The Influence of Product Quality, Price, and Innovation on Customer Loyalty: A Study of Casio Watches Purchased Online in Cimahi City

Mochammad Farhan [a*] and Hariyadi Triwahyu Putra [a]

[a] Jenderal Achmad Yani University, Jl. Terusan Sudirman, Cimahi, Jawa Barat, Indonesia.

Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

Original Research Article

ABSTRACT

The research was conducted with the aim of analyzing the influence of performance, durability, perceived quality, price and product innovation on online customer loyalty of Casio watch products in Cimahi City. The research instrument has gone through the validity and reliability testing stages, classical assumption testing and multiple regression testing. This instrument was used as a data collection tool from respondents aged at least 17-40 years who had purchased Casio watches, which were the objects assessed in this research, but only those purchased online. The number of respondents in this study was 120 people. The analytical tool used to test the data instrument is SPSS version 29 software. The novelty in this research is the object and its locus. The limitation of this research is that only 3 of the 8 dimensions of product quality are taken, namely performance, durability, perceived quality and the locus is only in the city of Cimahi, perhaps in other cities the results will be different. The findings of this research explain that performance, durability, perceived

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*Corresponding author: E-mail: farhanwabarik@gmail.com;

quality do not have a positive effect on customer loyalty. However, price and perceived quality have a positive effect on customer loyalty. Meanwhile, the number of samples, sampling techniques and data analysis techniques can be adjusted to the objects assessed by previous researchers. It is also hoped that the results of this research will be useful for managers of objects being assessed regarding the design of relevant strategies or programs. Of the six hypotheses, only two are accepted: price and product innovation have a positive influence on customer loyalty.

Keywords: Performance; durability; perceived quality; price; product innovation; customer loyalty.

1. INTRODUCTION

Developments in this day and age, technology can change the environment. An environment that makes everyone need technological tools that help make it easier for them to carry out all their daily activities. Technology can be interpreted as equipment that can make someone do all activities more easily. For this reason, in today's development, technology can change a thought with consumer behavior patterns. One of the technologies currently needed in people's lives is watches [1,2,3,4]. Nowadays everything is dynamic, today's society, especially young people (Gen Z) who always follow the current lifestyle or also known as lifestyle, one of which is a watch [5]. At this time, watches are not only used as a necessity, but also used as fashion that can reflect the characteristics of a person in social status [6].

Sales are business activities that are carried out with the aim of making a profit maintain a business. E-Commerce as a digital-based sales medium encourages consumers to shop and makes it easier for sellers to market their products. Online sales media utilizes the Internet to introduce, offer, sell and buy products. Online selling media accelerates processing time and can reduce the risk of human error so that in its operational activities, sales can be carried out effectively and efficiently [7]. It also makes it easier for consumers to shop without having to come directly to the store [8]. The role of social media in today's age of globalization is very important in improving business performance. Social media is very influential in small that can change the interaction between buyers and consumers, as well as the way to market products or services easily, effectively and efficiently to customers aimed at increasing profits and productivity [9].

The central statistical body (BPS) assembles the clock and the watch or the watch and its components. Over the past six years, imports have been much higher than exports. The latest data in July 2023 showed that the export weight of the watch reached 17 thousand kilograms (kg). The value reached US$1.43 million or Rs22.6 billion (assuming the exchange rate of US$15.703 per US$). While the import weight reached 1.13 million kg. The value is much larger, US$28.6 million or US$449.17 billion. The July 2023 import trend is actually counting pretty big. New access this half-year beat imports throughout 2022. Last year, imports weighed only 897 thousand kilograms, but exports were much larger, 35 thousand kg [10].

