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Analysis of The Effect of Product, Price, Promotion, And Location on Customer Loyalty of Tenun Ikat

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Abstract

This study aims to determine the effect of the product, price, promotion, and location on customer loyalty of ikat in Baranusa Village, Pantar Barat District, Alor Regency, either partially or simultaneously. Customer loyalty is a positive attitude shown by customers towards goods or services by repurchasing the products or services offered by the company and recommending them to friends and family. Loyal customers can indirectly help companies promote products or services to those closest to them.Data was collected using a questionnaire using 30 respondents. Data analysis used descriptive statistics, research instrument tests, multiple linear regression, t-test, and F test. The results showed that partially the product had a significant positive effect on customer loyalty, the price had a significant positive effect on customer loyalty, and the promotion had a significant positive effect on customer loyalty. , and location have a significant positive effect on customer loyalty. Simultaneously product, price, promotion, and location have a significant positive effect on customer loyalty.

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INTRODUCTION

Small and Medium Enterprises (SMEs) are one of the most important sectors in strengthening the economic structure in Alor Regency. The existence of small businesses and their marketing activities as well as creating a community that has a source of income and does not depend on other parties to meet their needs. The practice of small businesses has also played a major role in assisting the government in creating jobs, especially for people with low education.

The growth of small household businesses in Pantar Barat District, especially in Baranusa Village, is quite developed and has good prospects for the future. One of the businesses that are growing rapidly and as a source of livelihood which is generally done by mothers and teenagers in the village and is still being preserved from generation to generation is the business of making woven fabrics. The traditional craft of making woven cloth in this village has become a livelihood for the weavers in helping

to meet the daily needs of life and families. The process of making woven cloth is not easy, where the yarn is cooked using ingredients from nature to get the desired color after which the yarn is dried in the sun to dry then stretched to form a motif using simple tools until the process of getting the desired piece of woven cloth must take time days.

However, the level of sales achieved in the marketing of woven fabrics produced by the community in Baranusa Village has fluctuated from year to year. Progress data on the sale of cloth weaving ties for 5 (five) years final could be seen in Table 1 follows :

Table 1. Sales data cloth weaving tie

Year	Amount Sales (Sheet)
2015	330
2016	390
2017	360
2018	450
2019	540

These fluctuating sales of woven fabrics were caused by many inadequate factors. To overcome this problem, the weavers in Baranusa must have a good and appropriate strategy in the market to compete with other weavers. Buchari, (2011) states that loyalty is a persistent customer commitment to re-subscribe or re-purchase a selected product or service as a consistent attitude in the future, even though the influence of the situation and marketing efforts have the potential to cause behavior change. Meanwhile, Kotler & Keller, (2009) state that customer loyalty is a deeply held commitment to repurchase or protect a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause behavior change.

The satisfaction felt by consumers will have a positive impact on the weavers, including encouraging the creation of customer loyalty and the reputation of the weavers will be more positive in the eyes of society in general and consumers in particular. Therefore, every weaver needs to try to understand the values expected by consumers and on that basis then try to fulfill these expectations as much as possible. Ways that can be taken to understand consumer expectations and needs include monitoring consumer satisfaction, for example by observation, surveys, and others.

Efforts to achieve overall customer satisfaction are indeed not easy, and it is not a reality if a company expects no dissatisfied customers. But of course, every company must try to minimize consumer dissatisfaction by providing better service. Therefore, customer loyalty is a very important thing for a marketer to pay attention to retain his customers for a long time. Because if the company has a loyal customer, then it can be a very valuable asset for the company. Customers not only continue to

use the company's products or services, but automatically these customers will also recommend them to other people around them according to their experiences. Loyal customers can indirectly help companies promote products or services to those closest to them (Gustama, 2021).

From some of the definitions above, customer loyalty is a positive attitude shown by customers towards goods or services by repurchasing the products or services offered by the company and recommending them to friends and family. According to Hurriyati, (2010) in Widnyani et al., (2020) indicators of customer loyalty are repeat purchases, customer commitment to products, and word-of-mouth recommendations.

One strategy that can be used to retain customers is to use the marketing mix. Kotler, (2011) states that the marketing mix is a set of tactical and controlled marketing tools that are combined by the company to produce the response desired by the target market. The marketing mix consists of product, price, promotion, and location and these elements are closely related to one another and can influence customer loyalty so that it cannot be emphasized on just one variable.

Products are goods or services that can be traded in the market to be used so that they can meet the needs and desires of sellers and buyers (Kotler & Armstrong, (2008). Meanwhile, Buchari, (2011) states that a product is something that is offered to the market to be noticed, owned, and owned). used, or consumed to satisfy wants and needs. In a broad sense, a product includes anything that can be marketed, including physical objects, human services, places, organizations, ideas, or ideas. Meanwhile, Tjiptono, (2008) in Permatasari & Wahyuningsih, (2020) states that a product is anything that a producer can offer to be noticed, requested, sought, purchased, used, or consumed by the market to fulfill the needs or wants of the relevant market. The products offered include physical goods, services, lodging, transportation or individuals, places, organizations, and ideas. Thus, products can be beneficial at tangible and intangible.

