

# THE INFLUENCE OF PERFORMANCE, DURABILITY, PERCEIVED QUALITY, PRICE AND PRODUCT INNOVATION ON CUSTOMER LOYALTY OF CASIO BRAND WATCHES PURCHASED ONLINE IN CIMAHI CITY

## ABSTRACT

The research was conducted with the aim of analyzing the influence of performance, durability, perceived quality, price and product innovation on online customer loyalty of Casio watch products in Cimahi City. The research instrument has gone through the validity and reliability testing stages, classical assumption testing and multiple regression testing. This instrument was used as a data collection tool from respondents aged at least 17-40 years who had purchased Casio watches, which were the objects assessed in this research, but only those purchased online. The number of respondents in this study was 120 people. The analytical tool used to test the data instrument is SPSS version 29 software. The novelty in this research is the object and its locus. The limitation of this research is that only 3 of the 8 dimensions of product quality are taken, namely performance, durability, perceived quality and the locus is only in the city of Cimahi, perhaps in other cities the results will be different. The findings of this research explain that performance, durability, perceived quality do not have a positive effect on customer loyalty. However, price and perceived quality have a positive effect on customer loyalty. Meanwhile, the number of samples, sampling techniques and data analysis techniques can be adjusted to the objects assessed by previous researchers. It is also hoped that the results of this research will be useful for managers of objects being assessed regarding the design of relevant strategies or programs. Of the six hypotheses, only two are accepted: price and product innovation have a *positif* influence on customer loyalty.

15  
16 *Keywords: performance; durability; perceived quality; price; product innovation; customer*  
17 *loyalty.*  
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## 20 1. INTRODUCTION

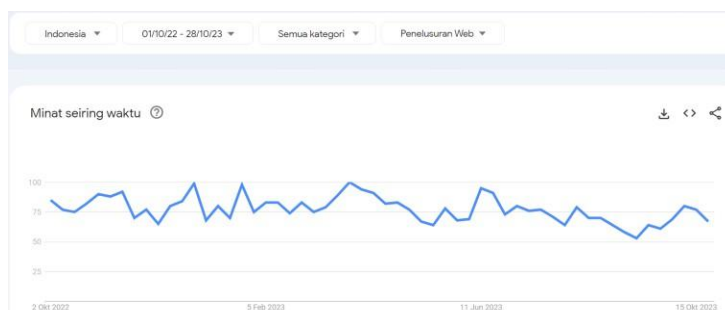
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22 Developments in this day and age, technology can change the environment. An  
23 environment that makes everyone need technological tools that help make it easier for them  
24 to carry out all their daily activities. Technology can be interpreted as equipment that can make  
25 someone do all activities more easily. For this reason, in today's development, technology can  
26 change thought with consumer behavior patterns. One of the technologies currently needed  
27 in people's lives is watches [1]. Nowadays everything is dynamic, today's society, especially



72 butattheendofOctober2023Casio watchesexperiencedadecreasetothefigure67%can be  
73 viewed through the Google Trend chart below:

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Images1.1DataGoogleTrendsCasioCategory



Source:GoogleTrends(2023)

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80 Based on data from topbrand index and GoogleTrends above,can indicate there is a  
81 problemthat there has been a decline in customer loyalty to Casio brand watch products up  
82 to the period of October 28, 2023.

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Based onthe results of partialanalysis it is knownthat productqualityhas a positive  
influence oncustomerloyalty[1]. Theinfluence ofproductqualityvariables oncustomerloyalty is  
Marck's powder [10]. For previous research also stated that product quality has a positive  
influence on customer loyalty of glass tea beverage products [11]. [12] also stated that  
customer loyalty is influenced by product quality. Dimensions of product quality i.e.  
performance and durability have a positive impact on customer loyaltyin Decranesda Batam  
[13]. With reference to the findings above that the better product quality the better customer  
loyalty.

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The result of the analysis is known that price affects customer loyalty because the  
product quality corresponds to the price offered [1]. Previous research also stated that the  
pricehas a positive influence onthecustomer loyaltyof theHonda Scoopmotorcycle inthe  
cityof Rantauprapat [14]. Byreferencetothersultof suchfindingscanbeexplainedthat if  
thepriceofferedcorresponds totheproduct qualityreceived bythe customer, themoreloyal the  
customer.

