The Model of Brand Image as Moderation and Customer Relationship Management as Mediation in Impacting Customer Loyalty on Tiensi Products in Banda Aceh

*Zahra Wati, Abdul Rahman Lubis, Teuku Roli Ilhamsyah Putra
Management Department, Universitas Syiah Kuala, **Indonesia**

Abstract

This study intends to examine the role of brand image in moderating the effect of service quality (Servqual) and customer perceived value (CPV) on customer loyalty through customer relationship management (CRM) on Tiensi products in Banda Aceh. The population is all Tiensi customers or consumers in Banda Aceh who are not known with certainty so that it is Non-Probability Sampling. To ensure that the sample needs were met and to make the population more representative, a sample of 200 respondents was taken. The research model was analyzed using Structural Equation Modeling (SEM). The results prove that the direct effect of servqual on customer loyalty is significant, CPV on customer loyalty is significant, servqual for CRM is significant, CPV on CRM is significant, and CRM on customer loyalty is significant. Furthermore, the CRM variable is proven not to function as a mediation on the effect of servqual on customer loyalty but acts as a partial mediator in the CPV influence model on customer loyalty. The variable Brand image plays a role in moderating the effect of servqual on customer loyalty, and also moderating the effect of CPV on customer loyalty. The role of the brand image variable on the two influence models is proven to be a Quasi Moderator, where brand image can play a strong role both as a moderator and as a predictor. The novelty of the research lies in the combination of proving the role of the CRM variable as mediation and the role of the brand image variable as moderation so that the model tested in this study can enrich previous references. For future researchers, of course, it is possible to further develop this model by adding other predictor variables such as marketing strategy, or moderating variables such as gender.

Keywords: Brand Image, Service Quality, Customer Perceived Value, Customer Loyalty, Customer Relationship Management.

1. Introduction

In this modern era, changes occur in everyday life in almost all sectors, including in the marketing sector. To increase sales, many companies tend to take advantage of advertising techniques to market their products and services. Another way to increase sales of their products, many companies implement their marketing work system for everyone who wants to cooperate. They are required to register following the procedures and rules of the company concerned and participate in marketing the product, with a certain level of position and bonus methods. This type of marketing is called multi-level marketing (MLM).

One of the companies implementing the MLM system is the Tiens Group company or often known in Indonesia as Tianshi. This company has its headquarters in Tianjin, China, and has been using the MLM system since 1995. In 2001, with the MLM system, the company expanded its business in retail, tourism, finance, and international trade. This company began to enter Indonesia and penetrated various regions by selling products related to the health sector, often referred to by the community as Tiensi products, through the conventional system of selling in drug stores or pharmacies. Its products marketed in Indonesia are Nutrient Calcium Powder, Vitaline Softgel, Zinc, Spirulina Capsules, Chiti Chitosan, Airiz Day, Muncord Capsules, Jiang Zhi Tea, Glucosamine, Diacont, Grape Extract, Shutang Calcium Powder, Double Cellulose, Calcium Powder For Children, Calcium Chewable Tablets, Feng Shou Fertilizer, Herbal Toothpaste, Revitize Ginger, Tiens Lubricants Series, and Spakare.

The high level of business competition today is also felt by Tiensi, especially in Banda Aceh. This can be seen from Tiensi's financial statements for the last three years which experienced ups and downs in sales. Given the increasingly fierce product competition, Tiensi's business is currently developing a precise marketing strategy to be able to strengthen the company's position to be able to survive in the future. Sales fluctuation is due to the number of consumers who are not certain. Customer loyalty is one of the factors that can determine the increase in sales turnover because, with good customer loyalty, a company can survive in the market in the face of its competitors in all market situations. Loyal customers can contribute to promoting the products or services offered by the company. As defined by (Saeedeh & Abolfazli, 2016), loyalty is a picture of the desire of consumers to buy back from a company in the long run and recommend products or services from that company to others. Thus, companies that can create loyalty to their customers will have the power to compete, and the company's sustainability in the future will be more secure.

The company's success in maintaining customer loyalty is influenced by many factors. One of the factors that can affect customer loyalty is the quality of customer relationship management (CRM). (Kotler & Keller, 2018) mentioned CRM is the process of carefully managing detailed information about an individual customer and all customer "points of contact" to maximize customer loyalty. Along with the development of technology and information, one of the right marketing strategies is to use customer relationship management by paying attention to customer relationship management. As has been stated by many researchers, customer relationship management influences customer loyalty. The phenomenon that occurred at Tiensi Banda Aceh as the results of the initial survey that the researcher had conducted proved that the bad response from Tiensi product customers in Banda Aceh was creating value.

