

THE IMPACT OF PT BIO FARMA CORPORATE REPUTATION, PRODUCT QUALITY AND SERVICE QUALITY ON INSTITUTIONAL CUSTOMER LOYALTY

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Abstract

Today, the business environment is in a very tight and dynamic competition, where all companies are trying to acquire and retain customers. Companies that are successful in attracting and retaining customers to consume their products or services will have the ability to seize new opportunities and be superior to their competitors. Therefore, in the context of the current environment, companies need to pay attention to several important points that can increase customer loyalty.

The purpose of this study was to determine the factors that influence the increase in customer loyalty at PT BioFarma. Researchers will examine several factors, namely corporate image, product quality, and service quality as determinants of customer loyalty in purchasing products at PT BioFarma. This research will be conducted using quantitative methods with descriptive and verification approaches. The research population is individuals who have purchased PT BioFarma products more than once to ensure that they have loyalty. The number of samples that eventually became respondents in this study were 200 people. The results of this study indicate that there is an influence from corporate image on customer loyalty, there is an influence from product quality on customer loyalty, and there is an influence from service quality on customer loyalty.

Keywords: Customer Loyalty, Company Image, Product Quality, Service Quality

Introduction

A dynamic external environment signaled by global competition and massive and rapid changes requires that organizations be able to grow and get used to the environment (Gultom et al., 2020). This is necessary so that the organization can survive and succeed in winning the competition. Make it, institutionrequires the existence of aspects that can help achieve competitive advantage while acting as a driver of the long-term success of the organization(El-Adly, 2019). In this era, business development in various lines, types, scopes and sizes also continues to grow rapidly.

Under these conditions, today's business owners are faced with one big problem, namely how they can win the competition while keeping their business sustainable in the long term, and of course generate profits.(Rather, 2019). One of the main keys to answering these problems is through consumers. A business will be able to survive in the long term when they can keep consumers loyal to the industry, either to the particular product or brand they issue.(Molinillo, 2020).Shankar (2019)also mentioned that business success depends on how consumers respond or respond to the business. Basically, consumers are parties who buy products or services from industries that can meet their needs and desires(Raza, 2020).

Consumers who already have loyalty to an industry will help the industry to get new consumers by sharing the information they have regarding industry products or services(Liu, 2020). This shows that loyalty will provide more benefits for the industry itself. Loyal consumers will encourage other consumers to buy products and services from the industry. They will also think twice about buying products and services from other industries(Ali, 2020). Therefore, building consumer loyalty also requires a customer-centered approach, so as to meet their needs and desires.

An industry must ensure that they provide quality services and products for their consumers, according to the sacrifices they have made. This will increase the number of consumers as well as help establish and strengthen long-term relationships between consumers and the industry itself(Gharaei, 2019). With quality products and services, the industry can also build consumer satisfaction with the industry itself. In several studies, satisfied consumers have been shown to be loyal to the industry(Zhang, 2019).

As an industry that continues to grow, PT Bio Farma needs to ensure that they have loyal customers, so that their business can run in a more sustainable manner. From observations made by researchers, it is known that in 2022 PT Bio Farma will still be ranked third in the pharmaceutical industry in Indonesia, apart from its role as a vaccine provider for the public.

Literature Review

Customer loyalty

Hurriyati (2010: 128) states that customer loyalty indicates that the company has a significant position in an industry. Maintaining loyalty will lead to increased financial capability and maintain the continuity of the company's life in the industry.

Based on the definitions of the experts above, customer loyalty can be understood as the tendency of customers to consistently choose and advocate for a particular brand or industry over its competitors. Customer loyalty is a profitable aspect of business success, as it can lead to repeat purchases, positive word of mouth recommendations and increased revenue.

Corporate Image

Every industry, consciously or not, certainly has a view in society. That view can be classy good, more or less good. As a result of the different viewpoints that accompany the industry, a factory also influences their success in business activities and product sales (Extract & Yasa, 2020). This is because the customer's perception of industry views can have an impact on the

tendency of customer attitudes.

Based on the meaning of the experts above, it can be concluded that industry opinion is an opinion that is stuck in the minds of customers in the industry, both in the quality of services or products provided, or in the good name of a good industry in the community area.

Product Quality

Quality is an important tool for achieving product positioning. Quality combines the level of expertise of a particular brand or product in performing the expected function. Clients describe quality with Clients describe quality in various ways. Quality is defined as something that meets or exceeds the client's expectations. Mariano (2022) describes quality as the expertise of a product or service to fulfill client desires.