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Theresultsof theanalysis showthat there is asignificant influence between product  
innovation on customer loyalty [15]. The findings are also supported by the findings of [16]  
whichstatedthattherearepositiveandsignificantinfluencesbetweenproductinnovationsof  
the brand Toyota Calya in Bogor district and Bekasi on client loyalty. Other research results  
showthatproductinnovationhasapositiveandsignificantimpactiononcustomerloyaltyGo-jek [17].  
Thus, the higher the product innovation, the higher the customer loyalty.

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Theselection of Casio watch products in CimahiCityas an object to be evaluated in  
the research is what distinguishes from previous research that great hope can contribute to  
thedevelopmentofmarketingscience of watchproducts.Thisresearchhassomelimitations of  
resources, such as time, mind and effort that can affect the ability to gather accurate data or  
interpretation of the results of the research and the selection of dimensions of product  
qualitythat are onlythree: performance,durabilityand perceived qualityandalso restrictions  
onlypurchasethroughonlineonly.Theresearchisalsointendedtotestproductquality,price, and  
product innovation against customer loyalty products Casio watches. Thus, the study is titled  
the influence of performance, durability, perceived quality, prices, and products  
innovationoncustomerloyaltyofCasiobrandwatchespurchasedonlineinthecityofCimahi.

## 114 2. MATERIAL AND METHODS/EXPERIMENTAL DETAILS/METHODOLOGY

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### 116 2.1. Product quality

117 Product quality is something that needs to get special attention from the company or  
118 producer, given product quality has a pretty close relationship with the problem of customer  
119 satisfaction, which is the purpose of the marketing activities carried out by a company [18].  
120 According to [19], there are eight dimensions of product quality consisting of performance,  
121 features, reliability, compliance with specifications, durability, serviceability, aesthetic,  
122 perceived quality.

#### 123 2.1.1 Performance

124 Performance is the operating characteristic of the core product purchased, the  
125 performance of a product that benefits consumers so that consumers can benefit from the  
126 product used in the past for product quality indicators on performance dimensions.

#### 127 2.1.2 Durability

128 Durability is the ability of the product to perform its functions well. Durability is  
129 measured by how long the product can be used and can be interpreted as a measure of the  
130 expected operating age of the products in normal conditions.

#### 131 2.1.3 Perceived quality

132 It is the customer's perception of the overall quality or superiority of a product or service  
133 compared to an alternative objective that has been established and can be measured by high  
134 quality, superior product and very good quality [19].

### 135 2.2. Price

136 Price is all forms of financial costs that are sacrificed by a customer to own, acquire,  
137 and use a number of combinations of products and services of a commodity [1]. Price is one  
138 of the important components of a product, because it will influence the decision to buy a  
139 product [20]. According to [21] there are four indicators that characterize price: price  
140 affordability, price conformity with product quality, price compatibility with benefits and price  
141 according to price ability or competitiveness.

### 142 2.3. Product innovation

143 Innovation is a breakthrough associated with a new product. Innovation can also be  
144 seen as a manufacturer's mechanism to be able to adapt to a dynamic environment [1].  
145 According to [16] there are five indicators to measure product innovation: different kinds of  
146 product, product quality improvement is always done, product design is always improved, the  
147 availability of spare parts and machine performance is very good.

### 148 2.4 Customer loyalty

149 Customer loyalty is a consistently held commitment by a consumer to buy or advance  
150 a product or service, which can lead to re-purchase of the same product, even if the consumer  
151 gets a situational influence or marketing from a competitor to replace another product [1].  
152 According to [22] loyalty is a strong loyalty to re-purchase a preferred product or service, even  
153 if the circumstances and effects of future marketing efforts then cause a customer to switch.  
154 According to Tjiptono [19] explains that the customer loyalty indicator can be measured by  
155 making re-purchase, recommending to other parties, not intending to move and talking about  
156 positive things.

