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The Effect of Product Quality, Price, and Personal Selling on Customer Satisfaction and Loyalty of Herbalife Customers

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ABSTRACT

This research was aimed to analyse the effect of product quality, price, personal selling to customer satisfaction and loyalty. The participant of this study was 125 people. Data were collected by questionnaires and structural equation model (SEM) were applies as an analysis technique. The results analysis showed that product quality, price, personal selling have positive and significant effect on the customer satisfaction and customer loyalty. The implication is product quality, price, personal selling need to be increased in order to customer satisfaction and customer loyalty.

1. Introduction

The health of our bodies is the main asset to get through the day and achieve success. Success will feel in vain if we can't enjoy it. The health of the human body is when the condition of the body works perfectly. As with machines, the body also has various kinds of organs that are interconnected, and if one does not function properly, it will affect the performance of other organs. Health can be obtained by consuming healthy and nutritious foods coupled with paying attention to nutritional intake in the body and being supported by adequate exercise.

In today's modern era, humans adopt a healthy lifestyle. Many people have paid attention to the intake of food and nutrition they consume and exercise sufficiently in an effort to have a healthy and ideal

body, but there are still people who still don't care and do not regulate their diet and pay attention to adequate intake of nutrients needed for the body because of this. This is still considered too troublesome, so it is not surprising that many people are unaware that they are obese and have other health problems, including lack of nutrition and required nutrients. This is a driving factor for companies to issue products that are considered sufficient for daily nutritional intake in the form of powdered milk and liquid milk, and other processed products for health. PT Herbalife Indonesia is a company that has health products and has a product known as Nutritional Shake which is considered to have high nutritional value needed for the body. PT Herbalife Indonesia has



grown from 1980 until now by selling products that are marketed around the world to encourage the wider community to switch to adopting a healthier lifestyle. This study aims to analyze the effect of product quality, price, and personal selling on customer satisfaction and customer loyalty to Herbalife.

2. Literature Review

Marketing management

Marketing is a whole system that deals with business activities that aim to plan, determine prices to promote, and distribute goods or services that will satisfy the needs of buyers, both actual and potential. Marketing has an important role in society because marketing involves various aspects of life, including the economic and social fields. Marketing management functions include consumer research, product development, communication promotion, distribution, pricing, and service delivery.

According to Kotler and Armstrong (2012), the marketing mix is an element that can be optimized by a company to influence demand for its products. These elements consist of product, price (discount), distribution process, promotion (advertising, personal selling), facilities (store location and environment), human element (employee and other consumer appearance), and process.

Product quality

Product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes. The dimensions of product quality according to Mullins, Orville, Larreche, and Boyd (2005) consist of performance, durability, conformance to specifications, features, reliability, perceived quality, and aesthetics.

Product prices

Price is the amount of value that consumers

exchange for the benefit of owning or using a product or service whose value is determined by the buyer and seller through bargaining, or set by the seller for the same price for all buyers. The process of pricing, it should be done according to the company and carried out with several considerations. So according to (Molan, 2005), companies must set prices in accordance with the value provided and understood by customers. If the price turns out to be higher than the value received, the firm will lose the possibility of making a profit, if the price is found to be too low than the value received, the company will not succeed in reaping the possibility of making a profit. In accordance with the definition of price, which is explained below, is a general price function, namely as a reference in calculating the selling value of a product or service, to assist transaction activities, determining the right price will provide benefits for sellers or producers and as a consumer guide in assessing the quality of goods or services.

Personal selling

Personal selling is two-way communication between buyers and sellers that aims to influence the buying decisions of a person or group of people. According to Kotler and Keller (2012), personal selling is direct interaction with potential buyers or more in order to make presentations, answer questions, and receive orders. The function of personal selling is to provide understanding and knowledge to consumers, part of service and sales, as well as coordination of sales efforts.

Consumer satisfaction

According to (Tjiptono, 2008), satisfaction comes from the Latin "satis" which means good enough, and "facio" which means doing or making, so it can simply be interpreted as "an effort to fulfill something". Some experts are trying to define customer satisfaction based on their respective perspectives. According to Kotler (2011), "consumer satisfaction is a feeling of



pleasure or disappointment in someone who comes from a comparison between his impression of the performance or results of a product and his expectations.

The function of consumer satisfaction according to (Tjiptono & Chandra, 2004) obtained is customer satisfaction is a good basis for repurchasing, creating consumer loyalty, a good corporate reputation in the eyes of consumers, and increasing profits. In determining the level of customer satisfaction, there are factors that influence it. There are several factors that can influence whether a dissatisfied consumer will complain or not, namely the degree of interest in the consumption carried out, the level of consumer dissatisfaction, the benefits obtained, knowledge and experience, consumer attitudes towards complaints, and the chances of success in making a complaint.

