

The Effect of Product Quality and Price on Loyalty of Content Creator Service Customers in Office of Indonesia News Perum LKBN Antara (Case Study at the Indonesian News Antara Biro South Sumatra)

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Abstract- Abstract. This study aims to find out how much customer content creator is in the Indonesian News Agency Perum LKBN Antara South Sumatra. This study aims to determine the effect of product quality on customer loyalty content creator services at the Indonesian News Agency Perum LKBN Antara South Sumatra. The sample in this study amounted to 112 respondents with the sampling technique using the census method. The data analysis used in this study is multiple linear regression analysis using the SPSS 20.0 program. The results of this study indicate that product quality and price variables have a positive and significant influence on customer loyalty. Product quality variables have a more dominant influence on customer loyalty in content creator services at the Indonesian News Agency Perum LKBN Antara South Sumatra.

Index Terms- Product Quality, Price, Customer Loyalty

I. INTRODUCTION

The Indonesian news agency LKBN ANTARA is a public company (perum) which has the status of a State-Owned Enterprise (BUMN). LKBN Between South Sumatra as a representative office of South Sumatra is a business engaged in the media industry which is in charge of serving the community both business institutions and government institutions relating to mass media publishing services or information media in South Sumatra.

In carrying out every business activity customer loyalty is very important for the service industry such as Between South Sumatra. This is because service products are very difficult to define objectively because the intangibility and complexity of services affect the way consumers evaluate the services they buy. Therefore in the service industry, product quality and price offered are important elements that must be considered to create customer loyalty.

High product quality and an appropriate pricing strategy are weapons for Antara Sumsel to stay afloat and remain an option in the midst of intense competition, especially in services such as information media services that are carried out by South Sumatra. The following is a list of product content creator services offered to Antara Sumsel customers, as shown in Table 1.

Table 1. Indonesian News Agency Services Offering LKBN

Antara South Sumatra

No.	Types of products	Product Content
1.	Special page a	Making independent channels / pages / rubrics. Contains news text and photo content in a special separate document owned by the installer, without being mixed with other content. This service is very suitable for government-owned and private businesses that want publications in real time and in large quantities. This service can also be customized into the installer's website as an ingredient for updating content via an RSS feed, so it will automatically be updated every time the special page is updated.
2.	Advertorial	Publication services for government-owned, private and individual business entities in the form of text and photo news. Content placement will be adjusted to the existing rubric theme..
3.	Web Banner	Promotional media services in the form of advertisements in the form of text / animated images of a certain size are installed in the portal page www.antarasumsel.com . These ads will contain links / links that will guide the destination of the targeted / promoted website. The advantages of this service are advertisements in the form of a combination of text and animated images so that it draws the attention of the reader to click on the . By clicking means the website that is being targeted / promoted gets visitors from the website that directs it, while getting backlinks from the main website as one way to popularize the targeted .

Source: Indonesian News Agency Public Corporation LKBN Antara Sumsel

Table 2. Order Cost for Content Creator & Advertising Services

No	Product Type Service	Page 1		Inner Page			
		of	On	Under			
			10,000,000,-	s/d			
1	Special page		20,000,000,-	5,000,000,-			
2	Advertorial		5,000,000,-	3,000,000,-			
			20,000,000,-s/d	5,000,000,-	s/d	3,000,000	s/d -
3	Banner		50,000,000,-	10,000,000,-		5,000,000,-	

Source: Indonesian News Agency Public Corporation LKBN Antara Sumsel

Based on the data in Table 2 you can see the list of product content creators and the benefits offered and the operational costs that must be fulfilled in each product service. On the list the higher the operational costs incurred, the higher the quality of advertising content obtained. Such as the display of color ads, greater layout capacity, the use of videos with 4K quality, audio, video drones, creative advertising ideas (scripts / storylines) and others

Table 3. Amount of Order of Indonesian News Agency Perum LKBN Antara Sumsel

112 customer recapitulation	Order/Year		
	2016	2017	2018
Total	961	845	880
Difference	-	116	35
Percentage	-	12.07%	4.14%
Status	-	(-)	(+)

Source: Indonesian News Agency Public Corporation LKBN Antara Sumsel

Based on the data in Table 3, it can be seen that there was a decrease in the number of orders in 2017 at 12.07%. although then in 2018 there was an increase, but the increase was not so significant at only 4.14%.