Another factor that can affect customer loyalty is customer perceived value (CPV), which is a very useful framework to apply in many situations. It is important for a marketer to continuously analyze the benefits received by consumers and all the costs that have been spent on it, and then compare them with what competitors are doing. This is to keep the company's product or service high on the list of customers providing benefits. So that CPV is very important for any organization that sells products or services to increase the loyalty of its customers. This perception can be formed by measuring service quality factors, company branding and CRM are important factors in increasing positive customer perceptions.

The next indicator of customer loyalty that can be indicated is the quality of service. Service quality (servqual) can be determined by comparing consumer perceptions between the service received and the service expected. Besides, customers receiving services are also thought to be inseparable from their desire to accept based on looking at the brand image, either the

company brand or the product brand they want to buy. The brand image gives consumers an idea about the company. Consumers assume that a certain brand is physically different from the brand, the brand image will be attached continuously so that they can form loyalty to a particular brand which is called brand loyalty. This image can influence loyalty by forming a perception that the company has a high commitment to providing quality services, produces quality products and maintains quality standards, has a good name, is trustworthy, and there is no risk after using its products.

Based on the above discussion and problems, the authors feel interested in conducting research related to customer loyalty in Tiensi products in Banda Aceh as outlined in the form of a Thesis entitled The Role of Brand Image in Moderating the Effect of Servqual and CPV on Customer Loyalty through CRM on Tiensi Products in Banda Aceh.

2. Literature Study

Customer Loyalty

(Kotler & Keller, 2018) defined that customer loyalty is a firmly held commitment to repurchasing or repatriating a preferred product or service in the future despite situational influences and marketing efforts that have the potential to lead to shifting behavior. In another opinion, loyalty is a picture of the desire of consumers to buy back from a company in the long run and recommend products or services from that company to others (Wirtz, Chew, & Lovelock, 2012). While (Wijayanti & Wahyono, 2015) stated that loyal customers will reduce the effort to find new customers, provide positive feedback to the organization. (Oliver, 1999) defined loyalty as a firmly held commitment to buy or support back a preferred product or service despite the influence of situations that persuade customers to switch.

From the above analysis, it can be concluded that loyalty is an attitude of consumers who want to buy back from a product/service in the long term and want to recommend products or services from the company to others. In this study, Customer Loyalty is measured using indicators as disclosed by (Oliver, 1999) namely 1) Recurring transactions (repeat purchases), 2) Recommendations to other people, 3) Increase the number of transactions, 4) Tell positive things, 5) Willingness to accept the provisions set by the company.

Customer Relationship Management (CRM)

Customer relationship management (CRM) is the process of building and maintaining long-term, profitable relationships with customers by providing them with valuable and satisfying services (Kotler & Armstrong, 2017). Customer relationship management is one of the important activities whose results will affect customer loyalty because true customer loyalty is not possible without emotional coordination. CRM is a strategy in business that integrates the functions of people, processes, and technology to create value for customers supported by quality consumer data through information technology. (Rosmayani, 2016). Implementing a relationship-based strategy in the organization helps retain existing and attract new customers.

Another opinion was also expressed by (Lin, Chen, & Chiu, 2010), CRM is an imperative strategy to improve a company's ability to innovate and seek competitive competition. While (Nejatian, Ilham, & Piaralal, 2011) defined CRM as an approach to customer knowledge, which consists of customer knowledge and CRM performance. Many strategies are adopted by companies to retain customers and build customer loyalty, along with the development of

technology and information, one of the right marketing strategies is to use CRM / with attention to CRM (Febrianingtyas, Arifin, & Fanani, 2014).

From the above opinion, CRM is a strategy in business that integrates one's relationships, technology to create long-term value for customers, supported by quality consumer data. In this study, indicators to measure customer relationship management of Tiensi products in Banda Aceh are based on the opinion of (Rosmayani, 2016) which stated that the measure of the extent to which customer relationship management can be seen from the following indicators: 1) Creating customer value, 2) The combination of business processes, people and technology, 3) The presence of the business, 4) Customer knowledge, 5) High customer satisfaction, 6) Performance CRM, and 7) Information technology.

