SERVICE QUALITY, PROMOTION OF CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE
(Consumer case study of product Eiger Adventure Store Tamansiswa)

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Abstract
This study aims to determine the influence of independent variables, namely service quality and promotion, on the dependent variable customer loyalty with the intervening customer satisfaction variable. Influence testing in this study was carried out partially and simultaneously as well as a Sobel test to determine the influence of mediation variables. The study took samples from Eigerindo consumers who are in the Tamansiswa area. This research method uses a non-probability sampling technique with purposive sampling method. Data collection is carried out using a google form by distributing questionnaire links. The number of questionnaires processed is 100 and processed using SPSS 24. The data were analyzed using multiple linear regression analysis. The results showed that each independent variable affects the dependent variable, namely: 1) The service quality variable has a positive effect on customer satisfaction. 2) The promotion variable has no effect on customer satisfaction. 3) The variables of customer satisfaction and service quality have a positive effect on Eigerindo Tamansiswa's customer loyalty. 3) The promotion variable has no effect on Eigerindo Tamansiswa's customer loyalty.

Keywords: Service Quality, Promotion, Customer Satisfaction, Customer Loyalty

Introduction
Mountain climbing is becoming an outdoor activity that is increasingly popular and in demand by the public. No wonder nowadays many make mountaineering activities their new hobby. Not only young people, parents to children also start to have a lot of hobbies to go up the mountain. Mountaineering has various benefits for the physical and spiritual for the climbers, which is what makes this activity so popular. The phenomenon of outdoor activities such as mountain climbing has increased from year to year. The trend of mountain climbing has even increased since 2014, after the emergence of films with climbing nuances appeared on the wide screen which made climbing activities finally become a mountaineering outbreak. Even the trend of climbing mountains is now able to influence people's lifestyles, especially in the millennial generation (Prostrate, 2019).

Lifestyle is able to influence a person, and ultimately determine one's consumption choices. Recently, the lifestyle of the millennial generation is very much in line with the development of trends. The development of this trend has provided changes to people's

lifestyles, making people's lifestyle patterns now more of an adventurous lifestyle and nature lovers (outdoors). Therefore, currently, there is a shift or change in lifestyle in fashion and style in society, where in the past their products were outdoor which were only used as fashion and style when doing outdoor activities, but now they are being used as a support for appearance when carrying out daily activities as well. One of the outdoor product brands that is very well known by the public, especially the millennial generation, is Eiger products (Setiawan & Budiarti, 2020).

Born in 1989, Eiger was created for tropical explorers and adventurers. Taking its name directly from mount Eiger, Eigerindo MPI aims to bring the spirit of climbing one of the toughest mountains in the world to everyone's heart (Eigerindo MPI, 2019). PT. Eigerindo Multi Products Industry or known as Eiger is the largest outdoor adventure equipment manufacturing and retail company in Indonesia (Zahara, 2018). The products issued by Eiger are kareel, sandals, t-shirts, tents, daypacks, bags, shoes, hats, watches and scarfs. which has been much loved by many young people and has become a trend for young people to use Eiger products (Ahmadi & Herlina, 2017) .

According to, Service Quality reflects all dimensions of product offerings that generate Tjiptono and Fandy (2012) a benefits for customers. Meanwhile, according to Alma (2007) in(Kuswandi & Nuryanto, 2018), revealed that service quality is a way of working for companies that try to make continuous quality improvements to the processes, products, and services produced by the company. Companies are required to provide good service to consumers as an effort by the company to influence and retain consumers to continue to buy their products. When looking at Eiger products that are known and widely used by the public, this illustrates that Eigerindo provides good service to its consumers so that consumers feel a pleasant experience when shopping for products from Eigerindo.