Indonesian watches have a wide variety of brands ranging from local factory produced watches as well as directly imported from abroad starting from Casio, G-Shock, Swiss Army, Expedition, Alexandre Christie and others [11]. Each of these products of course has some advantages and disadvantages that can make customers want to buy the product, ranging from quality, price and product innovation [6]. Casio is a watch brand from Shibuya City, Tokyo, Japan founded in 1946 and in 1957 released the world's first calculator [12]. According to data taken from the top brand index for the watch category, it can be seen that Casio watches saw a 1.1% decline in sales in the period 2022-2023. Data from its Top Brand Index are as follows:

Table 1. Top brand index watches category

Brand	TBI 2019	TBI 2020	TBI 2021	TBI 2022	TBI 2023
G-Shock	27.70	28.50	22.10	24.70	26.00
Casio	23.00	22.70	18.50	20.00	18.90
Alba	7.50	8.40	10.30	9.70	9.70
Swatch	6.50	7.50	6.40	6.80	5.40
Swiss Army	6.10	6.50	6.10	6.30	7.00

Source: Top Brand Index (2023)

Seeing on the basis of the measurement of the Top Brand Index there are 3 indicators, where the problems present in this study include in the commitment share which can be understood that the power of the brand in encouraging consumers to re-buy in the future. Then next to measure 3 parameters of the top brand index there is a problem of this research included into the future intention that indicates the intention of the consumer to buy again to use/consume again in the coming time.

In addition to the above data sources, there are data from Google Trends (2023) also indicate a decline in purchasing interest in Casio brand watch products. It can be seen that in October 2022 Casio experienced a fairly good improvement that reaches at the figure 100, but at the end of October 2023 Casio watches experienced a decrease to the figure 67% can be viewed through the Google Trend Chart 1.

Based on data from top brand index and Google Trends above, can indicate there is a problem that there has been a decline in customer loyalty to Casio brand watch products up to the period of October 28, 2023.

Based on the results of partial analysis it is known that product quality has a positive influence on customer loyalty [1]. The influence of product quality variables on customer loyalty is Marck's powder [13]. For previous research also stated that product quality has a positive

influence on customer loyalty of glass tea beverage products [14]. Mahanani and Kudratul [15] also stated that customer loyalty is influenced by product quality. Dimensions of product quality i.e. performance and durability have a positive impact on customer loyalty in Decranesda Batam [16]. With reference to the findings above that the better product quality the better customer loyalty.

The result of the analysis is known that price affects customer loyalty because the product quality corresponds to the price offered [1]. Previous research also stated that the price has a positive influence on the customer loyalty of the Honda Scoopy motorcycle in the city of Rantauprapat [17]. By reference to the results of such findings can be explained that if the price offered corresponds to the product quality received by the customer, the more loyal the customer.

The results of the analysis show that there is a significant influence between product innovation on customer loyalty [18]. The findings are also supported by the findings of [19] which stated that there are positive and significant influences between product innovations of the brand Toyota Calya in Bogor district and Bekasi on client loyalty. Other research results show that product innovation has a positive and significant impact on customer loyalty Go-jek [20]. Thus, the higher the product innovation, the higher the customer loyalty.
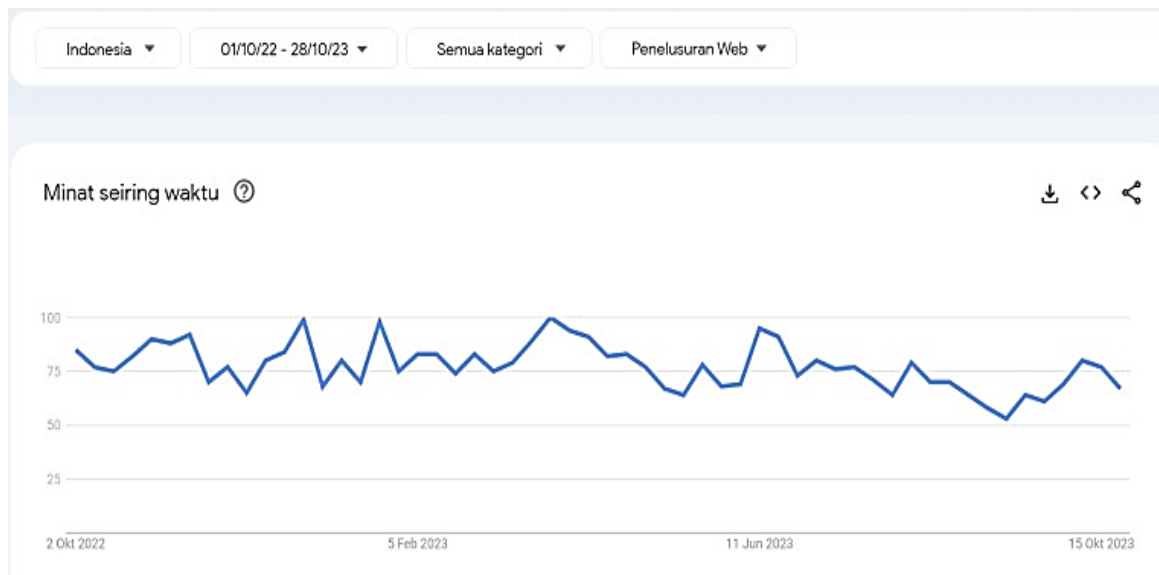