Products are tangible or intangible subjects that people can buy (Barnes, 2022). The interpretation of product quality for Kotler and Armstrong (2019) is a set of character identities of goods and services that have the expertise to fulfill desires which is an interpretation of a combination of strong energy, reliability, accuracy, ease of maintenance and other attributes of a product. Product quality is something that needs to get important attention from industry or manufacturers, considering the quality of a product is closely related to customer satisfaction issues, which is the goal of sales activities carried out by the industry. Each industry or manufacturer must select a quality level that will help or support efforts to improve or maintain the position of the product in its target market.

Based on the meaning of the experts above, it can be concluded that product quality is the level of product superiority or superiority, which includes performance, reliability, durability, safety, and all the values contained in it. Product quality is very important in ensuring the success of the business sector.

Service Quality

Service quality is the lifeblood of the industry, bringing increased customer protection, competitive advantage and long-term profitability (Kenneth & Douglas, 1993). According to Grönroos (1982) service is an unstoppable interaction involving the customer and the service provider. Zeithaml (1988) defines service quality as a process by which customers carry out a comparative analysis of the overall services provided. While Sureshchandar, Rajendran & Anantharaman (2002) stated that service delivery organizations can gain a successful competitive advantage over competitors through good service quality. According to Parasuraman et al (2005) Quality of service in general refers to the output of the service delivery system related to consumer satisfaction, perceptions,

Conceptual Framework

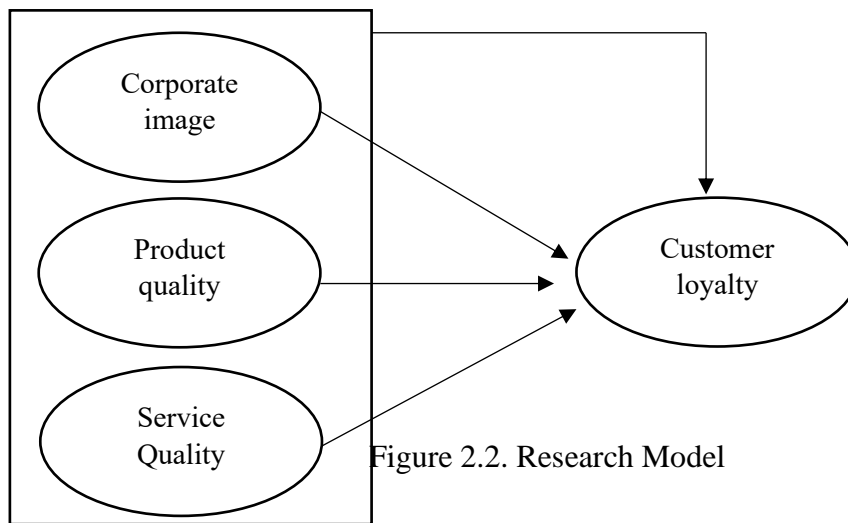


Figure 2.2. Research Model

Results Methodology

A positive company image also creates an emotional connection with customers, making them more likely to forgive minor mistakes or deficiencies and remain loyal to the industry. On the other hand, a negative company image can erode customer loyalty and make it difficult to attract new customers. In several previous studies, corporate image was also found to have a positive effect on customer loyalty (Karyose et al., 2019; Kesuma et al., 2021; Alam & Noor, 202). So, the hypothesis developed is:

H1: There is an influence between corporate image and customer loyalty.

H2: There is an influence between product quality and customer loyalty

H3: There is an influence between service quality and customer loyalty

H4: There is an influence between corporate image, product quality, and service quality on customer loyalty.

Results

Data and Variables

Descriptive Analysis Regarding Corporate Image Variables

The following is about the weight of the assessment data on the promotion variable:

Table 3.2.1
Bio Farma is a reliable industry

		frequency	percent	scores
Valid	1	12	6.0	12.0
	2	26	13.0	52.0
	3	41	20.5	123.0

	4	62	31.0	248.0
	5	59	29.5	295.0
	Total	200	100.0	730.0
Average				3.7

Source: Results of primary data processing, 2023

Table 3.2.1 above proves the assumptions of respondents to the statement "Bio Farma is an industry that can be expected". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 59 people, who reported Agree with 62 people, who reported Fairly Agree with 41 people, who reported Disagree with 26 people, and 12 people who reported Strongly Disagree. This proves that in general the score statement is 3.70 because it lies at a break of 3.40–4.19. As a result the statement “respondents' assumption of the statement “Bio Farma is an industry that can be relied upon” can be said to be quite good.