Promotion is a tool to attract the attention of consumers and potential consumers to buy the products that are being offered. According to Kotler (2012) in (Kuswandi & Nuryanto, 2018) Promotion is an activity that communicates and informs about a product intended to consumers to make exchange actions in marketing (purchasing) of the product. Marketing or promotional communication is a single marketing mix used to increase customer value or build brand equity in the memory of the customer (Abdurrahman & Herdiana, 2015). Promotions that are delivered well and on target will have a positive impact on the company. Like the promotion carried out by Eigerindo can persuade and influence the community because their promotion is effective and on target, so Eigerindo products are widely used by the public today.

According to Tjahjaningsih, (2013) loyalty customer is the intention of repurchase products and services as the purpose of the company. Customer loyalty is the behavior after the purchase of a product is determined by satisfaction or dissatisfaction with a product as the end of the sales process. Customer loyalty is formed none other than due to customer satisfaction factors and the quality of service provided by Eigerindo to its customers. Good service will provide satisfaction to consumers so that this satisfaction will affect consumer behavior in shopping (Mole et al., 2019).

Customer satisfaction is a very valuable thing in order to maintain the existence of these consumers to continue the running of a business or business. (Mole et al., 2019) According to Kotler (2012: 42) in (Fauzi et al., 2019), Consumer satisfaction is a feeling of pleasure or disappointment of a person that comes from a comparison between his impressions of the performance (or results) of a product and his expectations. If consumers are satisfied with the services provided by a company, it can affect potential consumers and other consumers. Customer satisfaction will have a positive impact on the company because it means that the

company provides good service to its consumers. Consumer satisfaction can affect consumer loyalty to a company.

Hypothesis 1: Service Quality affects Customer satisfaction
Hypothesis 2: Promotion affects Customer satisfaction
Hypothesis 3: Customer satisfaction affects Customer Loyalty
Hypothesis 4: Service Quality affects Customer Loyalty
Hypothesis 5: The Effect of Promotion on Customer Loyalty
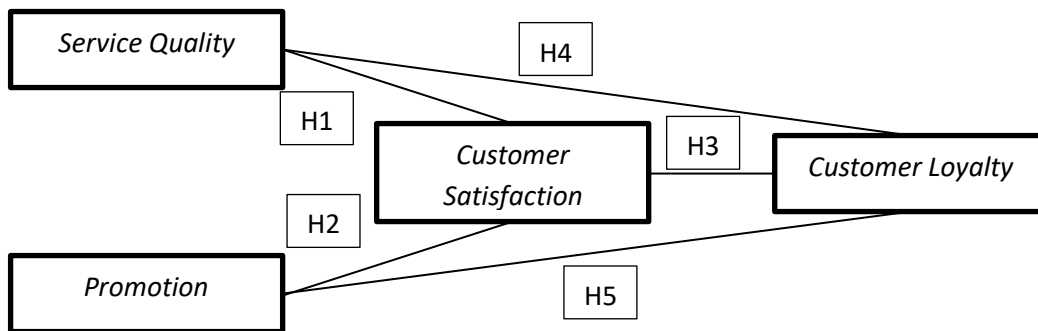
Research Methods

Figure 1 Frame of Mind

The research to be carried out is quantitative type research, using descriptive analysis. The free variable in this study is Service Quality, Promotion, while the bound variable (dependent) is Customer loyalty and the intervening variable is Customer Satisfaction. The object in this study is the consumer of Eiger Adventure Store in Tamansiswa area, Yogyakarta. By sampling using the nonprobability sampling technique method with questionnaire instruments. Meanwhile, the data retrieval technique uses purposive sampling. The sample in this study was 100 respondents. Data collection from these respondents using questionnaires through google forms with a Likert scale of 1-5 from strongly disagreeing (1) to strongly agreeing (5), analyzed using multiple regression analysis.

Characteristics of Respondents
In the study conducted by distributing questionnaires through google forms, 133 respondents were obtained, but the number of questionnaires processed was 100 people. The questionnaire used is respondent data with the frequency of purchasing Eiger products > 3 times.

