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The Effect of Product Innovation on Customer Loyalty: A Study on a Beverage Brand

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abstract

This study aimed to determine Menantea's product innovation according to customers in DKI Jakarta and West Java and to measure customer loyalty in the region. In addition, this study also aims to determine how product innovation affects customer loyalty. The research employs a quantitative approach, with a sample size of 100 respondents. The population for this study consists of Menantea customers located in DKI Jakarta and West Java. The approach used is sampling by probability sampling with the simple random sampling method. Simple linear regression analysis and descriptive analysis were used to process the data. The findings of the descriptive analysis indicate that Menantea's product innovation is well-received, and customers in DKI Jakarta and West Java have a high level of loyalty. The simple linear regression analysis findings indicate that the Product Innovation variable positively affects the Customer Loyalty variable. Based on the study results, the company is expected to focus on developing and diversifying product variants by considering customer feedback and market trends and launching new unique variants to increase consumer preference.

Keywords: Product Innovation, Customer Loyalty, Beverage Brand

INTRODUCTION

The culinary sector is one of the essential pillars of national economic growth, covering the production, distribution, sales, and consumption of various types of food and beverages. The role of this sector in the economy is very significant, from direct contributions to Gross Domestic Product to tourism development and promotion of local products. The culinary sector is also the most significant contributor to the creative economy. Based on data obtained from the Central Statistics Agency, the food and beverage sub-sector contributed IDR 302.28 trillion or 34.44% to the total Gross Domestic

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Product of the industrial sector in the second quarter of 2022, showing a significant contribution in supporting the national economy. The need for food and beverages as basic needs of the community continues to increase along with economic and population growth. The Indonesian beverage market, both traditional and modern, includes tea, coffee, juice, and energy drinks and is proliferating every year, requiring businesses to continue to follow consumption trends and consumer habits.

The popularity of modern drinks in Indonesia continues to increase, with modern tea drink brands increasingly developing and offering a variety of flavors. One popular trend is fusion tea, which combines tea with additional ingredients such as fresh fruit, syrup, or spices. Statistics obtained from the Central Statistics Agency shows an increase in national tea production of 20.3% to 94.1 tons in 2021, this provides opportunities for entrepreneurs in the tea industry to create new products or enhance the quality of their current offerings. The increasingly popular trend of contemporary drinks, especially among urban communities, creates opportunities for diversifying innovative and high-quality tea products. The growing trend of tea drinks and business opportunities in the fusion tea drink industry are increasingly promising, especially in Indonesia, because Indonesia has shown its dominance in the Southeast Asian tea drink market. According to Databoks, in 2023, the tea drink market in Indonesia will reach $2.28 billion, representing 46.92% of the total tea drink market in Southeast Asia, which is expected to reach $4.86 billion in the same year.

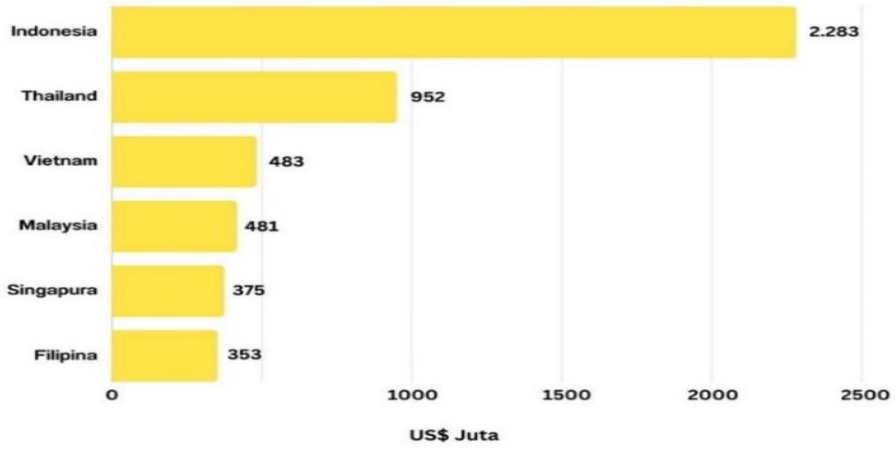


Figure. 1 Estimated Market Value of Tea Beverages in Southeast Asian Countries (2023)