From some of the definitions above, it can be concluded that a product is anything that is offered by a producer to the market to be noticed, owned, used, or consumed as a fulfillment of the needs or desires of the relevant market. Sari and Andjarwati, (2018) in Kurniawan et al., (2021) stated that product indicators are product form, product resistance, product style, and product design. The woven fabric products produced by the community in Baranusa Village have various motifs, while the woven fabrics are illustrated, such as Gaja Motif, Fish Motif, Turtles, and Walnuts, while the non-illustrated motifs only have the names of the fabrics such as Sontoraja, under milk. Belching, Neck sweet, Tenaping, Moubeni Kae, Tanipang Muko tahakang, Miteng pairs, and even motifs from the Ternate and Kolana tribes are also often made depending on marketing from consumers.

Product quality is a product or service characteristic that depends on its ability to satisfy stated or applied consumers. Product quality is one of the important factors in increasing product competitiveness, in addition to production prices which determine the ability to distribute products promptly. The products produced by the Baranusa community with various types and motifs will depend on the price of the woven fabrics offered. The price for the weaver is the amount of money that the customer has to pay to get the product including the list price, discount discounts, and payment period, to generate income from the results, and is also a determinant of market demand.

Price is also one of the factors that affect customer satisfaction because price is an important component to attract consumer interest. According to Kotler & Armstrong, (2008) price is the amount of money charged for a product or service or the amount of value that consumers exchange for the benefits of having or using the product or service. While Private, (2001) in Handoko, (2017), price is the amount of money (plus some goods if possible) needed to get several combinations of goods and services. Meanwhile, Malau (2016) in Taslim & Pramuditha (2021) price is a basic measuring tool for an economic system because prices affect the allocation of production factors.

From some of the definitions above, it can be concluded that the price is the amount of money needed to obtain many goods or services. According to Stanton et al., (2007) in Irawan, (2020) price indicators consist of the price offered, price suitability, and price affordability. The people of Baranusa also admit that the level of sales of woven fabrics is decreasing. One of the contributing factors is the price of yarn sold in the market or shops continues to increase. Just to get yarn, the people of Baranusa have to pay quite a lot of transportation costs, starting from using sea transportation from Baranusa to Kalabahi with round trip costs so the impact on the price of the cloth sold is increasing.

The price of woven cloth determined by the weavers in Baranusa Village is uncertain depending on the motif made. Sarongs made using image motifs will be more expensive, the price ranges from Rp. 600,000 up to Rp. 900,000 compared to woven fabrics that are not patterned or are usually around Rp. 500,000 up to Rp. 400,000. This declining number of sales of woven fabrics could also be due to the lack of promotional activities carried out by weavers.

Buchari, (2011) states that promotion is a type of communication that provides explanations and convinces potential consumers about goods and services intending to get attention, educating, reminding, and convincing potential consumers. On the other hand, Hair and Daniel, (2001) in Handoko, (2017) state that promotion is a communication from marketers that informs, persuades, and reminds potential buyers of a product to influence their opinion or get a response, while Kasmir and Jakfar, (2003) in Safitri & Aziz, (2020) promotion is a means used by companies to inform, persuade and remind consumers directly or indirectly about the products and brands they sell in the hope that they will buy the product.

From some of these definitions, it can be concluded that promotion is a means used by companies to provide explanations and convince potential consumers to buy a product or service produced by the company. Kotler & Keller, (2009) promotion indicators are sales promotion, personal selling, public relations, and direct selling. The results of observations show that the weavers in Baranusa Village do not carry out promotions to achieve the products they produce can be sold in the market quickly, but the weavers just wait for the arrival of people who want to buy their products. This is due to the lack of knowledge of the weavers about the importance of promoting the product and the local government's lack of concern for the existence of woven fabric craftsmen.

Another element of the marketing mix that is no less important is location. Determining the location of the place of business is an important task for the company because the right and strategic location will determine the company to be more successful than companies located less strategically, even though they both sell the same product. Utami (2017) in Taslim & Pramuditha, (2021) states that location is the physical structure of a store which is the main component seen in forming a store that is carried out by sellers in placing their stores and activities in providing service channels needed by consumers. While Maryani, (2009) in Kelly, (2020) states that location is the position of a place, object, or event on the surface of the earth concerning other places, objects, and events.

From some of these definitions, it can be concluded that the location is the physical structure of a business where the seller performs all the services needed by consumers. Location indicators according to Utami, (2017) in Taslim & Pramuditha, (2021) are access, visibility, traffic, and environment.

Most of the 30 weavers who have sufficient business capital have an alternative (having the same goal), to bring their processed handicraft products to Kalabahi, Kupang and other areas to be marketed. Meanwhile, weavers who do not have capital, market their products to traditional markets such as Malang Market, Puntaru, Kakamauta, Kabir, Bakalang, and Lamalu. Some even offer their products by coming from house to house. Not all woven fabric products are brought to market because not all consumers are interested in woven fabrics. Everyone must consider something before making a purchase, both needs, desires, abilities, and capital/funds so that it will have an impact on sales volume.

Several researchers have conducted research on the effect of product, price, promotion, and location on customer loyalty by using multiple linear regression analysis. Based on the previous research, there are differences regarding the findings. Regarding the effect of products on customer loyalty, the results of research conducted by Prakoso & Djawoto, (2017) stated that the product had a significant positive effect on customer loyalty. The results of this study contradicted the results of research conducted by Rahmadani et al., (2019) which stated that a product does not affect customer loyalty. Regarding the effect of price on customer loyalty, the results of research conducted by Herawati

& Qomariyah, (2017) stated that price had a significant positive effect on customer loyalty while the results of research conducted by Kurniawan et al., (2021) stated that price did not affect customer loyalty. . Meanwhile, regarding the effect of promotion on customer loyalty, the results of research conducted by Sya'idah & Jauhari, (2018) stated that promotion did not affect customer loyalty but the results of this study were rejected by the results of research conducted by Noviyani, (2020) stating that promotion significant positive effect on customer loyalty. Meanwhile, regarding the effect of location on customer loyalty, the results of research conducted by Safitri & Aziz, (2020) stated that location had a significant positive effect on customer loyalty but the results of this study contradicted the results of research conducted by Gustama, (2021) which stated that location not to customer loyalty.