Table 1 Research Data

No.	Gender	Frequency	Percentage
1	Total Questionnaires	133	100%
2	Processed questionnaire	100	75,18%

Respondent Criteria

Table 2 Respondent Criteria

No.	Characteristics of Respondents		Frequency	Percentage
1	Gender	Man	61	61%
		Woman	39	39%
2	Age	18 - 23 Years	76	76%
		24 – 27 Years Old	19	19%
		>27 Years Old	5	5%
3	Work	Student	67	67%
		Entrepreneurial	9	9%
		Private Employees	11	11%
		Miscellaneous	13	13%

From the table above, respondents are dominated by men with a percentage value of 61% with an average age of 18-23 years who have the status of students. This proves that consumers are more dominated by teenagers aged 18-23 years and have the status of college students.

Result and Discussion

Validity Test

The validity test is used to find out how careful an instrument or item is in measuring what you want to measure. An invalid questionnaire item means that it can measure what it wants to measure so that the results obtained will not be trusted, so invalid items must be discarded or repaired (Priyatno, 2016). The validity test is carried out with SPSS 24 which aims to find out whether the data is valid to be processed. The test is carried out by comparing the coefficient of validity with the value of the rtable. If the validity coefficient is greater than rtable then it is declared valid with a significance level of 0.05. rtable for degree of freedom (df) = n-2, then df = 100-2 = 98, then r table = 0.196.

Table 3 Validity Test Results

No.	Indicators	*Items*	*Pearson Correlation*	R table	Information
1	**Service Quality**	1	0,796	0,196	Valid
		2	0,807	0,196	Valid
		3	0,780	0,196	Valid
		4	0,872	0,196	Valid
		5	0,750	0,196	Valid
		6	0,878	0,196	Valid
		7	0,850	0,196	Valid
		8	0,737	0,196	Valid
		9	0,857	0,196	Valid
		10	0,833	0,196	Valid
2	**Promotion**	1	0,860	0,196	Valid
		2	0,877	0,196	Valid
		3	0,832	0,196	Valid
		4	0,790	0,196	Valid
		5	0,834	0,196	Valid
		6	0,744	0,196	Valid
		7	0,870	0,196	Valid
		8	0,834	0,196	Valid

No.	Variable	Item	r-Calculate	r-Table	Information
		9	0,828	0,196	Valid
		10	0,863	0,196	Valid
3	Customer Loyalty	1	0,794	0,196	Valid
		2	0,820	0,196	Valid
		3	0,878	0,196	Valid
		4	0,820	0,196	Valid
		5	0,846	0,196	Valid
		6	0,765	0,196	Valid
4	Customer Satisfaction	1	0,894	0,196	Valid
		2	0,860	0,196	Valid
		3	0,847	0,196	Valid
		4	0,866	0,196	Valid
		5	0,881	0,196	Valid
		6	0,601	0,196	Valid

Based on the results of the validity test, in the table r the value of the sample (N) = 100 of 0.196 was obtained. Based on the results of the overall validity test the statement items on the questionnaire are declared valid. All statement items in the table produce a person correlation (r-Calculate) value > than r-Table.

Reliability Test
The reliability test is used to test the consistency of the measuring instrument, whether the results remain consistent or not if the measurement is repeated. Questionnaire instruments that are not reliable are inconsistent for measurements so that measurement results cannot be trusted (Priyatno, 2016). Reliability tests are used to measure the stability and concentration of the measurement scale. The data obtained must show stable and consistent results if remeasurements are made against the same object. This reliability test can be declared reliable if it has a Cronbach Alpha >0.60.

Table 4 Reliability Test Results

No.	Variable	Cronbach's Alpha	Information
1	*Service Quality*	0,944	Reliable
2	*Promotion*	0,951	Reliable
3	*Customer Satisfaction*	0,907	Reliable
4	*Customer Loyalty*	0,902	Reliable

Based on the values of Cronbach's Alpha listed in the table above, it can be seen that of the four variables have values above 0.60. Variables are declared reliable or consistent if the value of Cronbach's Alpha is above 0.60 which means the statements in the variables are worth using in questionnaire data collection.