Brand Image

Company image has been identified as an important factor in the overall assessment of service providers. Loyal customers in repurchasing will also consider the brand image. The brand image gives consumers an idea about the company. This image can influence loyalty by establishing company stability which is manifested by the excellence of a company that is still able to survive in changing economic conditions at a time when the company's positive reputation is manifested by ethics and the appearance of employees in serving, as well as the good name of the company in the minds of consumers (Arfianti, 2014). A brand image is a reflection that is stored in the mind of a customer and that is basically what comes to mind when a brand is placed in front of the customer (Saleem & Raja, 2014).

Brands play an important role in helping customers understand the value associated with offerings (Forozia, Zadeh, & Gilani, 2013). Other research was conducted by (Variano, 2017) showed that brand image has a positive and significant influence on consumer loyalty. Several aspects such as service quality, brand image, satisfaction, CRM, and have a relationship of trust with customer loyalty.

From various expert opinions above, brand image can be concluded as positive and negative assumptions inherent in the customer's head regarding the understanding of the value associated with offering a product or service. In this study, indicators to measure the Brand Image of Tiensi products in Banda Aceh are based on the opinion of (Keller, 2012) which stated that the extent to which a product's Brand Image can be seen from these indicators. The measurement indicators are 1) Professionalism, 2) Modern, 3) Serving all segments of society, 4) Customer Orientation, and 5) Popularity.

Customer Perceived Value (CPV)

Customer relationship management is one of the important activities whose results will affect customer loyalty because true customer loyalty is not possible without emotional connection. Customer perceived value is the difference in value between the benefits received and the sacrifices made, such as financial sacrifices, time and energy to obtain benefits. The definition of perceived value can be seen from the perspective of producers and consumers. Customer value perception is a very useful framework to apply in many situations. It is important for a marketer to continuously analyze the benefits received by consumers and all the costs that have been spent on it, and then compare them with what competitors are doing. This is to keep the company's product or service high on the list of customers providing benefits (Usman, 2017).

according to the opinion of (Kotler & Keller, 2018) stated that when a customer feels the benefits of a product or service are above sacrifice, the value that the customer feels is high. The higher the benefits felt by the customer, the higher the desire of the customer to repeat consuming the product or service. In his book (Kotler & Keller, 2018) also disclosed that value reflects several benefits, both tangible and intangible, and costs perceived by customers.

From the above opinion, customer value perception is the customer's overall assessment of product use based on perceptions of what is received and what is provided by an organization. In this study, indicators for measuring the CPV of Tiensi products in Banda Aceh are based on the opinion of (Sangadji & Sopiah, 2014) which stated that the measure of the extent to which the CPV of a product can be measured using the following indicators: 1) Product Quality, 2) Product Benefits, 3) Price, 4) Service quality, and 5) Emotional factors and convenience.

Service Quality (Servqual)

Service quality is an effort to fulfill the needs and desires of customers and the accuracy of its delivery to match the expectations of the customers (Tjiptono, 2017). Services are judged based on beliefs about service delivery that form benchmarks (Zeithaml, Bitner, & Gremler, 2018). (Juharsah & Hartini, 2017) mentioned that, if the service received is lower than expected, the service quality is considered poor. (Bachri, Lubis, Nurdasila, & Majid, 2016) added that improving service to consumers creates long-term loyalty with customers. Another opinion expressed by (Ladhari, Souiden, & Ladhari, 2011), showed that service quality positively has a significant relationship not only with customer loyalty, but also satisfaction, image, and recommendations.

From the above opinion, it can be concluded that service quality is an assessment of consumers from efforts to meet consumer needs and desires that match expectations. In this study, indicators for measuring servqual in Tiensi products in Banda Aceh were based on the opinion of (Zeithaml et al., 2018) which stated that a measure of the extent to which a product's servqual can be measured using the following indicators: 1) Tangibles (physical form), 2) Reliability, 3) Responsiveness (responsiveness), 4) Competence (competence), 5) Courtesy (friendly), 6) Credibility (trustworthy), 7) Security (feel safe), 8) Access (access), 9) Communication (communication), 10) Understanding the customer.