Based on the descriptions above, where the theory is not in line with the reality that occurs, the authors are interested in conducting research related to the effect of the product, price, promotion, and location on customer loyalty with the title: Analysis of the Effect of Product, Price, Promotion and Location on Customer Loyalty Ikat Weaving in Baranusa Village, West Pantar District, Alor Regency, with the research hypothesis:

H1: Product has a positive effect on customer loyalty to ikat weaving in Baranusa Village, Pantar Barat District, Alor Regency

H2: The price hurts customer loyalty ikat in Baranusa Village, Pantar District Barat District Alor

H3: Promotion has a positive effect on customer loyalty for ikat in Baranusa Village, Pantar Barat District, Alor

H4: Location has a positive effect on customer loyalty for ikat weaving in Baranusa Village, Pantar Barat District, Alor

H5: Product, price, promotion, and location have a positive effect on customer loyalty of ikat in Baranusa Village, Pantar Barat District, Alor Regency

The objective of this research is to determine the effect of the product, price, promotion, and location have a positive effect on customer loyalty of ikat in Baranusa Village, Pantar Barat District, Alor Regency both in termspartially or simultaneously. Based on the description above, the framework study could be depicted as follows:

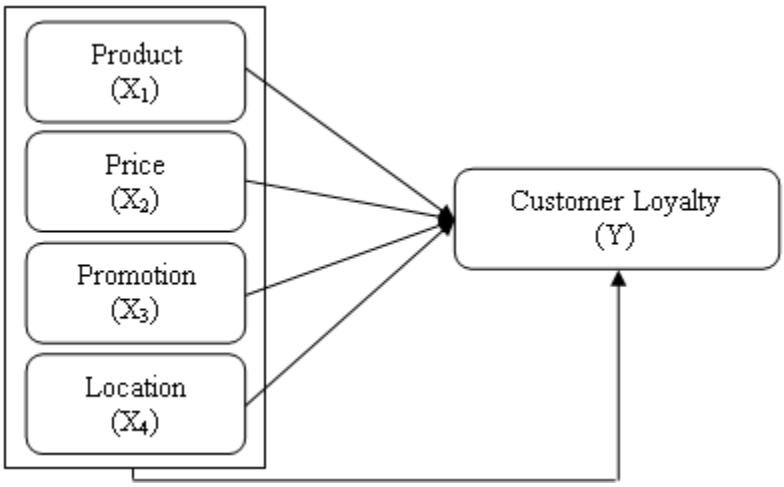

Figure 1. Research Framework

METHODS

This research was conducted on all incoming customers buying Ikat woven fabric in Baranusa Village, West Pantar District, Alor Regency so that the population in the study this the amount not known. Determination of the sample is done by the method of non-probability sampling ie with the technique of accidental sampling namely the determination of the total sample done in a manner not on purpose ie research customers meet on moment do study and ready-made as a sample. Thus found total sample was as many as 30 people.

The data collection technique used is a questionnaire. The data analysis technique used is the research instrument test which consists of validity and reliability tests, classical assumption test consisting of normality test, multicollinearity test, heteroscedasticity test, and linearity test followed by multiple linear regression analysis. Hypothesis testing is done by using a partial test or t-test and simultaneous test or F test as well as the coefficient of determination to find out how much the independent variables, namely product, price, promotion, and location affect the dependent variable, namely customer loyalty and the coefficient of determination to find out how much the independent variable affects the variable. bound.

Descriptive Statistics

Statistics are used to provide an overview of the identity of respondents consisting of age and gender as well as a description of respondents' answers about the variables used in this study.

Research Instrument Test The research

Instrument test is used to determine whether the data obtained from the instrument can represent or reflect a situation that is measured by the research subject or the data owner. In this study, the research instrument test used was the validity test and the reliability test.

Validity Test

Validity is a measure that shows the level of validity or expertise of an instrument (Arikunto, 2006). An instrument can be said to be valid if it can measure what is desired in disclosing data from the variables studied appropriately. The validity test in this study used item analysis, which was to correlate the score of each item with the total score which was the sum of each item's score with the conditions (Sugiyono, 2010): if r 0.30, then the question items from the questionnaire were valid. On the other hand, if r is 0.30, then the question items from the questionnaire are invalid.

Reliability Test.

A reliability test is used to measure whether an instrument can be trusted to be used as a data collection tool or not. In this study, the technique used to determine the reliability of the instrument is Cronbach's Alpha with the conditions (Arikunto, 2006): if Cronbach's Alpha value is 0.600, then it is reliable. On the other hand, if Cronbach's Alpha value is 0.600), then it is not reliable.

Classical Assumption Test

Assumption test is used to determine whether the model used in the regression shows a significant and representative relationship. This research uses the normality test, multicollinearity test, heteroscedasticity test, and linearity test.

Normality

Test The normality test aims to test whether, in the regression model, the dependent variable and the independent variable both have a normal distribution or are close to normal. This study uses Skewness and Kurtosis. If the value of the skewness ratio and the kurtosis ratio is between -2 and +2, then the data is normally distributed.

