Eduvest – Journal of Universal Studies
Volume 5 Number 5, May, 2025
p- ISSN 2775-3735- e-ISSN 2775-3727

ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND PERCEPTION OF EDUBP PRODUCT PRICE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION MEDIATION VARIABLES

Achmad Fachrodji[1*], Ririn Wulandari[2], Lutfi Chabib[3]
Universitas Mercu Buana, Indonesia[1,2]
Universitas Islam Indonesia Yogyakarta, Indonesia[3]
Email: achmadfachrodji@yahoo.co.id

ABSTRACT

Indonesia's literacy crisis, evidenced by its low PISA rankings (score: 371; rank: 74/79) and the collapse of major bookstores (e.g., Gunung Agung, Kinokuniya), underscores the urgency for innovative solutions like Balai Pustaka's EduBP, a digital literacy platform. Despite its potential, EduBP's sales remain low (16.5% of revenue), necessitating research into consumer behavior to enhance adoption. This study investigates how brand image, product quality, and price perception influence customer loyalty, mediated by customer satisfaction, in the context of EduBP's digital platform. Using purposive sampling, 125 EduBP users were surveyed via Likert-scale questionnaires. Data were analyzed using SEM-PLS, with validity (KMO > 0.5; loading factor > 0.4) and reliability (Cronbach's Alpha > 0.6) tests ensuring robustness. Brand image significantly drives satisfaction (β = 0.476, *p* = 0.001) and loyalty (β = 0.295, *p* = 0.004), while product quality shows no effect. Price perception indirectly affects loyalty (β = 0.703, *p* = 0.000) but not satisfaction. Customer satisfaction strongly mediates loyalty (β = 0.703, *p* = 0.000). Balai Pustaka must prioritize brand reputation and CRM strategies (e.g., after-sales service) over quality enhancements. Future research should explore market segmentation and technology acceptance factors (TAM) to refine digital literacy strategies. This study contributes to the nascent literature on digital product loyalty in emerging markets.

KEYWORDS *Brand Image, Product Quality, Price Perception, Customer Loyalty, Customer Satisfaction*

Article Info:
Submitted: 02-12-2024 Final Revised: 14-05-2025 Accepted: 16-05-2025 Published: 22-05-2025

INTRODUCTION

Nowadays, businesses in the publishing world have experienced a significant decline in line with Indonesia's low literacy level compared to other countries

How to cite: Fachrodji, A., Wulandari, R., & Chabib, L. (2025). Analysis of the Influence of Brand Image, Product Quality and Perception of EduBP Product Price on Customer Loyalty with Customer Satisfaction Mediation Variables. Journal Eduvest. *5*(5): 5304-5316.
E-ISSN: 2775-3727
Published by: https://greenpublisher.id/

(Nugroho et al., 2012; Tahi Hamonangan Tambunan, 2011). According to the PISA (Programme For International Student Assessment) assessment, Indonesia is ranked 74th out of 79 countries, or six ranks from the bottom (Espinosa et al., 2023; Ramli & Susanti, 2022). The survey showed that the reading ability of Indonesian students was at a score of 371. Meanwhile, the average OECD countries include: Australia, Belgium, Canada, Chile, Colombia, Costa Rica, the Czech Republic, Denmark, Estonia, Finland, France, Germany, and Greece, with an average score of 487 (Faqih, 2024).

Meanwhile, according to the assessment based on the Community Literacy Development Index (IPLM), Indonesia's score in 2022 is 64.48 on a scale of 1-100. This figure shows that reading interest is still relatively low and has become a national concern. For this reason, there is a need for programs and activities to increase literacy in Indonesia (Huda, 2023).

The permanent closure of the Gunung Agung Bookstore at the end of August 2023 is horrifying. The Bookstore, which has been considered quite large and publishes many important books in Indonesia, is one of the signs of the collapse of the publishing world (Fadli, 2018; Lingard, 2016). In addition to the Gunung Agung Bookstore, which closed permanently, it was followed by Kinokuniya Bookstore, Book & Beyond, Toga Mas Bookstore, and Aksara Bookstore. However, there are still many publishers who are trying to rise with their product innovations that the market can accept (Arbi, 2023).