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Menantea, a modern fusion tea beverage brand in Indonesia, has shown significant success in facing competition in the market. With an intelligent marketing strategy and continuous product innovation, Menantea won the "The Most Innovative Brands" award at the 2021 I.F.R.A. Prize. Menantea is a fusion tea brand founded in 2021 by Jerome Polin, Jehian Panangian Sijabat, Sylvia Surya, Hendy Setiono, and Bisma Adi Putra. This brand offers tea with a mixture of fruits and additional toppings with a unique and innovative taste. Menantea shows a high commitment to customer satisfaction through continuous product innovation. In 2022, they released the K-Series and Comfortea Series and collaborated with other brands to present unique menus. For example, in collaboration with Bank BCA in February 2023 and in October 2023, Menantea collaborated with K-beauty Beauty Drinks, releasing two variants of collagen tea. This collaboration enriches the variety of choices for consumers.

Menantea has achieved great success with intelligent marketing strategies and continuous product innovation. However, they are open to challenges, especially customer complaints regarding product prices that are considered too high compared to competitors. Some Menantea outlets have even experienced a decrease in visitors, and business partners have complained about minimal profits, with some only being able to sell a few products per day. Prices outside the youth market segment, which generally do not have high purchasing power, are also factors that cause fruit-flavored tea drinks to be less popular. On the other hand, competition in the fusion tea beverage market is also getting tighter, with brands such as Es Teh, Haus, and Teguk also appearing as strong competitors.

Nevertheless, Menantea remains steadfast in its commitment to product innovation to increase customer satisfaction. In 2024, they made significant changes, including increasing the cup size and lowering the product's price to make it more affordable. This step shows that Menantea is responsive to market needs and is trying to increase the attractiveness of its products by the product innovation theory put forward by Christa and Kristinae (Hatammimi & Pradana, 2022). Menantea continues to strive to improve quality and service to become the leading fusion tea brand in Indonesia.

Building and maintaining customer loyalty is very important in facing market competition. Loyalty is the key to business continuity, marked by repeat purchases, recommendations to others, and customer loyalty despite many competitors (Kristanto & Ekonomi, 2022). According to Dachi (2020) to meet consumer expectations, companies can innovate to increase the value of their products. One of the benefits of innovation is the goal of making products more attractive to consumers. Product innovation is a

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necessary action a company takes to maintain the value of product benefits for its customers (Khamaludin et al., 2022).

Menantea must continue to take steps to innovate the products they offer. Like what Menantea did to make the product more attractive to consumers by changing the cup size. Customers will be satisfied when businesses can develop new products. Increasing customer loyalty can be greatly assisted by product innovation. Customer loyalty can be characterized as a mentality in which customers have a good opinion of a business, are dedicated to returning to use additional products or services, and encourage others to use the business's offerings (Puspitasaril & Arianti, 2023).

Previous studies have shown that consumer loyalty can be influenced by product innovation. Research conducted by Mustamu & Ngatno (2021) shows that product innovation has an impact on customer loyalty; the higher the quality of product innovation, the greater the loyalty of the customer base to the business. Meanwhile, Sukri et al., (2022) claim that although product innovation affects consumer happiness, it does not directly affect customer loyalty.

LITERATURE REVIEW

Product Innovation

Product innovation has been considered a significant factor in value creation (Visnjic et al., 2016). Companies view competition for innovative new products as a means to survive and be competitive. Due to the increasingly short product life cycle, rapidly changing consumer preferences, technological advances, and market globalization, product innovation is needed (Talay et al., 2014). In addition to creating new products, product innovation can also mean improving the quality of existing products in terms of raw materials, physical form, or capabilities. Product innovation is not only about discovering new things; it must also have added value. A product innovation is a process used by companies to solve problems. In addition, product innovation also meets the growing needs of consumers (Dhewanto et al., 2015). According to Kotler and Keller (2016) (Hatammimi & Thahara, 2022), (Octaviani & Batu, 2022), (Riani et al., 2023) It has been asserted that product innovation encompasses 4 dimensions, specifically new items for the global market, development of new product lines, adding products or services to existing product lines, and changes caused by improvements to existing products.

1. New items for the global market are achieved by focusing on incremental innovation and modifying products to penetrate new markets.