Multiple Linear Regression Analysis
Multiple linear regression analysis is the use of regression analysis to assess causality relationships between variable relationships that have been established based on the theory. According to Ghozali (2016) multiple linear regression analysis is a method used to test the influence of two or more independent variables on one dependent variable. The double linear

regression test was used to test the intervariable influence in this study, namely Service Quality (x1) promotion (x2) customer satisfaction (y) and customer loyalty (z). The following is a table of the results of multiple linear regression analysis in this study:

Table 5 Multiple Linear Regression Analysis Results 1

		Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.892	1.118		1.692	.094
	Service Quality	.499	.055	.816	9.095	.000
	Promotion	.058	.054	.095	1.060	.292
a. Dependent Variable: Customer Satisfaction						

Y = 0.816 QS + 0.095 PR + e

From the results of multiple linear regression of the first equation above, it can be explained that:

a) The equation shows that every time there is an increase in service quality, it will be followed by an increase in customer satisfaction of 0.816 if other variables are assumed to be fixed. The more service quality, the better the increase in customer satisfaction.

b) The equation shows that every time there is a decrease in promotion, it will be followed by a decrease in customer satisfaction of 0.095 if other variables are assumed to be fixed. The lower the promotion, the worse the decrease in customer satisfaction.

Table 6 Multiple Linear Regression Analysis Results 2

		Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.818	1.720		3.382	.001
	Service Quality	.275	.113	.457	2.424	.017
	Promotion	-.047	.083	-.078	-.563	.575
	Customer Satisfaction	.367	.154	.374	2.385	.019
a. Dependent Variable: Customer Loyalty						

Z = 0.457 QS – 0.078 PR + 0.374 KP + e

From the results of multiple linear regression of the second equation above, it can be explained that:

a) The equation shows that every time there is an increase in service quality, it will be followed by an increase in customer loyalty of 0.457 if other variables are assumed to be fixed. The more service quality, the better the increase in customer loyalty.

b) The equation shows that every increase in promotion will be followed by a decrease in customer loyalty of -0.078 if other variables are assumed to be fixed. The more promotions, the more there is a decrease in customer loyalty.

c) The equation shows that every increase in customer satisfaction will be followed by an increase in customer loyalty of 0.374 if other variables are assumed to be fixed. The more customer satisfaction, the better the increase in customer loyalty.

Hypothesis Testing
The t test basically shows how far the influence of one independent variable individually is in describing the variations in the dependent variables (Ghozali, 2016). The results of testing the regression model were carried out to determine the partial influence on this study in the following table:

Table 7 T Test Results Equation 1

		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.892	1.118		1.692	.094
	Service Quality	.499	.055	.816	9.095	.000
	Promotion	.058	.054	.095	1.060	.292
a. Dependent Variable: Customer Satisfaction						

Coefficients[a]

Table 8 T Test Results Equation 2

		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.818	1.720		3.382	.001
	Service Quality	.275	.113	.457	2.424	.017
	Promotion	-.047	.083	-.078	-.563	.575
	Customer Satisfaction	.367	.154	.374	2.385	.019
a. Dependent Variable: Customer Loyalty						

Coefficients[a]

Based on the table above, the results of the t test are known as follows:
a) Based on the table above, the results of the t test (partial) show that the value of the signification of service quality to Customer satisfaction is $0.000 < 0.05$ which is, and the calculated value is $9,095 >$ a t table value of $1,984$.
H1: Service quality has a significant positive effect on customer satisfaction.

b) Based on the table above, the results of the t test (partial) show that the value of promotion signification for customer satisfaction is $0.292 > 0.05$ and the calculated value is $1,060 <$ the t table value is $1,984$.
H2: Promotion has no significant effect on customer satisfaction.

c) Based on the table above, the results of the t test (partial) show that the value of customer satisfaction signification for customer loyalty is 0.019 < 0.05 and the calculated t value is 2,385 > the table t value is 1,984.
H3: Customer satisfaction has a significant positive effect on Customer loyalty.

d) Based on the table above, the results of the t test (partial) show that the value of the Service Quality signification for Customer loyalty is 0.017 < 0.05 and the calculated t value is 2,424 > the table t value is 1,984.
H4: Service quality has a significant positive effect on customer loyalty.

e) Based on the table above, the results of the t test (partial) show that the value of promotion signification for customer loyalty is 0.575 > 0.05 and the calculated value is -0.078 < the table t value is 1,984.
H5: Promotion does not have a significant effect on customer loyalty.