Chart 1. Data google trends casio category
Source: Google Trends (2023)

The selection of Casio watch products in Cimahi City as an object to be evaluated in the research is what distinguishes from previous research that great hope can contribute to the development of marketing science of watch products. This research has some limitations of resources, such as time, mind and effort that can affect the ability to gather accurate data or interpretation of the results of the research and the selection of dimensions of product quality that are only three: performance, durability and perceived quality and also restrictions only purchase through online only. The research is also intended to test product quality, price, and product innovation against customer loyalty products Casio watches. Thus, the study is titled the influence of performance, durability, perceived quality, prices, and products innovation on customer loyalty of Casio brand watches purchased online in the city of Cimahi.

2. MATERIALS AND METHODS

2.1 Product Quality

Product quality is something that needs to get special attention from the company or producer, given product quality has a pretty close relationship with the problem of customer satisfaction, which is the purpose of the marketing activities carried out by a company [21]. According to [22], there are eight dimensions of product quality consisting of performance, features, reliability, compliance with specifications, durability, serviceability, aesthetic, perceived quality. the definition of product quality is the ability of a product to perform its function. The function intended here is overall durability, reliability, accuracy, ease of use and product repair [23].

2.1.1 Performance

Performance is the operating characteristic of the core product purchased, the performance of a product that benefits consumers so that consumers can benefit from the product used in the past for product quality indicators on performance dimensions. Performance is a basic operating characteristic of a product and is also a measure of the functional aspects of the product, functionality is meant that the product can perform tasks accurately and consistently [24].

2.1.2 Durability

Durability is the ability of the product to perform its functions well. Durability is measured by how long the product can be used and can be interpreted as a measure of the expected operating age of the products in normal conditions. A long-lasting product can result in cost-effectiveness in the long term. This is because when a product lasts longer it will require less repair or replacement costs [24].

2.1.3 Perceived quality

Perceived quality is the customer's perception of the overall quality or superiority of a product or service compared to an alternative objective that has been established and can be measured by high quality, superior product and very good quality [22]. Perceived quality is how a company meets needs and requirements, as well as on timeliness to meet customer expectations. This perveived quality applies to all types of services provided by the company when consumers shop or are at the company [23].

2.2 Price

Price is all forms of financial costs that are sacrificed by a customer to own, acquire, and use a number of combinations of products and services of a commodity [1]. Price is one of the important components of a product, because it will influence the decision to buy a product [25]. According to [26] there are four indicators that characterize price: price affordability, price conformity with product quality, price compatibility with benefits and price according to price ability or competitiveness. Price itself is a game in marketing, if the price set by the seller is too high, the price cannot be reached by consumers, which will ultimately have an impact on the sluggishness or decline in marketing of a product in the company. Conversely, when the price set by the company is too low, it will have an impact on the low level of profitability and consumers think that the goods offered at low prices are old goods or goods of poor quality [27].

2.3 Product Innovation

Innovation is a breakthrough associated with a new product. Innovation can also be seen as a manufacturer's mechanism to be able to adapt to a dynamic environment [1]. According to [19] there are five indicators to measure product innovation different kinds of product, product quality improvement is always done, product

design is always improved, the availability of spare parts and machine performance is very good. Product innovation is a new product or service introduced to the market. Product innovation is categorized as a new product for the world, a new product line, an addition to a new product line, an addition to a new existing product line, an improvement, and revision of an existing product, a reassignment, and cost Reduction [28].

