The Influence of Brand Image, Product Quality, Brand Awareness on Satisfaction and the Impact on Customer's Loyalty of PT. Altindo Mulia

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Abstract:- These research was aim for 1) Getting information if brand would affected to Consumers satisfaction, 2) knowing if the quality of the product would affect consumers satisfaction as well, 3) Knowing influence of Brand awareness to Consumers satisfaction, 4) Knowing the influence of Branding altogether with qualities and Brand awareness would effected to consumers satisfaction as itself, 5) Knowing the influence of Brand to their own loyalty with that products, 6) To get any information if the qualities would be affected to consumers loyalty as well, 7) Knowing the direct effect of brand awareness on brand loyalty, 8) Knowing the direct effect of consumers satisfaction on brand loyalty, 9) Knowing the influence together with the brand image of product quality, Brand awareness consumers satisfaction to Brand loyalty. This research was causal research as it research population would based on people who bought and used any kind products from PT Altindo Mulia. In Jakarta itself there has 5000 customers PT AM which had sample for 100 respondent and the data analysist techniques using path analyze . Based on the research tell itself that the brand image , products quality and Brand awareness partially has a positive effect and significant to customer satisfaction . Brand image, Products quality , and brand awareness simultaneously has a positive and significant effect to customer satisfaction. Product quality has a positive and significant effect to customer loyalty alongside with Brand awareness who has a positive and significant effect to consumers loyalty. An consumers satisfaction has a positive and significant effect to consumers loyalty. Therefore the brand image. product quality, brand awareness and consumers satisfaction altogether simultaneously has a positive and significant effect to consumers loyalty which case brand image , product quality, brand awareness and consumers satisfaction was an important variable to measures the impact of consumers loyalty therefore kind of attention from those variable would hold the key to influence consumers loyalty to refill its packaging products continuously.

Keywords:- Brand Image, Product Quality, Brand Awareness, Consumers Satisfaction and Consumers Loyalty.

I. INTRODUCTION

The development of packaging industry in Jakarta has growth so fast .This is indicated by the number of companies operating and way too close to one another . One of them is PT Altindo Mulia .To keep compete and survive PT Altindo Mulia had done lots of strategy by improving quality of its products and spread it promotions to new consumers or it existing. Yearly goods purchase report (per supplier) PT Altindo Mulia on the last 3 years was unstable more likely seems decreased every year. One of reason was PT Altindo Mulia seems had less decision to purchased. That frequency was caused by less or minimum ads in social media or it product quality whom it less more recognizable with well and it causing more and more customer stop buying their product continuously

Here's the last 3 years transaction of PT Altindo Mulia. It could describe from it table 1 bellow:

Year	Nominal (Rp)
2015	70,789,993,559
2016	63,827,949,202
2017	56,865,924,059

Table 1: - Report of purchase orders
Source: PT Altindo Mulia (2017)

From that report it could tell from this last 3 years the financials statement from PT Altindo Mulia was unstable and decreased every year . Those Brand awareness was played important here to motivated all the consumers for buying it goods and it services from their company. As for rank packaging company who has good quality in 2017 would be served on the figure 1 bellow.
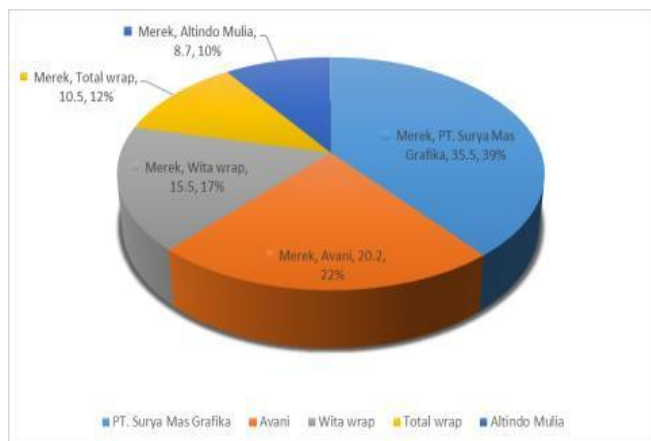
Fig 1:- Ranking of Packaging Company on Product Quality
Source: Information of Packaging Company (2017)

On the figure 1, product quality of PT Altindo mulia in year 2017 based on research from information of packaging company on national scale occupy the rank number five (on bottom list). But the phenomenon experienced by PT Altindo Mulia which happened in this last 3 years was because there were decreased number of consumers and Decline of financial performance caused by disatisfaction consumers to their product quality, brand image and it brand awareness so that make consumers stop using their own product and become unloyalty consumers. Continue to decline in the number of consumers in the last 3 years could be describe from the table 2 bellow.

