

THE INFLUENCE OF PRODUCT INNOVATION, CUSTOMER EXPERIENCE, BRAND TRUST AND CUSTOMER LOYALTY ON COMPANY PROFITABILITY AT PT. RAHIM MAJU JAYA BATAM

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Abstract: This study aims to determine the influence of product innovation, customer experience, brand trust and customer loyalty on company profitability. The population in this study were customers of PT. Rahim Maju Jaya Batam as many as 50 people. The sample in this study amounted to 50 people taken using a saturated sampling technique involving all populations as research samples. This type of research is a quantitative type using primary data collected using a questionnaire technique. The analysis method used is multiple linear regression processed using the SPSS 25 application. The results of the study stated that product innovation and brand trust did not have a significant effect on company profitability, but customer experience and customer loyalty had a significant effect on company profitability. Product innovation, customer experience, brand trust and customer loyalty partially and simultaneously have a positive and significant effect on company profitability at PT. Rahim Maju Jaya Batam.

Keywords: Product Innovation; Customer Experience; Brand Trust; Customer Loyalty; Company Profitability

1. Introduction

PT. Rahim Maju Jaya Batam is a company that operates in the field of providing clean, ready-to-drink water in the form of AMDK and DAMIU which always strives to increase the company's profitability in order to achieve the company's goals. Profitability is a company's assets or assets where assets are used during the company's operational activities. The growth of a company that is developing well is a sign that the company has profitable aspects, because it is considered capable of generating a higher rate of return on the investment that has been made. So in this case, company profitability is very important in the company's efforts to achieve its goals optimally. One of the factors that influences company profitability is product innovation.

Product innovation is a change in a set of information related to efforts to increase or improve existing resources, namely by modifying the product to make something more valuable, creating new and different things, namely changing a material into a resource and combining resources. power becomes a new innovation.

Furthermore, the brand trust factor, according to Chaudhuri and Holbrook in Seprianti Eka Putri (2022), trust in a brand is the average consumer's willingness to rely on the consumer's ability to carry out brand functions. Trust in a brand will lead to consumer loyalty to the brand. Trust in a brand will emerge as the main key to the initial loyalty to a brand in accordance with the concept of relationship marketing.

Apart from product innovation, customer experience and brand trust, another factor that influences company profitability is customer loyalty. Customer loyalty can be identified as repeat purchases, which was later expanded by Glinkskine, et al in Zahara (2020). Customer loyalty is consumer loyalty which is presented in consistent purchases of products or services over time and there is a good attitude to recommend other people to buy the product.

Table 1. Number of Sales per Year at PT. Rahim Maju Jaya Batam

No	Jenis	Jumlah Penjualan (Tahun)									
		2018		2019		2020		2021		2022	
1	Galon	6.048	Rp. 39.312.000	5.173	Rp. 33.624.500	4.357	Rp. 28.320.500	5.396	Rp. 35.074.000	5.542	Rp. 36.023.000
2	Botol 500 ml	66	Rp. 264.000	157	Rp. 628.000	554	Rp. 2.216.000	352	Rp. 1.408.000	497	Rp. 1.988.000

Source: PT Sales Data. Rahim Maju Jaya, 2018-2022

It was found that sometimes business activists find that their business's raw materials experience shortages due to soaring sales in certain periods or days (Kumala et al., 2020), so providers of raw materials such as ready-to-drink water must provide certain services to make it easier for business activists to run sales on days with a surge in buyers. However, the collection of drinking water which still has to be done by the entrepreneurs themselves causes problems in itself because it is not uncommon for these micro-entrepreneurs to make sales with limited Human Resources (HR), while the purchases still have to be done themselves. Delivery fees charged to buyers are sometimes not described, giving a certain impression in the context of the experience of customers who make repeat purchases over a short period of time (Susilowati, 2022).