Consumers will be loyal or loyal to a brand if consumers get satisfaction from the brand. To increase customer satisfaction, these companies need to set a marketing strategy so that consumers are interested in the products offered.

Customer loyalty

Customer loyalty has an important role in a company, maintaining them means improving financial performance and maintaining the survival of the company. According to Dharmesta in Rusydi (2017), customer loyalty is a reflection of the strength of the relationship between relative individual attitudes and repetition. According to Assauri (2012), that customer loyalty is the tendency of customers to choose the value of the organization offered over the alternative offerings of competing organizations. Customer loyalty has an important role in a company, retaining customers means improving financial performance and maintaining the survival of the company, this is the main reason for a company to attract and retain customers. Efforts to get loyal customers cannot be done all at once, but through several stages, starting from finding potential

customers to getting partners. Customer loyalty is a reliable measure to predict sales growth and customer loyalty can also be defined based on consistent purchasing behavior (Griffin, 2007). Being loyal to a customer for this product, will create many benefits for the company.

The measurement approaches used in customer loyalty include through behavior measures, switching costs, liking of the brand, and customer loyalty index. Behavior measures are a measure of the level of customer loyalty by looking at the actual purchase pattern. Switching cost is a measure of how much it costs to get the product brand. Measuring satisfaction is measuring customer loyalty by using a measurement of the level of customer satisfaction. Liking of the brand is a measure of the liking of a product brand, trust, and respect for the product brand which can generate pride in the product brand. The customer loyalty index is a special standard for measuring or tracking customer loyalty over time by combining several indicators. In addition, there are factors that affect customer loyalty (Zikmund in Vanessa Gaffar, 2007), namely satisfaction, emotional bonding, trust, convenience, and history with the company.

3. Methods

This research is descriptive research. Techniques or data collection methods that will be used in this study using questionnaires, observation, and literature study. Data collection was carried out by simple random sampling. Observations were made directly by visiting the Elmuna Club Nutrition House to find out about the marketing mix activities being carried out there. The number of respondents who participated in this study was 125 people. The data obtained will be analyzed descriptively and with multiple regression. The analytical method used in this research is SEM (Structural Equation Modeling). SEM is a multivariate analysis technique that is a combination of factor analysis and path analysis. For



this research, using SEM AMOS program that can process research models with dimensions and levels.

4. Results and Discussion

Respondent characteristics

Based on the results of research conducted on 125 respondents, the characteristics of the respondents can be identified as follows (table 1). The research subjects were dominated by respondents aged 31-40 years (35.2%), females (57.6%), and working as private employees (49.6%).

Perceived level of product quality

The following describes the results of the descriptive analysis of the answers to the product quality variable indicators obtained through questionnaires. The five answer items used are: strongly agree, agree, neutral, disagree, and strongly disagree. From the results of research that has been carried out on the variable quality of the product that has been applied with an answer score of 125 respondents, it can be presented in table 2.

Price perception level

The following describes the results of the descriptive analysis of the answers to the price variable indicators obtained through a questionnaire. The results of research that has been carried out on the product quality variable that has been applied with an answer score of 125 respondents and is presented in table 3.

Perceived level of personal selling

The following describes the results of the descriptive analysis of the answers to the personal selling variable indicators obtained through the questionnaire in Table 4.

Perception level of consumer satisfaction

The following describes the results of the descriptive analysis of the answers to the consumer

satisfaction variable indicators obtained through a questionnaire. From the results of research that has been carried out on the variable quality of the product that has been applied with an answer score of 125 respondents, it can be presented in table 5.

Perceived level of customer loyalty

The following describes the results of the descriptive analysis of the answers to the customer loyalty variable indicators obtained through a questionnaire using five indicators (Table 6).

H1: Product quality has a positive and significant effect on customer satisfaction. The value of the critical ratio (CR) is $2.451 > 1.96$ (the critical Z value for the 95% degree of confidence) with a probability value of $0.014 < 0.05$. So it can be concluded that product quality has a positive and significant effect on customer satisfaction. This shows that H1 is accepted, which means that the better the product quality is able to increase customer satisfaction. Product quality on customer satisfaction has a positive and significant effect. It can be seen here that the quality of the product has been given well to the consumers of the Herbalife Elmuna Club Nutrition Home. Consumers can see the quality of products provided by Herbalife Nutrition Homes Elmuna Club well. According to (Kotler and Armstrong, 2012) product quality is the ability of a product to demonstrate its function so that later it can provide satisfaction to consumers. The influence of product quality on customer satisfaction can be seen in the results of hypothesis testing that product quality has a positive and significant effect on customer satisfaction. This is supported by research conducted by Alvita Murtyaningtyas (2019) which states that product quality has a positive and significant effect on consumer satisfaction.