Year	Number of Consumers
2015	500
2016	350
2017	200

Table 2:- Number of Consumers PT Altindo Mulia
Source: PT Altindo Mulia (2017)

Buying decision should be qualified with consumers quality itself. Purchasing decision contained consumers perceptions and their desires about product quality while loyalty would associated with what consumers communicated in one of purchasing decisions process. This concept tells if the decision to purchase isnt enough because it is only one form of emotion. Beside that, consumers loyalty also no less relevant to analyzed because consumers would reacted after they done with buying decisions about quality of product that they were accepted.

II. RESEARCH OBJECTIVES

This research aims to:

➢ Getting information if brand would affected to consumers satisfaction
➢ Knowing if the quality of the product would affect customer satisfaction aswell
➢ Knowing influence of Brand awareness to consumers satisfaction
➢ Knowing the influence of Branding altogether with qualities and Brand awareness would effected to consumers satisfaction as itself
➢ Knowing the influence of Branded to their own loyalty with that products
➢ To get any information if the qualities would be affected to consumer loyalty aswell
➢ Knowing the direct effect of brand awareness on brand loyalty
➢ Knowing the direct effect of consumer satisfaction on brand loyalty
➢ Knowing the influence together with the brand image of product quality, brand awareness, consumer satisfaction on brand loyalty

III. LITERATURE REVIEWS

A. Brand Image

Brand image is based on (Kotler ,2000) "the set of beliefs, ideas, and impression that a person holds regarding an object (Lin, Yang and wan 2015). Based on (Dodds et al., 1991 Grewel et al ., 1998) Brand image was stated that a higher perception of quality improves consumers' perceived value that strengthens consumers' purchase intention in (Lin,Yang and wan 2015). Based on Ditcher (1985) Brand image is the sum total of impressions the consumer receives from many sources (Srivastava 2011:342). So, therefore brand image is the understanding of consumers derived from brand related activity with what company was doing (Park et al.,1986) in (Srivastava 2011:342) According to Park et al., "The constriction and the maintenance of the brand image is prerequisite to the brand itself. Company should have different brand with the competitors and with it Brand images as well.

B. Products Quality

The definition of Products Quality from "American Society for quality control" which written by Kotler (2005 : 67) is all common element of the business definitions is that the quality of a product or service refers to the perception of the degree to which the product or service meets the customer's expectations. Quality has no specific meaning unless related to a specific function and/or object. "Product according to (Kotler and Keller , 2012 : 432) is A product may be defined as a set of tangible, intangible and associate attributes capable of being exchanged for a value with the ability to satisfy consumers and business needs. Philip Kotler: "A product is anything that can be offered to a market for attention, acquisition, use or consumption so based on the definition it could be meaning if the product quality is a characteristic that the product has to offer to publics so then the publics could feel very satisfied with the quality that their accepted

C. Brand Awareness

Consumers would interested to buy any kind of products that well known because they could feel comfortable with sort of brands. Brand awareness is the ability of consumers to recognize or recall that a brand is part of a certain products category. Brand awareness needs time continuously starting from uncertain feelings that it is the famous brand of that products till it could be only brand that represent that product category (Aaker,2014 :8) tells

that Brand awareness is reflects the knowledge and salience of a brand – the capacity to recognize - in the mind of customers. Brand awareness is one of step that if it could reach about and it would helps to strengthen the equity and loyalty about the Brand (Keller, 2013 :73).

D. Consumers Satisfaction

Consumers satisfaction has become a central concept in marketing theory and practice also one of essential purposes for business activity. Therefore, consumers hold the important key to measuring satisfaction to it good or services itself . According to Walker et al. (2011:35) that consumers satisfaction could be translated as condition which need, desire, and expectation has fulfill or in other words that, consumers satisfaction could be measuring consumens feelings if that goods that the bought meet their expectations or not.

