

DETERMINANTS OF CONSUMER SATISFACTION WITH MARINE AND FISHERY PRODUCTS AND IMPACT ON GALERI BAHARI BRAND LOYALTY

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Abstract

This study is to examine the influence of the blue economy on service quality, perceived quality, brand satisfaction, brand image, and WOM expressed through brand loyalty. This survey was carried out by filling out an online questionnaire. The result show that service quality, perceived quality, brand satisfaction, brand image, WOM have a positive impact on brand loyalty. Regarding suggestions for business management to further improve the blue economy in the business sector.

Key words: Service quality, perceived quality, Brand satisfaction, Brand image, Brand loyalty.

Abstrak

Penelitian ini untuk menguji pengaruh ekonomi biru terhadap kualitas layanan, persepsi kualitas, kepuasan merek, citra merek, dan WOM yang diungkapkan melalui loyalitas merek. Survei ini dilakukan dengan mengisi kuesioner online. Hasil penelitian menunjukkan bahwa kualitas layanan, persepsi kualitas, kepuasan merek, citra merek, WOM memiliki dampak positif terhadap loyalitas merek. Mengenai saran pengelolaan bisnis untuk lebih meningkatkan ekonomi biru di sektor bisnis.

Kata Kunci : *Kualitas layanan, kualitas yang dirasakan, Kepuasan merek, Citra merek, Loyalitas merek*

INTRODUCTION

On the marketing aspect brand personality differences are very important for companies to encourage business development and strengthen customer loyalty (Tsaur et al., 2023). Brand Personalities have close relationships with influencers. In a competitive social media influencer market in where countless influencers capture people's attention on a regular basis, the critical issue is how to maximize followers stickiness and keep them from switching (Lu & Chen, 2023). Social Media has an important role to attract customers at a fairly low cost. Keep in mind, the brand image-based social media sector (such as Instagram) is increasingly used because it can stimulate consumers' emotional reactions (Mansouri et al., 2022).

This research is for analyze the Brand loyalty of Galeri Bahari. Galeri Bahari is a new brand owned by the Maritime and Fisheries Extension and Human Resources Development Agency. To support its activities, Galeri Bahari has processed fish products which are offered to consumers at affordable prices. The products it produces are fish-based snacks such as okochi, fishtokers, brownies ikan and mizteriuzz.

This section contains justifications for the importance of the topics raised, the state of the art of the topic (what facts already exist, or the results of previous research, what should exist, and what are still the issues and problems, the purpose of writing the topic.

In increasing brand loyalty, The variety of strategic tools in marketing communications, including advertising, public relations, sales promotion, personal selling, as well as direct

marketing, has grown rapidly over time and is used by many companies to foster loyalty (Quayson et al., 2023). In essence, brand loyalty is a strong commitment from consumers to stick on the brand of products, which will influence repeated purchases in the future (Rahmat & Kurniawati, 2022).

LITERATURE REVIEW

Service quality is one of the most researched concepts in marketing literature, as it allows companies to continuously evaluate their performance from consumers' perspective (Faria et al., 2022). The SERVQUAL scale includes five factor: physical aspect, which refer to tangible and visible aspect within the store such as store layout, comfort, privacy, architecture, color, materials and store design (Musasa & Tlapana, 2023). In carrying out its duties and functions, service quality must be able to provide service quality, be able to provide a lever of service and fulfill public perception to the maximum (Marzuq & Andriani, 2022).

Perceptions of food quality relate to how price information can be fully understood and provide meaning to consumers. Price perception is a consumer's assessment of the comparison of the price price spent with what will be obtained from a product or service (Haya Wijayantiarni & Roostika, 2022). Furthermore, perceived food quality is the level of consistency that is assessed by product standards and the criteria that must be considered to ensure quality (Adrian & Keni, 2023). Perceived food quality is a consumer's perception of the quality and superiority of product whichis related to consumer expectatios(Gunawan, 2019).

Brand satisfaction is an affective response resulting from cognitive process. The aims to evaluate a product to prove the level of customer satisfaction and needs (Christyawati & Sukresna, 2020). Brand satisfaction is an overall evaluation of the experience of using a brand. (Fahira & Syahputra, 2021). Brand satisfaction is a person's satisfaction and disappointment with a way compare perceived product outcomes and related to their expectations (Swamilaksana et al., 2022).