Based on the background description above and seeing the importance of product innovation, customer experience, brand trust and customer loyalty on company profitability, the researcher is interested in conducting research with the title "The Influence of Product Innovation, Customer Experience, Brand Trust and Customer Loyalty on Company Profitability in PT. Rahim Maju Jaya Batam".

Research Objectives

Based on the problem formulation above, the research objectives to be carried out are:

1. To find out whether product innovation has an effect on company profitability at PT. Rahim Maju Jaya Batam.
2. To find out whether Customer Experience influences Company Profitability at PT. Rahim Maju Jaya Batam.
3. To find out whether Brand Trust has an effect on Company Profitability at PT. Rahim Maju Jaya Batam.
4. To find out whether Customer Loyalty influences Company Profitability at PT. Rahim Maju Jaya Batam.
5. To find out whether Product Innovation, Customer Experience, Brand Trust and Customer Loyalty simultaneously influence Company Profitability at PT. Rahim Maju Jaya Batam.

Research Objectives

Based on the problem formulation above, the research objectives to be carried out are:

1. To find out whether product innovation has an effect on company profitability at PT. Rahim Maju Jaya Batam.

2. To find out whether Customer Experience influences Company Profitability at PT. Rahim Maju Jaya Batam.
3. To find out whether Brand Trust has an effect on Company Profitability at PT. Rahim Maju Jaya Batam.
4. To find out whether Customer Loyalty influences Company Profitability at PT. Rahim Maju Jaya Batam.
5. To find out whether Product Innovation, Customer Experience, Brand Trust and Customer Loyalty simultaneously influence Company Profitability at PT. Rahim Maju Jaya Batam.

2. Literature Review

Product Innovation

According to B.D Prasetyo (2020), product innovation is an interesting new inspiration that can be developed. Innovation is used intentionally to create interesting development and strategic goals. In order to be able to compete with other companies, innovation must continue to be carried out and developed. Product innovation is a change in a set of information related to efforts to increase or improve existing resources, namely by modifying the product to make something more valuable, creating new and different things, namely changing a material into a resource and combining resources. power becomes a new innovation.

Customer Experience

The definition of customer experience according to Shaw and Hamilton is the customer's perception of rational, physical, emotional, subconscious and psychological interactions with parts of an organization. These perceptions influence customer behavior and build memories that encourage customer loyalty and thereby influence the economic value generated by the organization. According to the definition above, it can be concluded that customer experience is an experiential marketing concept used by companies by involving customers in growing the brand image of the products or services sold by the company to create customer satisfaction and build customer loyalty.

Brand Trust

Chaudhuri and Holbrook in Seprianti Eka Putri (2022) state that trust in a brand is the average consumer's willingness to rely on the consumer's ability to perform brand functions. Trust in a brand will lead to consumer loyalty to the brand. Trust in a brand will emerge as the main key to the initial loyalty to a brand in accordance with the concept of relationship marketing. From the opinions of experts, it can be concluded that brand trust is the willingness of consumers to trust and feel safe in a brand with all its risks, because of the hope that the brand can provide positive and reliable results for them.

Customer Loyalty

Customer loyalty is a customer's tendency to buy a product or use a service provided by a company with a high level of consistency. Customer loyalty will be the key to success not only in the short term but to sustainable competitive advantage. This is because customer loyalty has strategic value for the company. The rewards of loyalty are long term and cumulative. So the longer a customer's loyalty is, the greater the profit the company can obtain from a consumer. Customer loyalty can be identified as repeat purchases, which was later expanded by Glinkskine, et al in Zahara (2020). Referring to the marketing loyalty theory developed by

Gudynaite, marketing loyalty has long been seen as repeated brand purchases made constantly by consumers. In recent years, the definition of loyalty has been widely debated, indicating that this concept has attracted the attention of researchers and academics in the field of marketing.