2.4 Customers Loyalty

Customer loyalty is a consistently held commitment by a consumer to buy or advance a product or service, which can lead to re-purchase of the same product, even if the consumer gets a situational influence or marketing from a competitor to replace another product [1]. According to [29] loyalty is a strong loyalty to re-purchase a preferred product or service, even if the circumstances and effects of future marketing efforts then cause customers to switch. According to Tjiptono [22] explains that the customer loyalty indicator can be measured by making re-purchase, recommending to other parties, not intending to move and talking about positive things. Customer loyalty can also be defined as a solid and ongoing commitment to regularly purchase preferred goods or services in the future, which leads to repeated purchases of the same goods or services. In other words, customer loyalty is like a guarantee of repeat purchases. It has, of course, provided sustainable benefits for the business [30].

2.5 Theoretical Frameworks and Hypotheses

According to previous research, customer loyalty is positively influenced by product quality [1]. Supported by research by [13] and [16]. The above statement is used as a basis for determining the first hypothesis as follows:

H1: Performance has a positive and significant effect on customer loyalty

The durability can be measured by how long the product can be used and can be understood as a measure of the expected operating age of the product under normal conditions, this dimension can be met by several indicators, namely the durability indicates durability during the product is

used, consistently shows how far a product can maintain its quality from time to time and the ability to perform its functions include durability, reliability and ease of operation [22].

Dimensions of product quality, namely durability, positively affect customer loyalty [16]. Supported by research from [15] stated that durability affects customer loyalty at D'besto Branch Caringin Bogor. The above statement is used as the basis for the determination of the following hypothesis:

H2: Durability has a positive and significant influence on customer loyalty

Perceived quality is the customer's perception of the overall quality or superiority of a product or service compared to an alternative purpose that has been established and can be measured by high quality, superior product and very good quality [22].

Dimensions of product quality (perceived quality) positively affect customer loyalty in smart phone users in Batam [31]. Supported by [32] says that there is a positive and significant influence between perceived quality and customer loyalty.

H3: Perceived quality has a positive and significant influence on customer loyalty

Price is the amount of money sacrificed for a good or service and the value of the consumer exchanged for the benefit of use over a product or service [1]. Price is everything that has a fixed value for something, something that can be a physical product in various stages of completion, with or without support services or without quality assurance and so on. Research from [33] mentions price as any form of financial cost that a customer sacrifices to acquire, own, use a number of combinations of goods and services of a product. According to [26] there are four indicators that characterize prices: price affordability, price competitiveness, price compatibility with product quality and price compatibilities with benefits.

Price partially has a positive influence on customer loyalty [34]. Results from [1] and [32] research show that price has a positive influence on customer loyalty. The above statement is used as the basis for determining the second hypothesis:

H4: Price has a positive and significant influence on customer loyalty

Product innovation is something that is perceived by consumers as a new product or service. Innovation can simply be understood as a breakthrough linked to new products [1]. Innovation is also something newly created in the form of breakthroughs in a product or a service idea and a person's perception which can be new products, design changes, technical innovations, to new business thinking or a new process [35]. According to [36] successful innovation is simple and focused must be specifically targeted, clear, and have a design that can be applied, in the process innovation creates new customers and markets.

According to [37], there are three indicators of product innovation: product quality, product variation, style and product design.

The results of the analysis show that there is a significant influence between product innovation brand Toyota Calya in Bogor district and Bekasi on customer loyalty [19]. The findings are also supported by the findings of [18] and [20] stating

that product innovation has a positive impact on customer loyalty.

H5: Product innovation has a positive and significant impact on customer loyalty

According to the results of the analysis, performance, durability, perceived quality, price and product innovation simultaneously have a significant and positive impact on client loyalty [1]. Research by [38] and [39] stated that performance, Durability, Perceived Quality, Price and Product Innovation have a positive impact and signals on customer loyalties. The above statement is used as the basis for determining the sixth hypothesis:

H6: Performance, durability, perceived quality, price, and product innovation simultaneously have a positive and significant influence on customer loyalty.