Table 4. Amount of arrears of the Indonesian News Agency Perum LKBN Antara Sumsel

No	Year	Total Order	Amount of Arrears	Percentage
1	2016	961	115	11.97%
2	2017	845	107	12.66%
3	2018	880	112	12.73%

Source: Indonesian News Agency Public Corporation LKBN Antara Sumsel

In Table 4, the data on the number of trips shown during the period 2016-2018 is displayed. In these data it can be seen that the number of orders in arrears per year reaches a fairly high number, which ranges from an average number of 12%. According to Indra Gultom (Head of the Antara Sumsel) the decrease in the number of orders and arrears was allegedly due to the current level of competition for content creator services among existing media service providers, especially in the city of Palembang. There are many new content creator service providers that have sprung up from starting professionals to amateurs, such as Palembang Terkini, Plg_vidgram, detik.com, Tribun News, and others. The emergence of these competitors directly makes alternative choices of content creator services more diverse, making customers have many choices to determine which content creator services are the best and according to their needs.

Based on the background above, encourage researchers to conduct research with the title **“The Effect Product Quality And Price On Loyalty Of Content Creator Service Customers In Office Of Indonesia News Perum LKBN Antara (Case Study at The Indonesia News Antara Biro South Sumatra)”**.

A. Formulation of the Problem

Based on the background described, it can be identified the formulation of the problem in this study in the form of questions as follows:

- 1) How does product quality affect customer loyalty in the Indonesian News Agency content creator LKBN Antara South Sumatra?
- 2) How do prices affect customer loyalty content creator services Indonesia News Agency LKBN Antara South Sumatra?

II. LITERATURE REVIEW

A. Consumer Loyalty

Loyalty is a manifestation of the behavior of decision-making units to make continuous purchases of goods for the services of a selected company (Griffin, 2013: 15).

B. Product Quality

Product quality (product quality) is the ability of a product to demonstrate its function and is one of the most reliable factors by a marketer in marketing a product (Kotler and Armstrong, 2012: 283). Therefore, improving the quality of products or services is an important challenge for companies to compete in the global market. Improving product quality will reduce costs and increase competitive advantage, even further, high product quality creates a long-standing competitive advantage. Therefore, quality is an important factor that drives the economic growth of companies anywhere in the world in the context of global markets.

C. Price

Price is a sum of money that is billed for a product or service or the amount of value that is exchanged by customers to benefit from owning or using a product or service (Kotler and Armstrong, 2012: 345). Price is a number of values of a given currency for a product or service that is useful to provide value to a product or service offered.

A. Relationship Between Variables and Development of Hypotheses

1) Effect of Product Quality (X1) on Customer Loyalty (Y)

Quality products have an important role to shape customer satisfaction. The higher the quality of products and services provided, the more satisfaction customers feel about the quality of the products and services provided, it can generate benefits for these products. Likewise, vice versa, if there is no satisfaction it can result in customers moving to other products because the quality of the product is closely related to customer loyalty. If the goods and services purchased match what consumers expect, there will be customer satisfaction or loyalty and vice versa. If the pleasure that consumers get exceeds their expectations, then consumers will really feel satisfied and they will certainly continue to make repeat purchases.

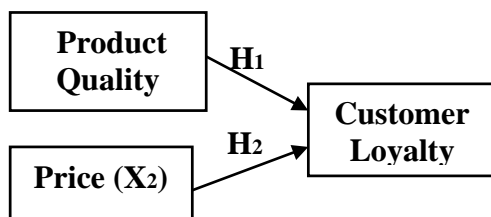
H1: Product Quality has a positive and significant effect on Customer

2) Price Effect (X2) Against Customer Loyalty (Y)

Price is something that is very important for customers because for customers the price is often used as an indicator of value when the price is associated with the perceived benefits of goods / services consumed. Customers feel that they match the price paid for the goods they buy, so the customers will automatically be loyal to repurchase at that place.