Company Profitability

According to Rahayu, company growth can show profits for the company and the rate of return for investors. Companies that experience continuous growth show that the company is experiencing development. With a company's high growth rate, it is very easy to obtain funds or loans to increase investors' confidence in investing in the company. From several expert opinions above, it can be concluded that company growth is a company's assets or assets where assets are used during the company's operational activities. The growth of a company that is developing well is a sign that the company has profitable aspects, because it is considered capable of generating a higher rate of return on the investment that has been made.

Hypothesis

In accordance with the variables to be studied, the hypotheses that will be proposed in this research are:

1. The influence of product innovation variables on company profitability variables.
H1: It is suspected that there is an influence of product innovation on company profitability.
2. The influence of customer experience variables on company profitability variables.
H2: It is suspected that there is an influence of customer experience on company profitability.
3. The influence of the brand trust variable on the company profitability variable.
H3: It is suspected that there is an influence of brand trust on company profitability.
4. The influence of the customer loyalty variable on the company profitability variable.
H4: It is suspected that there is an influence of customer loyalty on company profitability.
5. The influence of product innovation, customer experience, brand trust and customer loyalty variables on company profitability.
H5: It is suspected that there is an influence of product innovation, customer experience, brand trust and customer loyalty on company profitability simultaneously (simultaneously).

3. Method

This research was conducted at PT. Rahim Maju Jaya Batam whose address is Kavling Sagulung Baru, Sungai Binti Village, Sagulung District, Batam City, Riau Islands Province. This company operates in the field of providing clean, ready-to-drink water in the form of AMDK and DAMIU. This research is a type of quantitative research.

Population and Sample

The population in this study were customers from PT. Rahim Maju Jaya Batam, numbering 50 people. In this research, a saturated sampling technique is used, namely a sampling technique when all members of the population are used as samples. If the population is large, and it is impossible for the researcher to study everything in the population, then the researcher can use a sample taken from that population. The sample in this study is the entire population, namely 50 people.

Data Type

The types of data used in this research are as follows:

1. **Primary Data**
Primary data is data obtained directly from the object under study, either through observation or questionnaires.
2. **Secondary Data**
Secondary data is data collected from documents in the company and from research results in the library.
3. **Data Collection Techniques**
Data collection techniques used in this research were through questionnaires, interviews and literature studies.

Data Analysis Techniques

Data analysis techniques are methods for processing and processing data into results and information that are valid and easy to understand by many people. This data analysis is also intended to obtain an overview of the interpretation of the answers to the variables studied in relation to the problem formulation and hypotheses proposed in this research.

Validity Test

Test measuring the object. The validity test is used to test the extent to which validity is used to determine how accurately a questionnaire item in the accuracy of the measuring instrument can express the concept of the symptom or event being measured. Items (questionnaires) are said to be valid if they are correlated with the total score.

Reliability Test

Reliability testing is a continuation of validity testing where only valid items are included in the test. To measure reliability with the Cronbach Alpha (α) statistical test, a construct or variable is said to be reliable if it provides a Cronbach Alpha value > 0.60 (Sugiyono, 2022).

Multicollinearity Test

The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. A good regression model should have no correlation between independent variables. If independent variables are correlated with each other, then these variables are not orthogonal. According to Ghazali, multicollinearity testing can be observed through a Variable Inflation Factor (VIF) < 10 , so it can be said that multicollinearity does not occur.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the variance from the residual from one observation to another remains the same, it is called homoscedasticity and if it is different it is called heteroscedasticity. If the graph plots towards a dot pattern that wavy or widens then narrows, then it can be concluded that heteroscedasticity has occurred. However, if there is a clear pattern, the fibers of the dots spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur.

Multiple Linear Regression Analysis

Regression aims to test the influence of one variable on other variables. The independent variables in this research are product innovation, customer experience, brand trust and customer loyalty, the dependent variable is company profitability. The regression test used is a multiple linear regression test, namely a regression model for analyzing more than one independent variable (X).