Based on the explanation that has been outlined about the influence of performance, durability, perceived quality, prices and product innovations on client loyalty, the conceptual model can be described as follows:
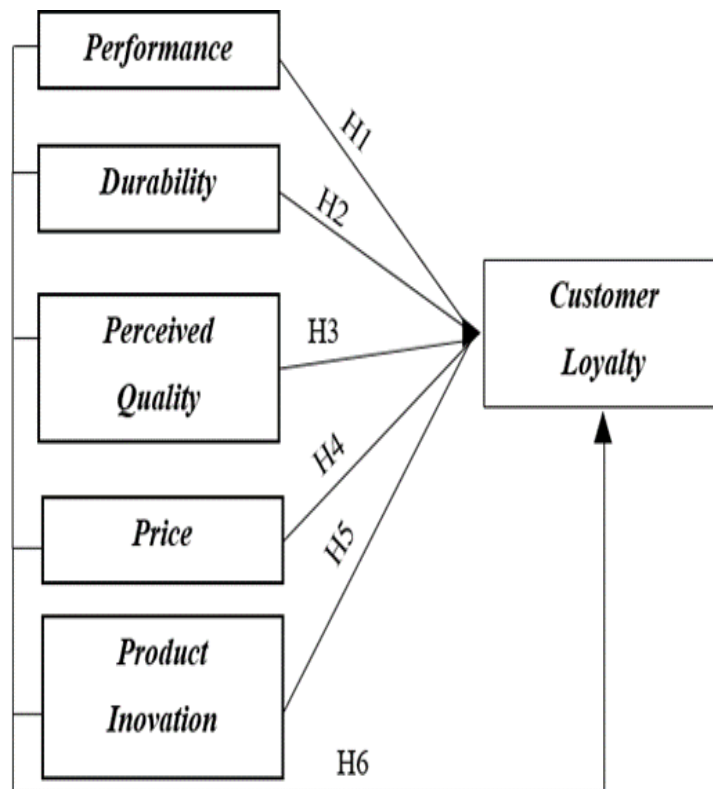

Fig. 1. Conceptual framwork

3. METHODOLOGY

3.1 Research, Objectives, Approaches, and Strategies

The object of this research is a product Casio watches with consumer characteristics 17-40 years and a different location that is in Cimahi City. While the variables in this study are performance, durability, perceived quality product innovation, price, and customer loyalty. In addition to being classified as the object of the research, the user is also set as the judge in this research because it is considered to have knowledge and ability in evaluating the quality of Casio watches.

This research method is designed to test the hypothesis but there are seven steps to follow: operationalization of variables, design of survey tools in questionnaire format, testing the validity and reliability of research instruments, collecting data from respondents using valid and reliable research tools, processing of data and conducting hypothetical testing. Next, steps one and two will be submitted to the research proposal report as material to be presented. The remainder of steps three to seven will be implemented after the report of research proposals has been identified as can be used as a basis for making the research suggestion. Each step of this research is described in detail in each sub-section of the research method.

3.2 Characteristics of the Research Population

The study will involve a sample of a population of vulnerable respondents aged 17-40 who have used Casio watch products and have received information about Casio watches on social media. The age criteria are determined on the assumption that they are sufficiently cognitively competent to complete the statements contained in the questionnaire. The number of samples in this study is set at 120 people can be said to be accurate because the number has exceeded the minimum limit supported by [40].

The number of samples suggested by the experts is only 10 times the number of research variables. In the study, the researchers applied a sample of 20 times the number of variables consisting of performance, durability, perceived quality, price, product innovation and customer loyalty.

According to [40], purposive sampling is a technique of limited sample-taking with a specific purpose that can provide the required information. Someone was taken as a sample because the researchers assumed that the person had the information necessary for his research. While non-profability sampling means that every member of the population does not have the same chance to be selected as a sample of respondents. Thus, questionnaires will be distributed to all samples of research through the questionnaire indirectly using google forms to make it easier for researchers to obtain them directly and quickly.

3.3 Data Processing and Analysis Methods

The research uses qualitative descriptive analysis techniques used to analyze data by describing or describing the collected data as it is without generalizing the results of the research using data conversion via the Likert scale. According to [41] that the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group about social phenomena that are later called research variables. Using the Likerty scale, then, the variable to be measured is described as a dimension, the dimension is describe as a sub variable, then the sub variables are described again as measurable indicators that can be used as a benchmark in creating research instrument items that are questions or statements to be answered by respondents.

According to [40] data can be analyzed to test the hypothesis after the data is collected from the sample research. In this research analysis is used to answer the identification of research problems using a quantitative approach. After that, the researchers will test performance, durability, perceived quality, price, and product innovation against customer loyalty using double regression. Double regression is an analysis that uses more than one independent variable to explain the variance of a dependent variable in a study [40]. This study has six hypotheses where all the hypothesis uses double regression.