E. Consumers Loyalty

Consumers loyalty could be describe as an act from consumers to continuously buy it products or services from company (Sum &Hui,2009) in (Moorthy et al. 2016:2) Therefore it is really important to build that feeling just to survive with business (Reichheld, Markey, and Hopton 2000) in (Moorthy, Chee, Yi, Yang Woen, and Wei, 2016 :3). Consumers loyalty is determined by act and behaviour (Yuen & Chan, 2010) which includes possibilities to come and buy again with supplier support and formation of a strong ward of mouth (Moorthy, Chee, Yi, Yang, Woen, and Wei 2016:3).

IV. METHODELOGY

This research is causa research part . The definition of Variable research would be describe: 1) Brand image (X_1), 2) Product Quality (X_2), 3) Brand awareness (X_3), 4) Consumers satisfaction (Y), 5) Consumers loyalty (Z). Research population is consumers who bought and used any kind products from PT Altindo Mulia who has 5000 sample consumers in Jakarta area. Based on the research the biggest research population was coming from Jakarta who has 100 correspondence .The data that have been used in this research was quantitative . Type of data who had been using on this research was Premier data and secondary data.This kind of method has result from spread the questioner form and rearrange in form of tables with statistical formula and it also can be use for data analyzed who contained with numbers and calculated with Statistical formula. Next is descriptive analysis to get all description about correspondence on this research especially those research variable. This analyst has done by index technic analyst to describe all the perceptions from this correspondence about every details questioned that have been offered. And this analyst technic using path analyst.

V. RESULT AND DISCUSSION

On testing research hypotheses was divided into 2 steps considering the research model that have been used was mediation variable, so then in this data process would do step by step with using SPSS.

A. The Results of Path Analyst Model 1

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.868	2.811		1.020	.310
	Brand Image	.537	.093	.434	5.789	.000
	Product Quality	.269	.095	.220	2.831	.006
	Brand Awareness	.452	.085	.346	5.330	.000
F (Anova)					100.680	0,000
R Square					0,759	

Table 3: - Result of Path Model 1
Source: Analyst Result with SPSS version 24

$Y=0,434(X_1)+0,220(X_2)+0,346(X_3)$

Based on findings results of this research then we'll know exactly that hypotheses H1,H2,H3 namely from amount of influence of brand image to consumers satisfaction so it get results Standardized coefficient (B)=0,434** and sig 0,00 then amount of Product quality's influence to consumers satisfaction it get result Standardized coefficient (B) = 0,220** and sig 0,006.Brand awareness to consumers satisfaction will get result standardized coefficient (B)=0,346** and sig 0,000 .Thus it can be interpreted that Hypothesis H1,H2,H3 was accepted because it has positive and significant.

➢ *Multiple Regression*

Results of the equation of multiple linear results it could explained that: 1) Amount of value of brand image's standardized coefficient beta with amount 0,434 with a positive (+) which means every 1 point / increase in variable it will lead to increase PT Altindo Mulia's consumer satisfaction around 0,434 and significant caused by sig value 0,000 < 0,05.

2) The amount of product quality's standardized coefficient (X2) is 0,220 with a positive (+) sign which

means every 1 point increase on product quality's variable it would effected to consumers satisfaction variable around 0,220 and significant caused by sig value 0,006 < 0,05. 3) The amount of brand awareness standardized coefficient (X3) is 0,346 with a positive (+) sign which means every 1 point increase on brand awareness variable it would effected to consumers satisfaction variable around 0,346 and significant caused by sig value 0,000 < 0,05.