H2: Price has a negative and significant effect on customer satisfaction. The value of the critical ratio (CR) is $2.967 > 1.96$ (critical Z value for the 95% degree of confidence) with a probability value of $0.049 < 0.05$, it can be concluded that the hypothesis is rejected



because the price has a positive and significant effect on consumer satisfaction. According to (Molan, 2005) companies must set prices in accordance with the value provided and understood by customers. This can be seen from the consumers of Herbalife Nutrition Homes Elmuna Club that the price offered is in accordance with the expectations and the quality of the product obtained. In addition, the suitability of product prices with the quality obtained, product suitability with benefits, and the existence of price discounts in product purchases are one of the factors that make consumers satisfied. For companies that set prices in accordance with consumer assessments and desires, it can be said that the company is able to create high value from a price. Thus, with each price increase, consumer satisfaction in assessing product quality will also increase. This is supported by research conducted by Triesti Candrawati (2011) which states that price has a positive and significant effect on consumer satisfaction. This shows that the hypothesis is rejected, that the application of good and appropriate prices can have a significant effect on consumer satisfaction through product price compatibility with quality, product price compatibility with benefits, price compatibility with ability, and price discounts felt by consumers at Herbalife Nutrition Home. Elmuna Club.

H3: Personal selling has a positive and significant effect on customer satisfaction. The value of the critical ratio (CR) is $2.890 > 1.96$ (critical Z value for the 95% degree of confidence) with a probability value of $0.039 < 0.05$, it can be concluded that personal selling has a positive and significant effect on customer satisfaction. This shows that H3 is accepted, which means that better personal selling is able to increase customer satisfaction. Personal selling on customer satisfaction has a positive and significant effect. According to (Kotler and Keller, 2012) personal selling is direct interaction with potential buyers or more in order to make presentations, answer questions, and receive orders. Therefore, better and more interesting

carrying out promotional activities will increase the attractiveness of consumers to find out about the products to be offered. The influence of personal selling on customer satisfaction can be seen in the results of hypothesis testing that personal selling has a positive and significant effect on customer satisfaction. This is supported by research conducted by (Tanjaya, 2019) which states that personal selling has a positive and significant effect on customer satisfaction.

H4: Product quality has a positive and significant effect on customer loyalty through customer satisfaction. The value of the critical ratio (CR) is $2.322 > 1.96$ (critical Z value for the 95% degree of confidence) with a probability value of $0.020 < 0.05$, it can be concluded that product quality has a positive and significant effect on customer loyalty through customer satisfaction. Product quality has a significant effect on customer loyalty at Herbalife Nutrition Elmuna Club through customer satisfaction. If the quality of the products in the Herbalife Elmuna Club Nutrition House has been done well, this will have a good impact on customer satisfaction and customer loyalty. The above is also supported by research conducted by (Sari, 2019) which states that product quality has a positive and significant effect on customer loyalty through customer satisfaction.

H5: Price has a negative and significant effect on customer loyalty through customer satisfaction. The value of the critical ratio (CR) is $2.746 > 1.96$ (critical Z value for the 95% degree of confidence) with a probability value of $0.006 < 0.05$, it can be concluded that the hypothesis is rejected because the price has a positive and significant effect on customer loyalty through satisfaction. consumer. Price has a significant effect on customer loyalty at Herbalife Nutrition Elmuna Club through customer satisfaction. The application of prices is still relevant to the ability of consumers to buy because the price offered is quite expensive but with good product quality, as well as the suitability of product prices with the benefits obtained.



Price is basically a basic theory of the marketing mix and consumer behavior. Both can be used when looking at price perceptions of consumer satisfaction for a product or service. Perceived prices for consumers have a relationship with consumer satisfaction when consumers begin to perceive the price of a product or service. When consumers are familiar with the product or service they want or need, they will seek information about the price of a product or service. The search for information is what is called a psychological process in consumer behavior, namely perception. After that consumers will see how important the benefits, and the quality of the product, are related to the product. After everyone feels satisfied with the product, the consumer will recommend the product to others and will buy the previously purchased product as a result of satisfaction with the price offered by the product.

