

THE EFFECT OF PRODUCT QUALITY, BRAND IMAGE AND PROMOTION ON CUSTOMER LOYALTY AT RUMAH TEMPE IN PONTIANAK CITY

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Abstract

This study aims to examine the effect of product quality, brand image, and promotion on customer loyalty at Rumah Tempe in Pontianak City. A quantitative approach with an associative research design was used. The sample consisted of 100 Rumah Tempe customers selected through purposive sampling, with the criteria of being at least 17 years old, having made purchases independently, and having purchased the product at least twice. Data were collected through questionnaires using a five-point Likert scale, supported by interviews and documentation. The data were analyzed using multiple linear regression, preceded by validity, reliability, and classical assumption tests. The results show that product quality, brand image, and promotion have positive and significant effects on customer loyalty, both partially and simultaneously. Among the three variables, promotion has the strongest influence, indicating that effective promotional activities play an important role in encouraging repeat purchases and customer recommendations. These findings imply that Rumah Tempe should consistently maintain product quality, strengthen its brand image, and optimize promotional strategies to increase customer loyalty in the competitive local snack food market.

Keywords: *Product Quality, Brand Image, Promotion, Customer Loyalty*

1. INTRODUCTION

The development of the food industry shows dynamics that are closely related to changes in consumer preferences toward products that are practical, innovative, and have added value. In increasingly intense competition in the food industry, product quality becomes one of the factors that strongly determines consumer perceptions and responses. Products that are able to deliver performance in accordance with expectations, have good durability, and maintain consistent quality tend to be more easily accepted and repurchased by customers (Kotler & Keller, 2022). In addition to the product itself, how a brand is perceived also plays an important role in shaping consumer decisions. Brand image, which is formed through experience, information, and exposure to marketing communication, can strengthen consumer confidence and create a positive impression of a product (Sudaryono, 2022).

On the other hand, company efforts to introduce and remind consumers of products through promotion are also an important element in encouraging consumer interest and repeat purchases. Promotional activities that include various forms of marketing communication not only function to increase sales but also to maintain long-term relationships with consumers (Kotler & Armstrong, 2023). The combination of product

quality, brand image, and promotion ultimately contributes to the formation of customer loyalty, namely the tendency of consumers to continue making repeat purchases and recommend products to others based on their experience (Sudaryono, 2022).

The study by Khayun, Halim, & Pohan (2025) shows that product quality, digital promotion, and brand image influence customer loyalty in a cassava chips business. Similar findings were also presented by Mahanani & Archie (2025), who stated that brand image and promotion effectiveness influence customer loyalty in the skincare product sector. In addition, Nota & Engkus (2025) emphasized that brand image and product quality influence customer loyalty in cassava chips MSMEs, demonstrating the consistency of relationships among variables across various types of processed food and non-food products.

In the Indonesian context, the food and beverage industry are a strategic sector that makes a significant contribution to the national economy. The Ministry of Industry of the Republic of Indonesia recorded that this sector contributed 39.10% to the non-oil and gas industrial GDP and 6.55% to the national GDP (Usman, 2024). In addition, MSMEs play a dominant role in the national economic structure, contributing approximately 60% to GDP and absorbing 97% of the workforce (Haryo, 2025). This condition indicates that the MSME sector, especially the local processed food industry, continues to grow in line with government policy support and changes in community consumption patterns.

At the regional level, the development of culinary MSMEs in Pontianak City shows a high number of micro-enterprises, especially in the food and beverage sector. The Office of Cooperatives, Micro Enterprises, and Trade of Pontianak City recorded 19,155 micro-enterprises, most of which operate in the culinary sector (Siregar, 2024). In addition, there were 1,356 MSMEs in the cracker, chips, and similar industries registered with the Pontianak City Investment and One-Stop Integrated Services Office in 2025, including businesses located in the Pontianak Kota area (DPMPTSP Kota Pontianak, 2025). This condition indicates the high intensity of similar businesses engaged in snack products based on local ingredients such as tempeh and its derivative products (Niayah & Habiburrahman, 2025).

Business competition in the snack food sector in the Pontianak area shows a high level of competition, with many business actors offering similar products. Rambe & Nawawi (2022) stated that business actors are required to be able to compete and maintain business existence in a highly competitive environment. This is in line with the condition of MSMEs in Pontianak, where many similar businesses operate in nearby areas, causing market competition to occur directly among relatively homogeneous products. This situation reflects competitive pressure that affects the sustainability of MSMEs in the snack food sector.