The double regression equation is formulatively presented in the form of an equation as per [42] as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5$$

Description:

X1 = Performance

X2 = Durability

X3 = Perceived Quality

X4 = Price

X5 = Product Innovation

a= Constant

b = Coefficient of variable improvement bound if there is an increase in one free variable

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

Table 2. Respondent profile

INFORMATION	SUM	(%)
Age		
17-24	91	75,8
25-30	19	15,8
31-40	10	8,3
Gender		
Man	67	55,8
Woman	53	44,2
Location		
Cimahi	120	100%
Occupation		
Student	3	2,5
College Student	72	60
Self-employed	11	9,2
employee	25	20,8
Government employees	3	2,5
Housewife	2	1,7
Teacher	1	0,8
Doesn't work	1	0,8
Freelancer	1	0,8
Dentist	1	0,8
Income		
< Rp. 1.500.000	47	39,2
Rp. 1.500.000 – 3.000.000	25	20,8
Rp. 3.000.000 – 5.000.000	23	19,2
> Rp. 5.000.000	25	20,8
When was the last time you bought a Casio watch?		
Last 1 year	61	50,8
Last 2 year	31	25,8
Last 3 year	9	7,5
Last 4 year	6	5
Last 5 year	13	10,8
Before buying a Casio watch product, what you often look for information online about product this?		
Yes	112	93,3
No	8	6,7
Have you ever bought a casio watch online?		
Yes	120	100
If yes, what e-commerce did you choose?		
Shopee	68	56,7
Tokopedia	29	24,2
Lazada	3	2,5
Jamtangan.com	17	14,2
Blibli.com	1	0,8
Website	2	1,6

The study will involve a sample of a population of vulnerable respondents aged 17-40 who have used Casio watch products and have received information about Casio watches on social media. The age criteria are determined on the assumption that they are sufficiently cognitively competent to complete the statements contained in the questionnaire.

4.2 Validity and Reliability Test

Validity test in this study using the product moment correlation technique with the criterion if r statistic > r table then the element of the statement is declared valid. It is known that r table product moment in this research is 0.2144. Here's the validity and reliability test results using spss version 29.

Table 3. Validity and reliability test

NO	Statement	Validity test result R statistic (Person correlation)	Reliabilitytest result Cronbach'salpha
Performance			
1.	Casio watches are ableto perform the functionof showing time well	0,692	
2.	Casio watches have provided complete features in accordancewith the basic functionsof the watch	0,891	0,750
3.	Casio watches have provided complete features in accordancewith the basic functionsof the watch	0,884	
Durability			
1.	Casio watches can last for a long period of time	0,779	
2.	Casio watches are consistent in maintaining theirquality	0,813	0,766 (reliabilitastinggi)
3.	The raw material of the casio watch can last a long time	0,783	
4.	Casio's watch is easy to operate through its buttons	0,749	
Perceived quality			
1.	I saw that Casio'swatch was of high quality.	0,764	0,561
2.	I think Casio watchesare superior to other brands.	0,865	
3.	I'm looking at the raw materials made by Casio watches having excellent quality.	0,547	
Price			
1.	I think Casio watcheshave an affordable price	0,530	0,725
2.	I think the price of Casio watches cancompete with other brands	0,818	
3.	In my opinion, the priceof Casio watches corresponds to the quality of the product.	0,776	
4.	In my opinion, the price of Casio's watches is inline with its benefits.	0,818	
Product inovation			
1.	To improve the quality of the Casio watches provides an innovation in stopwatch features	0,714	0,646
2.	Casio watches provide innovation in adding product variations in terms of models	0,781	
3.	Casio's watches provide an innovation tailored to his personality.	0,671	
4.	Casio watches give an innovation that in terms of attractive watch design	0,631	
Customer loyalty			
1.	I'd like to re-purchase Casio watches.	0,750	0,711
2.	I'd like to recommendCasio's watches to someone else.	0,888	
3.	I prefer not to move toany other brand than Casio watches	0,756	

The validity test results indicate that all questions on the questionnaire are valid because the ratio of each statement in the question is larger than the rtable of 0.2144. In other words, the instrument used to gather data on this study can measure what should be measured. Furthermore, the results of the reliability test above, known values of cronbach's alpha are declared reliable because the value is greater than 0.5 based on the idea put forward by [43] so that it can guarantee consistent measurements if done over different times, the result remains the same.