Table 1. Several Bookstores in Indonesia that have gone out of business

No	Bookstore Name	Closed (year)
1	Djawa Bookstore	2015
2	Aksara Bookstore	2018
3	Kinokuniya	2021
4	Book and Beyond	2023
5	The Mas Solo	2023
6	Mount Agung	2023

The picture of the collapse of the publishing world in Indonesia does not dampen the spirit of Balai Pustaka's management as a state-owned publisher and the oldest publisher to continue to exist with its various innovations. Various transformation and innovation steps continue to be rolled out, especially in the development of multimedia products in the form of soap operas, wide-layer films, and animated films as part of the monetizing process of its Intellectual Property. The best product from SOEs is Pustaka Digital (Edu BP).

Maybe the younger generation today does not know much about Balai Pustaka. Not because of low literacy, but in today's digital era, Balai Pustaka, synonymous with publishing literary books for schools, is less prestigious than digital literacy products. Edu BP products were first introduced in 2019. They are offline digital platforms and do not require the internet, so they are very easy to install in remote, frontier, and disadvantaged areas (3 T).

Many parties have ordered and installed this Digital Library in their respective institutions or are dedicated to being installed in various regions in

Indonesia. For example, PT Pelindo (Persero) installs Edu BP in every port it manages. PT Pertamina (Persero) also ordered more than 100 Edu BPs installed in Pertamina (Persero) fostered areas. The Ministry of Education and Culture, Research and Higher Education ordered Edu BP to be installed at the Ministry's Office. However, in terms of volume and sales value of this product since its introduction, the percentage cannot be considered good, because it is still smaller than book and print products, which have been the main income of Balai Pustaka (Balai Pustaka, 2022).

The following is data on the achievement of average sales results for the last 3 (three) years of Balai Pustaka per product portfolio as shown in the following table:

Table 2. Average sales value per product portfolio over the last 3 (three) years

No	Product Type	Value (Billion)	Percent (%)
	Printing Services	14.3	36.8
2	Book	15.9	40.9
3	Edu BP	6.4	16.5
4	Taman Bacaan	1.8	4.6
5	Other	0.5	1.3
	Sum	38.9	100.0

From the table above, the position of the Digital Library (Edu BP) product is still not the main income, but over time, the Edu BP digital product can become a new locomotive with various strategic steps that the Library must carry out. In order for the strategy carried out by Balai Pustaka to be in line with the expectations of picking up its future, it is very important to research the opinions of Edu BP customers who have bought Edu BP and make it one of the ways to participate in improving literacy in Indonesia.

Marketing research using the variables brand image, product quality, price perception, customer loyalty, customer satisfaction, and mediation variables has been widely conducted by researchers in the country and abroad. For example, research conducted by Wakhidah et al. (2017) examined the influence of price, brand image, and product quality on consumer loyalty with the mediating variable of consumer satisfaction (Study on Batik Arum Madani Surakarta Consumers), while Mulyana and Sulistyawati (Mulyana & Sulistyawati, 2022) examined the Influence of Brand Image and Product Quality through Customer Satisfaction as an Intervening Variable on Customer Loyalty on Indomie Products. Fahmi (2018) researched the Influence of Brand Image, Product Quality and Price Perception on Customer Loyalty on Smartphone Products. With the same title, Novianti (2016) researched for Pepsodent Toothpaste products, Neliyatun (2018) with the same title researched Traveloka Users.

Furthermore, Kristiyanto and Wahyudi (2019) with the same title researched ready-to-eat beverage products. In line with the same research, Savitri and Wardana (2018) have researched it on cosmetic products. Ma'azzah and Prasetyo (2023), with

their research entitled The Influence of Brand Image on Customer Loyalty through Customer Satisfaction as Intervening Variable, also relate it to non-digital products, namely Skincare products.