Partial Regression Coefficient Test (T Test)

The t test is used to determine whether partially product innovation, customer experience, brand trust and customer loyalty have a significant effect on company profitability. The test uses a significance level of 0.05 and is 2-sided. The t test is carried out with the following conditions:

1. If $t_{count} > t_{table}$ at $\alpha = 5\%$ then H_0 is rejected or H_a is accepted. This means that there is a significant influence of each independent variable on the dependent variable.
2. If $t_{count} < t_{table}$ at $\alpha = 5\%$ then H_0 is accepted or H_a is rejected. This means that there is no significant influence of each independent variable on the dependent variable.

Joint Regression Coefficient Test (F Test)

The f test is used to determine the joint or simultaneous influence of independent variables on the dependent variable. In this case, to find out whether together the variables of product innovation, customer experience, brand trust and customer loyalty have a significant effect on company profitability. Hypothesis testing uses the F Test (Analysis of Variance). The f test can be done in two ways, namely looking at significant numbers using $\alpha=5\%$ (0.05) or by comparing the calculated F with the F table. The f test is carried out with the following conditions:

1. If significance is <0.05 or 5% then H_0 is rejected or H_a is accepted. This means that there is a significant influence of each independent variable on the dependent variable.
2. If significance is > 0.05 or 5% then H_0 is accepted or H_a is rejected. This means that there is no significant influence of each independent variable on the dependent variable.

Coefficient of Determination

The coefficient of determination is used to measure how far the model's ability to explain the dependent variables. The coefficient of determination value is between 0 and 1. A small coefficient of determination value means that the ability of the independent variables to explain variations in the dependent variable is very limited. A value close to 1 means that the independent variables provide almost all the information predicting the variation in the dependent variable.

4. Result and Discussion

Company Overview PT. Rahim Maju Jaya Batam is a company that operates in the field of providing clean, ready-to-drink water in the form of AMDK and DAMIU. Established in 2018, now PT. Rahim Maju Jaya Batam is included in the ranks of local drinking water providers that have the most customers in the Sagulung Baru housing complex, Batam, Riau Islands. PT. Rahim Maju Jaya Batam was first born from a business opportunity that emerged since the development of the Food n Beverage (FnB) industry in the city of Batam.

Validity Test

The validity test is used to test the extent to which validity is used to determine how accurately a questionnaire item in terms of the accuracy of the measuring instrument can express the concept of the symptom or event being measured. If $r_{count} > r_{table}$ then the statement or indicator is declared valid, if $r_{count} < r_{table}$ then the question or indicator is declared invalid. The r_{table} value is obtained with the equation $N-2 = 50-2 = 48$ (see r table with df 58) = 0.2787. It can be seen that the respondents' answers to all variables are declared valid because $r_{count} > r_{table}$, so it can be concluded that the average of the items from the five variables is declared valid.

Reliability Test

Reliability tests are used to determine the consistency of measuring instruments which usually use a questionnaire with the aim of whether the measuring instrument will get consistent measurements if the measurement is carried out again. To measure reliability with the Cronbach Alpha (α) statistical test, a construct or variable is said to be reliable if it provides a Cronbach Alpha value > 0.60 .

It can be seen that the Cronbach Alpha (α) of each variable X1, X2, X3, X4 and Y is greater than 0.60. Thus it can be concluded that the data tested was declared reliable.

Normality Test

This normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. The basis for decision making in this analysis is that if the significant value is greater than 0.05 then the data is normally distributed.

Multiple Linear Regression Analysis

Regression aims to test one variable against another variable. The independent variables in this research are product innovation, customer experience, brand trust and customer loyalty, the dependent variable is company profitability. The regression test used is a multiple linear regression test, namely a regression model for analyzing more than one independent variable (X).