B. The Results of Path Analyst Model 2

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta		
1 (Constant)	-4.576	2.905		-1.575	.119
Brand Image	.271	.111	.194	2.446	.016
Product Quality	.262	.102	.190	2.583	.011
Brand Awareness	.212	.099	.143	2.134	.035
Consumers Satisfaction	.526	.105	.466	5.011	.000
F (Anova)				96.294	0,000
R Square				0,794	

Table 4:- Result of Path Model 2
Source: Analyst Result with SPSS version 24

$Y = 0,194(X1) + 0,190(X2) + 0,143(X3) + 0,466(X4)$

The amount of influence could be seen from standardized Coefficient (beta) who has huge influence to Brand image to consumers loyalty it was obtained beta (β) = 0,194* and sig 0,016. The magnitude of the direct effect of product quality on consumer loyalty obtained by the value of the beta coefficient (β) = 0.190 * and Sig. 0.011. The value of the beta coefficient (β) of brand awareness obtained 0.143 * and Sig. 0.035, and how much direct impact consumers satisfaction to consumers loyalty it could be tell from coefficient beta value (β) = 0,466 and sig 0,000 thus can be interpreted that H5,H6,H7,H8 was approved because it has positive and significant impacted.

➢ *Multiple Regression*

The results of linear regression equation can be explained as follows: 1) Value of the standardized coefficient beta in brand image (X1) is 0,194 with a positive sign meaning every 1 point increase in brand image variable will results in an increase in consumers loyalty PT Altindo Mulia around 0,194 and significant it caused by value of sig 0,016 < 0,005.

2) Value of the standardized coefficient beta in product quality (X2) is 0,190 with a positive sign (+) which means every 1 point increase in product quality variable will results in an increase in consumers loyalty PT Altindo Mulia around 0,190 and significant caused by value of sig. 0,011< 0,05. 3) Value of Standardized coefficient beta in brand awareness (X3) is 0,143 with a positive sign (+) which means every 1 point increase will results to consumers loyalty PT altindo around 0,143 and significant caused by sig value 0,035 < 0,05. 4) Value of standardized coefficient beta in consumers satisfaction (X4) is 0,466 with a positive sign which means every 1 point increase from consumers satisfaction variable it would effected to consumers loyalty PT Altindo Mulia around 0,466 and significant because sig value 0,000 < 0,05. Then, the amount of the correlation value of brand image with product quality obtained by the correlation between brand image and brand awareness was obtained from the calculated R correlation value around 0,607**.

Based on result of multiple linear regression statistical calculations with SPSS 24 Apps then the results of the t test (Significance) and ANOVA test (Simultaneous) can be describe as follows:
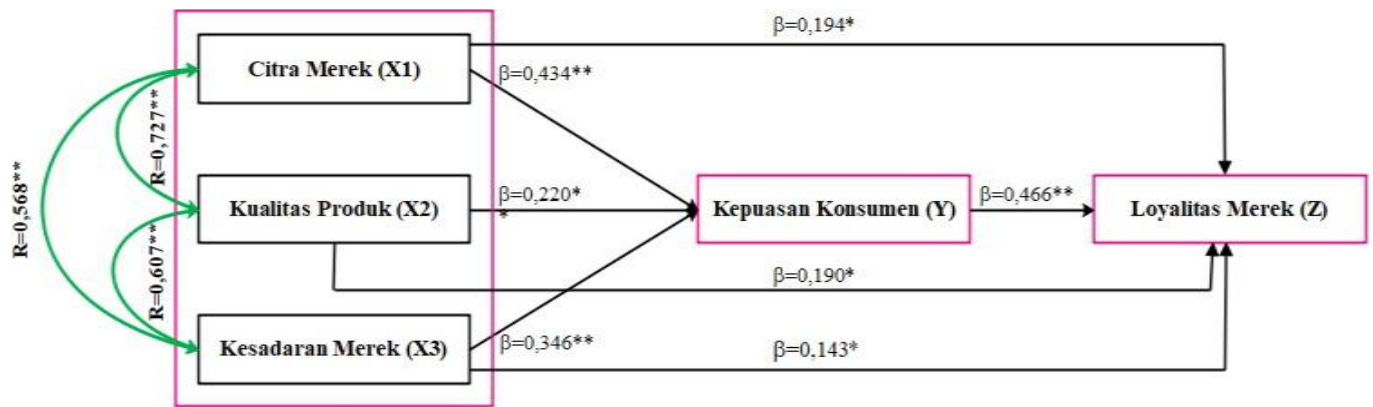
Fig 2:- Conceptual Framework
Source: Theoretical Review

From the results of the overall research model image, the total effect of the research can be calculated in this following table 5 bellow:

						Direct effect	Indirect effect	Total Effect
(X1)	→	(Y)				0,434		
(X2)	→	(Y)				0,220		
(X3)	→	(Y)				0,346		
(X1)	→	(Z)				0,194		
(X2)	→	(Z)				0,190		
(X3)	→	(Z)				0,143		
(Y)	→	(Z)				0,466		
(X1)	→	(Y)	→	(Z)		0,434 x 0,466	0,202	0,194 + 0,202=0,396
(X2)	→	(Y)	→	(Z)		0,220 x 0,466	0,103	0,190 + 0,103 = 0,293
(X3)	→	(Y)	→	(Z)		0,346 x 0,466	0,161	0,143 + 0,161 = 0,304

Table 5:- Result of Total Effects
Source: Analyst Result with SPSS version 24

➤ *Correlation Among Dimension*

Based on the result of correlation among dimension of the independent variable with dependent variable by using the pearson correlations formula it shows that every dimensions that the independent dimensions has would give significant influence to every dependent variable has itself, as seen in this following table:

Variables		Dimensions	Emotion-based satisfaction	Evaluation-based satisfaction	Buying behavior	Attitude
			Y1.1	Y1.2	Z1.1	Z1.2
Brand Image	X1.1	Product	.523**	**.635****	.552**	**.643****
	X1.2	Company	.564**	.415**	.483**	.490**
	X1.3	User	.481**	.571**	.607**	.543**
Product Quality	X2.1	Feature	**.644****	.560**	.660**	**.667****
	X2.2	Aesthetics	.479**	.493**	.461**	.479**
	X2.3	Perceived quality	.389**	.502**	.574**	.484**
Brand Awareness	X3.1	Recognize	.484**	.388**	.513**	.534**
	X3.2	Recall	.529**	.312**	.425**	.421**
	X3.3	Top of mind	.415**	**.713****	**.537****	.489**
Consumer Satisfaction	Y1.1	Emotion-based satisfaction			.672**	**.777****
	Y1.2	Evaluation-based satisfaction			.729**	.661**

Table 6:- Result of Correlation among Dimension
Source: Analyst Result with SPSS version 24

± 0,256   ****. Correlation is significant at the 0.01 level (2-tailed).**

± 0,197   ***. Correlation is significant at the 0.05 level (2-tailed).**

100   **Samples**

In the brand image variable to the satisfaction variable it is known that the greatest correlation value is the dimensions $X1.1$ product with the dimensions $Y1.2$ Evaluation – based satisfaction which is 0,635 and goes into strong category means that offered product from PT Altindo Mulia to consumers are really important to increase consumers satisfaction $Y1.2$ Evaluation-based satisfaction in this case PT Altindo Mulia advertise it company. If related to the correlation coefficient results 0,635 x 0,434 = 0,275 product quality variable ($X2$) to consumers satisfaction variable (Y) it could be interpreted that the strongest correlation value was dimensions $X2.1$ featured alongside with dimensions $Y1.1$ "Emotion-based satisfaction with value acquisition 0,644 which explains that aspects of features which part of dimensions of product quality gives strong correlation results to consumers satisfaction caused by PT Altindo Mulia gave lots of options about the design of packaging product, raw materials, also wit it colors so that catching eyes the consumers and they were happy about it. Brand Awareness variable ($X3$) to consumers satisfaction variable (Y) it known that the strongest correlation value is dimensions $X3$ top of mind which has 0,713 which could interpreted that the top of mind (which part of Brand Awareness variable) gives strong correlation to buy decisions be have caused by consumers have subscribed to PT Altindo Mulia consumers would quickly remember PT Altindo Mulia who 's being their partner whom provide packaging product. Consumers will quickly remember if their stock less than little so it could be first priority to buy it caused by consumers is already know it good quality and gave them satisfaction. When the stock is running so that consumers would buy back in the near future to PT Altindo Mulia with value 0,713x0,346 = 0,246.