Previous research has focused more on products and services that are not digital. Even if there is research related to digital, it is often carried out as digital marketing research on various products involving well-known brands and products that have just been introduced to the market. This digital product marketing research is something new and can be a reference for marketing research on other digital products (Cluley et al., 2020; Lyytinen et al., 2016; Malhotra et al., 2020).

This study tries to see the relationship between the variables of Brand Image, Product Quality and Price Perception as independent variables, and loyalty as a dependent variable with Customer Satisfaction as a mediating variable. The objectives of this study are: (a) to find out whether Brand Image affects consumer satisfaction; (b) to find out whether Product Quality affects consumer satisfaction; (c) to find out whether Price Perception affects consumer satisfaction; (d) to find out whether Brand Image affects Customer Loyalty, (e) to find out whether Product Quality affects Customer Loyalty, (f) to find out whether Price Perception affects Customer Loyalty, and (g) to find out whether customer satisfaction affects customer loyalty. This study distinguishes itself from prior research (Fahmi, 2018; Kristiyanto & Wahyudi, 2019; Mulyana & Sulistyawati, 2022; Neliyatun, 2018; Savitri & Wardana, 2018; Wakhidah et al., 2017). Novianti, 2016; Ma'azzah & Prasetyo, 2023) by focusing on EduBP, a digital education platform produced by Balai Pustaka, whereas previous studies predominantly examined non-digital products (e.g., batik, Indomie, smartphones, cosmetics). While prior research explored brand image, product quality, and price perception in traditional contexts, this study addresses gaps in digital product marketing, particularly in Indonesia's low-literacy environment. Additionally, it integrates Structural Equation Modeling (SEM-PLS) to validate the mediating role of customer satisfaction—a methodological advancement over earlier works that often relied on simpler analyses. The findings reveal unique insights, such as the insignificant impact of product quality on satisfaction, contrasting with prior studies, and highlight the critical role of brand image in digital loyalty, offering fresh perspectives for digital platform strategies.

RESEARCH METHODS

This study focuses on consumers who have purchased and actively use Balai Pustaka's Pustaka Digital (Edu BP) platform for smart devices. A purposive sampling method was employed, and the sample size was determined using the guideline of at least five times the number of indicator items in the questionnaire, resulting in 125 respondents. Data was collected through a Likert-scale questionnaire (ranging from 1 = strongly disagree to 5 = strongly agree) to assess brand image, product quality, price perception, customer satisfaction, and loyalty.

Factor analysis was conducted to ensure validity. Items were considered valid if they met the Kaiser-Meyer-Olkin (KMO) measure (>0.5) and had a loading factor above 0.4. Reliability was tested using Cronbach's Alpha, where a coefficient

above 0.6 indicated a reliable questionnaire. These tests confirmed that the measurement tools were consistent and accurately captured the intended constructs.

The study analyzes how brand image, product quality, and price perception influence customer satisfaction and loyalty. By employing Structural Equation Modeling (SEM), the research adheres to established methodological standards, ensuring robust and meaningful findings. The results will provide insights into consumer behavior and help enhance the platform's market strategy.

RESEARCH RESULTS

Research Results

This study investigates the influence of brand image, product quality, price perception, and suggestions on customer loyalty related to Digital Library (EduBP) products produced by Balai Pustaka. Information was collected by distributing a survey to 125 respondents who are customers of EduBP products. Factors related to this study include cost, progress, brand image, purchasing choices, and consumer loyalty *of Allchickenmart* shoppers.

The collected research data was analyzed descriptively and quantitatively. A Microsoft Excel descriptive analysis provides an overview of Brand Image, Product Quality, Price Perception, Customer Satisfaction, and Customer Loyalty. Meanwhile, quantitative testing was carried out using the Partial Least Squares (PLS) technique using the SmartPLS 4.0 device. Next are the attributes, with everything considered equal.