### 157 2.5 Theoretical Frameworks and Hypotheses

158 According to previous research, customer loyalty is positively influenced by product  
159 quality [1]. Supported by research by [10] and [13]. The above statement is used as a basis  
160 for determining the first hypothesis as follows:

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162 H1: Performance has a positive and significant effect on customer loyalty

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164 The durability can be measured by how long the product can be used and can be  
165 understood as a measure of the expected operating age of the product under normal  
166 conditions, this dimension can be met by several indicators, namely the durability indicates

167 durability during the product is used, consistently show how far a product can maintain its  
168 quality from time to time and the ability to perform its functions included durability, reliability and  
169 ease of operation [19].

170 Dimensions of product quality, namely durability, positively affect customer loyalty  
171 [13]. Supported by research from [12] stated that durability affects customer loyalty at D'besto  
172 Branch Caringin Bogor. The above statement is used as the basis for the determination of the  
173 following hypothesis:

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175 H2: Durability has a positive and significant influence on customer loyalty

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177 Perceived quality is the customer's perception of the overall quality or superiority of a  
178 product or service compared to an alternative purpose that has been established and can be  
179 measured by high quality, superior product and very good quality [19].

180 Dimensions of product quality (perceived quality) positively affect customer loyalty in  
181 smartphone users in Batam [23]. Supported by [24] says that there is a positive and significant  
182 influence between perceived quality and customer loyalty.

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184 H3: Perceived quality has a positive and significant influence on customer loyalty

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186 Price is the amount of money sacrificed for a good or service and the value of the  
187 consumer exchanged for the benefit of use over a product or service [1]. Price is everything  
188 that has a fixed value for something, something that can be a physical product in various  
189 stages of completion, with or without support services or without quality assurance and soon.  
190 Research from [25] mentions price as any form of financial cost that a customer sacrifices to  
191 acquire, own, use a number of combinations of goods and services of a product. According to  
192 [21] there are four indicators that characterize prices: price affordability, price competitiveness,  
193 price compatibility with product quality and price compatibilities with benefits.

194 Price partially has a positive influence on customer loyalty [26]. Results from [1] and  
195 [24] research show that price has a positive influence on customer loyalty. The above  
196 statement is used as the basis for determining these second hypothesis:

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198 H4: Price has a positive and significant influence on customer loyalty.

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200 Product innovation is something that is perceived by consumers as a new product or  
201 service. Innovation can simply be understood as a breakthrough linked to new products [1].  
202 Innovation is also something newly created in the form of breakthroughs in a product or a  
203 service idea and a person's perception which can be new products, design changes, technical  
204 innovations, to new business thinking or a new process [27]. According to [28] successful  
205 innovation is simple and focused must be specifically targeted, clear, and have a design that  
206 can be applied, in the process innovation creates new customers and markets.

207 According to [29], there are three indicators of product innovation: product quality,  
208 product variation, style and product design.

209 The result of the analysis shows that there is a significant influence between product  
210 innovation brand Toyota Calyain Bogor district and Bekasi on customer loyalty [16]. The  
211 findings are also supported by the findings of [15] and [17] stating that product innovation has  
212 a positive impact on customer loyalty.

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214 H5: Product innovation has a positive and significant impact on customer loyalty

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216 According to the result of the analysis, performance, durability, perceived quality,  
217 price and product innovations simultaneously have a significant and positive impact on client  
218 loyalty [1]. Research by [30] and [31] stated that performance, Durability, Perceived Quality,

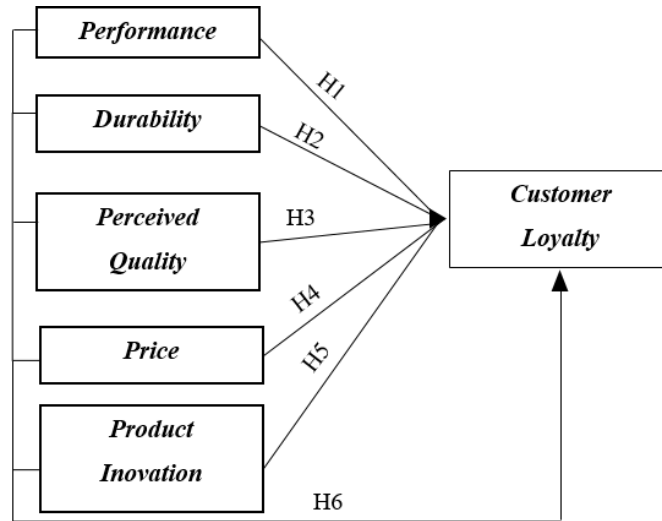
219 Price and Product Innovation have a positive impact and signal on customer loyalties. The  
220 above statement is used as the basis for determining the sixth hypothesis:

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222 H6: Performance, durability, perceived quality, price, and product innovation  
223 simultaneously have a positive and significant influence on customer loyalty.

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225 Based on the explanation that has been outlined about the influence of performance,  
226 durability, perceived quality, price and product innovation on client loyalty, the conceptual  
227 model can be described as follows:



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Fig.1. Conceptual framework

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### 3. METHODOLOGY

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#### 3.1 Research, Objectives, Approaches, and Strategies

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233 The object of this research is product Casio watches with consumer characteristics  
234 17-40 years and a different location that is in Cimahi City. While the variables in this study are  
235 performance, durability, perceived quality, product innovation, price, and customer loyalty. In  
236 addition to being classified as the object of the research, the user is also set as the judge in  
237 this research because it is considered to have knowledge and ability in evaluating the quality  
238 of Casio watches.

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240 This research method is designed to test the hypothesis but there are seven steps to  
241 follow: operationalization of variables, design of survey tools in questionnaire format, testing  
242 the validity and reliability of research instruments, collecting data from respondents using valid  
243 and reliable research tools, processing of data and conducting hypothetical testing. Next,  
244 step one and two will be submitted to the research proposal report as material to be  
245 presented. The remainder of steps three to seven will be implemented after the report of  
246 research proposal has been identified as can be used as a basis for making the research  
247 suggestion. Each step of this research is described in detail in each sub-section of the  
248 research method.

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#### 3.2 Characteristics of the Research Population

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251 The study will involve a sample of a population of vulnerable respondents aged 17-40  
252 who have used Casio watch products and have received information about Casio watches on  
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254 social media. The age criteria are determined on the assumption that they are sufficiently  
255 cognitively competent to complete the statements contained in the questionnaire.

256 The number of samples in this study is set at 120 people can be said to be accurate  
257 because the number has exceeded the minimum limit supported by [32].

258 The number of samples suggested by the experts is only 10 times the number of research  
259 variables. In the study, the researchers applied a sample of 20 times the number of variables  
260 consisting of performance, durability, perceived quality, price, product innovation and  
261 customer loyalty.

262 According to [32], purposive sampling is a technique of limited sample-taking with a  
263 specific purpose that can provide the required information. Someone was taken as a sample  
264 because the researchers assumed that the person had the information necessary for his  
265 research. While non-probability sampling means that every member of the population does not  
266 have the same chance to be selected as a sample of respondents. Thus, questionnaires will be  
267 distributed to all samples of research through the questionnaire indirectly using google forms  
268 to make it easier for researchers to obtain them directly and quickly.

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### 270 **3.3 Data Processing and Analysis Methods**

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272 The research uses qualitative descriptive analysis techniques used to analyze data  
273 by describing or describing the collected data as it is without generalizing the results of the  
274 research using data conversion via the Likert scale. According to [33] that the Likert scale is  
275 used to measure the attitudes, opinions and perceptions of a person or group about social  
276 phenomena that are later called research variables. Using the Likert scale, then, the variable  
277 to be measured is described as a dimension, the dimension is described as a subvariable, then the sub  
278 variables are described again as measurable indicators that can be used as a benchmark in  
279 creating research instrument items that are questions or statements to be answered by  
280 respondents.

281 According to [32] data can be analyzed to test the hypothesis after the data is collected from  
282 the sample research. In this research analysis is used to answer the identification of  
283 research problems using a quantitative approach. After that, the researchers will test  
284 performance, durability, perceived quality, price, and product innovation against customer  
285 loyalty using double regression. Double regression is an analysis that uses more than one  
286 independent variable to explain the variance of a dependent variable in a study [32]. This study  
287 has six hypotheses where all the hypothesis uses double regression.