Multicollinearity

Test Multicollinearity test aims to test whether the regression model found a correlation between the independent variables (independent). A good regression model should not correlate with the independent variables. This study detects the presence or absence of multicollinearity from the tolerance value and *Variance Inflation Factor* (VIF).

If the VIF value is less than or equal to 10 (VIF 10) and the *tolerance* is more than or equal to 0.10 (*tolerance* 0.10), then the model does not have a multicollinearity problem.

Heteroscedasticity Test

The test is to see whether the confounding variables have the same variance or not. This study uses the *geyser* with the formula:

$|e| = b_1X_1 + b_2X_2 + V$ 1

Where :

|e| = absolute value of the residuals generated from the regression model

X_1, X_2 = explanatory variable

If the significant value of the t-test of all variables used is greater than the alpha value (sig >α), then the regression model does not experience heteroscedasticity problems.

Linearity

Test Linearity test aims to determine whether two variables have a linear relationship or not significantly. This study uses a test of linearity with the provision that if the significant value of linearity is greater than 0.05, it can be interpreted that between the independent variable and the dependent variable, there is a linear relationship.

Multiple Linear Regression Analysis Multiple

linear regression is an analytical tool used to show the effect of one independent variable on the dependent variable (Sugiyono, 2015). In this study, multiple linear regression was used to measure the effect of the product, price, promotion, and location on customer loyalty in ikat weaving in Baranusa Village, Pantar Barat District, Alor Regency, with the equation:

$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$ 2

Where :

Y: Customer Loyalty

a: constant

b_1: Regression coefficient of Product variable

b_2: Regression coefficient of the Price variable

b_3: Regression coefficient of Promotion variable

b_4: Regression coefficient of the Location variable

X_1: Product variable

X_2: Price variable

X_3: Promotion variable

X_4: Location Variable

Hypothesis

Testing Hypothesis testing is done by using a partial test or t-test, and a simultaneous test or F

Test Partial test or t-test

The test is used to test the effect of each independent variable on the dependent variable. The test is carried out by comparing the significance value of the t-test with the alpha value (α) with the decision criteria: if the significant value of the t-test (sig) is less than or equal to alpha (sig), then individually or partially each the independent variable affects the dependent variable, on the other hand, if the significant value of the t-test (sig) is greater than the alpha value (sig), then individually or partially each independent variable does not affect the dependent variable.

Simultaneous test or F test F

The test is intended to test the effect of independent variables together on the dependent variable. The test is carried out by comparing the significance value of the f test with the alpha value (α) with the decision-making criteria: if the significant value of the f test (sig) is less than or equal to alpha (sig), then together all independent variables affect the variable. Bound, on the other hand, if the significant value of the f test (sig) is greater than the alpha value (sig), then all independent variables together do not affect the dependent variable.

Coefficient of Determination

The coefficient of determination (R^2) is used to measure the strength of the influence of the independent variable on the dependent variable. In this study, the coefficient of determination was measured using an R-Square value of 0 - 1 ($0 < R^2 < 1$). If the adjusted R-Square value is close to 1, it means that the independent variable has a stronger effect on the dependent variable.

RESULTS AND DISCUSSION

Result

Descriptive Statistics Description

1. Description Of respondent's identity

a. Description of respondent's identity based on age

A description of the respondent's identity based on age can be seen in Table 2 :

Table 2. Description of respondent's identity based on age

Age (Years)	Frequency (People)	Percentage (%)
20 – 30	16	53.30
31 – 40	6	20.00
41 – 50	3	10.00
51 - 60	3	10.00
61	2	6.70
Total	30	100.00

Based on the data in table 2, it is known that most of the respondents are between 20- 30 years, namely 16 people or 53.3% of respondents. 6 people aged 31-40 years or 20%, 3 people 41-50 years old or 10%, 51-60 years old 3 people or 10%, and 61-70 years old 2 people or 6%.

b. Description of respondent's identity based on

A description of the respondent's identity based on gender can be seen in Table 2 below:

Table 3. Description of respondent's identity by gender

Gender	Frequency (Percent)	Percentage (%)
Male	16	53.30
Female	14	46.60
Total	30	100.00

Based on the data in table 3, it is known that most of the respondents are male, as many as 16 people or 53.3% of respondents. While the female respondents were 14 people or 46.6%**.**

2. Description of Respondents' Answers

a.Description of respondents' answers to customer loyalty variables.

A description of respondents' answers to customer loyalty variables can be seen in Table 4 :

Table 4. Description of respondents' answers to customer loyalty variable

Numbe r	of Answer											
Scores -	SS (5)		S (4)		R (3)		TS (2)		STS (1)		Taan	
Total	F	%	F	%	F	%	F	%	F	%	F	%
1	21	70.00	7	23.33	2	6.67	0	0.00	0	0.00	30	100.00
2	20	66.67	9	30.00	0	0.00	1	3.33	0	0.00	30	100,00
3	5	16.67	14	46.67	11	36.67	0	0.00	0	0.00	30	100.00
4	18	60.00	8	26.67	4	13.33	0	0.00	0	0.00	30	100.00
5	20	66.67	10	33.33	0	0.00	0	0.00	0	0.00	30	100.00
6	22	73.33	7	23.33	1	3.33	0	0.00	0	0.00	30	100.00
7	22	73.33	8	26.67	0	0.00	0	0.00	0	0.00	30	100.00
8	22	73.33	8	26.67	0	0.00	0	0.00	0	0.00	30	100.00