Table 3.2.2
Bio Farma is an interesting industry

		frequency	percent	scores
Valid	1	2	1.0	2.0
	2	40	20.0	80.0
	3	41	20.5	123.0
	4	60	30.0	240.0
	5	57	28.5	285.0
	Total	200	100.0	730.0
Average				3.7

Source: Results of primary data processing, 2023

Table 3.2.2 above proves the assumptions of respondents to the statement "Bio Farma is an attractive industry". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 57 people, who reported Agree with 60 people, who reported Fairly Agree with 41 people, who reported Disagree with 40 people, and 2 people who reported Strongly Disagree. This proves that in general the statement's score is 3.70 because it lies at a break of 3.40–4.19. As a result, the respondents' assumptions about the statement “Bio Farma is an interesting industry” can be said to be quite good.

Table 3.2.3
Bio Farma is a satisfying industry

		frequency	percent	scores
Valid	1	2	1.0	2.0

	2	40	20.0	80.0
	3	42	21.0	126.0
	4	61	30.5	244.0
	5	55	27.5	275.0
	Total	200	100.0	727.0
Average				3.6

Source: Results of primary data processing, 2023

Table 3.2.3 above proves the assumptions of respondents to the statement "Bio Farma is a relief industry". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 55 people, who reported Agree with 61 people, who reported Fairly Agree with 42 people, who reported Disagree with 40 people, and 2 people who reported Strongly Disagree. This refers to the fact that in general the statement score is 3.60 because it lies at a break of 3.40–4.19, as a result the statement "respondents' assumption of Bio Farma's statement is a relief industry" can be said to be quite good.

Table 3.2.4
Bio Farma is a reputable industry

		frequency	percent	scores
Valid	1	3	1.5	3.0
	2	46	23.0	92.0
	3	42	21.0	126.0
	4	58	29.0	232.0
	5	51	25.5	255.0
	Total	200	100.0	708.0
Average				3.5

Source: Results of primary data processing, 2023

Table 3.2.4 above proves the assumptions of respondents to the statement "Bio Farma is an industry with a good reputation". Of the 200 respondents who were used as illustrations, there were respondents who reported Strongly Agree with 51 people, who reported Agree with 58 people, who reported Fairly Agree with 42 people, who reported Disagree with 46 people, and 3 people who reported Strongly Disagree. This shows that in general the statement score is 3.50 because it lies at a break of 3.40–4.19, as a result the statement "respondents' assumption of the statement "Bio Farma is an industry that has a good reputation" can be said to be quite good.

Table 3.2.5
Recapitulation of Respondents Regarding company image

No	Statement	SS	S	CS	TS	STS	Amount	Average	Ket
1	Bio Farma is a reliable industry	59	62	41	26	12	730	3.7	Good
2	Bio Farma is an interesting industry	57	60	41	40	2	730	3.7	Good
3	Bio Farma is a satisfying industry	55	61	42	40	2	727	3.6	Good
4	Bio Farma is a reputable industry	51	58	42	46	3	727	3.6	Good
Score average								3.6	Pretty good

Source: Results of primary data processing, 2023

Based on the data in table 3.2.5, it can be seen that the highest score with a value of 3.70 is achieved by the statement "Bio Farma is a reliable industry" and "Bio Farma is an attractive industry". This indicates that the company's image is a factor that can determine the existence of customer loyalty.

Descriptive Analysis Regarding Service Quality Variables

The following is the assessment weight data on the Service Quality variable.

Table 3.2.6

Bio Farma's facilities are very modern

		frequency	percent	scores
Valid	1	11	5.5	11.0
	2	29	14.5	58.0
	3	42	21.0	126.0
	4	60	30.0	240.0
	5	58	29.0	290.0
	Total		200	100.0
Average				3.6

Source: Results of primary data processing, 2023

Table 3.2.6 above proves the assumptions of respondents to the statement "Bio Farma's facilities are very modern". Of the 200 respondents used as illustrations, there were respondents

who reported Strongly Agree with 58 people who reported Agree with 60 people who reported Fairly Agree with 42 people who reported Disagree with 29 people, and 11 people who reported Strongly Disagree. It is reported that in general the statement score is 3.60 because it lies at a break of 3.40 – 4.19, so the statement "Means of Bio Farma is very modern" can be said to be mostly good.