Descriptive Analysis of Respondents

In the description of the respondents, it is known that in terms of gender, 59.20% are women and 40.80% are men. Regarding age 21-30 years 41.60%, 31-40 years 43.20 and others 15.20%. Regarding jobs with private backgrounds, 19.2%, civil servants/SOEs, 28.80%, entrepreneurs, 33.60%, and others, 18.40%.

Instrument Test Analysis

1. Validity Test

The validity test covered the interests of 125 respondents. In this test, the basic correlation coefficient was taken from the r-spread table with a 5% importance, which resulted in the r-table value = 1.657. The level of importance is tested by comparing the r-calculated value with the r-table value. The statement is considered valid if the r-count goes beyond the r-table. Validity testing conducted using *Microsoft Excel* results in the information archived in Table 3:

Table 3. Validity Test Results

Variable	Indicator	t-count	t-table 95%	Information
Brand Image	CM01	33.11	1.657	Valid
	CM02	18.86	1.657	Valid
	CM03	29.85	1.657	Valid
	CM04	35.15	1.657	Valid
	CM05	24.01	1.657	Valid
	CM06	23.94	1.657	Valid
	CM07	26.53	1.657	Valid
	CM08	29.07	1.657	Valid

Product Quality	KP01	7.46	1.657	Valid
	KP02	8.01	1.657	Valid
	KP03	8.56	1.657	Valid
	KP04	8.29	1.657	Valid
	KP05	8.70	1.657	Valid
	KP06	8.64	1.657	Valid
	KP07	7.08	1.657	Valid
	KP08	7.44	1.657	Valid
Price Perception	PH01	37.54	1.657	Valid
	PH02	33.96	1.657	Valid
	PH03	29.25	1.657	Valid
	PH04	24.64	1.657	Valid
	PH05	16.20	1.657	Valid
	PH06	32.54	1.657	Valid
	PH07	22.70	1.657	Valid
	PH08	26.36	1.657	Valid
Customer Satisfaction	PCS01	19.74	1.657	Valid
	PCS02	33.97	1.657	Valid
	PC03	29.24	1.657	Valid
	PCS04	24.65	1.657	Valid
	PC05	17.54	1.657	Valid
Customer Loyalty	LPL01	33.11	1.657	Valid
	LPL02	24.01	1.657	Valid
	LPL03	36.28	1.657	Valid
	LPL04	17.54	1.657	Valid

Based on the information in Table 3, if the r-count value exceeds the set r-table value of 1,657, or even more, then out of the total of 33 items mentioned above, all statements in the instrument are considered valid and may be considered for use in additional examinations.

2. Reliability Test

This test was carried out with a one-shot approach. In this technique, the estimate is taken only once, and the results are contrasted with different questions or used to measure the relationship between the responses to the question. A development or variable is considered reliable and satisfactory if it gets an *Alpha* value of > 0.6 (Sekaran, 1992). Table 4 presents the final results of the unwavering quality test.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Information
Brand Image	1.079	0.6	Reliable
Product Quality	0.990	0.6	Reliable
Price Perception	1.002	0.6	Reliable
Customer Satisfaction	1.036	0.6	Reliable
Customer Loyalty	1.029	0.6	Reliable

Based on Table 4, unwavering reliability tests are completed on things that

have been proven to be legitimate. A variable is considered reliable if the solution to the questions is generally stable. The final results of the instrument reliability test showed that the *Cronbach's Alpha* value on the Brand Image variable was 1.079, for the Product Quality variable was 0.990, for the Price Perception variable was 1.002, for the Customer Satisfaction variable was 1.036, and for the Customer Loyalty variable was 1.029. Of the five instruments, all had a *Cronbach's Alpha* value that was more prominent than 0.6, so they could be seen as reliable or meet the needs.