Research paradigm

Based on the discussion of the problems and research literature, the researcher formulates the research paradigm and hypothesis as follows.
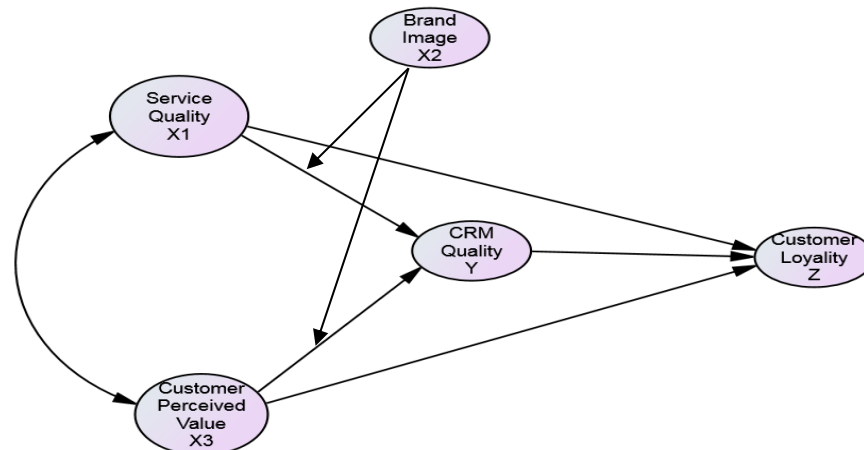
Figure 1. Research Paradigm

H1 : There is an effect of Servqual on customer loyalty on Tiensi products in Banda Aceh.
H2 : There is an effect of CPV on customer loyalty on Tiensi products in Banda Aceh.
H3 : There is an effect of Servqual on CRM on Tiensi products in Banda Aceh.
H4 : There is an effect of CPV on CRM on Tiensi products in Banda Aceh.
H5 : There is an effect of CRM on customer loyalty on Tiensi products in Banda Aceh.
H6 : CRM mediates servqual in affecting customer loyalty on Tiensi products in Banda Aceh.
H7 : CRM mediates CPV in affecting customer loyalty on Tiensi products in Banda Aceh.
H8 : brand image moderates servqual in affecting CRM on Tiensi products in Banda Aceh.
H9 : brand image moderates CPV in affecting CRM on Tiensi products in Banda Aceh.

3. Research Methods

This research was conducted in Banda Aceh. While the object of this research is the role of Brand Image in mediating the effect of servqual, CPV, on customer loyalty through CRM on Tiensi products in Banda Aceh. The population in this study are all Tiensi customers or consumers in Banda Aceh who are not known with certainty so that they are Non-Probability Sampling. The sampling technique in this study was Quota Sampling because the sample in this study were customers who had made at least 2 purchases of Tiensi products in Banda Aceh City. To calculate the number of samples to be selected, namely using the theory of (Hair, Hult, Ringle, & Sarstedt, 2016), where the minimum sample is 5-10 x the number of parameters (indicators). The minimum number of samples in this study 5 x 32 = 160 respondents. The minimum sample that can be taken in this study is 160. To ensure the sample needs are met and so that the population is more comprehensive, in this study the researcher took a sample of 200 respondents. This number of samples has met the minimum sampling assumption.

Data collection This study used a cross-sectional development method. The data collection techniques used in the study were observation, interviews, questionnaires. List of questions asked and answer choices provided using a Likert scale. Data were analyzed using Structural Equation Modeling (SEM) techniques to test the direct effect, the Sobel test to test the mediating effect, and MRA (Moderated Regression Analysis) to test the moderating effect. (Ferdinand, 2002) ; (Ghozali, 2018) ; (Baron & Kenny, 1986) ; (Ferdinand, 2014).

4. Results and Discussion

The structural model analysis that explains the effect test between variables is presented in the following path diagram:
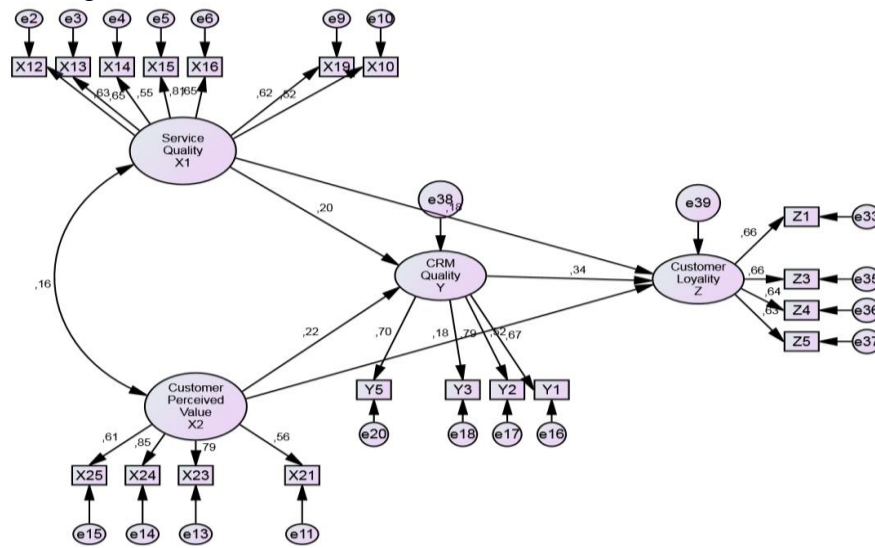
Figure 2. Structural Equation Model (SEM) Testing Results