Table 3.2.7
Bio Farma is fully committed to its customers

		frequency	percent	scores
Valid	1	2	1.0	2.0
	2	40	20.0	80.0
	3	42	21.0	126.0
	4	61	30.5	244.0
	5	55	27.5	275.0
	Total	200	100.0	727.0
Average				3.6

Source: Results of primary data processing, 2020

Table 3.2.7 above proves the assumptions of respondents to the statement "Bio Farma is fully committed to the client". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 55 people, who reported Agree with 61 people, who reported Fairly Agree with 42 people, who reported Disagree with 40 people, and 2 people who reported Strongly Disagree. This shows that in general the statement score is 3.60 because it lies at a break of 3.40–4.19. As a result, the statement “Bio Farma is fully committed to the client” can be said to be mostly good.

Table 3.2.8
There is positive interaction between Bio Farma staff and consumers

		frequency	percent	scores
Valid	1	2	1.0	2.0
	2	39	19.5	78.0
	3	44	22.0	132.0
	4	61	30.5	244.0
	5	54	27.0	270.0
	Total	200	100.0	726.0

Average 3.6

Source: Results of primary data processing, 2020

Table 3.2.8 above proves the assumptions of respondents to the statement "There is a positive interaction between Bio Farma employees and customers". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 54 people, who reported Agree with 61 people, who reported Fairly Agree with 44 people, who reported Disagree with 39 people, and 2 people who reported Strongly Disagree. This proves that in general the score for the statement is 3.60 because it lies between 3.40 and 4.19. Thus, the statement "There is positive interaction between Bio Farma employees and customers" can be said to be mostly good.

Table 3.2.9

Bio Farma staff are always ready to serve customers

		frequency	percent	scores
Valid	1	2	1.0	2.0
	2	43	21.5	86.0
	3	56	28.0	168.0
	4	57	28.5	228.0
	5	42	21.0	210.0
	Total	200	100.0	694.0
Average				3.5

Source: Results of primary data processing, 2020

Table 3.2.9 above proves the assumptions of respondents to the statement "Bio Farma employees are always available to serve clients". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 42 people, who reported Agree with 57 people, who reported Fairly Agree with 56 people, who reported Disagree with 43 people, and 2 people who reported Strongly Disagree. It is reported that in general the statement score is 3.50 because it is in the range of 3.40–4.19. As a result the statement "Bio Farma employees are always available to help clients" can be said to be mostly good.

Table 3.2.10

Bio Farma staff are always ready to help customers

		frequency	percent	scores
Valid	1	2	1.0	2.0
	2	40	20.0	80.0
	3	42	21.0	126.0

4	61	30.5	244.0
5	55	27.5	275.0
Total	200	100.0	727.0
Average			3.6

Source: Results of primary data processing, 2020

The results of table 3.2.10 above prove that the respondents' assumptions about the statement "Bio Farma employees are always available to help clients". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 55 people, who reported Agree with 61 people, who reported Fairly Agree with 42 people, who reported Disagree with 40 people, and 2 people who reported Strongly Disagree. It is reported that in general the statement score is 3.60 because it lies in the interval 3.40 – 4.19, so the statement "Bio Farma employees are always available to help clients" can be said to be mostly good.

Table 3.2.11
Recapitulation of Respondents Regarding Service Quality

No	Statement	SS	S	CS	TS	STS	Amount	Average	Ket
1	Bio Farma's facilities are very modern	58	60	42	29	11	725.0	3.6	Good
2	Bio Farma is fully committed to its customers	55	61	42	40	2	727.0	3.6	Good
3	There is positive interaction between Bio Farma staff and consumers	54	61	44	39	2	726.0	3.6	Good
4	Bio Farma staff are always ready to serve customers	54	61	44	39	2	694.0	3.5	Good
5	Bio Farma staff are always ready to help customers	42	57	56	43	2	727.0	3.6	Good
Score average								3,587	Good

Source: Results of primary data processing, 2023

Based on the data in table 3.2.11, it can be seen that the highest score with a value of 3.6 is achieved by the statement "Bio Farma's facilities are very modern", "Bio Farma is fully committed to customers", "There is positive interaction between Bio Farma staff and consumers", and "Bio Farma staff are always ready to help customers". This indicates that service quality is a factor that can determine customer loyalty.