Rumah Tempe is a tempeh-based snack food MSME located on Jl. Uray Bawadi, Gg. Suditrisno, Komplek Griya Suditrisno No. A2, Pontianak Kota District. Established in 2016, this business produces tempeh chips and lumpia skin chips in various sizes, flavors, and packaging types. Rumah Tempe has also obtained home industry food production permits and halal certification, which support consumer trust in product safety and legality. However, the business operates in a highly competitive environment, as approximately 300 similar MSMEs are located in Pontianak Kota District, including 72 snack food businesses situated close to Rumah Tempe. This condition indicates that consumers have many alternative products, making it necessary for Rumah Tempe to maintain product quality, strengthen its brand image, and implement effective promotional strategies to remain competitive.

Customer loyalty is an important issue for Rumah Tempe because business sustainability depends not only on first-time purchases but also on repeat purchases and customer recommendations. Based on Rumah Tempe's sales data, revenue increased from IDR 103,845,000 in 2023 to IDR 108,235,000 in 2024, and further increased to IDR 114,945,000 in 2025. This growth indicates the potential for repeat purchases; however, in the presence of many local competitors, customer loyalty must be continuously maintained to prevent consumers from switching to similar products. Therefore, this study is important to examine the extent to which product quality, brand image, and promotion contribute to customer loyalty at Rumah Tempe in Pontianak City.

Previous studies show varied findings regarding the factors that influence customer loyalty. Khayun, Halim, & Pohan (2025) found that product quality, digital promotion, and brand image have a significant effect on customer loyalty. Meanwhile, Mahanani & Archie (2025) showed that promotion and brand image have a positive effect on customer loyalty in the skincare sector. On the other hand, Permana et al. (2024) found that promotion does not always have a significant effect on consumer loyalty under certain conditions, although other variables still have a significant influence.

Based on these differences in research findings, there remains a research gap indicating that the effect of product quality, brand image, and promotion on customer loyalty has not shown consistent results across various business sectors. Differences in research objects, business characteristics, and consumer behavior are suspected to be factors that lead to variations in findings. Therefore, further testing is needed on tempeh-based snack food MSMEs in the Pontianak area.

This study focuses on analyzing the effect of product quality, brand image, and promotion on customer loyalty at Rumah Tempe in Pontianak City. This study is directed at examining the relationship among these variables in tempeh-based snack food MSMEs in the Pontianak area.

2. RESEARCH METHOD

This study uses a quantitative approach with an associative research design aimed at analyzing the relationship among variables. Associative research is a type of research used to determine the relationship between two or more variables (Siregar, 2017). The data used consist of primary data and secondary data. Primary data were obtained through direct interviews with the business owner and the distribution of questionnaires to Rumah Tempe customers, while secondary data were obtained from MSME documents, product and price lists, and Rumah Tempe sales data.

The population in this study consists of all customers of Rumah Tempe in Pontianak City. The sample was determined using the Purba formula with a margin of error of 10% Sujarweni (2015), resulting in a minimum of 96 respondents, and the number was set at 100 respondents. The sampling technique used was purposive sampling (Sugiyono, 2023), with respondent criteria including being at least 17 years old, having made purchases independently, and having made purchases at least twice. The research variables consist of independent variables, namely product quality, brand image, and promotion, and the dependent variable, namely customer loyalty. Variable measurement used a Likert scale with five assessment categories (Sugiyono, 2023).