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2. New product lines are companies that produce new product lines that have never existed before in product innovation development.
3. A company that adds new products to existing product lines, either to complement them or to make them relevant in the current market, can be understood as adding products to existing product lines.
4. Development or improvement of products that have improved the standard and performance of the product compared to before

Customer Loyalty

Customers tend to buy and make large purchases, and if they are satisfied with the goods or services, they can recommend them to others. Satisfied customers are more likely to remain loyal to a product or service and actively promote it to others. On the other hand, research shows that customer loyalty includes product or service recommendations, cross-purchasing, repurchasing, and commitment to the company or brand (Ngoma & Ntale, 2019). As stated by Candiwan & Wibisono in (Iskamto et al., 2024), loyal customers are those who show a good view of a brand, devotion to the brand, and an intention to buy products from the brand in the future. Loyalty is often associated with a pleasant buying experience someone wants to tell their friends (Watson et al., 2015). According to Kotler et al., (Srisusilawati et al., 2023), Customer loyalty is a promise to continue to buy a product or service in the future or to support it firmly, regardless of the circumstances or potential impact of marketing initiatives on customer conversion. As a result, the behavioral justification for buying goods or services, including emotional elements, is known as customer loyalty. This is especially true for frequent and highly consistent repeat purchases. This also involves repurchasing goods and services and showing dedication and a good attitude towards the company that supplies these products or services.

The following are indicators of customer loyalty (Su et al., 2022), (Nguyen-Phuoc et al., 2020), and (Rahayu & Wati, 2018):

1. Will continue to buy from the same brand in the future
2. Consider this brand as the first choice
3. I prefer this brand to others
4. Suggest this brand to someone requesting my opinion.
5. I will actively promote and persuade friends and relatives to make purchases from this particular brand.
6. I will say positive things about this brand.

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The Effect of Product Innovation on Customer Loyalty

According to Tsai and Chang (2014), businesses need to invest more in developing product innovation to boost sales and retain customers. They are supported by the research results of Mustamu and Ngatno (2021), which show that product innovation can positively and significantly influence customer loyalty. The analysis results in the study (Puspitasaril & Arianti, 2023) show that product innovation affects customer loyalty. Dachi's (2020) studies have shown a robust and significant relationship between product innovation and consumer loyalty. Practical product innovation fosters greater customer loyalty toward a brand's offerings. Nevertheless, Sukri et al. (2022) conducted research indicating that product innovation has little impact on customer loyalty. Product innovation is crucial in preserving consumer loyalty and enhancing the company's competitiveness. Menantea, as a player in the food and beverage sector, must consistently engage in innovation to effectively cater to the demands of its customers. Based on the outlined framework of thought, the hypothesis of this study can be stated as follows:

H0: Product innovation has no positive effect on Menantea customer loyalty

H1: Product innovation has a positive effect on Menantea customer loyalty

RESEARCH METHOD

This research is descriptive in that it compiles, analyzes, and provides an understanding of existing data, especially related to conditions, situations, phenomena, or problems in numbers, to provide a structured, clear, and concise picture (Trisliatanto, 2020). Quantitative research methods with survey methods were used to determine whether product innovation affects Menantea customer loyalty in DKI Jakarta and West Java (Sugiyono, 2019). The research sample comprised 100 respondents from Menantea customers in DKI Jakarta and West Java. The sampling strategy used in this study was probability sampling, which is a simple random sampling method. The primary data source used in this study was a survey conducted on Menantea consumers who purchased Menantea products in the DKI Jakarta and West Java areas. This study uses Product Innovation (X) as the independent variable and Customer Loyalty (Y) as the dependent variable. The data were processed using IBM SPSS Statistics 25 software, including simple linear regression and descriptive analysis.

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RESULT

Validity Test

Table 1. Validity test

Variable	Items	R Table	R Count	Information
Product Innovation	PI1	0,361	0,817	Valid
	PI2	0,361	0,809	Valid
	PI3	0,361	0,790	Valid
	PI4	0,361	0,693	Valid
	PI5	0,361	0,779	Valid
	PI6	0,361	0,687	Valid
Customer Loyalty	CL1	0,361	0,835	Valid
	CL2	0,361	0,919	Valid
	CL3	0,361	0,759	Valid
	CL4	0,361	0,717	Valid
	CL5	0,361	0,858	Valid
	CL6	0,361	0,563	Valid

Source: Researcher Processed Data, 2024

Table 1 describes the results of the validity test using SPSS version 25.0. The indicators for each variable are considered valid because the test results show positive values, and r count is greater than r table.