F test is used to test the influence of independent variables together on dependent variables (Priyatno, 2016). The following are the results of the F test of the variables of service quality, promotion of customer loyalty and variables of service quality, promotion, and customer satisfaction of customer loyalty:

Table 9 Test F 1

		Sum of Squares	Df	Mean Square	F	Sig.
ANOVAᵃ						
1	Regression	1734.436	2	867.218	206.544	.000ᵇ
	Residual	407.274	97	4.199		
	Total	2141.710	99			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Promotion, Service Quality						

From the table above, it can be seen that the signification value for Service Quality (x1) and promotion (x2) for customer satisfaction (Y) is 0.00 < 0.05 and f count 206,544 > 2,699. This proves that Ho was denied Ha was accepted. It was concluded that there is a significant positive influence of Service Quality and promotion on customer satisfaction.

Table 10 Test F 2

		Sum of Squares	Df	Mean Square	F	Sig.
ANOVAᵃ						
1	Regression	1141.593	3	380.531	39.406	.000 ᵇ
	Residual	927.047	96	9.657		
	Total	2068.640	99			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Customer Satisfaction, Promotion, Service Quality						

From the table above, it can be seen that the signification value for Service Quality (x1) and promotion (x2) and customer satisfaction (Y) towards customer loyalty (Z) is $0.000 < 0.05$ and f counts $39,406 > 2,699$. This proves that Ho was denied Ha was accepted. It was concluded that there is a significant positive influence of Service Quality, promotion and customer satisfaction on customer loyalty.

Table 11 Determination Test Results 1

Model Summary[b]				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.900[a]	.810	.806	2.049
a. Predictors: (Constant), Promotion, Service Quality				
b. Dependent Variable: Customer Satisfaction				

According to Ghozali (2016) states that the coefficient of determination (R^2) is used to measure how far the model's ability is in order to explain the variation of dependent variables. In the table above, the value of R Square on the independent variables Service Quality (x1) and promotion (x2) is 0.806 or 80.6%, which means that there is an influence of 0.806 or 80.6% on the customer satisfaction variable.

Table 12 Determination Test Results 2

Model Summary[b]				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743[a]	.552	.538	3.108
a. Predictors: (Constant), Customer Satisfaction, Promotion, Service Quality				
b. Dependent Variable: Customer Loyalty				

In the table above, the value of R Square on the independent variables Service Quality (x1), promotion (x2) and customer satisfaction (Y) is 0.538 or 53.8%, which means that there is an influence of 0.538 or 53.8% on the customer loyalty variable.
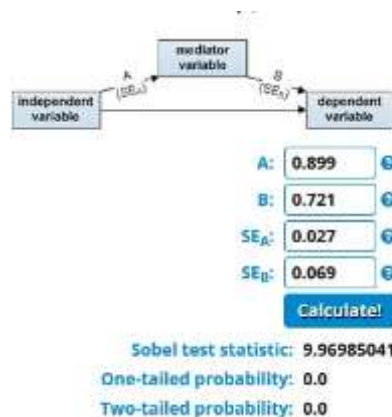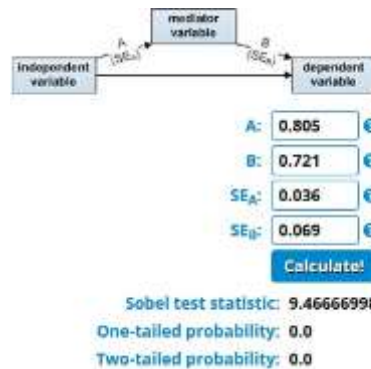
Figure 2 The Sobel Test

Figure 3 The Sobel Test

Based on the calculation above, it shows a z value of 9.969. It was concluded that the z value of 9.969 > 1.96 with a signification rate of 0.05. So it is proven that the customer satisfaction variable has an effect as a mediator of the service quality variable against the customer loyalty variable.