Data analysis techniques were carried out with the assistance of the SPSS program, including instrument testing, classical assumption testing, and multiple linear regression analysis. The validity test was conducted by comparing the r-count value with the r-table value according to the determined degrees of freedom (Ghozali, 2018). The reliability test used Cronbach's Alpha, with the criterion that an instrument is reliable if the value is greater than 0.60 (Siregar, 2017). The normality test was conducted using the Kolmogorov-Smirnov test, with the criterion that the significance value must be greater than 0.05 (Sujarweni, 2019). The linearity test was used to examine the linear relationship among variables (Ghozali, 2018). The multicollinearity test was conducted based on tolerance and VIF values to ensure that there was no correlation among independent variables (Ghozali, 2018). Multiple linear regression analysis was used to determine the effect of independent variables on the dependent variable (Siregar, 2017). Furthermore, hypothesis testing was conducted through the F-test for simultaneous effects (Ghozali, 2018) and the t-test for partial effects (Sujarweni, 2019).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test was conducted to assess the level of validity of the research instrument. The test was carried out by correlating the scores of each statement item and then comparing the r-count value with the r-table value. The r-table value was obtained using the formula $df = n - 2$, namely $100 - 2 = 98$, with a significance level of 0.05, resulting in an r-table value of 0.196. The validity test results for all statement items in each research variable are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Product Quality (X1)	X1.1	0.494	0.196	Valid
	X1.2	0.570		
	X1.3	0.518		
	X1.4	0.618		
	X1.5	0.356		
	X1.6	0.327		
	X1.7	0.619		
	X1.8	0.612		
	X1.9	0.715		
	X1.10	0.578		
	X1.11	0.591		
	X1.12	0.589		
	X1.13	0.526		
	X1.14	0.608		
	X1.15	0.460		
	X1.16	0.352		
	X1.17	0.638		
	X1.18	0.673		

	X1.19	0.732		
	X1.20	0.711		
	X1.21	0.628		
	X1.22	0.673		
	X1.23	0.631		
	X1.24	0.599		
	X1.25	0.572		
	X2.1	0.644		
	X2.2	0.614		
	X2.3	0.683		
	X2.4	0.787		
Brand Image (X2)	X2.5	0.689	0.196	Valid
	X2.6	0.689		
	X2.7	0.778		
	X2.8	0.646		
	X3.1	0.693		
	X3.2	0.585		
	X3.3	0.677		
	X3.4	0.708		
	X3.5	0.666		
	X3.6	0.692		
Promotion (X3)	X3.7	0.751	0.196	Valid
	X3.8	0.521		
	X3.9	0.619		
	X3.10	0.655		
	X3.11	0.609		
	X3.12	0.504		
	X3.13	0.545		
	Y.1	0.757		
	Y.2	0.633		
	Y.3	0.756		
	Y.4	0.725		
Customer Loyalty (Y)	Y.5	0.764	0.196	Valid
	Y.6	0.769		
	Y.7	0.674		
	Y.8	0.701		
	Y.9	0.776		

Source: Processed Data, 2026

Based on the validity test results in Table 1, all statement items for the variables Product Quality (X1), Brand Image (X2), Promotion (X3), and Customer Loyalty (Y) have r-count values greater than the r-table value (0.196). Therefore, all research instruments are declared valid and suitable for further analysis.

3.1.2 Reliability Test

The reliability test was conducted to assess the consistency and reliability of the questionnaire instrument in this study. This test used the Cronbach's Alpha method, with the criterion that an instrument is declared reliable if the Cronbach's Alpha value is > 0.60 . The reliability test results for all research variables are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Description
Product Quality (X1)	0,914	25	Reliable
Brand Image (X2)	0,844	8	
Promotion (X3)	0,865	13	
Customer Loyalty (Y)	0,877	9	

Source: Processed Data, 2026

Based on the reliability test results in Table 2, all research variables, namely Product Quality (X1), Brand Image (X2), Promotion (X3), and Customer Loyalty (Y), have Cronbach's Alpha values greater than 0.60. Therefore, all research instruments are declared reliable and suitable for use as data collection tools.

3.2 Classical Assumption Test

3.2.1 Normality Test

The normality test was conducted to assess whether the research data were normally distributed as one of the basic assumptions of analysis. This test used the Kolmogorov-Smirnov method, with the criterion that data are declared normally distributed if the significance value is > 0.05 . The normality test results using SPSS are presented in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.087
Asymp. Sig.(2-tailed)	.057 ^c

Source: Processed Data, 2026

The normality test results in Table 3 show that the Asymp. Sig. (2-tailed) value is 0.057, which is greater than 0.05. Therefore, it can be concluded that the research data are normally distributed.

3.2.2 Linearity Test

The linearity test was conducted to assess whether the relationship between the independent variables and the dependent variable is linear. This test used the Test for Linearity method, with the criteria that Sig. Linearity < 0.05 and Sig. Deviation from Linearity > 0.05 . The linearity test results using SPSS are presented in Table 4.