Reliability Test

Table 2. Reliability test

Variable	Alpha	Information
Product Innovation	0,856	Reliabel
Customer Loyalty	0,871	Reliabel

Source: Researcher Processed Data, 2024

The reliability evaluation results are displayed in Table 2, which was carried out using SPSS version 25.0. The variables in the study have a Cronbach Alpha value of more than 0.6, which shows that each variable tested has a good level of reliability.

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Characteristic Respondent

The results of this study reveal the characteristics of Menantea customers in DKI Jakarta and West Java who have made at least three purchases of Menantea products. Data were collected from 100 respondents who completed the questionnaire.

Table 3. Characteristic Respondent

Category	Description	Frequency	Category	Description	Frequency
Gander	Male	27	Employment Status	Student	72
	Female	73		Civil Servants	0
Age Group	<17	10		Private Employee	15
	17-25	76		Self-Employed	10
	26-35	14		Freelance	2
	36-45	0		Others	1
	>46	0	Income (Million RP)	<1	28
				1 - 3	46
				3 - 5	3
				5 - 7	14
				>7	9

Source: Researcher Processed Data, 2024

Descriptive Analysis

Table 4. Assessment of Product Innovation

Items	Score	Category
PI1	80,4%	High
PI2	84,6%	Very High
PI3	76%	High
PI4	68,4%	High
PI5	74,4%	High
PI6	81,2%	High
Total	77,5%	High

Source: Researcher Processed Data, 2024

Based on Table 4, item PI2 received the highest rating, with a percentage of 84.6%. The statement of item PI2 is included in the "Very High" category. From these results, respondents agree and positively respond to the new product innovation carried out by Menantea, which has been felt to be improving. Meanwhile, item PI4, classified as

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"High," received the lowest rating, with a percentage of 68.4%. This finding shows that Menantea's ability to develop by introducing new product variations to its product line is also appreciated and agreed upon by respondents. The respondents have categorized the Product Innovation variable as "High".

Table 5. Assessment of Customer Loyalty

Items	Score	Category
CL1	83,8%	High
CL2	69,2%	High
CL3	67,4%	Quite High
CL4	81,2%	High
CL5	74,2%	High
CL6	86,4%	Very High
Total	77%	High

Source: Researcher Processed Data, 2024

Based on Table 5 above, item CL6 received the highest rating, with a percentage of 86.4%. The item CL6 is classified within the "Very High" category. These results show that respondents agree and give a positive response if they say positive things about Menantea. Meanwhile, item CL3 received the lowest rating, a percentage of 67.4%. The item CL3 is classified under the "Quite High" category. These results show that respondents agree and give a positive response, namely that they prefer Menantea to other tea drink brands. The respondents have categorized the Customer Loyalty variable as "High".

Simple Linear Regression Analysis

Table 6. Coefficient Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	.475	1.668		.285	.777
	Product Innovation	.974	.071	.813	13.801	.000

a. Dependent Variable: Customer Loyalty

Source: Researcher Processed Data, 2024

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Table 6 shows the Constant value (a) as 0.475 and the Product Innovation value (b / regression coefficient) as 0.974. Therefore, the regression equation is:

$$Y = a + bX$$

$$Y = 0.475 + 0{,}974X$$

Based on the equation above, the constant of 0.475 indicates the consistent value of the Customer Loyalty variable is 0.475. Each 1% rise in Product Innovation will result in a 0.974 increase in Customer Loyalty. Because the regression coefficient is positive, variable X positively influences variable Y.

Hypothesis Test

Table 7. Coefficient Test Results

Coefficients[a]

Model		t	Sig.
1	(Constant)	.285	.777
	Product Innovation	13.801	.000

a. Dependent Variable: Customer Loyalty

Source: Researcher Processed Data, 2024

The t-test is used to ensure whether Product Innovation, as an independent variable, significantly affects Customer Loyalty, which is the dependent variable. Table 7 shows the results of the t-test, and it is clear that the calculated t result is 13.801 with t table 1.984. Based on these findings, it may be inferred that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted, because the calculated t value of 13.801 is greater than the t table value of 1.984. These results can explain that Product Innovation (X) positively influences customer loyalty (Y) Menantea.