H2 : positive and significant effect on Customer Loyalty

A. Conceptual Framework for Thinking



Picture 2.1 A. Conceptual Framework for Thinking

III. RESEARCH METHODS

This study intends to measure the relationship between research variables. This study is useful for measuring the relationships between research variables or useful for analyzing and seeing the effect of independent variables (X) on the dependent variable (Y).

The design of this study is as follows:

1. Variable X (Free Variable), namely Product Quality and Price
2. Variable Y (Bound Variables), namely Customer Loyalty

In this study, respondents in this study were all regular customers between South Sumatra in 2018 which became a population with 112 customers and all of them were the number of respondents in this study..

IV. RESULTS AND DISCUSSION

A. Research Result

Validity test

Table 5. Validity Test Results

Indicator	Product Moment Pearson's	Sig.		α	Information
X1.1	0,354	0,000	<	0,05	Valid
X1.2	0,512	0,000	<	0,05	Valid
X1.3	0,564	0,000	<	0,05	Valid
X1.4	0,558	0,000	<	0,05	Valid
X1.5	0,652	0,000	<	0,05	Valid
X1.6	0,707	0,000	<	0,05	Valid
X1.7	0,619	0,000	<	0,05	Valid
X1.8	0,203	0,032	<	0,05	Valid
X1.9	0,642	0,000	<	0,05	Valid
X1.10	0,652	0,000	<	0,05	Valid
X2.1	0,475	0,000	<	0,05	Valid
X2.2	0,446	0,000	<	0,05	Valid
X2.3	0,511	0,000	<	0,05	Valid
X2.4	0,542	0,000	<	0,05	Valid
X2.5	0,587	0,000	<	0,05	Valid
X2.6	0,547	0,000	<	0,05	Valid
X2.7	0,285	0,000	<	0,05	Valid
X2.8	0,567	0,000	<	0,05	Valid
X2.9	0,613	0,000	<	0,05	Valid
X2.10	0,621	0,000	<	0,05	Valid
Y.1	0,487	0,000	<	0,05	Valid
Y.2	0,464	0,000	<	0,05	Valid
Y.3	0,428	0,000	<	0,05	Valid
Y.4	0,491	0,000	<	0,05	Valid
Y.5	0,546	0,000	<	0,05	Valid
Y.6	0,606	0,000	<	0,05	Valid
Y.7	0,456	0,000	<	0,05	Valid
Y.8	0,590	0,000	<	0,05	Valid
Y.9	0,646	0,000	<	0,05	Valid
Y.10	0,457	0,000	<	0,05	Valid

Source: Processed from Questionnaire, 2019

Based on Table 5 it is known that each indicator (item) in each product quality and price variable (independent variable) while customer loyalty (dependent variable) has the result of Product Moment Pearson's value with a significance value of 0.032; 0,000 <0,05, so that the indicators (items) used in this research variable can be declared appropriate or relevant and can be used as items in data collection.

Reliability Test

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Cutt Off	N of Item	Information
Product Quality (X1)	0,733	> 0,60	10	Reliable
Price (X2)	0,723	> 0,60	10	Reliable
Customer loyalty (Y)	0,720	> 0,60	10	Reliable

Source: Secondary Data, processed 2019Sumber

Based on the results of the instrument variable reliability test in Table 6, then the results of the reliability test of independent product quality (X1) and price (X2) indicate that the data obtained is reliable because Cronbach's Alpha value is 0.733, 0.723 while the dependent variable reliability test results are customer (Y) shows that the data obtained is reliable because the value of Cronbach's Alpha is 0.720.