H6: Personal selling has a positive and significant effect on customer loyalty through customer satisfaction. The value of the critical ratio (CR) is $2.684 > 1.96$ (critical Z value for 95% confidence degree) with a probability value of $0.007 < 0.05$, it can be concluded that personal selling has a positive and significant effect on customer loyalty through customer satisfaction.

Personal selling has a significant effect on customer loyalty at Herbalife Nutrition Elmuna Club House through customer satisfaction. The effect of personal selling by providing a clear explanation of the products

offered and being able to overcome the problems perceived by consumers and providing solutions or problem solving for healthy living programs at Herbalife Nutrition Elmuna Club House will provide satisfaction for these consumers who will later become loyal consumers. Therefore personal selling has a positive and significant effect on customer loyalty through customer satisfaction.

H7: Customer satisfaction has a positive and significant effect on customer loyalty. Based on the results in table 4.28, the value of the critical ratio (CR) is $7.254 > 1.96$ (critical Z value for the 95% degree of confidence) with a probability value of $p^{***} < 0.05$, it can be concluded that customer satisfaction has a positive effect. and significant to customer loyalty. This shows that H7 is accepted, which means that better customer satisfaction is able to increase customer loyalty. Customer satisfaction on customer loyalty has a positive and significant effect. The higher the quality of the products offered, the higher the consumer's decision will be to establish a good and harmonious relationship between consumers and the Herbalife Nutrition Elmuna Club House. Creates a sound basis for repeat purchases and creates customer loyalty and builds word-of-mouth recommendations. The above is also supported by research conducted by (Komarudin, 2019) which states that consumer satisfaction has a positive and significant effect on customer loyalty.

Table 1. Characteristics of respondents

Characteristics	Total (n)	Percentage (%)
Age		
20-30 y.o.	37	29.6
31-40 y.o.	44	35.2
41-50 y.o.	20	16
>50 y.o.	24	19.2
Gender		
Male	53	42.4
Female	72	57.6
Occupation		
Student	3	2.4
Private employee	62	49.6
Civil servant	3	2.4
Entrepreneur	15	12
Others	42	33.6



Table 2. Perception of product quality

Indicator	Item	Score of answer										Total
		(1) STS		(2) TS		(3) N		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Reliability	KP1	1	0.8 %	6	4.8 %	7	5.6 %	46	36.8 %	65	52.0 %	125
Responsiveness	KP2	0	0.0 %	7	5.6 %	14	11.2 %	47	37.6 %	57	45.6 %	125
Certainty	KP3	3	2.4 %	5	4.0 %	16	12.8 %	48	38.4 %	53	42.4 %	125
Empathy	KP4	1	0.8 %	7	5.6 %	15	12.0 %	53	42.4 %	49	39.2 %	125
Tangible	KP5	0	0.0 %	7	5.6 %	16	12.8 %	54	43.2 %	48	38.4 %	125
Total		5	0.8 %	32	5.1 %	68	10.9 %	248	39.7 %	272	43.5 %	125

Table 3. The results of the perceived level of the price variable

Indicator	Item	Score of answer										Total
		(1) STS		(2) TS		(3) N		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Affordable prices	HG1	1	0.8 %	8	6.4 %	14	11.2 %	45	36.0 %	57	45.6 %	125
The suitability of product price with quality	HG2	1	0.8 %	6	4.8 %	17	13.6 %	47	37.6 %	54	43.2 %	125
Product price compatibility with benefits	HG3	0	0.0 %	5	4.0 %	21	16.8 %	45	36.0 %	54	43.2 %	125
Discounted price	HG4	1	0.8 %	7	5.6 %	6	4.8 %	52	41.6 %	59	47.2 %	125
Price match ability	HG5	0	0.0 %	7	5.6 %	9	7.2 %	48	38.4 %	61	48.8 %	125
Total		3	0.5 %	33	5.3 %	67	10.7 %	237	37.9 %	284	45.6 %	625

Table 4. Perceptual levels of personal selling variables

Indicator	Item	Score of answer										Total
		(1) STS		(2) TS		(3) N		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Prospects and qualifications	PS1	0	0.0 %	9	7.2 %	32	25.6 %	42	33.6 %	42	33.6 %	125
Preliminary approach	PS2	0	0.0 %	9	7.2 %	28	22.4 %	50	40.0 %	38	30.4 %	125
Presentations and demonstrations	PS3	1	0.8 %	7	5.6 %	31	24.8 %	50	40.0 %	36	28.8 %	125
Overcoming objections	PS4	2	1.6 %	5	4.0 %	27	21.6 %	56	44.8 %	35	28.0 %	125
Close sales well	PS5	0	0.0 %	12	9.6 %	26	20.8 %	51	40.8 %	36	28.8 %	125
Total		2	0.5 %	42	6.7 %	144	23.0 %	249	39.8 %	187	29.9 %	625