Coefficient of Determination (r^2)

Table 8. Model Summary Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813[a]	.660	.657	3.022

a. Predictors: (Constant), Product Innovation

Source: Researcher Processed Data, 2024

$$KD = r^2 x100\%$$

$$KD = 0.660x100\% = 66\%$$

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The coefficient of determination (r^2) measures the degree to which the model can effectively account for the variability observed in the Customer Loyalty variable. The coefficient of determination value ranges from 0 to 1. The coefficient of determination value in Table 8 is 0.660, which is equivalent to 66%. This value indicates that as the percentage approaches one or 100%, the impact of Product Innovation on Customer Loyalty becomes stronger. In this particular situation, the value is 66%. The results indicate that the Product Innovation variable has nearly all the necessary information to predict the variations in the Customer Loyalty variable.

DISCUSSION

The Effect of Product Innovation on Customer Loyalty

This study utilizes IBM SPSS Statistics 25 software to analyze the collected data. In this analysis, the researcher will describe the various findings obtained from using the software and provide an in-depth interpretation of how product innovation can affect customer loyalty. The study results show that Menantea customer loyalty in the DKI Jakarta and West Java areas is significantly and positively influenced by product innovation. The regression coefficient value of 0.974 was found using simple linear regression analysis, indicating that customer loyalty increases with product innovation. The finding also supports this t-test, which reveals that the t count (13.801) is significantly greater than the table t value (1.984). This results in the null hypothesis (H0) being rejected and the alternative hypothesis (H1) being accepted. The null hypothesis (H0) posits that there is no discernible positive effect of product innovation on Menantea customer loyalty. In contrast, the alternative hypothesis (H1) posits that product innovation does indeed have a favorable impact on Menantea consumer loyalty. Moreover, the coefficient of determination, which is 66%, indicates that a substantial amount of the variation in customer loyalty may be attributable to product innovation. This finding aligns with the research presented by Tsai & Chang (2014), which states that businesses need to invest in product innovation to increase sales and maintain customer loyalty. The results of this study are also in line with the findings of Mustamu & Ngatno (2021), which show that product innovation can positively and significantly influence customer loyalty. Furthermore, research conducted by Puspitasaril & Arianti (2023) and Dachi (2020) also supports this finding, where product innovation is shown to have a positive and significant relationship with consumer loyalty.

CONCLUSION

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The previous chapter's research aimed to ascertain the effect of Product Innovation on Menantea Customer Loyalty in DKI Jakarta and West Java. Three results were drawn from this research:

1. The descriptive analysis of the Product Innovation variable revealed that the respondents gave the highest assessment to item PI2, which stated that "New product innovations carried out by Menantea so far are considered to be getting better." This item falls under the "Very High" category. The respondent's evaluation of the Product Innovation variable falls within the "High" category, with an average percentage of 77.5%. This indicates that Menantea's product innovation receives a favorable response from customers who participated in this study.
2. Additionally, in regards to the Customer Loyalty variable, the respondents rated item CL6, which states, "Will speak positively about Menantea," as the highest assessment. This item is classified as "Very High" with a percentage of 86.4%. The respondent's evaluation of the Customer Loyalty variable falls under the "High" category, with an average percentage of 77%. This indicates that the Menantea consumers who participated in this survey exhibit a strong level of loyalty.
3. According to the findings of a basic linear regression analysis, it was determined that the Product Innovation variable has a favorable impact on the Customer Loyalty variable. For every 1% increase in product innovation, there is a corresponding 0.974 rise in consumer loyalty. The impact of Product Innovation on Customer Loyalty is measured at 66%, indicating that Product Innovation accounts for 66% of the data required to forecast Customer Loyalty.

The suggestion from this research is that Menantea is expected to focus on developing and diversifying product variants by considering customer feedback and market trends and launching new unique variants to increase consumer preferences. Further research is suggested to develop a more comprehensive data collection plan and explore other variables influencing customer loyalty.

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