Table 4. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Description
Customer Loyalty * Product Quality	.000	.550	Linear
Customer Loyalty * Brand Image	.000	.394	
Customer Loyalty * Promotion	.000	.147	

Source: Processed Data, 2026

The linearity test results in Table 4 show that each independent variable, namely Product Quality (X1), Brand Image (X2), and Promotion (X3), has a Sig. Linearity value smaller than 0.05 and a Sig. Deviation from Linearity value greater than 0.05. Therefore, all relationships between each independent variable and the dependent variable are declared linear.

3.2.3 Multicollinearity Test

The multicollinearity test was conducted to ensure that the regression model is free from high correlations among independent variables, which may affect the accuracy of regression coefficient estimation and reduce the reliability of the model. The multicollinearity test results using SPSS are presented in Table 5.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Product Quality	.636	1.573
Brand Image	.489	2.046
Promotion	.624	1.602

Dependent Variable: Customer Loyalty

Source: Processed Data, 2026

Based on the multicollinearity test results in Table 5, the variables Product Quality (X1), Brand Image (X2), and Promotion (X3) have tolerance values greater than 0.10 and VIF values smaller than 10.00. Based on these results, it can be concluded that there are no symptoms of multicollinearity among the independent variables in the regression model of this study.

3.3 Hypothesis Test

3.3.1 Multiple Linear Regression Analysis

Multiple linear regression analysis aims to examine the effect of independent variables on the dependent variable, both partially and simultaneously, and to form a mathematical model for predicting the relationships among research variables. The regression coefficient results based on SPSS output are presented in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.140	.351		3.246	.002
	Product Quality	.241	.074	.294	3.238	.002
	Brand Image	.242	.111	.227	2.191	.031
	Promotion	.236	.066	.329	3.598	.001

a. Dependent Variable: Customer Loyalty.

Source: Processed Data, 2026

Based on the multiple linear regression analysis results in Table 6 above, the following results were obtained:

$$Y = 1.140 + 0.241 X_1 + 0.242 X_2 + 0.236 X_3$$

The interpretation of the regression equation is as follows:

- 1) The constant (a) of 1.140 indicates that when Product Quality (X1), Brand Image (X2), and Promotion (X3) are equal to zero, Customer Loyalty (Y) has a value of 1.140.
- 2) The regression coefficient of Product Quality (b1) of 0.241 indicates a positive effect, meaning that every increase of 1 (one) unit in Product Quality will increase Customer Loyalty by 0.241 units.
- 3) The regression coefficient of Brand Image (b2) of 0.242 indicates a positive effect, meaning that every increase of 1 (one) unit in Brand Image will increase Customer Loyalty by 0.242 units.
- 4) The regression coefficient of Promotion (b3) of 0.236 indicates a positive effect, meaning that every increase of 1 (one) unit in Promotion will increase Customer Loyalty by 0.236 units.

3.3.2 Correlation Coefficient Analysis (R)

Correlation coefficient analysis is used to measure the strength and direction of the relationship among research variables using the Product Moment method. The correlation coefficient test results are presented in Table 7.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	.498	.483	.38279

Predictors: (Constant), Promotion, Product Quality, Brand Image.

Source: Processed Data, 2026

Based on the correlation analysis results in Table 7, the correlation coefficient value (R) obtained is 0.706. This value indicates that the relationship between Product Quality, Brand Image, and Promotion toward Customer Loyalty is in the strong category, referring to the classification of correlation values within the range of 0.60–0.799.

3.3.3 Determination Coefficient (R²)

Based on the coefficient of determination (R²) analysis results presented in Table 7 above, the R-Square value obtained is 0.498. This means that the joint contribution of the

variables Product Quality, Brand Image, and Promotion to Customer Loyalty is 49.8%. Meanwhile, most of the remaining portion, namely 50.2%, is contributed by other variables not examined in this study.

3.3.4 Simultaneous Test (F Test)

The simultaneous test (F-test) was conducted to determine whether all independent variables together have a significant effect on the dependent variable. The F-test results based on SPSS output are presented in Table 8.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	13.979	4.660	31.802	.000 ^b
Residual	14.067	.147		

Dependent Variable: Customer Loyalty.

Predictors: (Constant), Promotion, Product Quality, Brand Image.

Source: Processed Data, 2026

Based on the simultaneous test results (F-test) in Table 8, the F-count value obtained is 31.802, which is greater than the F-table value of 2.70, and the significance value is 0.000, which is smaller than 0.05. Therefore, it can be concluded that Product Quality, Brand Image, and Promotion simultaneously have a significant effect on Customer Loyalty.