In brand image variable (Z) between the $X1.1$ dimensions of the product and $Z1.2$ dimension get value results for 0,643 it has meaning that there has an impression that the product packaging produced by PT Altindo Mulia has high quality because it use the latest technology. The dimensions of research that has the highest correlation occours between the product quality variable ($X2$) to consumers loyalty is dimensions $X1.1$ feature with dimensions $Z1.2$ with value 0,067 consumers assessment that explains how the hospitality attitude of PT Altindo Mulia to product demand and speed in responding to consumers if we connected between correlation coefficient with beta coefficient so the results are obtained 0,667 x 0,190 = 0,126. The greatest value exist between the dimensions of Brand Awareness ($X3$) to consumers loyalty variable (Z) with the acquisition of dimensions around 0,537. If it is Associated with the results between correlation coefficient with beta coefficient, the results are obtained 0,537 x 0,143 = 0,076.

The greatest correlation value is found in the variable of consumers satisfaction (Y) to consumers loyalty (Z) between dimensions $Y1.1$ Emotions-based satisfaction with dimensions $Z1.2$ is around 0,777 which has an impact on consumers high attitudes to remain commited to making the purchase of PT Altindo Mulia's packaging consumers are even willing to pay a higher price for the product packaging than the other brands then it can be related to the results of the correlation coefficient to the beta coefficient is 0,777 x 0,466=0,362.

C. Discussion

Based on the results of testing the research hypotesis it can be described research discussions that effected consumers loyalty as follows :

➢ Partial test results shows that brand image, Product Quality

Brand Awareness, have a partially positive and significant effect to consumers satisfaction with the acquisition of each standardized coefficient beta for brand image (B = 0,434**) product quality (B = 0,220**) and brand awareness (B =0,346**)Thus means the hypotesis H1,H2,H3 are supported and accepted and then obtained the Coefficient of determination (r square=75,9%) and the remaining 24,1 % is determined by othr factors such as service quality and brand trust.

• Brand image could partially influence with positive and to consumers satisfaction

These Findings are in line with previous research belonging to Paswan, Spears, Ganesh (2007) "which states that consumers who succeed in getting their choosen brand will tend to be more satisfy with feature of the brand obtained the results of their study showed higher loyalty to that brand.

• Product quality could partially influence with positive and to consumers satisfaction

The findings of this study are in line with previous studies (Xu, Blankson and Prybutok, 2017) in their journal entitled "Relatives Contributions of Product Quality and Service Quality in the Automobile Industry" it was found that product quality had a positive and significant effect on customer satisfaction with the acquisition of the beta coefficient (ß) = 0.801

** and sig <0.01.The results showed that product quality had a significant effect on customer satisfaction due to the variety of packaging features so that consumers could make various choices .

• Brand awareness is partially positive and significant effect on customer satisfaction

The findings of this study indicate that respondents are aware that the product packaging design is from the company website altindo.co.id and then the respondent can recognize the product packaging compare to the competitor such as Hypermarket, Carefour, Giant. From the form of design and packaging material, respondents were able to recognize the company that manufactures this product

packaging .it can be said that respondents are aware of the brand of PT. Altindo Mulia's product packaging.

➢ Simultaneous test results or ANOVA test show that brand image, product quality, brand awareness simultaneously have a significant effect on consumer satisfaction of PT. Altindo Mulia so that the H4 hypothesis is supported and accepted.

This is in line with previous research (Tsiotsou 2006: 212) and found that partially perceived product quality has a significant effect on overall satisfaction with a coefficient value of beta $(\beta) = 0.215$ * and sig <0.05. Thus the results of partially perceived product quality also affect purchase intention. and obtained the beta coefficient $(\beta) = 0.215$ * and sig <0.05. From the simultaneous test results (ANOVA) it is known clearly that variables such as brand image, product quality, brand awareness are considered important to measure customer satisfaction. Consumer satisfaction plays a central role in marketing because it is the best predictor for buying behavior (McQuitty et al.,2000) in (Tsiotsou 2006:2009)

➢ Based on the results of partial testing shows that the brand image, product quality, brand awareness and customer satisfaction partially affect to customer loyalty where the magnitude of the brand image variable is obtained beta coefficient $(\beta = 0.194$ **) product quality $(\beta = 0.190$ *) brand awareness $(\beta = 0.143$ *) and customer satisfaction $(\beta = 0.466$ **)thus means the hypotheses H5, H6, H7, H8 are supported and accepted later, the coefficient of determination is obtained (adjusted R square = 79.4%) and the remaining 20.6% determined by other factors not examined such as service quality and brand trust.