Brand image is something positive or negative, depending on a person's perception of the brand. In another sense, brand image is consumer's assessment of brand in a market. These creations are created based on personal experiences or the reputation of other people and the media (Syamsurizal & Ernawati Sri, 2020). Brand image is the consumer's view and trust in the brand of product that strengthens brand loyalty. A good brand image will certainly increase repeat purchase (Fahira & Syahputra, 2021). In another sense, brand image is perceptions and beliefs held by consumers, as reflected in the associations that occur in consumer's memories (Nasib et al., 2021).

Word of Mouth (WOM) is excellent communication in realizing customer expectation. One form of communication is marketing, Word of Mouth (WOM) communication has become a strategy that has a big impact on consumer attitudes in deciding or using products (Wibowo et al., 2022). The communication process is usually carried out between individuals or groups, regardless of whether they share information from the same social network or not. The aims is to share and obtain information informally (Syamsurizal &

Ernawati Sri, 2020). Word of Mouth (WOM) have a competitive advantage in conveying business information. Word of Mouth (WOM) appears naturally, is more honest and there are no particular motives in conveying it to other consumers (Fakhrudin et al., 2021).

Brand loyalty provides strategic value to a company if managed well. With strategic steps such as reducing marketing costs, increasing sales value, market share, creating brand awareness, increasing interest for new customers, it provides an opportunity for companies to anticipate threats from competitors. Customer loyalty can also be interpreted as a form of customer commitment to brands, stores and suppliers with positive attitudes towards purchasing (Nasib et al., 2021). Brand loyalty has levels called the loyalty pyramid. The levels of loyalty consist of buyers who are happy to switch, who are habitual, satisfied with switching costs, like the brand and have commitment (Butarbutar & Simatupang, 2021). Brand trust is a customer's willingness to rely on a brand. This trust is important for forming brand loyalty and influencing brand users. The aims is to show that brand trust has a positive impact on brand loyalty (Mariana et al., 2022).

RESEARCH METHODOLOGY

This research refers to previous research conducted by (Macias et al., 2023) and (Francioni, Curina, et al., 2022). The design of this research is hypothesis testing, the data in this study uses cross-sectional data obtained through distributing questionnaires using Google Form and the measurement scale used in the variable indicators is the Likert scale. The hypotheses to

be tested are service quality, perceived quality, brand satisfaction, brand image, WOM and brand loyalty towards the blue economy.

Galeri Bahari has quite good sales potential to be used as a business for processed fish products. One potential place to sell processed fish products is the BPPSDM Ancol Building, North Jakarta. This location is capable sales center for processed fish products. Apart from that, Galeri Bahari has collaborated with several companies, one of which is PT Diamond. PT Diamond is located not far from Galeri Bahari location, therefore the location of this research was carried out at the BPPSDM Ancol Building, North Jakarta. This research was conducted for approximately three months, starting in November 2023 to February 2024.

The data collection method used in this study was in the form of questionnaires consisting of several questions for respondents who meet the sample characteristics. Next, the

researcher distributed the questionnaire electronically in the form of filling it out *google form* to user *platform digital shopping*. Then data collection was carried out using the method *cross sectional* because data is collected from different respondents at one time. Research collected in December 2023.

RESULT AND DISCUSSION

This research refers to previous research conducted by (Macias et al., 2023) and (Francioni, Curina, et al., 2022). The design of this research is hypothesis testing, the data in this study uses cross-sectional data obtained through distributing questionnaires using Google Form and the measurement scale used in the variable indicators is the Likert scale. The hypotheses to be tested are service quality, perceived quality, brand satisfaction, brand image, WOM and brand loyalty towards the blue economy.