4.3 Classical Assumptions Test

The classic assumption test consists of the normality test, the multicholenierity test and the same heteroskedasticity test described as follows.

Based on the results of the classical assumption test in Tables 4,5, it is known that in the normality test, the value of significance (sig) = 0.063 > 0.05 which means that the data is normally distributed. Then the results of the multicollinearity test show that each independent variable has a tolerance value of > 0.10 and VIF < 10. Where this shows that the model is free from multicollinearity or there is no correlation between independent variables. Furthermore, the results of the heteroscedasticity test show that each variable has a signification value (sig) of > 0.05 which means that the regression model is limited to heteroscedasticity or there is none Independent variables that affect the absolute residual value.

4.4 Multiple Regression Test

The multiple regression test aims to analyze the direct impact of the variables performance, durability, perceived quality, price and product innovation on customer loyalty.

Table 4. Classical assumption test results

NO	Classic type of assumption	Test result acceptance criteria	Test result	Interpretation
1.	**Normality test** *(Kolmogorov smirnov)*	(Sig) > 0,05	(sig) = 0,063	Data is normallydistributed
2.	**Multicholinearity test**	*Tolerance value > 0,1* and VIF < 10	*Tolerance value =0,991 and VIF =1,009* *Tolerance value =0,859 and VIF =1,164* *Tolerance value =0,920 and VIF =1,087* *Tolerance value =0,828 and VIF =1,207* *Tolerance value =0,991 and VIF =1,009*	There is no correlation betweenindependent variables
3.	**Heteroskedasticity test**	(sig) > 0,05	(sig) = 0,888 (sig) = 0, 897 (sig) = 0,093 (sig) = 0,152 (sig) = 0,065	There is no equalityof variance from theresiduals of theregression model or heteroscedasticity does not occur

Table 5. Multiple regression test results

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Sig
	B	Std.error	Beta		
1 (*constant*)	7.791	2.088		3.731	< 0.001
Performance	0.016	0.060	0.025	0.272	0.786
Durability	-0.019	0.069	-0.026	-0.273	0.785
Perceived quality	-0.088	0.083	-0.099	-1.057	0.293
Price	0.162	0.079	0.204	2.062	0.041
Product innovation	0.162	0.079	0.185	2.052	0.042

Table 6. Hypothesis test result

Hypothesis	Relationship between variables	T statistic	Sig	Interpretation ofhypothesis test results	
H1	*Performance → customer loyalty*	0.272	0.786	Ha rejected	Working hypothesesare not supported by empirical data
H2	*Durability →customer loyalty*	-0.273	0.785	Ha rejected	Working hypothesesare not supported by empirical data
H3	*Perceivedquality → customer loyalty*	-1.057	0.293	Ha rejected	Working hypothesesare not supported by empirical data
H4	*Price → customerloyalty*	2.062	0.041	Ha accepted	Working hypothesesare supported by empirical data
H5	Product innovation → customer loyalty	2.052	0.042	Ha accepted	Working hypotheses are supported by empirical data
H6	Performance, durability, perceived quality, price, product inovation → customer loyalty	1.985	0.086	Ha rejected	Working hypotheses are not supported by empirical data

Remarks:
1. Rejection criteria H0 if T statistic > table
2. t table (multiple regression of 1.6833)
3. f table (multiple regression of 2.29)

On the basis of Table 5. can be obtained the double regression equation as follows:

$$Y = 7{,}791 + 0{,}016 X1 + (-0{,}019) X2 + (-0.088) X3 + 0{,}162 X4 + 0{,}160 X5$$

Referring to the results of the double analysis is known that each thit of the performance variable is 0,272, durability is -0,273, perceived quality is -1,057, price is 2,062, product innovation is 2,052. Whereas the value of the β performance coefficient is 0,025, durability -0,026, perceived quality -0,099, price -0,204, product innovation -0,185. This means that performance, durability, perceived quality variables have no positive and significant impact on customer loyalty because the T statistic value is smaller than the table of 1,65833.388

4.5 Hypothesis Test Result

In the Table 6 are displayed the results of the hypothesis test of the 6 available hypotheses. Therefore, the results of the hypothesis test are as follows:

4.6 Discussion

Based on the results of the first test hypothesis showing Ha rejected, it shows that performance has no positive and significant influence on customer loyalty. The results of this study are inconsistent with the study conducted by [1] which stated that performance positively and significantly affects customer loyality smartphone VIVO and supported by the research by [13], which states that performance is positive and signifying to Mark's client loyalty bedak.