Analysis of Multiple Linear Regression

Table 7. ANNOVA: Effect of Independent Variables (X) Together on Dependent Variables (Y)

Model		ANNOVA ^b				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	616.181	2	308.090	17.924	.000^a
	Residual	1873.586	109	17.189		
	Total	2489.777	111			

a. Unbound Variables: Product Quality and Price
b. Bound Variables: Customer Loyalty

Source: Processed from Questionnaire, 2019

Based on the results in Table 7 above, it can be seen that the results of the test simultaneously (F test) in the ANNOVA table obtained a value of F_count of 616,181 greater than the F table value at the confidence level of 94%. To get results from F table can be calculated using the formula $F_{table} = F(n - k)$, then $F_{table} = 112 - 3 = 109$, then it can be seen from the result table 2.69% ($F_{count} 616.181 > T_{table} 2.69$) and level of value significant probability $F = 0,000$ smaller than Alpha 0.05 (Sig. $F = 0,000 < \alpha 0,005$). So it can be seen from the table above, it can be concluded that the product quality variable (X1) and price (X2) together have a significant effect on customer loyalty (Y).

Feasibility Test Model (Test F)

Table 8. Model Feasibility Test Results

Model		ANNOVA ^b				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	440.685	2	220.343	11.801	.000^a
	Residual	2744.647	147	18.671		
	Total	3185.333	149			

c. Independent Variables: Product Quality and price
Dependent Variable: Customer Loyalty

Source: Processed from Questionnaire, 2019

n Table 8 above, it can be seen the results of the model feasibility test (F test) in the ANNOVA table obtained that the value of F_count is 11.801 greater than the F table value at the confidence level of 94%. To get the results from F table can be calculated using the formula $F_{table} = F(n - k)$, then $F_{table} = 150 - 3 = 147$, then it can be seen from the result table 2.67% (count

11.742 > T table 2.67) and level of value significant probability $F = 0,000$ smaller than Alpha 0.05 (Sig. $F = 0,000 < \alpha 0,005$). So it can be seen from the table above, it can be concluded that the variables of product quality (X1) and price (X2) together have a significant effect on customer loyalty (Y).

Individual Parameter Significance Test (t Test)

Table 9. Koefisien Regresi

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
1		B	Std. Error	Beta		
	(Constant)	18.225	3.630		5.021	0,000
	Kualitas Produk	0,277	0,073	0,337	3.816	0,000
	Harga	0,282	0,093	0,269	3.039	0,003
a. Bound Variables: Customer Loyalty						

Source: Processed from the Questionnaire, 2019

Based on the results of the t-test analysis calculation in Table 9, it can be described as follows:

1. Product quality variable (X1), has a beta value of 0.277 with a significant value of 0,000 which is smaller than 0.05. This means that product quality variables have a positive and significant effect on customer loyalty
2. Price variable (X2), has a beta of 0.282 with a significance value of 0.003 which is smaller than 0.05. This means that the price variable has a positive and significant influence on customer loyal.

B. Discussion of Research Results

1. Effect of Product Quality (X1) on Customer Loyalty (Y)

Product quality has a positive and significant effect on customer loyalty. From the results of the study obtained coefficients for product quality variables of 0.277 with a significant value of 0,000 where this value is significant at the 0.05 significance level because it is smaller than 0.05. Thus, that product quality has a positive and significant effect on customer loyalty.

Quality products have an important role to shape customer satisfaction. The higher the quality of products and services provided, the more satisfaction customers feel about the quality of the products and services provided, it can generate benefits for these products. Likewise, vice versa, if there is no satisfaction it can result in customers moving to other products because the quality of the product is closely related to customer loyalty. If the goods and services purchased match what consumers expect, there will be customer satisfaction or loyalty and vice versa. If the pleasure that consumers get exceeds their expectations, then consumers will really feel satisfied and they will certainly continue to make repeat purchases.

Based on the results of research and interviews with several respondents in the field, found results that consumers already felt the quality of the products produced by the Indonesian News Agency between the South Sumatra LKBN Perum had been very good. Consumers feel that the product produced is of good quality. The Indonesian News Agency Between South Sumatra LKBN needs to improve the quality of its produced products such as the products produced can convey more clarified information so that readers can easily understand what is meant. In addition, the resulting image quality results need to be improved by improving image quality so that better results need to be supported by more modern tools so that consumers feel that the products produced by the Indonesian News Agency LKBN Antara Sumsel have very good quality if compared to products produced by other companies.