Tabel 1. Characteristic Responden

Variable	Frekuensi	Persentase
Product consumer		
Yes	398	100%
No	0	0%
Intensity		
6 Month -1 Year	181	45%
> 1 Tahun	217	55%
Types of Product		
Okochi	114	29%
Fistokers	148	37%
Brownies ikan	52	13%
Mizteriuzz	84	21%
Gender		
Male	163	41%
Female	235	59%
Age		
17 - 23	121	30%
24 - 30	158	40%
31 - 36	74	19%
> 37	45	11%
Last Education		
Student	100	25%

D1/D3	57	14%
Bachelor	185	46%
Master	39	10%
Doctor	8	2%
Professor	9	2%
Work		
Student	84	21%
Teacher	76	19%
Private Officer	97	24%
Government employees	51	13%
Contract Worker	3	1%
Entrepreneurial	87	22%
Salary		
<4.000.000	126	32%
4.000.001 - 5.500.000	148	37%
5.500.001 - 7.000.000	64	16%
> 7.000.001	60	15%

Source: Results of data processing

Based on the table above, it can be seen that as many as 398 people or 100% score are consumers of processed fish products such as okochi, fistokers, fish brownies and mizteriuzz. Based on the table above, it can be seen that the majority of respondents are female, namely 235 people or 59% compared to the number of male sex as many as 163 people or score 41%. Table 1 shows the profile of respondents in this study, where the results of the frequency of the total respondents on the basis of age, where the majority of respondents are aged 24-30 years which is 158 people or 40%, then aged 17-23 years as many as 121 people or 30%, then aged 31-36 years which is 74 people with a score of 19%, and finally aged over 37 years which is as many as 45 people or worth 11%.

Table 1 shows the profile of respondents in this study where the results of the frequency of the total respondents on the basis of the last education, the majority of respondents were the last education of Bachelor which was 185 people or 46%, then the last education of students as many as 100 people or

25%, the last education D1 or D3 as many as 57 people with a score of 14%, the last education of **Postgraduate** as many as 39 people or 10%, the last education of professors as many as 9 people or worth 2% and the last education of doctors as many as 8 people or 2%.

Table 1 also shows the profile of respondents in this study from the results of the total frequency of respondents on the basis of employment, the majority of respondents are Private Employees which are 97 people or 24%, then have jobs as entrepreneurs of 87 people or 22%, students of 84 people or 21%, jobs as teachers of 76 people with a score of 19%, jobs as Civil Servants of 51 people or 13%, and finally Contract Employees as many as 3 people or worth 1%.

Table 1 above shows the profile of respondents in this study where the frequency results of the total respondents on the basis of income per month, the majority of respondents are earning Rp4,000,001-Rp5,500,000/month which is 148 people or 37%, then earning below Rp4,000,000/month as many as 126 people or

as much as 32%, earning Rp5,500,001-Rp7,000,000/month as many as 64 people or 16%, and earning Rp>7,000,001/month as many as 60 people or 15% Table 1 also shows the profile of respondents in this study where the results of the frequency of the total respondents on the basis of *processed fish product consumers* who have made purchases,

where the majority of respondents buy processed fish products, namely *Fistokers* as many as 148 people or 37%, then followed by *Okochi* as many as 114 people or 29%, then *Mizteriuzz* as many as 84 people with a value of 21%, and in the last position there are *Fish Brownies* as many as 52 people or 13%.

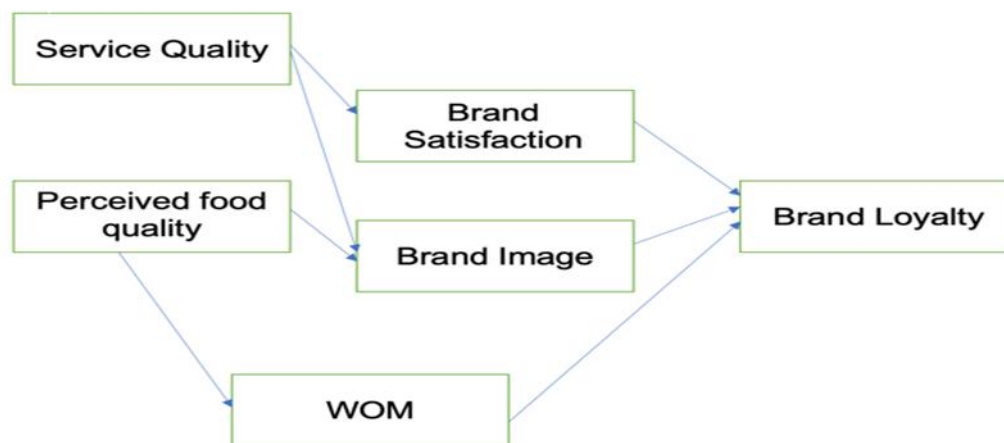


Figure 1. Research Model

Source: (Macias et al., 2023) and (Francioni, Curina, et al., 2022)