Tabel 2. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	-.250	.786		-.318	.752
Product Inovation	.006	.055	.006	.115	.909
Customer Experience	.483	.071	.477	6.766	.000
Trade Trust	.123	.062	.085	1.988	.053
Customer loyalty	.454	.056	.456	8.159	.000

a. Dependent Variable: Company Prifitable

Source: Prime Data Result, 2024

Based on the data above, the following regression equation is obtained

$Y = -250 + 0,006 X1 + 0,483 X2 + 0,123 X3 + 0,454 X4$. So the conclusion is drawn, namely:

1. The constant -250 which means that if Product Innovation, Customer Experience, Brand Trust and Customer Loyalty are at 0, then the Company's Profitability is -250.

2. Product Innovation has a positive constant, namely 0.006, meaning that if Product Innovation increases by 1% but Customer Experience, Brand Trust and Customer Loyalty remain constant, then the Company's Profitability will increase by 0.006.
3. Customer Experience has a positive constant, namely 0.483, meaning that if Customer Experience increases by 1% but Product Innovation, Brand Trust and Customer Loyalty remain constant, then Company Profitability will increase by 0.483.
4. Brand Trust has a positive constant, namely 0.123, meaning that if Brand Trust increases by 1% but Product Innovation, Customer Experience and Customer Loyalty remain constant, then the Company's Profitability will increase by 0.123.
5. Customer Loyalty has a positive constant, namely 0.454, meaning that if Customer Loyalty increases by 1% but Product Innovation, Customer Experience and Brand Trust remain (constant), then the Company's Profitability will increase by 0.454.

T test

The t test is used to determine whether partially product innovation, customer experience, brand trust, customer loyalty have a significant effect on company profitability. The test uses a significance level of 0.05 and is 2-sided. The t test is carried out with the following conditions:

1. If $t_{count} > t_{table}$ at $\alpha = 5\%$ then H_0 is rejected or H_a is accepted. This means that there is a significant influence of each independent variable on the dependent variable.
2. If $t_{count} < t_{table}$ at $\alpha = 5\%$ then H_0 is accepted or H_a is rejected. This means that there is no significant influence of each independent variable on the dependent variable.

Where to find out the t table value you can use the formula $df = N - K - 1$. The t table value in this study is $df = 50 - 4 - 1 = 45$, the t table of number 45 is 2.0141.

Table 3. T Test Results (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	-.250	.786		-.318	.752
Product Inovation	.006	.055	.006	.115	.909
Customer Experience	.483	.071	.477	6.766	.000
Trade Trust	.123	.062	.085	1.988	.053
Customer loyalty	.454	.056	.456	8.159	.000

a. Dependent Variable: Company Prifitable

Source: Prime Data Result, 2024

So from table 3, it can be concluded that:

1. Product Innovation has a t count of $0.115 < 2.0141$ and sig. $0.909 > 0.05$ so it can be concluded that H_1 is not accepted, namely Product Innovation has no significant effect on Company Profitability.
2. Customer Experience has a t count of $6.766 > 2.0141$ and sig. $0.000 < 0.05$ so it can be concluded that H_2 is accepted, namely Customer Experience has a significant effect on Company Profitability.
3. Brand Trust has a t count of $1.988 < 2.0141$ and sig. $0.053 < 0.05$ so it can be concluded that H_3 is not accepted, namely Brand Trust has no significant effect on Company Profitability.

4. Customer Loyalty has a t count of $8.159 > 2.0141$ and sig. $0.000 < 0.05$, so it can be concluded that H4 is accepted, namely Customer Loyalty has a significant effect on Company Profitability.

F Test (Simultaneous)

The f test is used to determine simultaneously or simultaneously the independent variable and the dependent variable. The f test can be done in two ways, namely looking at significant numbers using $\alpha=5\%$ (0.05) or by comparing the calculated F with the F table.

1. If significance is <0.05 or 5% then Ho is rejected or Ha is accepted. This means that there is a significant influence of each independent variable on the dependent variable.