288 The double regression equation is formatively presented in the form of an equation as per  
289 [34] as follows:

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$$291 Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

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293 Description:

294  $X_1$  = Performance  $X_2$

295 = Durability

296  $X_3$  = Perceived Quality  $X_4$

297 = Price

298  $X_5$  = Product Innovation

299 a = Constant

300 b = Coefficient of variable improvement bound if there is an increase in one  
301 free variable

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305 **4.RESULTSANDDISCUSSION**

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307 **4.1 Responden Profile**

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**Table1.Respondentprofile**

<b>INFORMATION</b>	<b>SUM</b>	<b>(%)</b>
<b>Age</b>		
17-24	91	75,8
25-30	19	15,8
31-40	10	8,3
<b>Gender</b>		
Man	67	55,8
Woman	53	44,2
<b>Location</b>		
Cimahi	120	100%
<b>Occupation</b>		
Student	3	2,5
CollegeStudent	72	60
Self-employed	11	9,2
employee	25	20,8
Governmentemployees	3	2,5
Housewife	2	1,7
Teacher	1	0,8
Doesn'twork	1	0,8
<i>Freelancer</i>	1	0,8
Dentist	1	0,8
<b>Income</b>		
<Rp.1.500.000	47	39,2
Rp.1.500.000–3.000.000	25	20,8
Rp.3.000.000–5.000.000	23	19,2
>Rp.5.000.000	25	20,8
<b>Whent wasthelasttimeyouboughtaCasiowatch?</b>		
Last1 year	61	50,8
Last2 year	31	25,8
Last3 year	9	7,5
Last4 year	6	5

Last5 year	13	10,8
<b>BeforebuyingaCasiowatchproduct,whatyouoften lookforinformationonlineaboutproductthis?</b>		
Yes	112	93,3
No	8	6,7
<b>Haveyoueverboughtacasiowatchonline?</b>		
Yes	120	100
<b>Ifyes,whate-commercedidyouchoose?</b>		
Shopee	68	56,7
Tokopedia	29	24,2
Lazada	3	2,5
Jamtangan.com	17	14,2
Blibli.com	1	0,8
Website	2	1,6

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The study will involve a sample of a population of vulnerable respondents aged 17-40 who have used Casio watch products and have received information about Casio watches on social media. The age criteria are determined on the assumption that they are sufficiently cognitively competent to complete the statements contained in the questionnaire.

#### 4.2 Validity and Reliability Test

Validity test in this study using the product moment correlation technique with the criterion if  $r_{table} > r_{count}$  then the element of the statement is declared valid. It is known that  $r_{table}$  product moment in this research is 0.2144. Here's the validity and reliability test results using spss version 29.

**Table 2. Validity and reliability test**

NO	Statement	Validity test result	Reliability test result
		R statistic (Person correlation)	Cronbach's alpha
<b>Performance</b>			
1.	Casio watches are able to perform the function of showing time well	0,692	0,750

2.	Casio watches have provided complete features in accordance with the basic functions of the watch	0,891	
3.	Casio watches have provided complete features in accordance with the basic functions of the watch	0,884	
<b>Durability</b>			
1.	Casio watches can last for a long period of time	0,779	0,766 (reliabilitas tinggi)
2.	Casio watches are consistent in maintaining their quality	0,813	
3.	The raw material of the casio watch can last a long time	0,783	
4.	Casio's watch is easy to operate through its buttons	0,749	
<b>Perceived quality</b>			
1.	I saw that Casio's watch was of high quality.	0,764	0,561
2.	I think Casio watches are superior to other brands.	0,865	