Based on the calculation above, the z value of 9.466 It is concluded that the z value is 9.466 > 1.96 with a significance level of 0.05. So, it is proven that the customer satisfaction variable has an effect as a mediator for the promotion variable against the customer loyalty variable.

Discussion
The effect of service quality on customer satisfaction Eigerindo Tamansiswa
The significance test results obtained showed a value of 0.000 < 0.05; then it can be concluded that H1 on the effect of Service Quality on customer satisfaction Eiger Tamansiswa is accepted. This research is in line with the research conducted by, concluding that the variable service Quality has a positive effect on Customer Satisfation. In line with the research results obtained, the higher the service quality value, the higher the customer satisfaction of Eiger Tamansiswa in the eyes of the public. Companies that can provide(Sciences, 2016)(Irfal & Mulyanto, 2016)(Cumbara, 2019) good quality service to consumers, be it from politeness, friendliness, and the ability to convince consumers are able to create a sense of consumer satisfaction with the services provided by the company.

The effect of promotion on customer satisfaction Eigerindo Tamansiswa
The significance test results obtained showed a value of 0.292 > 0.05, so it can be concluded that H2 on the effect of promotion on customer satisfaction Eiger Tamansiswa was rejected. This is contrary to the research conducted by Anggriana et al., (2017) which the research states that promotion affects customer satisfaction. The preparation of a promotion strategy is important for an enterprise to understand the characteristics of its market. The implementation of this promotional strategy can harm each other if not done appropriately. In this study, promotion had no effect on customer satisfaction at Eiger Tamansiswa. This means that the promotion strategy carried out by PT Eiger Multi Product is not right so that customers feel that the

delivery of the information provided is not enough so that it has an impact on customer satisfaction of PT Eiger Multi Product.

The effect of customer satisfaction on Eigerindo Tamansiswa customer loyalty
The significance test results obtained showed a value of 0.019 < 0.05; then it can be concluded that H3 on the influence of customer satisfaction on customer loyalty Eiger Tamansiswa is accepted. This research is in line with research from (Mole et al., 2019), (Masitoh et al., 2019) (Listyawati, 2018) states that customer satisfaction has a positive effect on customer loyalty. Satisfaction from within the customer is the goal owned by the company in running its business. Loyalty possessed by a customer can increase the company's revenue and profitability. The higher the customer satisfaction, the higher the customer loyalty. Customer satisfaction and customer loyalty are important things that must be considered by the company. This is because if the needs needed by customers are met, the customer will feel satisfied with what he wants, so that it becomes a pattern that will form loyalty.

The effect of service quality on Eigerindo Tamansiswa customer loyalty
The significance test results obtained showed a value of 0.017 < 0.05; then it can be concluded that H4 on the influence of service quality on customer loyalty Eiger Tamansiswa is accepted. This research is in line with the research conducted by (Honey P et al., 2019)(Larasati & Utomo, 2017)(Risal, 2019), concluding that Service Quality has a positive effect on Customer Loyalty. Service quality is one of the components that shape customer loyalty. The quality of service provided by the company for products or services that are able to satisfy consumer needs so as to create general customer loyalty such as someone's loyalty to a product, both certain goods and services. As explained earlier, the value of Eiger's service quality lies in the friendliness provided by Eiger employees when communicating with consumers, which leads to beneficial behavior towards Eiger Tamansiswa's customer loyalty.