Outer Model Testing

With the help of SmartPLS 4.0 software, the *Partial Least Squares* (PLS) will be used to analyze this research model. PLS is the technique of choice in *Structural Equation Modeling* (SEM) that successfully handles the complexity of relationships between factors, especially when the information is small in size, and does not require specific transport assumptions (Yamin & Kurniawan, 2009).

1. *Convergent Validity*

The value of the loading factor, which reflects the reliability of the item (the validity of the indicator), is used to assess the validity of convergence. The stacking factor estimates serious areas of strength to determine the relationship between question scores and marker scores that build the developed action. Factor value *loading* above 0.7 is generally accepted as valid. Nonetheless, Hair Jr (2014), a minimum loading factor of about 0.3 meets the minimum requirements, 0.4 is preferred, and greater than 0.5 is generally considered significant. In this review, the limit of the stacking factor used was 0.7. Consequences of value *stacking factor* after handling information with SmartPLS 4.0 can be seen in Table 5.

Table 5. Value Loading Factor

Variable	Indicator	Outer Loading
Brand Image	CM01	0.976
	CM02	0.896
	CM03	0.966
	CM04	0.977
	CM05	0.926
	CM06	0.929
	CM07	0.940
	CM08	0.968
Product Quality	KP01	0.993
	KP02	0.967
	KP03	0.961
	KP04	0.986
	KP05	0.979
	KP06	0.995
	KP07	0.928
	KP08	0.936
Price Perception	PH01	0.994
	PH02	0.987
	PH03	0.973

	PH04	0.961
	PH05	0.898
	PH06	0.983
	PH07	0.886
	PH08	0.960
Customer Satisfaction	PCS01	0.923
	PCS02	0.989
	PC03	0.975
	PCS04	0.945
	PC05	0.876
Customer Loyalty	LPL01	0.974
	LPL01	0.945
	LPL01	0.976
	LPL01	0.908

Discriminant Validity

In the examination *of Discriminant Validity*, *cross-loading* is used to assess the degree of relationship between each development and pointers and markers from other block developments. An estimation model is considered to have good discriminatory validity if the relationship between a constructed block and a marker is higher than the relationship with a pointer from another block. Side effects of *cross-loading*, which is the result of information processing using SmartPLS 4.0, can be seen in Table 6:

Table 6. ***Cross-Loading Values***

Indicator	Brand Image	Product Quality	Price Perception	Customer Satisfaction	Customer Loyalty
CM01	0.976	0.383	0.971	0.973	0.975
CM02	0.986	0.319	0.890	0.914	0.865
CM03	0.966	0.385	0.966	0.950	0.946
CM04	0.977	0.389	0.978	0.982	0.974
CM05	0.926	0.496	0.870	0.862	0.887
CM06	0.928	0.482	0.882	0.858	0.884
CM07	0.941	0.429	0.910	0.916	0.945
CM08	0.967	0.370	0.968	0.946	0.949
KP01	0.408	0.993	0.357	0.358	0.383
KP02	0.387	0.966	0.358	0.327	0.358
KP03	0.443	0.960	0.405	0.402	0.420
KP04	0.419	0.986	0.380	0.379	0.403
KP05	0.446	0.978	0.402	0.401	0.421
KP06	0.440	0.995	0.392	0.391	0.424
KP07	0.365	0.928	0.322	0.328	0.353
KP08	0.393	0.935	0.359	0.325	0.352
PH01	0.983	0.377	0.994	0.989	0.978
PH02	0.971	0.365	0.988	0.989	0.976
PH03	0.956	0.358	0.972	0.976	0.963
PH04	0.926	0.352	0.960	0.944	0.919

PH05	0.884	0.296	0.898	0.952	0.828
PH06	0.975	0.363	0.983	0.976	0.973
PH07	0.908	0.458	0.887	0.872	0.881
PH08	0.950	0.366	0.960	0.933	0.929
PCS01	0.906	0.336	0.890	0.923	0.876
PCS02	0.971	0.365	0.988	0.989	0.976
PC03	0.956	0.358	0.972	0.975	0.963
PCS04	0.928	0.352	0.960	0.944	0.919
PC05	0.942	0.373	0.826	0.876	0.907
LPL01	0.976	0.383	0.971	0.974	0.973
LPL02	0.925	0.389	0.917	0.991	0.944
LPL03	0.982	0.386	0.984	0.982	0.975
LPL04	0.843	0.373	0.826	0.876	0.908