3.	I'm looking at the raw materials made by Casio watches having excellent quality.	0,547	
<b>Price</b>			
1.	I think Casio watches have an affordable price	0,530	0,725
2.	I think the price of Casio watches can compete with other brands	0,818	
3.	In my opinion, the price of Casio watches corresponds to the quality of the product.	0,776	
4.	In my opinion, the price of Casio's watches is in line with its benefits.	0,818	
<b>Product innovation</b>			
1.	To improve the quality of the Casio watches provides an innovation in stop watch features	0,714	0,646
2.	Casio watches provide innovation in adding product variations in terms of models	0,781	
3.	Casio's watches provide an innovation tailored to his personality.	0,671	
4.	Casio watches give an innovation that in terms	0,631	

	of attractive watch design		
<b>Customer loyalty</b>			
1.	I'd like to re-purchase Casio watches.	0,750	0,711
2.	I'd like to recommend Casio's watches to someone else.	0,888	
3.	I prefer not to move to any other brand than Casio watches	0,756	

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The validity test results indicate that all questions on the questionnaire are valid because the ratio of each statement in the question is larger than the table of 0.2144. In other words, the instrument used to gather data on this study can measure what should be measured. Furthermore, the results of the reliability test above, known values of Cronbach's alpha are declared reliable because the value is greater than 0.5 based on the idea put forward by [36] so that it can guarantee consistent measurements if done over different times, the result remains the same.

#### 4.3 Classical Assumptions Test

The classical assumption test consists of the normality test, the **multicollinearity** test and the same **heteroskedasticity** test described as follows.

**Table 3. Classical assumption test results**

NO	Class type of assumption	Test result acceptance criteria	Test result	Interpretation
1.	<b>Normality test</b> (Kolmogorov smirnov)	(Sig) > 0,05	(sig) = 0,063	Data is normally distributed
2.	<b>Multicollinearity test</b>	Tolerance value > 0,1 and VIF < 10	Tolerance value = 0,991 and VIF = 1,009	There is no correlation between

			Tolerance value = 0,859 and VIF = 1,164	independent variables
			Tolerance value = 0,920 and VIF = 1,087	
			Tolerance value = 0,828 and VIF = 1,207	
			Tolerance value = 0,991 and VIF = 1,009	
3.	<b>Heteroscedasticity test</b>	(sig) > 0,05	(sig) = 0,888	There is no equality of variance from the residuals of the regression model or heteroscedasticity does not occur
			(sig) = 0,897	
			(sig) = 0,093	
			(sig) = 0,152	
			(sig) = 0,065	

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Based on the results of the classical assumption test in table 4.3, it is known that in the normality test, the value of significance (sig) = 0.063 > 0.05 which means that the data is normally distributed. Then the results of the multicollinearity test show that each independent variable has a tolerance value of > 0.10 and VIF < 10. Where this shows that the model is free from multicollinearity or there is no correlation between independent variables. Furthermore, the results of the heteroscedasticity test show that each variable has a significance value (sig) of > 0.05 which means that the regression model is limited to heteroscedasticity or there is none independent variable that affect the absolute residual value.

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#### 4.4 Multiple regression test

The multiple regression test aims to analyze the direct impact of the variables performance, durability, perceived quality, price and product innovation on customer loyalty.

**Table4. Multipleregression test results**

Model	Unstandardized Coefficient		Standardized Coefficient	T Value	Sig	
	B	Std.error	Beta			
1	(constant)	7.791	2.088		3.731	< 0.001
	<b>Performance</b>	0.016	0.060	0.025	0.272	0.786
	<b>Durability</b>	-0.019	0.069	-0.026	-0.273	0.785
	<b>Perceived quality</b>	-0.088	0.083	-0.099	-1.057	0.293
	<b>Price</b>	0.162	0.079	0.204	2.062	0.041
	<b>Product innovation</b>	0.162	0.079	0.185	2.052	0.042

On the basis of table 4. can be obtained the double regression equation as follows:

$$Y = 7,791 + 0,016X_1 + (-0,019)X_2 + (-0,088)X_3 + 0,162X_4 + 0,160X_5$$

Referring to the result of the double analysis is known that each hit of the performance variable is 0,272, durability is -0,273, perceived quality is -1,057, price is 2,062, product innovation is 2,052. Whereas the value of the  $\beta$  performance coefficient is 0,025, durability -0,026, perceived quality -0,099, price -0,204, product innovation -0,185. This means that performance, durability, perceived quality variables have no positive and significant impact on customer loyalty because the *thitung* value is smaller than the table of 1,65833.