• Brand image is partially has a positive and significant effect on consumer loyalty
• Product quality is partially positive and significant effect on consumer loyalty
• Brand awareness is partially positive and significant effect on consumer loyalty
• Consumer satisfaction is partially positive and significant effect on consumer loyalty

Simultaneous test results or ANOVA test show that brand image, product quality, brand awareness, simultaneous customer satisfaction have a significant on customer loyalty PT Altindo Mulia thus, hypothesis (H9) is supported and accepted.

VI. CONCLUSIONS AND SUGGESTIONS

A. Conclusions

From the results of data processing and testing of research hypothesis hypotheses that have been interpreted quantitatively then it can be known factors that can significantly influence purchasing decisions as follows:

➢ Brand image, product quality, brand awareness partially has positive and significant effect on customer satisfaction.
➢ Brand image, product quality, brand awareness simultaneously has positive and significant effect on customer satisfaction.
➢ Brand image has a positive and significant effect on consumer loyalty, which means that the brand image of a good and positive packaging product in the minds of consumers it will increase consumer loyalty to the product brand.
➢ Product quality has a positive and significant effect on consumer loyalty which means the better the quality of product packaging, the more customer loyalty will be used to use product packaging.
➢ Brand awareness has a positive and significant effect on consumer loyalty, meaning that a high level of brand awareness in the minds of consumers can form high loyalty as well to buy product packaging.
➢ Consumer satisfaction has a positive and significant impact on customer loyalty, meaning that consumers who have felt satisfaction in using product packaging will also have an impact on loyalty to make repeat purchases.
➢ Brand image, product quality, brand awareness and customer satisfaction together (simultaneously) have a positive and significant effect on customer loyalty which means, brand image, product quality, brand awareness and customer satisfaction is an important variables to measures of impacted of consumers loyalty.

B. Suggestions

According to the findings of research data on hypothesis testing, conclusions, and correlation testing between dimensions, the authors provide research suggestions as follows:

➢ Research shows that brand image (X_1) has a significant effect on customer satisfaction. However, of course, improvements are still needed to improve brand image to be able to increase customer satisfaction as follows:
• Product image $(X_{1.1})$ must be maintained because this is highly correlated with evaluation based satisfaction $(Y_{1.2})$ such as maintaining it high quality, product packaging design is made it attractive and good and using modern technology in production packaging.
• Company image $(X_{1.2})$ must be maintained because it is highly correlated with emotion-based satisfaction $(Y_{1.1})$ as the company must continue to use modern technology in producing product packaging and maintain its experience as a company engaged in packaging sales product so that it can shape consumer satisfaction.
• Image user or user $(X_{1.3})$ must be maintained because this is highly correlated with evaluation-based satisfaction $(Y_{1.2})$ such as product packaging that looks strong and choosing product packaging from PT Altindo Mulia is felt appropriate because the product packaging is practical and simple carried everywhere.

➢ Research shows that product quality (X2) has a significant effect on customer satisfaction. however, of course, improvements are still needed to improve product quality to be able to increase customer satisfaction as follows:

- Attribute or feature (X2.1) Must be improved because this is highly correlated with emotion - based satisfaction (Y1.1) such as continuing to make a variety of product packaging design choices, using a variety of materials and creating attractive product packaging colors.
- Aesthetics (X2.2) of product quality must be improved because this is highly correlated with evaluation-based satisfaction (Y1.2) such as creating a stylish, innovative product packaging design to make it look attractive and consumers who use it also feel satisfaction.
- Perceived quality (X2.3) of product quality must be maintained because it is highly correlated with emotion-based satisfaction (Y1.1) such as the quality of product packaging is considered high enough and safe to store food, which is not easily damaged and last longer.

➢ Research shows that brand awareness (X3) has a significant effect on customer satisfaction. however, of course improvements are still needed to improve brand awareness to be able to increase customer satisfaction as follows:

- Dimension recognize (X3.1) From brand awareness must be increased because this correlates strongly with emotion-based satisfaction (Y1.1) such as packaging design needs to be made as attractive as possible so that consumers easily realize and know the company that manufactures the packaging and must be made unique with strong materials.
- Recall (X3.2) of brand awareness must be maintained because it is highly correlated with emotion-based satisfaction (Y1.1) as consumers quickly recall logos on package design, brands of product packaging that are easily recognizable.
- Top of mind (X3.3) from brand awareness must be maintained because this is highly correlated with evaluation-based satisfaction (Y1.2) such as the form of a stylish packaging design and is known from the material of the packaging used in the form of aluminum or cardboard paper.