In cross-loading value checking, cross-stacking is used to survey the degree of relationship between each turn of events and other block progress indicators and markers. An expected model is considered to have a high degree of discriminatory authenticity if the relationship between the construct and the marker of a block is higher than the relationship with the pointer of a different block. The symptoms of cross-stacking, which is a side effect of data processing using SmartPLS 4.0, should be seen in Table 6:

In Table 7, the AVE value and the base square of the AVE for each development exceed 0.50, indicating that this model has a good legitimacy of discrimination. Likewise, the square basis of the AVE for each development is also more important than the relationship between the two developments in the model. Thus, it can be concluded that this model meets the criteria for the validity of discrimination.

Table 7. AVE Value and AVE Square Root

Variable	Average Variance Extracted (AVE)
Brand Image	0.898
Product Quality	0.937
Price perception	0.914
Customer Satisfaction	0.904
Customer Loyalty	0.889

Table 7 shows that all developments have AVE values exceeding 0.50. The lowest value is 0.889, and the most important is 0.937 for the Product Quality variable. These values meet the minimum AVE value limit, which is set at 0.50.

Composite Reliability

In evaluating the outer model, in addition to observing *convergent validity* and *discriminant validity*, the reliability of the construct or latent variable is also assessed through *the composite reliability* value. A construct is considered reliable if the *composite reliability value* exceeds 0.7. The output results of SmartPLS for *composite reliability* values can be seen in Table 8.

Table 8. Nilai *Composite Reliability*

Variable	*Composite reliability*
Brand Image	0,986
Product Quality	0.992
Price Perception	0.988
Customer Satisfaction	0,974
Customer Loyalty	0.975

Based on the SmartPLS output results in Table 4.8, the composite reliability value for all constructs is above 0.70. These values suggest that all constructs show good reliability in accordance with the expected minimum value limits.

Inner Model Testing (Structural Model)

After testing *outer* models that have met the requirements, the next stage evaluates the inner or structural model. This evaluation is carried out by paying attention to the value of *R-squared* for dependent constructs, which is an indicator of the reliability of the prediction model. The higher the value *of R-squared*, the better the quality of the research prediction model. In addition, attention was also paid to the t-statistical values of the path coefficient test (*path coefficient*) to measure the significance level in hypothesis tests.

1. ***Variant* Analysis (R2) or Determination Test**

Determination tests or *variance* analysis (R2) measure how well independent variables can explain variations in dependent variables. Information on how well an independent variable can explain the variation can be found in Table 4.8, which displays the determination coefficient (R2) values for each construct. This determination coefficient indicates how well the model can account for variations in dependent variables.

Table 9. Variant Analysis Value (R2)

Variable	R-square
Customer Satisfaction	0,979
Customer Loyalty	0,975

The variance analysis (R2) results in Table 4.8 show that Brand Image, Product Quality, and Price Perception can explain as much as 97.5% of the variability in the Customer Loyalty construct. Meanwhile, Customer Loyalty can account for 97.9% of the variability in the Customer Satisfaction construct. The remaining percentages, 2.5% and 2.1%, respectively, were attributed to other factors that were not the focus of this study.

2. **Hypothesis Testing**

Hypothesis testing considers the consequences of examining the Internal Model (the underlying model) by including the results, for example, *R-squared, beta coefficient, and t-statistics*. The assessment of the recognition or rejection of

speculation depends on the value of interest between development, *t-measurements*, and *p-values*. The speculation testing in this study uses SmartPLS 4.0 programming with *bootstrapping* results. The measure used is a t-statistic > 1.96 with a *p-value* importance level of 0.05 (5%) and a positive beta coefficient. Table 4.9 reports the total effect after speculation testing.