The data in table 4 shows that the answers respondents for customer loyalty variables on average are in the answers strongly agree (SS), Agree (S), and Hesitate (R), while the answers do not agree (TS), and Strongly disagree (STS) not found in the respondents who answered.

b. Description of product variable respondents' answers

The description of product variable respondents' answers can be seen in Table 5 :

Table 5. Description of product variable respondents' answers

Number	Answers											
Score-	SS (5)		S (4)		R (3)		TS (2)		STS (1)		Total h	
Taan	F	%	F	%	F	%	F	%	F	%	F	%
1	19	63.33	5	16.67	6	20.00	0	0.00	0	0.00	30	100.00
2	22	73.33	6	20.00	2	6.67	0	0.00	0	0.00	30	100.00
3	20	66.67	3	10.00	7	23.33	0	0.00	0	0.00	30	100.00
4	21	70.00	4	13.33	5	16.67	0	0.00	0	0.00	30	100.00
5	11	36.67	17	56.67	2	6.67	0	0.00	0	0.00	30	100.00
6	21	70.00	7	23.33	2	6.67	0	0.00	0	.	_	_

The data in table 5 shows that the respondent's answers to the product variable on average are in the answers strongly agree (SS), Agree (S), and Doubtful (R), while the answers do not agree (TS), and Strongly disagree (STS).) is not found in the respondents who answered.

c. Description of the respondent's answer to the price variable

The description of the respondent's answer to the price variable can be seen in Table 6 :

Table 6. Description of the respondent's answer to the price variable

Number	Answers Score											
-	SS (5)		S (4)		R (3)		TS (2)		STS (1)		Total h	
Taan	F	%	F	%	F	%	F	%	F	%	F	%
1	26	86.67	4	13.33	0	0.00	0	0.00	0	0.00	30	100.00
2	22	73.33	8	26.67	0	0.00	0	0.00	0	0.00	30	100.00
3	24	80.00	5	16.67	1	3.33	0	0.00	0	0.00	30	100.00
4	26	86.67	4	13.33	0	0.00	0	0.00	0	0.00	30	100.00
5	23	76.67	7	23.33	0	0.00	0	0.00	0	0.00	30	100.00
6	2	6.67	6	20.00	17	56.67	5	16.67	0	.	_	_

The data in table 6 shows that the respondents' answers to the average price variable are in the answers strongly agree (SS), Agree (S), and Doubtful (R), while the answers do not agree (TS), and Strongly disagree (STS).) is not found in the respondents who answered.

d. Description of the respondents' answers to the promotion variable

The description of the respondents' answers to the promotion variable can be seen in Table 7:

Table 7. Description of the respondents' answers to the promotion variable

Number	Answers Score											
-	SS (5)		S (4)		R (3)		TS (2)		STS (1)		Total h	
Taan	F	%	F	%	F	%	F	%	F	%	F	%
1	15	50.00	11	36.67	4	13.33	0	0.00	0	0.00	30	100.00
2	13	43.33	17	56.67	0	0.00	0	0.00	0	0.00	30	100.00
3	22	73.33	8	26.67	0	0.00	0	0.00	0	0.00	30	100.00
4	22	73.33	8	26.67	0	0.00	0	0.00	0	0.00	30	100.00
5	20	66.67	8	26.67	2	6.67	0	0.00	0	0.00	30	100.00
6	10	33.33	20	66.67	0	0.00	0	0.00	0	.	_	_

The data in table 7 shows that the respondents' answers to the promotion variable on average are in the answers strongly agree (SS), Agree (S), and Doubtful (R), while the answers do not agree (TS), and Strongly disagree (STS).) is not found in the respondents who answered.

e.Description of location variable respondents' answers

The description of location variable respondents' answers can be seen in Table 8 :

Table 8. Description of location variable respondents' answers

Number	Answers Score											
-	SS (5)		S (4)		R (3)		TS (2)		STS (1)		Total h	
Taan	F	%	F	%	F	%	F	%	F	%	F	%
1	13	43.33	12	40.00	5	16.67	0	0.00	0	0.00	30	100.00
2	18	60.00	12	40.00	0	0.00	0	0.00	0	0.00	30	100.00
3	22	73.33	5	16.67	3	10.00	0	0.00	0	0.00	30	100,00
4	21	70.00	7	23.33	2	6.67	0	0.00	0	0.00	30	100,00
5	21	70.00	7	23.33	2	6.67	0	0.00	0	0.00	30	100,00
6	22	73.33	6	20.00	2	6.67	0	0.00	0	0.00	30	100,00

The data in table 8 shows that the respondents' answers to the location variable on average are in the answers strongly agree (SS), Agree (S), and Doubtful (R), while the answers do not agree (TS), and Strongly disagree (STS).) is not found in the respondents who answered.