Descriptive Analysis Regarding Product Quality Variables

The following is the weight of the assessment data on the Product Quality variable.

Table 3.2.12
 Bio Farma products are of good quality or quality

		frequency	percent	scores
Valid	1	2	1.0	2.0
	2	40	20.0	80.0
	3	41	20.5	123.0
	4	60	30.0	240.0
	5	57	28.5	285.0
	Total	200	100.0	730.0
Average				3.7

Source: Results of primary data processing, 2023

Table 3.2.12 above proves the respondents' assumptions about the statement "Bio Farma products are of good quality or quality". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 57 people, who reported Agree with 60 people, who reported Fairly Agree with 41 people, who reported Disagree with 40 people, and 2 people who reported Strongly Disagree. It is reported that in general the score for the statement is 3.70 because it lies in the interval 3.40–4.19, as a result the statement "Bio Farma products have good quality or quality" can be said to be mostly good.

Table 3.2.13
 Bio Farma's products comply with the specifications offered

		frequency	percent	scores
Valid	1	2	1.0	2.0
	2	40	20.0	80.0
	3	42	21.0	126.0
	4	61	30.5	244.0
	5	55	27.5	275.0
	Total	200	100.0	727.0
Average				3.6

Source: Results of primary data processing, 2023

Table 3.2.13 above proves the assumptions of respondents to the statement "Bio Farma's products comply with the details offered". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 55 people, who reported Agree with 61 people,

who reported Fairly Agree with 42 people, who reported Disagree with 40 people, and 2 people who reported Strongly Disagree. This shows that in general the score for the statement is 3.60 because it lies in the interval 3.40 – 4.19, as a result the statement "Bio Farma products conform to the details offered" can be said to be mostly good.

Table 3.2.14
 Bio Farma products have health benefits

		frequency	percent	scores
Valid	1	3	1.5	3.0
	2	46	23.0	92.0
	3	42	21.0	126.0
	4	58	29.0	232.0
	5	51	25.5	255.0
	Total	200	100.0	708.0
Average				3.5

Source: Results of primary data processing, 2023

Table 3.2.14 proves that the respondents' assumptions about the statement "Bio Farma products have health benefits". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 51 people, who reported Agree with 58 people, who reported Fairly Agree with 42 people, who reported Disagree with 46 people, and 2 people who reported Strongly Disagree. This implies that in general the statement score is 3.50 because it is in the range of 3.40 to 4.19, so the statement "Bio Farma products have health benefits" can be said to be mostly good.

Table 3.2.15
 Bio Farma products have standard packaging

		frequency	percent	scores
Valid	1	11	5.5	11.0
	2	29	14.5	58.0
	3	42	21.0	126.0
	4	60	30.0	240.0
	5	58	29.0	290.0
	Total	200	100.0	725.0
Average				3.6

Source: Results of primary data processing, 2023

Table 3.2.15 proves the assumptions of respondents to the statement "Bio Farma products have packages that comply with standards". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 58 people who reported Agree with 60 people who reported Fairly Agree with 42 people who reported Disagree with 29 people, and 11 people who reported Strongly Disagree. This proves that in general the score for the statement is 3.60 because it lies in the interval 3.40 – 4.19, as a result the statement "Bio Farma products have packages that comply with standards" can be said to be mostly good.

Table 3.2.16
Recapitulation of Respondents Regarding Poduk Quality

No	Statement	SS	S	CS	TS	STS	Amount	Average	Ket
1	Bio Farma products are of good quality or quality	57	60	41	40	2	730.0	3.7	Good
2	Bio Farma's products comply with the specifications offered	55	61	42	40	2	727.0	3.6	Good
3	Bio Farma products have health benefits	51	58	42	46	3	708.0	3.5	Good
4	Bio Farma products have standard packaging	58	60	42	29	11	725.0	3.6	Good
Score average								3,612	Good

Source: Results of primary data processing, 2023

Based on the data in table 3.2.16, it can be seen that the highest score with a value of 3.7 was achieved by the statement "Bio Farma has good performance". This indicates that product quality is a factor that can determine customer loyalty.

Descriptive Analysis Regarding Customer Loyalty Variables

The following is the assessment weight data on the Customer Loyalty variable.