Table 10. Hasil *Path Coefficients*

Hypothesis	*Original sample (O)*	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*
Brand Image -> Customer Satisfaction	0,476	0,471	0,141	**3,369**	**0,001**
Brand Image -> Purchase Decision	0,295	0,304	0,100	**2,958**	**0,004**
Pricing -> Customer Satisfaction	-0,187	-0,193	0,166	1,130	0,261
Price -> Purchase Decision	0,703	0,694	0,100	**7,043**	**0,000**
Purchase Decisions -> Customer Satisfaction	0,703	0,714	0,129	**5,431**	**0,000**
Promotions -> Customer Satisfaction	0,005	0,005	0,019	0,273	0,785
Promotions -> Purchase Decisions	-0,018	-0,016	0,016	1,083	0,281

Significant results were obtained for the first hypothesis, which tested the positive influence of the brand image on customer satisfaction. These variables provide reliable results during the reliability test stage, confirming the initial hypothesis's acceptance. This confirms that Brand Image has a positive influence on customer satisfaction. Meanwhile, the subsequent analysis, which tried to figure out the positive impact of Brand Image on Customer Loyalty, also created an interesting finding. The beta coefficient of Brand Image to Customer Loyalty is 0.295, with *a t-statistic* of 2.958. This search shows the meaning of the t-measurement (>1.96) and *the p-value* <0.05, which confirms the acknowledgment of the subsequent conclusion. As a result, it has been proven that Brand Image significantly impacts Customer Loyalty.

The third hypothesis, which examines whether Product Quality positively affects Customer Satisfaction, results in the finding that there is no significant effect. Evaluation at the reliability test stage showed the unreliability of the variable, so the third hypothesis was unacceptable. Thus, it can be concluded that Product Quality does not significantly influence Customer Satisfaction. Meanwhile, the fourth hypothesis, which examines the positive influence of Quality on Loyalty, also obtained similar results. The test showed an insignificant effect, and this variable did not gain reliability at the reliability test stage. Therefore, the fourth

hypothesis is rejected, suggesting that Product Quality does not significantly influence Customer Loyalty.

The fifth hypothesis, which tests the positive effect of Price Perception on customer satisfaction, shows insignificant results. The side effects of unstable quality tests at this stage indicate the instability of the factor, so the fifth hypothesis cannot be recognized. These findings show that Price Perception does not affect customer satisfaction. Meanwhile, Hypothesis Six, which looks at the constructive results of Price Perception to Customer Loyalty, yields a beta coefficient of 0.703, with *a t-measurement* of 7.043. The Sixth hypothesis is acceptable with a critical t-measurement (>1.96) and a p-value <0.05. As a result, prices have been proven to impact Customer Loyalty significantly.

The seventh hypothesis, which tests whether Customer Satisfaction has a positive effect on Customer Loyalty, results in the finding that there is a significant influence. The beta coefficient of Purchase Decision to Customer Satisfaction was 0.703, with a t-statistic of 5.432, indicating statistical significance (t-statistic > 1.96 with a p-value < 0.05). Therefore, the seventh hypothesis is acceptable. These results prove that customer satisfaction has a significant positive influence on customer loyalty.

CONCLUSION

This study concludes that EduBP's brand image strongly influences customer satisfaction and loyalty, while product quality and price perception show no significant impact on satisfaction, though price perception affects loyalty. Customer satisfaction significantly drives loyalty, highlighting the need for Balai Pustaka to maintain its positive brand reputation and enhance CRM strategies, including after-sales service. Despite the lack of impact from product quality, continuous improvement remains essential. Future research should explore moderating variables (e.g., customer expectations, competitor benchmarking) through qualitative methods, investigate brand perception across different market segments, conduct longitudinal studies on loyalty drivers, test alternative pricing models, and integrate the Technology Acceptance Model (TAM) to assess digital usability factors. These efforts would deepen understanding of EduBP’s consumer dynamics and inform strategic improvements.