The results of this study are not consistent with what [16] did, which Furthermore, the second hypothesis suggests Ha was rejected. This proves that durability does not have a positive and significant effect on customer loyalty. The results of this study are not in line with those conducted by [16] which states that durability has a positive and significant effect on customer loyalty. Furthermore, the results of this study are also not in line with other studies that state that durability has a positive and significant effect on customer loyalty [15].

Later, a third hypothesis showed Ha was rejected. This can be interpreted that perceived quality does not have a positive and significant effect on customer loyalty. The results of this study are not in line with research conducted by [31] and [32] with the results of the study, namely perceived quality has a positive and significant effect on customer loyalty.

Furthermore, the fourth hypothesis displays successfully accepting Ha. This shows that price has a positive and significant effect on customer

loyalty. This is in line with research conducted by [34] which states that price has a positive and significant effect on customer loyalty. Furthermore, the results of other studies also state that price has a positive influence on customer loyalty [29].

Next, it is known that the fifth hypothesis shows Ha is accepted. This illustrates that product innovation has a positive and significant effect on customer loyalty. This finding is

supported by [19] stating that product innovation has a positive and significant effect on customer loyalty. Therefore, the results of this study reinforce previous findings in the same context, namely the research conducted [1].

The last hypothesis, the sixth one, states that Ha is rejected. This shows that performance, durability, perceived quality, price and product innovation simultaneously do not have a positive and significant effect on customer loyalty. The results of this study are not in line with research conducted by [1] and [39] which states that performance, durability, perceived quality, price and product innovation simultaneously have a positive and significant effect.

5. CONCLUSION

The essence of this study can be explained based on the results and discussion that has been described in the previous chapter, therefore this study has several conclusions, namely as follows:

1. Performance has no positive and significant impact on customer loyalty Casio brand watches online in Cimahi city
2. Durability has no negative and significant influence on customer loyalties Casio brands watch online in cimahi town
3. Perceived quality does not have a positive and meaningful impact on customers loyalty casio brand Watches Online in Cimahi city
4. Price has a positive influence and significant effect on customers loyalities Casio Brand watches on Cimahi city
5. Product innovation has a significant and positive impact on customers loyalty of Casio brands watch online in the city of Cimahi
6. Performance, durability, perceived quality, price and product innovation simultaneously have no positive effect and

significant significance on customers loyalty.

6. SUGGESTION

Referring to the findings of this study conveyed in several suggestions that can provide benefits for Casio brand watch companies online in the city of Cimahi, the following explanation:

6.1 Scientific Implication

Scientific implications This study has differences with previous researchers, namely in the selection of dimensions of product quality which are only three, namely performance, durability and perceived quality, consumer characteristics and different loci. This study also has limitations in terms of age range of only 17-40 years and who are only domiciled in the city of Cimahi with a sample of 120 respondents. It is recommended for further researchers, increasing the age range of respondents with a wider scope such as people who have bought Casio brand watches online throughout West Java. Furthermore, from determining the selection of dimensions of product quality, researchers are expected to be able to add more variables that are not studied in this study and do what has an influence on customer loyalty.

6.2 Managerial Implication

The advice addressed to the casio company is that the results of this research can be used as a basis for decision-making related to how the company increases customer loyalty. based on the results of this research, that price and product innovation influence customer loyalty of casio watch online in the city of cimahi. casio needs to consider raising price and product innovations that will drive increased customer loyalty. casio can increase the price by offering affordable watch prices, competing with other brands, able to adjust the price to the quality of its products, and which corresponds to its benefits. then, casio company can enhance product innovation by adding stopwatch features in the watch, adding variation of watch models, creating attractive watch designs and watches that can adjust to the personality of each of its customers.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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Peer-review history:
The peer review history for this paper can be accessed here:
https://www.sdiarticle5.com/review-history/117961