Research instrument

Test validity

a. Testthe validity of the customer loyalty variable

The results of the validity test of the customer loyalty variable can be seen in Table 9 :

Table 9. The results of the validity test of the customer loyalty variable

No. Statement	$r_{\text{-count}}$	Terms	Description
Item 1	0.736	0.300	Valid
Item 2	0.597	0.300	Valid
Item 3	0.549	0.300	Valid
Item 4	0.644	0.300	Valid
Item 5	0.826	0.300	Valid
Item 6	0.773	0.300	Valid
Item 7	0.747	0.300	Valid
Item 8	0.864	0.300	Valid

Data in table 9 above is known that of the eight statement items used To measure customer loyalty variables, all of them have an $r_{\text{-count}}$ greater than the specified conditions, namely 0.300, so it can be concluded that all statements are valid so that they can be used for further analysis.

b. Product variable validity test

variable validity test results can be seen in Table 10 :

Table 10. Product variable validity test results

No Statement	r_{-count}	Terms	Description
Item 1	0.916	0.300	Valid
Item 2	0.844	0.300	Valid
Item 3	0.927	0.300	Valid
Item 4	0.818	0.300	Valid
Item 5	0.652	0.300	Valid
Item 6	0.909	0.300	Valid

Data in table 10 above is known that of the six statement items used to measure the product variable, all have a $_{count}$ greater than the specified conditions, namely 0.300 so it can be concluded that all statements are valid that it can be used for further analysis.

c. Pricevariable validity test

Variablevalidity test results can be seen in Table 11 :

Table 11. Price variable validity test results

No Statement	r_{-count}	Terms	Description
Item 1	0.675	0.300	Valid
Item 2	0.861	0.300	Valid
Item 3	0.795	0.300	Valid
Item 4	0.813	0.300	Valid
Item 5	0.746	0.300	Valid
Item 6	0.687	0.300	Valid

Data in table 11 above shows that of the six statement items used to measure the price variable, all of them have an r_{-count} greater than the specified conditions, namely 0.300, so it can be concluded that all statements are valid so that they can be used for further analysis.

d. Promotional variable validity test

Validitytest The results of the promotion variable validity test can be seen in Table 12 :

Table 12. Promotional variable validity test results

No Statement	r_{-count}	Terms	Description
Item 1	0.857	0.300	Valid
Item 2	0.674	0.300	Valid
Item 3	0.657	0.300	Valid
Item 4	0.551	0.300	Valid
Item 5	0.649	0.300	Valid
Item 6	0.563	0.300	Valid

Data in table 12 shows that of the six statement items used to measure the promotion variable, all of them have anr$_{\text{-count}}$ greater than the specified conditions, namely 0.300, so it can be concluded that all statements are valid so that they can be used for further analysis.

e. Locationvariable validity test

Variablevalidity test results can be seen in Table 13 :

Table 13. Location variable validity test results

No Statement	r$_{\text{-count}}$	Terms	Description
Item 1	0.592	0.300	Valid
Item 2	0.532	0.300	Valid
Item 3	0.671	0.300	Valid
Item 4	0.708	0.300	Valid
Item 5	0.792	0.300	Valid
Item 6	0.780	0.300	Valid

Data in table 13 show that of the six statement items used to measure the location variable all of which have anr-count greaterr than the specified conditions, namely 0.300 so that it can be concluded that all statements are valid so that it can be used for further analysis.

Reliability Test

The summary of reliability test results can be seen in Table 14 :

Table 14. Summary of reliability test results for

Variable	Cronbach's Alpha	Requirements	Description
Customer	0.840	0.600	Reliable
Product	0.918	0.600	Reliable
Price	0.815	0.600	Reliable
Promotion	0.744	0.600	Reliable
Location	0.762	0.600	Reliable

Loyalty table 14, it is known that Cronbach's alpha value for all variables used in this study is greater than the specified condition, namely 0.600 because it can be concluded that all variables are reliable and can be used for further analysis.

Classical Assumption

Normality Test

The results of the normality test can be seen in Table 15:

Table 15. Normality test results

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistics	Std.Error
Unstandardized Residual	30	-.810	.427	-.276	.833
Valid N (listwise)	30				

Data in table 15 it is known that the Skewness value is -1.90 (-0.810: 0.427) while the kurtosis value is -0.33 (-0.276: 0.833). Where the value is between -2 and +2, then the data is normally distributed.

Multicollinearity test

Test results can be seen in Table 16 :

Table 16.Multicollinearity test results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Produk	.443	2.258
	Harga	.625	1.600
	Promosi	.335	2.985
	Lokasi	.564	1.774

Data in table 16 shows that the tolerance value of all variables is greater than 0.10 and the VIF value of all variables is less than 10, it can be concluded that the model in this study does not have multicollinearity problems.

Heteroscedasticity test

test The results of the heteroscedasticity test can be seen in Table 17 :

Table 17. Heteroscedasticity test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	-1.128	1.652		-.683	.501
	Product	.019	.046	.118	.416	.681
	Price	.085	.065	.310	1.295	.207
	Promotion	-.054	.089	-.197	-.602	.552
	Location	.021	.058	.091	.363	.720

Data in table 17 show that the significance value (sig) of all variables is greater than alpha (0.05), it is concluded that the regression model does not experience heteroscedasticity problems.

Linearity Test

The summary of linearity test results can be seen in Table 18 :

Table 18. Summary of linearity test results

Variable	Significant	Value Alpha Value	Description
Customer Loyalty * Product	0.217	0.05	Linear
Customer Loyalty * Price	0.077	0.05	Linear
Customer Loyalty * Promotion	0.257	0.05	Linear
Customer Loyalty * Location	0.069	0.05	Linear

Based on the test of linearity as shown in table 18, it is known that the significant value on the linearity of all variables is greater than the alpha value (0.05) so it can be concluded that between the independent variables and the dependent variable, there is a linear relationship.