Service quality has a close relationship with brand satisfaction. Every customer or consumer has factors that form the basis for purchasing a product (Bekti et al., 2020). The determining factor for brand satisfaction is service quality. If the service quality meets expectations, the service quality is considered good and satisfactory if it meets expectations (Kusuma & Marlina, 2021). Service quality is comparison between service expected with the service experience. If the service received or felt is as expected, then the quality of service will be perceived as good and satisfying (Putri, 2023).

Service quality is closely related to brand image. The factors are the expected level of excellence and control over that level of excellence (Safavi et al, 2021). Service quality is

how far the difference between reality and customer expectation. The customer expectations they get are from brand image (Citra et al., 2022). Brand image and service quality satisfying will create taste satisfaction with consumers.

Consumer satisfaction is the key to creating customer loyalty (Farahdibba & Setyawan, 2021).

Perceived quality has a direct influence on brand image (Gde & Sukawati, 2019). Perceived quality is a consumer assessment of the overall advantages of the product (Nurhasanah & Karyaningsih, 2021). For this reason, perceived quality and customer satisfaction are very important to pay attention to continuously. The goal is to not be below competitors (Felsi et al., 2022).

Related to the perceived food quality result, a significant impact of the WOM construct emerged. WOM has an important in this matter. (Francioni, Komunikasi, et al., 2022). The relationship between WOM and perceived quality must be maintained properly. Perceived food quality and good WOM influence customer experience and satisfaction (Macias et al., 2023). Perceived food quality measured in terms of nutritional value, level of ingredients used, taste, and appearance of the product. The first step in marketing this product is with WOM. WOM is an effective promotional tool (Purwaningdyah, 2019).

Brand loyalty can be measured through brand satisfaction (Suntoro & Silintowe, 2020). Brand satisfaction is a feeling of satisfaction that a person feels by comparing the result of the product consumed with their expectations (Kadek et al., 2023). Brand satisfaction is a belief that consumers attach to a product. The confidence that arises from the use of product exploitation can create brand loyalty (Deva Pratama Sudibyo & Ratna Pamikatsih, 2022).

The higher a consumer's attachment to a brand will give rise to a positive reaction to the brand image (Darmadi et al., 2021). Brand image is the association of a brand which contains a name, logo, terms and design. This definition is differentiate the product from its competitors (Ervina & Kurniawati, 2022). Brand loyalty is person's loyalty to a particular object. Brand loyalty is created because the brand image is trusted by consumer (Ngabiso et al., 2021).

The relationship between WOM and brand image indirectly influences each other (Astianita & Lusiana, 2022). The influence of WOM and

brand image is thought to be the most important component for creating brand loyalty (Ririn & Harti, 2021). Positive information conveyed through WOM makes consumers more confident in using it. In this case, WOM influences brand loyalty (Huda & Nugroho, 2020).

CONCLUSION AND SUGGESTION

In this study, it can be concluded: (1) service quality has a positive effect on brand satisfaction, (2) service quality has a negative influence on brand image based on hypothetical results, (3) Perceived quality has a positive effect on brand image, (4) Perceived quality has a positive effect on WOM, (5) Brand satisfaction has a positive effect on brand loyalty (6) Brand image has a negative effect on brand loyalty based on hypothetical results, (7) WOM has a positive effect on brand loyalty.

Furthermore, Galeri Bahari must be able to provide innovative processed fish products that can create consumer satisfaction and trust when consuming and buying processed fish products. Galeri Bahari is expected to create strong brand loyalty and image, as well as a pleasant experience between consumers and brands. Companies are also asked to be able to create consumer interest in brands on processed fish products that can encourage consumers to continue using, buying and consuming processed fish products from the Galeri Bahari brand and recommending to others. Companies must create fun and attractive products as well as mistakes or products that fail when accepted by consumers to be able to avoid the negative things that consumers create about brands on social media.

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