➢ Brand image (X1) has a significant effect on consumer loyalty. however, of course improvements are still needed to improve brand image to be able to increase consumer loyalty as follows:

- Product image (X1.1) must be maintained because this is highly correlated with attitudinal , loyalty (Z1.2) such as maintaining it high quality, product packaging design is made it attractive and good and using modern technology in production packaging This also affects the attitude of consumer loyalty to recommend to others and shows the attitude of commitment to use product packaging from PT Altindo Mulia.
- Company image (X1.2) must be maintained because it

is highly correlated with attitudinal loyalty (Z1.2) as the company must continue to use modern technology in producing product packaging and maintain its experience as a company engaged in packaging sales product so that it can shape consumer satisfaction to use it products.

- Image user or user (X3.3) must be maintained because this is highly correlated with buying behaviours (Z1.1) such as product packaging that looks strong and unique to get attention from lots of consumers ,and maintain the quality of product packaging because it has become the primary choice for consumers to use product packaging from PT Altindo Mulia.

➢ Product quality (X2) has a significant effect on customer loyalty. Even so, of course, improvements are still needed on product quality to be able to increase customer loyalty, such as the following:

- Feature (X2.1) of product quality must be improved because this correlates strongly with attitudinal loyalty (Z1.2), such as continuing to create many choices for product packaging design, use of raw materials for product packaging, and the color of the product packaging because this has an impact on the attitude of consumer loyalty to persuade others to buy product packaging from PT Altindo Mulia and is committed to continuing to use its product packaging.
- Aesthetics (X2.2) of product quality must be maintained because this is highly correlated with attitudes (attitudinal) loyalty (Z1.2), such as product packaging design that continues to be made stylish, innovative so that the appearance of packaging design looks attractive because of this affect the attitude of consumer loyalty to continue to buy repeatedly.
- Perceived quality (X2.3) of product quality must be maintained because it is highly correlated with behavioral buying (Z1.1), as the quality of creating product packaging must be maintained because the packaging of this product is for storing hot-temperature foods as well as cold so this is what makes consumers carry out repurchase behavior in the future.

➢ Brand awareness (X3) has a significant effect on consumer loyalty. Even so, of course, improvements are still needed on brand awareness to be able to increase consumer loyalty, such as the following:

- Recognize (X3.1) of brand awareness must be increased because this correlates strongly with attitude (attitudinal) loyalty (Z1.2), as companies continue to promote and advertise product packaging in various electronic media to be able to realize and form a sense of want know consumers so that it can shape the attitude of consumer loyalty to commit to using product packaging.
- Recall (X3.2) of brand awareness must be maintained because this is highly correlated with behavioral buying (Z1.1), as it turns out consumers quickly bring back their memories of product packaging from PT Altindo Mulia by maintaining existing brands positive because

this impacts the behavior of future repurchases.

- Top of mind ($X_{3.3}$) of brand awareness must be maintained because it is highly correlated with behavioral buying ($Z_{1.1}$), such as creating a more attractive packaging design and using a variety of raw materials (materials) because it this has an impact on future repurchase behavior which is done online shopping.

➢ Consumer satisfaction (Y) has a significant effect on consumer loyalty. Even so, of course, improvements are still needed in customer satisfaction to be able to increase customer loyalty, such as the following:

- Emotion-based satisfaction ($Y_{1.1}$) must be improved because this correlates strongly with attitudes (attitudinal) loyalty ($Z_{1.2}$), such as the appearance of packaging design, color, and packaging material on the company's website altindo.co.id into power attract consumers to purchase product packaging online.

- Evaluation-based satisfaction ($Y_{1.2}$) must be maintained because it is highly correlated with behavioral buying ($Z_{1.1}$), such as customer satisfaction who shop online using the company's website altindo.co.id must be maintained because this fulfills consumer expectations which has an impact on repurchase behavior. Shopping online is considered practical and simple so consumers are interested in making repeat purchases.

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