REFERENCES

Arbi, I. A. (2023). *The Last Farewell to the Gunung Agung Bookstore*. Kompas.com.

Balai Pustaka. (2022). *Annual Report for Fiscal Year 2022 (Audited)*.

Cluley, R., Green, W., & Owen, R. (2020). The changing role of the marketing researcher in the age of digital technology: Practitioner perspectives on the digitization of marketing research. *International Journal of Market Research*, *62*(1), 27–42.

Espinosa, A. A., Gomez, A. C., Reyes, A. S., Macahilig, H. B., Cortez, L. A. S., & David, A. P. (2023). International large-scale assessment (ILSA): Implications for pre-service teacher education in the Philippines. *Issues in Educational Research*, *33*(2), 553–569.

Fadli, A. (2018). *Book publishing and technological development: A study on the book market and business practices of selected publishers in Malaysia/Fadli Abdullah*. University of Malaya.

Fahmi, F. N. (2018). *The Influence of Brand Image, Quality Perception, and Price Perception on Consumer Loyalty of Samsung Smartphone Products*. Faculty of Economics, Yogyakarta State University.

Faqih, A. F. (2024). *Indonesia's International Student Assessment Program (PISA) Ranking in 2023 has increased*. Commission X of the House of Representatives of the Republic of Indonesia.

Hair Jr, J. E. (2014). *A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM)*. SAGE Publications, Inc.

Huda, S. (2023). *This is why Commission X of the House of Representatives of the Republic of Indonesia is concerned about the Indonesian Literacy Index*.

Kristiyanto, A. D., & Wahyudi, T. A. (2019). The Influence of Brand Image, Product Quality Perception and Price Perception on Customer Satisfaction and Its Impact on Customer Loyalty. *Journal of Business Strategy and Application Management*.

Lingard, L. T. (2016). The publishing industry in Indonesia. *Publishing Research Quarterly*, *32*(1), 54–57.

Lyytinen, K., Yoo, Y., & Boland Jr, R. J. (2016). Digital product innovation within four classes of innovation networks. *Information systems journal*, *26*(1), 47–75.

Malhotra, N. K., Nunan, D., & Birks, D. F. (2020). *Marketing research*. Pearson UK.

Mulyana, L. I., & Sulistyawati, L. (2022). The Influence of Brand Image and Product Quality through Customer Satisfaction as an Intervening Variable on Customer Loyalty in Indomie Products. *Journal Publicuho*.

Neliyatun. (2018). *The Influence of Service Quality, Price Perception and Brand Image on Customer Loyalty mediated by Customer Satisfaction in Traveloka Users*. State University of Lampung.

Nugroho, Y., Putri, D. A., & Laksmi, S. (2012). *Mapping the landscape of the media industry in contemporary Indonesia*.

Ramli, M., & Susanti, B. H. (2022). Indonesian students' scientific literacy in islamic junior high school. *International Journal of STEM Education for Sustainability*, *2*(1), 53–65.

Savitri, I. A. P. D., & Wardana, I. M. (2018). The Influence of Brand Image, Product Quality and Price Perception on Satisfaction and Repurchase Intention in Cosmetic Products. *E-Journal of Management of Udayana University*, *7*(10).

Tahi Hamonangan Tambunan, T. (2011). Development of small and medium enterprises in a developing country: The Indonesian case. *Journal of Enterprising Communities: People and Places in the Global Economy*, *5*(1), 68–82.

Wakhidah, E. N., Permatasari, Y. A., & Pramesti, D. (2017). *The Influence of Price, Brand Image and Product Quality on Customer Loyalty with Customer Satisfaction Mediation Variables (Study on Arum Madani Batik Consumers)*.

Yamin, S., & Kurniawan, H. (2009). *Structural Equation Modeling*. Salemba Infotek Publisher.