Table 3.3.1
I will buy Bio Farma products again

	frequency	percent	scores
Valid 1	2	1.0	2.0
2	43	21.5	86.0
3	56	28.0	168.0
4	57	28.5	228.0
5	42	21.0	210.0

Total	200	100.0	694.0
Average			3.5

Source: Results of primary data processing, 2023

Table 3.3.1 proves the respondent's assumption of the statement "I want to buy Bio Farma products again". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 42 people, who reported Agree with 57 people, who reported Fairly Agree with 56 people, who reported Disagree with 43 people, and 2 people who reported Strongly Disagree. It is reported that in general the score for the statement is 3.70 because it lies in the interval 3.40–4.19, so the statement "I will buy Bio Farma products again" can be said to be mostly good.

Table 3.3.2

I will recommend Bio Farma products to my friends

		frequency	percent	scores
Valid	1	11	5.5	11.0
	2	29	14.5	58.0
	3	42	21.0	126.0
	4	60	30.0	240.0
	5	58	29.0	290.0
	Total	200	100.0	725.0
Average				3.6

Source: Results of primary data processing, 2023

Table 3.3.2 above proves the respondent's assumption of the statement "I want to propose Bio Farma products to my friends". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 58 people who reported Agree with 60 people who reported Fairly Agree with 42 people who reported Disagree with 29 people, and 11 people who reported Strongly Disagree. It is reported that in general the score for the statement is 3.6 because it lies in the interval 3.40–4.19, so the statement "I want to recommend Bio Farma products to my friends" can be said to be mostly good.

Table 3.3.3

If I need to buy back, I will come to Bio Farma

		frequency	percent	scores
Valid	1	2	1.0	2.0
	2	40	20.0	80.0
	3	42	21.0	126.0

	4	61	30.5	244.0
	5	55	27.5	275.0
	Total	200	100.0	727.0
Average				3.6

Source: Results of primary data processing, 2023

Table 3.3.3 above proves the assumptions of respondents to the statement "If I need to buy back, I will come to Bio Farma". Of the 200 respondents who were used as illustrations, there were respondents who reported Strongly Agree with 55 people, who reported Agree with 61 people, who reported Fairly Agree with 42 people, who reported Disagree with 40 people, and 12 people who reported Strongly Disagree. This indicates that in general the statement score is 3.6 because it is in the range of 3.40–4.19, so the statement "If I need to buy back, I will come to Bio Farma" can be said to be mostly good.

Table 3.3.4

I will speak positively about Bio Farma to other people

		frequency	percent	scores
Valid	1	2	1.0	2.0
	2	39	19.5	78.0
	3	44	22.0	132.0
	4	61	30.5	244.0
	5	54	27.0	270.0
	Total	200	100.0	726.0
Average				3.6

Source: Results of primary data processing, 2023

Table 3.3.4 above proves the respondent's assumption of the statement "I want to have a positive dialogue about Bio Farma with other people". Of the 200 respondents used as illustrations, there were respondents who reported Strongly Agree with 54 people, who reported Agree with 61 people, who reported Fairly Agree with 44 people, who reported Disagree with 39 people, and 2 people who reported Strongly Disagree. It is reported that in general the score for the statement is 3.6 because it lies in the interval 3.40–4.19, as a result the statement "I want to have a positive dialogue about Bio Farma with other people" can be said to be mostly good.

Table 3.3.5
Recapitulation of Respondents Regarding Customer Loyalty

No	Statement	SS	S	CS	TS	STS	Amount	Average	Ket
1	I will buy Bio Farma products again	42	57	56	43	2	694.0	3.5	Good
2	I will recommend Bio Farma products to my friends	58	60	42	29	11	725.0	3.6	Good
3	If I need to buy back, I will come to Bio Farma	55	61	42	40	2	727.0	3.6	Good
4	I will speak positively about Bio Farma to other people	54	61	44	39	2	726.0	3.6	Good
Score average								3.6125	Good

Source: Results of primary data processing, 2023

Based on the data in table 3.3.5, it can be seen that the highest score with a value of 3.6 is achieved by the statement "I will recommend Bio Farma products to my friends, "If I need to buy again, I will come to Bio Farma",And "I will speak positively about Bio Farma to other people". This indicates that Customer Loyalty can be said to be good overall.