The effect of promotion on Eigerindo Tamansiswa customer loyalty
The significance test results obtained showed a value of 0.575 >0.05; then it can be concluded that H5 on the effect of promotion on the customer loyalty of Eiger Tamansiswa was rejected. The results of this study in line with research from promotion have no effect on customer loyalty. But contrary to the results of research conducted by (Aprilinda, 2019)(Kuswandi & Nuryanto, 2018)(Khoirulloh et al., 2018)(Prihatama et al., 2020), concluded that promotion has a significant positive effect on customer loyalty. High ad appeal will give rise to a strong memory in the eyes of consumers which will later encourage the emergence of repurchase behavior in the future. The high attractiveness of promotions regarding Eiger Tamansiswa products and services does not necessarily strengthen the existence of Eiger Tamansiswa in strengthening customer loyalty in global competitive competition in similar companies. In this study, there was no effect of promotion on Eiger Tamansiswa's customer loyalty because consumers were not interested in the promotions carried out by Eiger Tamansiswa so that consumers were not interested in making repurchases.

Conclusion

Based on the results of research that has been obtained regarding the influence of Service Quality, promotion on customer satisfaction with customer loyalty as an intervening variable in the Eiger Tamansiswa case study, the following conclusions were obtained:

a) The service quality variable has a positive effect on Eiger Tamansiswa customer satisfaction which if the higher the service quality value, the higher the value of Eiger Tamansiswa customer satisfaction in the community. b) The promotion variable does not affect the customer satisfaction of Eiger Tamansiswa, which is the lower the promotion value, the lower the value of Eiger Tamansiswa customer satisfaction in the community. c) The customer satisfaction variable has a positive effect on Eiger Tamansiswa's customer loyalty, which is where the higher the customer satisfaction value, the higher the Eiger Tamansiswa customer loyalty value in the community. d) The service quality variable positively affects Eiger Tamansiswa customer loyalty, which is the higher the service quality value, the higher the Eiger Tamansiswa customer loyalty value in the community. e) The promotion variable does not affect the customer loyalty of Eiger Tamansiswa, which is where the lower the promotion value, the lower the value of Eiger Tamansiswa customer loyalty in the community.

The following is a suggestion of theoretical implications based on the results of the research that has been obtained:

a) In this study using a sample of 100 respondents, in the next study it is expected that more than 100 respondents so that it is more representative of the population of Eiger consumers more broadly in Tamansiswa and Yogyakarta. b) On the Adjusted R Square value, the effect of Service Quality and promotion on customer loyalty was 52.5%. Meanwhile, the effect of Service Quality, perceived quality and customer loyalty on customer satisfaction was 82%. This shows that there are still variables that make up customer satisfaction and other customer loyalty that can be added by subsequent researchers. As an alternative suggestion, you can use the variables of customer trust, product quality and price.

The following are suggestions of practical implications based on the results of research that have been obtained: a) In the Service Quality variable, the lowest indicator value is stated in the QS3 statement regarding the Responsive Eiger in handling complaints, customer advice criticism and QS4 regarding the Rapid Eiger in responding to customers who need help. With the mean of each statement 3.83. Eiger Tamansiswa must be more responsive in handling consumers regarding complaints, criticisms and services to consumers who need help so as to make consumers more comfortable in shopping for products at Eiger Tamansiswa. b) In the promotion variable, the lowest indicator value listed in the PR4 statement regarding the Eiger advertising statement has an attractiveness so that it can attract the attention of potential consumers to buy the product. Eiger Tamansiswa must further increase the attractiveness of advertisements, as much as possible the advertisement conveys clear and targeted information. c) In the Customer satisfaction variable, the lowest indicator value is stated in KP6's statement regarding the statement advising relatives to buy Eiger products with a mean of 3.87. Eiger must further improve the quality of the product and the benefits of the product itself that is being offered considering that consumers who do not recommend purchasing Eiger products to their close relatives, the quality of service must still be considered. d) In the Customer loyalty variable, the lowest indicator value is stated in the LO1 statement regarding the delivery of good things about Eiger products with a mean of 3.79. Eiger must pay more attention to factors in increasing company loyalty, considering that the mean value is the lowest among the three variables above.

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