2. If significance is > 0.05 or 5% then Ho is accepted or Ha is rejected. This means that there is no significant influence of each independent variable on the dependent variable.

The hypothesis is accepted if the calculated F value $> F$ table and Sig. < 0.05 . F table is obtained from N1 and N2 in the F table distribution with a probability of 5%, where $N1 = 4$ and $N2 = n$ (number of respondents) – k (number of all variables studied) = $50 - 5 = 45$. So F table is 2, 58. The results of the F (Simultaneous) test are as follows.

Table 4. F Test Results (Simultaneous)

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	127.321	4	31.830	453.452	.000 ^b
	Residual	3.159	45	.070		
	Total	130.480	49			

a. Dependent Variable: Company Profitability

b. Predictors: (Constant), Customer Loyalty, Brand Trust, Product Innovation, Customer Experience.

Source: Primary Data Results, 2024

From the test results, it was found that F count was $453,452 > 2.58$ and sig. $0.000 > 0.05$, so it can be concluded that H5 is accepted, namely Product Innovation, Customer Experience, Brand Trust and Customer Loyalty simultaneously have a significant effect on Company Profitability.

Coefficient of Determination Test

The coefficient of determination is used to measure how far the model's ability is to explain the dependent variables. The coefficient of determination value is between 0 and 1. A small coefficient of determination value means that the ability of the dependent variables to explain variations in the independent variables is very limited. A value close to 1 means that the independent variables provide almost all the information predicting the variation in the dependent variable.

Table 5. Coefficient of Determination Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.988 ^a	.976	.974	265

a. Predictors: (Constant), Customer Loyalty, Brand Trust, Product Innovation, Customer Experience.

Source: Primary Data Results, 2024

From the table above, it is known that the adjusted R Square is 0.974. This means that the influence of Product Innovation, Customer Experience, Brand Trust, customer loyalty on Company Profitability has a percentage of 97.4%. These results indicate that there is a very strong correlation or relationship between the independent variable and the dependent variable used.

Discussion

Based on the results of data processing using the methods previously explained using the SPSS version 25 program, it can be concluded that the results of the hypothesis test are as follows:

The Effect of Product Innovation on Company Profitability

Based on the results of multiple linear analysis tests, it is known that Product Innovation has a positive constant, namely 0.006, t count $0.115 < t$ table 2.0141 and $\text{sig. } 0.909 > 0.05$, so it is concluded that H1 is not accepted, namely Product Innovation has no significant effect on Company Profitability at PT. Rahim Maju Jaya Batam. The results of this research mean that the problems that occur at PT. Rahim Maju Jaya regarding product innovation has an impact on reducing company profitability. To overcome this, PT. Rahim Maju Jaya needs to improve and increase product innovation which in the end can have an impact on increasing company profitability. This result is not in accordance with the research results of (Adella Putri, 2023), and (Muhammad Arif, 2023) who have research results that product innovation simultaneously influences income.

The Influence of Customer Experience on Company Profitability

Based on the results of multiple linear analysis tests, it is known that Customer Experience has a positive constant, namely 0.483, t count $6.766 > t$ table 2.0141 and $\text{sig. } 0.000 < 0.05$, so it can be concluded that H2 is accepted, namely Customer Experience has a significant effect on Company Profitability at PT. Rahim Maju Jaya Batam. These results mean that there are problems related to the customer experience of PT. Rahim Maju Jaya Batam has an impact on the company's profitability. To increase company profitability, PT. Rahim Maju Jaya Batam needs to pay attention to customer experience with the company so that customers can voluntarily continue to purchase products from PT. Rahim Maju Jaya Batam. These results are in accordance with the research results of (Muhammad Wanda Fahera, 2023) which has research results that customer experience influences purchasing decisions which will affect the company's profitability.