These findings are in accordance with the results of research from Agus (2018); Aprilia (2018); Herviana (2018); Putu (2018); Putu Sundari (2018); Sri (2018); Elinawati (2017); Silfrany (2017); Eugenia (2016); Heri (2016); Novie (2016); Angelia (2015); Abdul (2014); Rifqi (2013); Agung (2012) supports that Product Quality has a positive and significant effect on Customer Loyalty. While the research from Melysa (2013) says that Product Quality variables have a positive and not significant effect on Customer Loyalty.

2. Effect of Price (X2) Against Customer Loyalty (Y)

Price has a positive and significant effect on customer loyalty. From the results of the study obtained coefficients for the price variable of 0.282 with a significant value of 0.003 where this value is significant at the 0.05 significance level because it is smaller than 0.05. Thus, that price has a positive and significant effect on customer loyalty.

Price for customers is used as an indicator of value when the price is associated with perceived benefits for goods / services consumed. Customers feel that they match the price paid for the goods they buy, so the customers will automatically be loyal to repurchase at that place.

Based on the results of research and interviews with several respondents in the field, found results that consumers already felt that the prices set by the Indonesian News Agency Perum LKBN Between South Sumatra had been very good. But the Indonesian News Agency Antara Sumsel LKBN needs to adjust the prices set with other production costs and competitors. The Indonesian News Agency Between South Sumatra LKBN needs to consider the pricing of products produced with the prices of similar products produced by other companies. By doing this, it is useful for the Indonesian News Agency Between South Sumatra LKBN Company to provide the right price for the products produced. The price given is good, can create customer loyalty to always make purchases. In addition, the Indonesian News Agency Antara Antara South Sumatra LKBN needs to provide discounts that attract consumer interest in order to remain loyal to the Indonesian News Agency Perum LKBN Between South Sumatra.

These findings are in accordance with the results of research from Aprilia (2018); Herviana (2018); Paulus (2018); Sri (2018); Andry (2018); Made (2017); Nita (2017); Novie (2016); Risiko (2016); Eric (2015); Istifau (2015); Suwandi (2015); Tulandi (2015); Padma (2014) supports that Price has a positive and significant effect on Customer Loyalty.

V. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This study examines whether product quality and price can influence customer content creator loyalty. The test results using multiple linear regression analysis with two independent variables namely product quality and price and one dependent variable customer loyalty shows that:

1. Product quality variables have a positive and significant effect on customer loyalty in content creator services at the Indonesian News Agency Perum LKBN Antara Sumsel.
2. Price variables have a positive and significant effect on customer loyalty in content creator services at the Indonesian News Agency LKBN Antara South Sumatra

VI. RECOMMENDATIONS

Based on the results of the research, discussion, and conclusions above, some suggestions can be proposed to get better results as follows:

1. For the Indonesian News Agency Perum LKBN Antara South Sumatra

a. The quality of the products produced is very good. But it needs to be added again that the products produced can convey clear and easy to understand information so that consumers can quickly clear and understand the purpose of the products produced. In addition, the quality of the images produced needs to be improved which needs to be supported by modern and latest technology so that the quality of the products produced is even better.

b. The price set by the Indonesian News Agency between the South Sumatra LKBN Perum has been very good. The price set is in accordance with the results of the products produced. But it should be noted that companies need to consider each product price produced must be in accordance with the price set. The company also needs to do research on other companies that sell the same product. The Indonesian News Agency Antara South Sumatra LKBN needs to compare prices set with prices set by other companies. With that, the Indonesian News Agency Antara South Sumatra LKBN can set the right price for the quality of the products produced in order to cause a sense of customer loyalty still occur.

2. For Further Researchers

For further researchers who are interested in researching this research, it is better to examine the company's image, price, consumer loyalty and so on and can expand the sample to strengthen and produce good research.

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