Table 5. Perception level of consumer satisfaction variables

Indicator	Item	Score of answer										Total
		(1) STS		(2) TS		(3) N		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Price	KK1	2	1.6 %	7	5.6 %	21	16.8 %	46	36.8 %	49	39.2 %	125
Service quality	KK2	2	1.6 %	10	8.0 %	14	11.2 %	34	27.2 %	65	52.0 %	125
Product quality	KK3	2	1.6 %	6	4.8 %	16	12.8 %	37	29.6 %	64	51.2 %	125
Emotional factor	KK4	1	0.8 %	7	5.6 %	14	11.2 %	44	35.2 %	59	47.2 %	125
Convenience	KK5	4	3.2 %	9	7.2 %	41	32.8 %	34	27.2 %	37	29.6 %	125
Total		11	1.8 %	39	6.2 %	106	17.0 %	195	31.2 %	274	43.8 %	625

Table 6. The level of customer loyalty variable perceptions

Indicator	Item	Score of answer										Total
		(1) STS		(2) TS		(3) N		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Product satisfaction	LK1	1	0.8%	5	4.0%	33	26.4%	39	31.2%	47	37.6%	125
Emotional Obonds	LK2	1	0.8%	7	5.6%	32	25.6%	38	30.4%	47	37.6%	125
Trust	LK3	0	0.0%	5	4.0%	24	19.2%	50	40.0%	46	36.8%	125
Convenience	LK4	0	0.0%	9	7.2%	29	23.2%	40	32.0%	47	37.6%	125
History with the company	LK5	1	0.8%	5	4.0%	36	28.8%	49	39.2%	34	27.2%	125
Total		3	0.5 %	31	5.0%	154	24.6 %	216	34.6%	221	35.4 %	625

5. Conclusion

Based on the research results, it can be concluded; that 1) The influence of product quality by demonstrating its function properly and clearly, will later provide satisfaction to its consumers. Consumers will want to know what the products are offered and see the quality of the product clearly so that later they will join and buy products at the Herbalife Elmuna Club Nutrition House. So product quality has a positive and significant effect on customer satisfaction, 2) The effect of a good price is done by setting a price in accordance with the value provided and understood by consumers. By applying the appropriate price is one important factor with the results obtained, the quality of the product obtained,

and the suitability of price with benefits. This will make consumers feel satisfied with all the things offered. This means that the second hypothesis is rejected, that the better the application of the appropriate price will create satisfaction that will be felt by consumers. Then the price has a positive and significant effect on customer satisfaction, 3) The influence of personal selling that attracts attention and creatives will increase the attractiveness and interest of consumers to buy products at Herbalife Nutrition Homes Elmuna Club. Consumers will feel attracted to clear presentations and demonstrations so that curiosity will arise about a product being offered. So personal selling has a positive and significant effect on customer satisfaction, 4) The influence of good and



quality product quality can have a good impact, so consumers will become loyal through customer satisfaction. Consumer satisfaction mediates the effect of product quality on customer loyalty. So the higher the quality of the products offered by Herbalife Nutrition Homes Elmuna Club, the higher customer satisfaction and customer loyalty. So product quality has a positive and significant effect on customer loyalty through customer satisfaction, 5) The effect of the price that is in accordance with the capabilities of consumers and the quality and benefits obtained and felt goodwill increase customer satisfaction which will later continue to customer loyalty by making repeated purchases and will also inform others. And it can be said that the price offered is comparable to what consumers get at the Herbalife Elmuna Club Nutrition House. So the price has a positive and significant effect on customer loyalty through customer satisfaction, 6) The influence of personal selling by providing a clear explanation of the products offered and being able to overcome the problems perceived by consumers and providing solutions or problem solving for healthy living programs at the Herbalife Nutrition Elmuna Club House will provide satisfaction for these consumers who will later become consumers who loyal. So personal selling has a positive and significant effect on customer loyalty through customer satisfaction, 7) The influence of consumer satisfaction felt by consumers of Herbalife Nutrition Home Elmuna Club is high with the form of services provided, quality product quality, and good benefits will also increase the loyalty of these consumers to continue to make purchases of these products. So customer satisfaction has a positive and significant effect on customer loyalty.

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