The Influence of Brand Trust on Company Profitability

Based on the results of testing multiple linear analysis data, it is known that Brand Trust has a positive constant, namely 0.123, t count $0.123 < t$ table 2.0141 and $\text{sig. } 0.53 > 0.05$, so it is concluded that H3 is not accepted, namely Brand Trust has no significant effect on Company Profitability at PT. Rahim Maju Jaya Batam. This result means problems at PT. Rahim Maju Jaya Batam regarding brand trust does indeed influence company profitability but is not significant. To get an increase in company profitability, PT. Rahim Maju Jaya Batam needs to maintain and increase brand trust so that the company's profitability can increase. This result is not in accordance with the research results from (Udin, 2019) which shows that brand trust has a positive effect on purchasing decisions which will affect the company's profitability.

The Effect of Customer Loyalty on Company Profitability

Based on the results of multiple linear analysis tests, it is known that customer loyalty has a

positive constant, namely, 0.454, t count 8.159 > t table 2.0141 and sig. 0.000 < 0.05, so it can be concluded that H4 is accepted, namely Customer Loyalty has a significant effect on Company Profitability at PT. Rahim Maju Jaya Batam. These results mean that customer loyalty has an effect on increasing company profitability. Therefore, to increase company profitability, PT. Rahim Maju Jaya must maintain customer loyalty to the product. These results are in accordance with the research results of (Dwi Wahyono, Supriandi and Devid Ruung Pontoan, 2023) who found that customer loyalty significantly influences company profitability.

The Influence of Product Innovation, Customer Experience, Brand Trust and Customer Loyalty on Company Profitability

Based on the F test (simultaneous) it is known that F count is 453.452 > F table 2.58 and sig. 0.000 < 0.05 so H5 is accepted, namely Product Innovation, Customer Experience, Brand Trust and Customer Loyalty simultaneously and significantly influence PT Company Profitability. Rahim Maju Jaya Batam which is presented based on the Determination Coefficient (R²) of 97.4%. The large influence ability of product innovation, customer experience, brand trust and customer loyalty on company profitability means that if PT. Rahim Maju Jaya Batam wants to increase the company's profitability, so PT. Rahim Maju Jaya Batam needs to improve these four independent variables simultaneously.

5. Conclusions

Based on the results of research and discussions carried out in the previous chapter regarding the influence of product innovation, customer experience, brand trust and customer loyalty on company profitability at PT. Rahim Maju Jaya Batam can be concluded as follows:

1. Product Innovation has no effect on Company Profitability at PT. Rahim Maju Jaya Batam.
2. Customer Experience has a significant effect on Company Profitability at PT. Rahim Maju Jaya Batam.
3. Brand Trust has no effect on Company Profitability at PT. Rahim Maju Jaya Batam.
4. Customer Loyalty has a significant effect on Company Profitability at PT. Rahim Maju Jaya Batam.
5. Product Innovation, Customer Experience, Brand Trust and Customer Loyalty simultaneously and significantly influence Company Profitability at PT. Rahim Maju Jaya Batam.

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After carrying out and completing this research, the researcher has several suggestions, namely:

1. To PT. Rahim Maju Jaya Batam, to always innovate products so that customers are interested in buying the products offered so that the company's profitability can increase.
2. To PT. Rahim Maju Jaya Batam, to be able to provide a good customer experience for the products offered so that customers have a positive assessment of the product which will increase product purchases so that the company's profitability will increase.
3. To PT. Rahim Maju Jaya Batam, to be able to maintain and increase customer trust in the brand of products offered so that customers' good impression of the product will increase which will have an effect on increasing the company's profitability.

4. To PT. Rahim Maju Jaya Batam, to be able to increase customer loyalty towards purchasing the products offered so that product sales will increase and increase company profitability.
5. To PT. Rahim Maju Jaya Batam, to be able to innovate products, provide a good customer experience, maintain and increase customer trust in the brand of the products offered and increase customer loyalty towards purchasing the products offered in order to increase the company's profitability..

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