The test results of the full model for testing the direct effect hypothesis after fulfilling the SEM assumptions are more clearly shown in the following table:

Table 1. Direct Effect Hypothesis Results

			Estimate	S.E.	C.R.	P
CRM_*Quality*_Y	<---	Service_*Quality*_X1	0.225	0.100	2.260	0.024
CRM_*Quality*_Y	<---	CPV _X2	0.235	0.096	2.445	0.014
Customer_Loyalty_Z	<---	CRM_*Quality*_Y	0.379	0.112	3.382	0.000
Customer_Loyalty_Z	<---	Service_*Quality*_X1	0.224	0.111	2.008	0.045
Customer_Loyalty_Z	<---	CPV_X2	0.211	0.107	1.974	0.048

Source: Processed SEM Output, (2020)

Based on the results in table 1, the analysis can be explained as follows:
1. H1: Based on the results of direct hypothesis testing (direct effect), the estimated number of results of testing the effect of servqual on customer loyalty shows a CR value of 2.008 where this value has exceeded the limit value of 1.96, and the probability value (p value) is 0.045 where the value does not exceed the limit of 0.05. Therefore, the CR and p value can be declared to have met the requirements of accepting H1 which proves that the servqual effect model on customer loyalty is significant. The magnitude of the servqual effect coefficient on customer loyalty can be seen in the attachment of the Standardized Direct Effect value, which is 0.179, which means that every increase of one servqual unit will have an impact on increasing customer loyalty by 17.9% The results of this study are in line with research conducted by (Karundeng, 2013); (Kandampully, Zhang, & Bilgihan, 2015); (Putri, 2017); (Surachman & Azis, 2017) and (Ida Aju Brahmasari, Dipl, & Panjaitan, 2016); (Octavia, Patwayati, & Suleman, 2019); (Giovanis, Zondiros, & Tomaras, 2014).

2. H2: Based on the results of direct hypothesis testing (direct effect), the estimated number of results of testing the effect of CPV on customer loyalty shows a CR value of 2.445 where this value has exceeded the limit value of 1.96 and the probability value (p value) is 0.014 where the value does not exceed the limit of 0.05. Therefore, the CR and p value can be declared to have met the requirements of receiving H2 which proves that the CPV influence model on customer loyalty is significant. The magnitude of the CPV influence coefficient on customer loyalty can be seen in the attachment of the Standardized Direct Effect value, which is 0.179, which means that every increase of one CPV unit will have an impact on increasing customer loyalty by 17.9%. The results of this study are in line with research conducted by (Budiman & Muryati, 2017); (Wijayanti & Wahyono, 2015); (Bernarto & Patricia, 2017); (Rahi, 2016).

3. H3: Based on the results of direct hypothesis testing (direct effect), the estimated results of testing the effect of servqual on CRM show that the CR value is 2,260 where the value has exceeded the limit value of 1.96 and the probability value (p value) is 0.024 where the value does not exceed the limit of 0.05. Therefore, the CR and p values can be declared to have met the requirements of receiving H3 which proves that the servqual effect model on CRM is significant. The magnitude of the servqual effect coefficient on CRM can be seen in the attachment of the Standardized Direct Effect value, which is 0.200, which means that every increase of one servqual unit will have an impact on the increase in CRM by 20.0%. The results of this study are in line with research conducted by Research from (Harniza Rinny E. dan Kalalo, 2013), and (Yudhanta & Widodo, 2018).