Multiple Linear Regression Analysis Multiple

Linear regression was used to examine the effect of the independent variables used in this study, namely product, price, promotion, and location on the dependent variable, namely customer loyalty in ikat in Baranusa Village, Pantar Barat District, Alor Regency. The results of the multiple linear regression test can be seen in Table 19 :

Table 19. The results of the multiple linear regression test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.996	2.987		-1.338	.193
	Products	.295	.083	.330	3.532	.002
	Price	.496	.118	.330	4.200	.000
	Promotion	.374	.161	.250	2.328	.028
	Location	.321	.106	.252	3.039	.005

Based on the results of data analysis as shown in table 19 , the multiple linear regression equation formed is:

$Y = -3.996 + 0.330X_1 + 0.330X_2 + 0.250X_3 + 0.252X_4$

The regression equation above implies that:

The constant value of -3.996 means that if the value of all independent variables namely product, price, promotion, and location has a value of zero, then the value of the dependent variable will be -3.996. The product variable regression coefficient value of 0.330 means that each increase in the product variable by 1 unit will increase the customer loyalty variable by 0.330 assuming the value

of the other independent variables is constant or fixed. The value of the price variable regression coefficient of 0.330 means that every increase in the price variable of 1 unit will increase the customer loyalty variable by 0.330 assuming the value of the other independent variables is constant or fixed. The regression coefficient value of the promotion variable is 0.250 which means that every increase in the promotion variable by 1 unit will increase the customer loyalty variable by 0.250 assuming the value of the other independent variables is constant or fixed. The location variable regression coefficient value of 0.252 means that every 1 unit increase in the location variable will increase the customer loyalty variable by 0.252 assuming the value of the other independent variables is constant or fixed.

***Hypothesis* testing**

Hypothesis testing was conducted to determine the effect of the independent variable on the dependent variable. In this research, hypothesis testing is done by using a t-test or partial test and an F test or simultaneous test.

1. Partial Test or t

Test Partial test or t-test is used to test the first hypothesis, second hypothesis, third hypothesis, and fourth hypothesis, namely the influence of product, price, promotion, and location variables individually on the variable loyalty of ikat customers in Baranus Village, District West Pantar, Alor Regency. Partial test results can be seen in Table 20 :

Table 20. Partial test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.996	2.987		-1.338	.193
	Products	.083	.330	3.532	.496	.002
	Price	.330	.118	.000	4200	.374
	Promotion	.161	.250	.028	2,328	.321
	Location	.252	.106	.295	3,039	005

Testing the first hypothesis, second hypothesis, third hypothesis, and fourth hypothesis were carried out as follows:

Testing the first hypothesis (H_1)

This test is intended to test the effect of the product on customer loyalty in ikat in Baranusa Village, Pantar Barat District, Alor Regency with the hypothesis: the product has a significant positive effect on customer loyalty in ikat in Baranusa Village, Pantar Barat District, Alor

Regency.

Based on the results of data analysis as shown in table 15 above, it is known that the significant value of the product variable's t (sig) test is 0.002. When compared with the alpha value (0.05), the 0.002 value is smaller than the alpha value (0.002 < 0.05). Thus the results of this study accept the first hypothesis which states that the product variable has a significant positive effect on the variable Ikat weaving customer loyalty in Baranusa Village, West Pantar District, Alor Regency.

Testing the second hypothesis (H_2)

This test is intended to test the effect of price on customer loyalty for ikat in Baranusa Village, Pantar Barat District, Alor Regency with the hypothesis: the price has a significant positive effect on customer loyalty for ikat in Baranusa Village, Pantar Barat District, Alor Regency.

Based on the results of data analysis as shown in table 15 above, it is known that the significant value of the t (sig) test for the price variable is 0.000. When compared with the alpha value (0.05), the 0.001 value is smaller than the alpha value (0.000 < 0.05). Thus the results of this study accept the second hypothesis which states that the price variable has a significant positive effect on the Ikat weaving customer loyalty variable in Baranusa Village, West Pantar District, Alor Regency.

Testing the third hypothesis (H_3)

The test is intended to test the effect of promotion on customer loyalty of ikat in Baranusa Village, West Pantar District, Alor Regency with the hypothesis: promotion has a significant positive effect on customer loyalty of ikat in Baranusa Village, Pantar Barat District, Alor Regency.

Based on the results of data analysis as shown in table 15 above, it is known that the significant value of the t (sig) test for the promotion variable is 0.028. When compared with the alpha value (0.05), the 0.028 value is smaller than the alpha value (0.028 < 0.05). Thus the results of this study accept the third hypothesis which states that the promotion variable has a significant positive effect on the tie-woven customer loyalty variable in Baranusa Village, West Pantar District, Alor Regency.

Testing the fourth hypothesis (H_4)

The test is intended to test the effect of location on customer loyalty for ikat in Baranusa Village, Pantar Barat District, Alor Regency with the hypothesis: location has a significant positive effect on customer loyalty for ikat in Baranusa Village, Pantar Barat District, Alor Regency.

Based on the results of data analysis as shown in table 15 above, it is known that the significant

value of the t (sig) test for the location variable is 0.005. When compared with the alpha value (0.05), the 0.005 value is smaller than the alpha value (0.005 < 0.05). Thus the results of this study accept the fourth hypothesis which states that the location variable has a significant positive effect on the Ikat weaving customer loyalty variable in Baranusa Village, West Pantar District, Alor Regency.

