanation, simultaneously perceived quality, price, and brand experience can affect brand loyalty because the three independent variables used are important factors to influence brand loyalty, so that consumers continue to make Sunlight products as a mainstay dishwashing product that can help in terms of cleaning various cooking utensils.

5. Conclusion

Based on the results of research and analysis that has been carried out, it can be concluded as follows:

1. Perceived quality has a positive and significant influence on brand loyalty. The better perceived quality built by Sunlight products at Transmart Ngagel Surabaya, the more loyal consumers will be to the product because the product has good quality in accordance with consumer perceptions or expectations regarding dish soap.
2. Price has a positive and significant influence on brand loyalty. The more affordable the price offered to consumers; the more loyal consumers will be to the product so that consumers will repurchase sunlight products at Transmart Ngagel Surabaya.
3. Brand experience has a positive and significant influence on brand loyalty. A good brand experience will make consumers more loyal to the product because consumers feel that Sunlight products at Transmart Ngagel Surabaya already have experience in producing dish soap that is needed by consumers.

5.1. Suggestion

1. Sunlight products at Transmart Ngagel are expected to always improve the perception of quality to consumers, this is because consumers always instill that the best dishwashing sabuun is only Sunlight so that consumers can be said to be loyal to the product.
2. Sunlight products at Transmart Ngagel are expected to provide competitive prices so that they can be reached by consumers from any circle, this can also be a consideration for consumers in choosing dish soap products that have affordable prices and have good quality.
3. Sunlight products at Transmart Ngagel are expected to improve the brand experience to consumers, this is done so that consumers can always give a positive response to Sunlight products and make consumers loyal to these products.

5.2. Confession

Praise be to me; I would like to thank everyone who was important for the successful realization of this research. This article is far from perfect, but it is hoped that it will be useful not only for the researcher, but also for the reader. For this reason, suggestions and constructive criticism of thought are welcomed

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