4. H4: Based on the results of direct hypothesis testing (direct effect), the estimated number of results of testing the effect of CPV on CRM shows a CR value of 2.445 where the value has exceeded the limit value of 1.96 and the probability value (p value) is 0.014 where the value does not exceed the limit of 0.05. Therefore, the CR and p value can be declared to have met the requirements for receiving H4 which proves that the CPV influence model on CRM is significant. The magnitude of the coefficient of the influence of CPV on CRM can be seen in the attachment of the Standardized Direct Effect value, which is 0.222, which means that every increase of one CPV unit will have an impact on the increase in CRM by 22.2%. The results of this study are in line with research conducted by (Rasyid, 2017) and (Budiman & Muryati, 2017).

5. H5: Based on the results of direct hypothesis testing (direct effect), the estimated results for testing the effect of CRM on customer loyalty show a CR value of 3.382 where the value has exceeded the limit value of 1.96 and the probability value (p value) is 0.000 where the value does not exceed the limit of 0.05. Therefore, the CR and p value can be declared to have met the requirements of receiving H5 which proves that the CRM influence model on customer loyalty is significant. The magnitude of the coefficient of the effect of CRM on customer loyalty can be seen in the attachment of the Standardized Direct Effect value, which is 0.340, which means that every increase in one CRM unit will have an impact on increasing customer loyalty by 34.0%. The results of this study are in line with research conducted by (Handriani, 2011); (Imasari & Nursalin, 2011); (Damayanti & Prabawani, 2017); (Zuhri & Palupiningdyah, 2018); (Octavia et al., 2019); (Karsalari, Saberi, & Kalimdast, 2017); and (Saadat & Nas, 2013).

After proving the direct effect hypothesis, the following shows the results of the indirect effect analysis as follows:

1. H6: In this model the effect of Servqual is tested on customer loyalty through CRM quality. Testing the indirect effect hypothesis uses the Sobel Test with the following results:

Input:		Test statistic:	Std. Error:	p-value:
a	0.225	Sobel test: 1.87363289	0.04551318	0.06098104
b	0.379	Aroian test: 1.81935552	0.04687099	0.06885721
s_a	0.100	Goodman test: 1.93307718	0.0441136	0.05322669
s_b	0.112	Reset all	Calculate	

Figure 3. Result of the CRM In Mediating
Servqual on Customer loyalty

The figure 3 above shows the single statistical t value = 1.873 <1.960 and p-value = 0.060> 0.05, which proves that these results are not significant. With this proof, it can be stated that CRM Quality cannot mediate the effect of servqual on customer loyalty. In other words, rejecting Ha and accepting Ho or non-mediation. This research supports research (Salsabila, 2016) which states that CRM does not mediate the impact of service quality on loyalty and rejects previous research conducted by (Octavia et al., 2019); (Giovanis & Zondiros, 2018) which states that CRM quality mediates the effect of service quality on customer loyalty.

2. H7: In this model, the effect of CPV is tested on customer loyalty through CRM quality. Testing the indirect effect hypothesis uses the Sobel Test with the following results:

Input:		Test statistic:	Std. Error:	p-value:
a	0.235	Sobel test: 1.98337065	0.04490588	0.04732604
b	0.379	Aroian test: 1.92885185	0.04617514	0.05374926
s_a	0.096	Goodman test: 2.04279008	0.04359968	0.04107322
s_b	0.112	Reset all	Calculate	

Figure 4. Result of the CRM in Mediating
CPV on Customer loyalty

From the figure 4 above can be seen that the t-value of the Sobel test = 1.983> 1.96 and the p-value of 0.047 <0.05. Thus, it is evident that the effect of CPV on customer loyalty through CRM Quality is significant. In other words, CRM Quality mediates significantly the effect of CPV on customer loyalty. This research proves that it accepts Ha and rejects H0. Because the effect of CPV on customer loyalty is directly significant or indirect, namely through CRM is also significant, in this case the CRM variable is stated to play a role as partial mediation. The results of this study support the research conducted by (Rasyid, 2017); (Giovanis & Zondiros, 2018).

Furthermore, in this study, two moderation hypotheses were tested, where the test results were as follows:

1. H8: This hypothesis examines the role of brand image in moderating the effect of servqual on CRM on Tiensi products in Banda Aceh.
    The statistical results of testing this moderation effect can be seen in the following section.