3.3.5 Partial Test (t Test)

The partial test (t-test) aims to determine the effect of each independent variable individually on the dependent variable based on the established hypotheses. The t-test results based on SPSS output are presented in Table 9.

Table 9. Partial Test Results (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.140	.351		3.246	.002
	Product Quality	.241	.074	.294	3.238	.002
	Brand Image	.242	.111	.227	2.191	.031
	Promotion	.236	.066	.329	3.598	.001

a. Dependent Variable: Customer Loyalty.

Source: Processed Data, 2026

Based on the partial test results (t-test) with a t-table value of 1.984, the following results were obtained:

- 1) The Product Quality variable (X1) has a t-count value of 3.238 (> 1.984) and a significance value of 0.002 (< 0.05), so H1 is accepted. These research results show that Product Quality has a positive and significant effect on Customer Loyalty.
- 2) The Brand Image variable (X2) has a t-count value of 2.191 (> 1.984) and a significance value of 0.031 (< 0.05), so H2 is accepted. These research results show that Brand Image has a positive and significant effect on Customer Loyalty.

- 3) The Promotion variable (X3) has a t-count value of 3.598 (> 1.984) and a significance value of 0.001 (< 0.05), so H3 is accepted. These research results show that Promotion has a positive and significant effect on Customer Loyalty.

3.4 DISCUSSION

Effect of Product Quality on Customer Loyalty

The partial test results show that Product Quality (X1) has a positive and significant effect on Customer Loyalty (Y), with a regression coefficient value of 0.241, a t-count value of 3.238 (> 1.984), and a significance value of 0.002 (< 0.05). This result indicates that better product quality can increase customer loyalty at Rumah Tempe in Pontianak City. In the context of local food MSMEs, product quality is closely related to consumers' direct experience when consuming the product, such as taste, texture, aroma, cleanliness, packaging, and product durability. Customers of local snack products generally tend to make repeat purchases when the product is considered consistent, safe to consume, and in accordance with their expectations. Therefore, the quality of Rumah Tempe's products becomes an important factor in shaping customer confidence and encouraging repeat purchases.

This finding shows that customer loyalty in local food MSMEs is not formed only because the product is available in the market, but also because consumers perceive the product as having reliable quality. For snack products such as tempeh chips and lumpia skin chips, consumers will more easily repurchase the product when they experience consistent crispiness, balanced taste, hygienic processing, and attractive packaging. These aspects strengthen perceived quality and make customers more confident in choosing Rumah Tempe compared to similar products. This result is in line with the studies by Naini et al. (2022) and Hakim (2021), which state that product quality has a positive and significant effect on customer loyalty because good product quality increases consumer satisfaction and trust in the products used.

Effect of Brand Image on Customer Loyalty

The research results show that Brand Image (X2) has a positive and significant effect on Customer Loyalty (Y), with a regression coefficient value of 0.242, a t-count value of 2.191 (> 1.984), and a significance value of 0.031 (< 0.05). This result indicates that a better brand image can increase customer loyalty at Rumah Tempe. In the context of local food MSMEs, brand image is important because consumers are not only assessing the product, but also the identity, reputation, and trust attached to the business. A local brand that is easy to recognize, has a distinctive product identity, and is associated with quality and safety will be more likely to create a positive impression in the minds of consumers.

For Rumah Tempe, brand image can be built through a simple and memorable brand name, consistent packaging, halal certification, business legality, and the image of a local product that is close to consumers' daily lives. These elements can strengthen consumers' trust and make the product easier to distinguish from similar snack products. A positive local brand image also supports customer loyalty because consumers tend to repurchase products from brands they already know and trust. Thus, brand image contributes to strengthening emotional and cognitive attachment between customers and Rumah Tempe. This finding is

consistent with the study by Haryadi and Syharuddin (2023) and the study by Imron and Ariyanti (2023), which state that brand image has a positive effect on customer loyalty.

Effect of Promotion on Customer Loyalty

Promotion (X3) has a positive and significant effect on Customer Loyalty (Y) at Rumah Tempe in Pontianak City, as indicated by the t-count value of 3.598 (> 1.984) and the significance value of $0.001 < 0.05$. This result means that more effective promotional activities can increase customer loyalty, especially in the form of repeat purchases and recommendations. In local food MSMEs, promotion plays an important role because consumers often need product reminders, information about variants, price offers, and direct communication before making repeat purchases. Promotion also helps local products remain visible among many similar snack products in the market.