#### 4.5 Hypothesis test result

In the table below are displayed the results of the hypothesis test of the 6 available hypotheses. Therefore, the results of the hypothesis test are as follows:

**Table5. hypothesis test result**

Hypothesis	Relationship between variables	T statistic	Sig	Interpretation of hypothesis test results	
H1	Performance → customer loyalty	0.272	0.786	Ha rejected	Working hypotheses are not supported by

					empirical data
H2	<i>Durability</i> → <i>customer loyalty</i>	-0.273	0.785	Ha rejected	Working hypotheses are not supported by empirical data
H3	<i>Perceived quality</i> → <i>customer loyalty</i>	-1.057	0.293	Ha rejected	Working hypotheses are not supported by empirical data
H4	<i>Price</i> → <i>customer loyalty</i>	2.062	0.041	Ha accepted	Working hypotheses are supported by empirical data
H5	<i>Product innovation</i> → <i>customer loyalty</i>	2.052	0.042	Ha accepted	Working hypotheses are supported by empirical data
H6	<i>Performance, durability, perceived</i>	1.985	0.086	Ha rejected	Working hypotheses are not

	<i>quality, price, product innovation → customer loyalty</i>				supported by empirical data
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Remarks:

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1. Rejection criteria  $H_0$  if  $t_{count} > t_{table}$

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2.  $t_{table}$  (multiple regression of 1.6833)

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3.  $f_{table}$  (multiple regression of 2.29)

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#### 4.6 Discussion

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#### 5. CONCLUSION

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The essence of this study can be explained based on the results and discussion that has been described in the previous chapter, therefore this study has several conclusions, namely as follows:

- 416 1. Performance has no positive and significant impact on customer loyalty Casio brand  
417 watches online in Cimahi city  
418 2. Durability has no negative and significant influence on customer loyalties Casio brands  
419 watch online in Cimahi town  
420 3. Perceived quality does not have a positive and meaningful impact on customer loyalty  
421 Casio brand Watches Online in Cimahi city  
422 4. Price has a positive influence and significant effect on customer loyalties Casio Brand  
423 watches on Cimahi city  
424 5. Product innovation has a significant and positive impact on customer loyalty of Casio  
425 brands watch online in the city of Cimahi  
426 6. Performance, durability, **perceived** quality, price and product innovations simultaneously have  
427 no positive effect and significant significance on customer loyalty. 428

## 429 **6. SUGGESTION**

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431 Referring to the findings of this study conveyed in several suggestions that can  
432 provide benefits for Casio brand watch companies online in the city of Cimahi, the following  
433 explanation:

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### 435 **6.1 Scientific Implication**

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437 Scientific implications This study has differences with previous researchers, namely  
438 in the selection of dimensions of product quality which are only three, namely performance,  
439 durability and perceived quality, consumer characteristics and different loci. This study also  
440 has limitations in terms of age range of only 17-40 years and who are only domiciled in the  
441 city of Cimahi with a sample of 120 respondents. It is recommended for further researchers,  
442 increasing the age range of respondents with a wider scope such as people who have bought  
443 Casio brand watches online throughout West Java. Furthermore, from determining the  
444 selection of dimensions of product quality, researchers are expected to be able to add more  
445 variables that are not studied in this study and find out what has an influence on customer loyalty.

446

### 447 **6.2 Managerial Implication**

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449 The advice addressed to the Casio company is that the results of this research can be  
450 used as a basis for decision-making related to how the company increases customer loyalty.  
451 based on the results of this research, that price and product innovation influence customer  
452 loyalty of Casio watch online in the city of Cimahi. Casio needs to consider raising price and  
453 product innovation that will drive increased customer loyalty. Casio can increase the price by  
454 offering affordable watch prices, competing with other brands, able to adjust the price to the  
455 quality of its products, and which correspond to its benefits. Then, Casio company can  
456 enhance product innovation by adding stop watch features in the watch, adding variation of  
457 watch models, creating attractive watch designs and watches that can adjust to the personality  
458 of each of its customers.

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