Simultaneous Test or F

Test Simultaneous test or F test is used to test the fifth hypothesis (H_5) namely the influence of product, price, promotion, and location variables individually on the variable loyalty of ikat customers in Baranus Village, Pantar Barat District, Alor Regency. Simultaneous test results can be seen in Table 21 :

Table 21. Simultaneous test results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	277.043	4	69.261	58.451	000[b]
	Residual	29.624	25	306.667		
	Total	1.185	29			

Based on the results of data analysis as shown in table 21 above, it is known that the significant value of the F test (sig) is 0.000. When compared with the alpha value (0.05), the 0.000 value is greater than the alpha value (0.000 > 0.05). Thus, it can be concluded that the results of this study accept the fifth hypothesis which states that product, price, promotion, and location have a significant positive effect on customer loyalty in ikat in Baranusa Village, Pantar Barat District, Alor Regency. This shows that if the product, price, promotion, and location move together, it will have a good impact on customer loyalty for ikat weaving in Baranusa Village, Pantar Barat District, Alor Regency so that customers not only continue to use the company's products or services but with The customer, himself will also recommend it to other people around him to use the ikat products produced by weavers in Baranusa Village, Pantar Barat District, Alor Regency.

Coefficient of Determination

The results of the coefficient of determination test can be seen in Table 22:

Table 22. The results of the coefficient of determination test

Model	R	R Square	Adjusted R Square	Std. An error in the Estimate
1	.903[a]	.888	1.08855	Based

Data in table 22, it is known that the *R*Squareby 0.903 or 90.3%. This means that customer loyalty ikat is very strongly influenced by product, price, promotion, and location by 90.3% while the remaining 9.7% is influenced by other variables not used in this study.

Discussion

Based on the results of data analysis is known that variable product influential positive significant to variable Ikat weaving customer loyalty in Baranusa Village, West Pantar District, Alor Regency. this shows that Ikat products offered by weavers in Baranusa Village are following the wishes and tastes of consumers so that customers remain loyal to make purchases of these woven products, especially since these woven fabrics have various motifs that attract customers to buy these woven fabrics. This is following the theory presented by Buchari, (2011) which states that a product is something that is offered to the market to be noticed, owned, used, or consumed to satisfy wants and needs. The results of this study are in line with the results of research conducted by Prakoso & Djawoto, (2017) which states that products have a significant positive effect on customer loyalty.

Based on the results of data analysis is known that variable price is influential and positively significant to variable Ikat weaving customer loyalty in Baranusa Village, West Pantar District, Alor Regency. This shows that the price of woven fabrics produced by weavers in Baranusa Village, West Pantar District, Alor Regency is still affordable by customers and following the needs and purchasing power of consumers so that customers remain loyal to woven fabrics produced by weavers in Baranusa Village, Pantar District. West of Alor Regency. This is following the theory presented by Kotler & Armstrong, (2008) which states that price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of having or using the product or service. The results of this study are in line with research conducted by Herawati & Qomariyah, (2017) which states that price has a significant positive effect on customer loyalty.

Based on the results of data analysis is known that variable promotion is influential and positively significant to variable Ikat weaving customer loyalty in Baranusa Village, West Pantar District, Alor Regency. This shows that weavers need promotions to introduce woven ikat products to customers because promotion has an important role in customer loyalty for woven products produced by weavers. Promotion is an activity aimed at influencing consumers so that they can recognize the products offered by the company to them and then be interested in buying these products. This is in line with the theory presented by Hair and Daniel, (2001) in Handoko, (2017) stating that promotion is the communication from marketers who inform, persuade and remind potential buyers of a product to influence their opinion or obtain a response. The results of this study are in line with the results of research conducted by Noviyani, (2020) stating that promotion has a significant positive effect on customer loyalty.

Based on the results of data analysis is known that variable location is influential and positively significant to variable Ikat customer loyalty in Baranusa Village, West Pantar District, Alor Regency. This shows that the location where customers buy woven fabric products is good so that customers remain loyal to Ikat products so they always make repurchases. Determining the location of the place of business is an important task because the right and strategic location will determine the success of the weavers compared to companies with a less strategic location. This is in line with the theory put forward by Maryani, (2009) in Kelly, (2020) which states that location is the position of a place, object, or event on the earth's surface about other places, objects, and events. The results of this study are in line with the results of research conducted by Safitri & Aziz, (2020) stating that location has a significant positive effect on customer loyalty.

Based on the results of data analysis is known that variable product, price, promotion, and location are influential positive significant to variable Ikat weaving customer loyalty in Baranusa Village, West Pantar District, Alor Regency. This shows that if a product, price, promotion, and location move together, it will have a good impact on customer loyalty in Ikat weaving in Baranusa Village, Pantar Barat District, Alor Regency so that customers do not only continue to use the company's products or services but with the customer, himself will also recommend it to other people around him to use woven products produced by weavers in Baranusa Village, West Pantar District, Alor Regency.

CONCLUSION

This study found that variable product and variable price had a significant positive effect on variable Ikat weaving customer loyalty in Baranusa Village, West Pantar District, Alor Regency. Price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of having or using the product or service. Promotion is an activity aimed at influencing consumers to recognize the products offered by the company and then be interested in buying them. Weavers need promotions to introduce woven ikat products to customers. This study found that variable location is influential and positively significant to variable Ikat customer loyalty in Baranusa Village, West Pantar District, Alor Regency.

This is in line with research conducted by Noviyani (2020) , Safitri & Aziz (2020) , and Maryani, (2009) which states that location is the position of a place, object, or event on the earth's surface about other places, objects, and events. This shows that if a product, price, promotion, and location move together, it will have a good impact on customer loyalty in Ikat weaving.

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