Table 2. Moderation Effect of the Brand image on Servqual to CRM

			Standard Estimates	S.E.	C.R.	P
CRM *Quality*	<---	Service_*Quality*_X1	.260	.066	3.939	***
CRM *Quality*	<---	Brand_Image_M	.219	.066	3.313	***
CRM *Quality*	<---	Moderasi(X1.M)	.175	.059	2.954	.003

Source: AMOS Output, Processed (2020)

By looking at the results of the moderation test in the table 2 above, it can be proven that the effect of servqual on CRM Quality is significant with a value of 0.000 <0.05, then the effect of brand image which is a significant moderating variable on CRM Quality with a value of 0.000 <0.05. Then the first moderation, namely the result of multiplying the servqual score with the brand image is also significant with a value of 0.003 <0.05. Thus it is considered a Quasi Moderator. Quasi moderation is a variable that moderates (strengthens) the relationship between the independent variable and the dependent variable which also becomes the independent variable. This means that brand image can moderate the effect of servqual on CRM Quality. Brand image can also be an independent variable that can directly affect CRM Quality on the relationships that are formed.

2. H9: This hypothesis examines the role of brand image in moderating the effect of CPV on CRM quality in Tiensi products in Banda Aceh.
The statistical results of testing the effect of moderation can be seen in the following section.

Table 3. Moderation Effect of the Brand image on CPV to CRM

			Estimate Sandar	S.E.	C.R.	P
CRM *Quality*	<---	Customer Perceived Value	.237	.066	3.576	***
CRM *Quality*	<---	Brand Image	.200	.066	3.024	.002
CRM *Quality*	<---	Moderasi(X2.M)	.172	.069	2.589	.010

Source: AMOS Output, Processed (2020)

By looking at the results of the moderation test in the table 3 above, it can be proven that the effect of CPV on CRM Quality is significant with a value of 0.000 <0.05, then the effect of brand image which is a significant moderating variable on CRM Quality with a value of 0.002 <0.05. Then the second moderation, namely the result of multiplying the CPV score with the brand image is also significant with a value of 0.010 <0.05. Thus it is considered a Quasi Moderator. Quasi moderation is a variable that moderates (strengthens) the relationship between the independent variable and the dependent variable which also becomes the independent variable. This means that brand image can moderate the effect of CPV on CRM Quality. Moreover, brand image can also be an independent variable that can directly affect CRM Quality on the relationships that are formed.

5. Conclusion

The results prove that the direct effect of servqual on customer loyalty is significant, CPV on customer loyalty is significant, servqual on CRM is significant, CPV on CRM is significant, and CRM on customer loyalty is significant. This result implies that to increase customer loyalty to Tiensi products in Banda Aceh, it must be through increasing servqual, CPV and CRM variables. In addition, the results of this study also prove that the CRM variable does not function as a mediator on the effect of servqual on customer loyalty, but acts as a partial mediator in the CPV influence model on customer loyalty. This explains that an increase in customer loyalty can be predicted by an increase in servqual directly, and can also be predicted by an increase in CPV either directly or indirectly, namely through the CRM variable.

Furthermore, the test results also prove that brand image plays a role in moderating the effect of servqual on customer loyalty, and also moderating the effect of CPV on customer loyalty. The role of this brand image variable on the two influence models is proven to be a Quasi Moderator, where brand image can play a strong role both as a moderator and as a predictor. Thus, the presence of this brand image variable must also be increased so that it has an impact on improving CRM, and in turn, can increase customer loyalty.

All of these findings can contribute to the scientific domain, especially in the field of management. The novelty of the research lies in the combination of proving the role of the CRM variable as mediation and the role of brand image moderation so that the model tested in this study can enrich previous references. For future researchers, of course, it is possible to further develop this model by adding other predictor variables such as marketing strategy, or moderating variables such as gender.

The results of this study also contribute to the practical world, especially for the object of research, namely the Tiensi product manager. Several recommendations have been generated for steps to improve customer loyalty for Tiensi products in Banda Aceh. Management needs to improve service quality by offering quality original products, purchasing products through official distributors directly, responding quickly to customer inquiries, mastering product types and managing complaints of customer needs, being friendly and maintaining customer privacy, making purchases easy for anyone and fluent communication and understanding of customers. Besides, management also needs to improve good customer relations by improving service quality, providing knowledge about products and the use of information technology to customers, maintaining good relationships with customers. Companies need to build a better brand image by making the right concept and product innovations according to customer needs, continue to carry out promotions to introduce new products to customers and maintain product quality so that they are safe for consumption.

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