Discussion

Effect of Corporate Image (X1) on Customer Loyalty (Y)

The analysis results prove that Industry View has an impact on client compliance based on the results of the questionnaire, Bio Farma's corporate image can be said to be good. This can happen when the company's image gets a positive perception from its customers. The results of this research are in accordance with the statement (Karyose et al., 2019) Which Customers are more likely to stay loyal to an industry with a positive image because they perceive the industry as trustworthy, reliable and committed to providing high-quality products or services. A positive company image also creates an emotional connection with customers, making them more likely to forgive minor mistakes or deficiencies and remain loyal to the industry. On the other hand, a negative company image can erode customer loyalty and make it difficult to attract new customers. The results of this research are also supported by some of the results of previous research by Karyose et al. (2019), Kesuma et al. (2021), and Alam & Noor (2022). which states that corporate image has a positive effect on customer loyalty.

Effect of Product Quality (X2) on Customer Loyalty (Y)

The results of the analysis show that product quality has an influence on customer loyalty. Suharto et al. (2021) mention customers expect high-quality products that meet or exceed their expectations, and they tend to stay loyal to industries that consistently produce high-quality products. In accordance with the results of the questionnaire concluded that the quality of the products provided to customers can be said to be good. Respondents' responses are sufficient to provide concrete evidence of the quality of the products provided by PT Bio Farma. Product

quality is an important factor in building customer loyalty, and industries that prioritize quality are more likely to retain loyal customers and be successful in the long term. The results of this research are supported by the results of previous research which has also proven that product quality can predict customer loyalty to products and industries (Sitanggang et al., 2019; Hakim et al., 2021; Suhartanto et al., 2021).

Effect of Service Quality (X3) on Customer Loyalty (Y)

Based on the test results, the proven assumption is that service quality affects client compliance. Service quality is another key aspect affecting client compliance. Client expect a high-quality service that is responsive, friendly, and efficient, and they tend to stay loyal to an industry that consistently delivers outstanding service. When customers receive high-quality service, they tend to feel valued and valued, which can increase satisfaction, repeat business, and positive word of mouth recommendations. On the other hand, poor service quality can drive customers away and erode their loyalty. The results of this research are also supported by previous research (Dam & Dam, 2021; Kesuma et al., 2021; Gopi & Samat, 2020), which explains the effect of service quality on customer loyalty.

Effect of Corporate Image (X1), Product Quality (X2) and Service Quality (X3) on Customer Loyalty (Y)

Based on the results of the f test, it was found that corporate image (X1), product quality (X2) and service quality (X3) have on PT Bio Farma's customer loyalty (Y), with a magnitude of influence of 95.9%. This is also seen based on the responses of the respondents who gave good responses. When customers receive exceptional service from an industry, they tend to feel valued and valued, leading to increased satisfaction, repeat business, and positive word of mouth recommendations (Dam & Dam, 2021). In addition, customers are more likely to remain loyal to an industry that consistently delivers on these three things: corporate image, product quality, and service quality. The results of this research are in line with the research results of Hakim et al., (2021); Karyose et al., (2019); Kesuma et al., (2021) which proves that company image, product quality, and service quality simultaneously affect customer loyalty.

Conclusions And Recommendation

Conclusion

Based on research on industry views, product quality, and service quality to PT Bio Farma's client loyalty. Until the next conclusion is obtained:

1. There is an influence of corporate image on PT Bio Farma's customer loyalty
2. There is an influence of product quality on PT Bio Farma's customer loyalty
3. There is an influence of service quality on PT Bio Farma's customer loyalty
4. There is an influence of corporate image, product quality and service quality on PT Bio Farma's customer loyalty

Recommendation

Managerial Implications. This research is expected to help managers and decision-makers in a company by providing recommendations, considerations, and references in the face of significant disruption effects. Focusing on efforts to integrate business operations, resilience, and adaptation strategies is critical to ensure long-term supply chain performance and continuity. Resilience is one of the internal factors of a company that can be used as capital in dealing with uncertainty by implementing excess inventory, risk management, innovation, and employee empowerment. Choosing the right adaptation strategy, both individually and in combination, and continuously adjusting to changes is critical in order to maintain SCP and supply chain continuity. For example, increasing collaboration can speed up product time to market and demand fulfillment by technology transfer or sales of partnerships and trading products. Implementing a substitution strategy by using alternative products or raw materials with consideration for the closest location can simplify, accelerate, and shorten supply chain channels and distribution time. Changes in production facility allocation or process flexibility might increase facility utilization.

Theoretical Implications. This research will also assist academics in developing strategic operations management practices, specifically resilience and adaptation strategies, in combating disruption or major disruptive effects such as the COVID-19 pandemic and maintaining supply chain continuity.

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