The effectiveness of promotion at Rumah Tempe can be seen from the use of social media, word-of-mouth communication, participation in bazaars or MSME exhibitions, product samples, and direct interaction with consumers. These promotional activities are relevant to the characteristics of local MSME consumers, who often rely on familiarity, recommendations, product trials, and direct information before deciding to buy again. The finding that promotion has the highest standardized beta value also indicates that promotion is the most dominant factor in shaping customer loyalty in this study. This means that promotional activities are not only useful for attracting new customers, but also for maintaining relationships with existing customers so that they continue to remember, repurchase, and recommend Rumah Tempe products. This result is in line with the study by Hapsari et al. (2021), which shows that promotion has a positive and significant effect on customer loyalty. Similar findings were also shown by Ing and Dahlan (2023), who stated that promotion effectiveness contributes to increasing customer loyalty.

Effect of Product Quality, Brand Image, and Promotion on Customer Loyalty

The simultaneous test results show that Product Quality (X1), Brand Image (X2), and Promotion (X3) jointly have a significant effect on Customer Loyalty (Y), as indicated by the F-count value of 31.802 (> 2.70) with a significance level of $0.000 (< 0.05)$. Furthermore, the correlation coefficient value (R) of 0.706 indicates a strong relationship between the independent variables and the dependent variable, while the coefficient of determination (R^2) of 0.498 shows that 49.8% of the variation in Customer Loyalty can be explained by these three variables, while the remaining portion is influenced by other factors outside the research model.

These findings indicate that customer loyalty at Rumah Tempe is formed through the combination of product experience, local brand perception, and promotional effectiveness. In the context of local food MSMEs, consumers tend to become loyal when they perceive the product as having consistent quality, recognize the brand as trustworthy, and continue to receive promotional communication that encourages them to repurchase. Product quality strengthens consumer satisfaction through taste, texture, and durability; brand image builds trust and product differentiation; while promotion maintains consumer attention and stimulates repeat purchases. Therefore, these three variables complement each other in shaping customer loyalty.

Based on the Standardized Coefficients (Beta) value, the Promotion variable (X3) is the most dominant factor influencing Customer Loyalty, with a beta value of 0.329, followed by Product Quality ($\beta = 0.294$) and Brand Image ($\beta = 0.227$). This finding indicates that in the context of Rumah Tempe in Pontianak City, effective promotion plays a greater role in maintaining customer loyalty compared to the other variables. This can occur because local snack food consumers are relatively responsive to product information, direct offers, product samples, social media promotion, and recommendations from other consumers. Therefore, Rumah Tempe needs to maintain product quality and brand image while strengthening promotional activities that are consistent, informative, and close to local consumer behavior. This result is in line with Akmal, Panjaitan, and Ginting (2023), who stated that the combination of product quality, brand image, and promotion simultaneously has a significant effect on customer loyalty because the three variables complement each other in shaping consumer perceptions and decisions.

4. CONCLUSION

This study demonstrates that product quality, brand image, and promotion have positive and significant effects on customer loyalty at Rumah Tempe in Pontianak City, both partially and simultaneously. These findings indicate that customer loyalty in local food MSMEs is shaped not only by consistent product quality, but also by a brand image that builds consumer trust and promotional activities that encourage repeat purchases and customer recommendations. Among the three variables, promotion has the strongest influence on customer loyalty, showing that effective promotional efforts play an important role in maintaining customer relationships amid the competitive local snack food market.

Theoretically, this study contributes to the development of marketing literature on MSMEs, particularly in explaining customer loyalty in tempeh-based local food products. From a managerial perspective, the findings provide practical guidance for Rumah Tempe to maintain product quality through consistent taste, texture, hygiene, shelf life, and packaging. Rumah Tempe also needs to strengthen its brand image through a clear visual identity, business legality, and consumer trust, while optimizing promotional activities through social media, MSME bazaars, product sampling, and direct communication with customers. This study is limited to three independent variables and one business object; therefore, the findings cannot be broadly generalized to all local food MSMEs. Future studies are suggested to include other variables, such as price, service quality, customer satisfaction, customer trust, and purchase decision, and to examine other snack food MSMEs to obtain a broader understanding of customer loyalty.

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