Listener Loyalty to B'due Radio: Impact of Broadcast Quality and Brand Image

Juhari*ᵃ, Desi Masriᵃ, Zufriadyᵃ, Nor Balkish Zakariaᵇ
ᵃPertiba University, Indonesia
ᵇAccounting Research Institute, Universiti Teknologi MARA, Malaysia
ᵃjuharitz@gmail.com

Abstract

Radio as an important medium for delivering information and entertainment is facing increasingly intense competition in the media industry. This study aims to examine the direct influence of broadcast quality and brand image on listener loyalty to B'Due Radio, with listener satisfaction acting as a mediating variable. This study uses a quantitative approach with a survey method, distributing questionnaires to 90 B'Due Radio listeners, including teenagers, BKKBN activity group members, FP cadres, field officers, and employees. The data were analyzed through Structural Equation Modelling (SEM) using the Smart PLS-3 software. The results indicate that both broadcast quality and brand image directly affect listener satisfaction, which in turn is associated with greater listener loyalty. Additionally, listener satisfaction mediates the relationship between broadcast quality, brand image, and listener loyalty. The study faces several limitations, such as a small sample size and difficulties in generalizing the results to a wider population. Nonetheless, these findings offer valuable insights into the factors that drive listener loyalty in radio. The results of this study can serve as recommendations for B'Due Radio to enhance broadcast quality, strengthen brand image, and improve listener satisfaction to bolster listener loyalty.

1. Introduction

In recent decades, the radio industry has undergone significant changes. Radio now functions not only as a medium for delivering information and entertainment but also as an interactive platform that can build close relationships with its listeners (Ibrahim, 2020; Kholik, 2021). Advances in digital technology have transformed the way listeners access and interact with radio content, opening new opportunities for radio stations to expand their reach and improve the quality of their broadcasts (Gultom, 2015). In different parts of the world, radio continues to be a preferred medium with a devoted audience of loyal listeners.

However, the radio industry also faces various challenges. Competition with music streaming platforms and podcasts has intensified, forcing radio stations to continuously innovate to remain relevant and appealing to their listeners (Ibrahim, 2020). Another challenge the industry faces is how to maintain listener loyalty amid the increasing number of media choices available (Kailey & Taime, 2023). Radio stations need to find effective strategies to prevent their listeners from switching to other platforms.

Customer loyalty is a critical element in maintaining the sustainability of a radio station in an increasingly competitive environment (Ermayanti et al., 2015; Putri & Setiawati, 2021). Listener loyalty not only contributes to the stability of advertising revenue but also results in an active and engaged listener base, which can then become natural promoters for the radio station. Therefore, understanding the factors that influence listener loyalty is crucial for radio stations.

B'Due Radio is a radio station operated by the Provincial Representative of the National Population and Family Planning Board (BKKBN) in the Bangka Belitung Islands Province. Its primary mission is to serve as a platform for disseminating information, promoting initiatives, and educating the public about the BKKBN's core programs, which focus on population, family development, and family planning. As a radio station operating amid intense industry competition, it also faces similar challenges. The low level of listener satisfaction with B'Due Radio is an issue that requires serious attention. Listener satisfaction is a crucial element that influences listener loyalty. When listeners are satisfied with the broadcast quality and brand image offered, they tend to be more loyal and continue to listen to the radio station. Therefore, efforts to improve listener satisfaction have become a top priority for B'Due Radio.

Broadcast quality is one of the main factors influencing listener satisfaction and loyalty (Santoso, 2019; Sapitri et al., 2020). High-quality broadcasts, both in terms of content and technical aspects, are capable of attracting and retaining listeners (Sigit & Soliha, 2017). Listeners who find the radio broadcasts informative, entertaining, and relevant to their needs are likely to be more loyal. Therefore, improving broadcast quality is an effective strategy for building listener loyalty (Santoso, 2019; Sapitri et al., 2020; Sigit & Soliha, 2017). In addition to broadcast quality, brand image is also crucial in shaping listener satisfaction and loyalty. A

positive brand image can create a favorable perception in the eyes of listeners, making them feel proud and emotionally connected to the radio station (Juhari & Arobi, 2023). Radio stations that successfully build a strong brand image tend to have a more loyal listener base. The gap in this research lies in the lack of understanding regarding the interaction between broadcast quality, brand image, and listener loyalty in local radio industries like B'Due Radio. Previous studies have predominantly neglected the role of listener satisfaction as a mediating factor in the relationship between broadcast quality, brand image, and listener loyalty in the local radio market.

Broadcast quality and brand image play key roles in fostering listener loyalty by enhancing satisfaction. However, a research gap persists, especially concerning the interaction between broadcast quality, brand image, and listener loyalty within local radio industries like B'Due Radio. This study seeks to explore how broadcast quality and brand image affect listener loyalty, with listener satisfaction serving as a mediating factor. The findings are anticipated to offer valuable insights into the factors that drive listener loyalty and provide practical recommendations for B'Due Radio to improve listener satisfaction and loyalty.

2. Literature Review

Customer Satisfaction Theory

Customer satisfaction refers to how well a product or service meets customer needs (Mishra & Bekuretsion, 2020; Sah, 2024). It plays a pivotal role in business success by generating positive emotions and shaping customers' overall perceptions of their experiences (Saha et al., 2020). As a comprehensive assessment of a customer's ongoing interactions, customer satisfaction is a crucial driver of business growth (Ahani et al., 2019). Closely tied to marketing, it reflects how effectively a company fulfills customer expectations regarding service quality and support. Improving customer satisfaction remains a central focus in academic research (Mariani & Matarazzo, 2021). Often viewed as a post-purchase assessment, satisfaction occurs when customer perceptions of a product or service's performance align with or exceed their expectations (Yusuf, 2018). Satisfaction results from comparing expectations with actual performance. In the case of radio, listener satisfaction is influenced by broadcast quality and the station's brand image, with higher satisfaction contributing to increased listener loyalty (Hapsari et al., 2017).

Customer satisfaction is crucial for business success, impacting product purchasing decisions and customer relationships. Organizations can boost customer satisfaction by applying well-documented and relevant strategies. Measuring customer satisfaction presents a challenge for researchers, as it requires evaluating how effectively a product aligns with customer expectations (Elifneh et al., 2020). Satisfaction occurs when the service provided surpasses expectations, while dissatisfaction arises from a gap between what is expected and the actual performance (Khan et al., 2020). In the highly competitive market of today, providing exceptional service can enhance customer satisfaction and give companies a lasting

competitive advantage (Mousavi & Amiri Aghdaie, 2021). Customer satisfaction can only be achieved if the company hires the right people (Awaluddin, 2018). Alandri dan Verinita (2019) Successful companies are companies that can satisfy their customers.

Customer Loyalty Theory

Customer loyalty has become a crucial focus in marketing and service management (Chiu et al., 2009) due to its role in driving the growth and sustainability of service-based businesses. Researchers and industry leaders are increasingly exploring its influence on customer behavior (Ozturk et al., 2017). Russo et al. (2016) argue that customers tend to stay loyal to companies that offer superior value that meets their needs and preferences, leading to long-term investments and cost savings. While approaches to defining and measuring loyalty differ (Al-Hawary & Hussien, 2017), it is typically examined through emotional, behavioral, and cognitive dimensions (Fu et al., 2018). Many studies focus on the behavioral aspect, sometimes overlooking cognitive components (Debnath et al., 2016; Shamah et al., 2018). Fu et al. (2018) introduced a model viewing loyalty as behavior shaped by attitudes, while Russo et al. (2016) proposed a framework incorporating cognition, affection, and performance, in line with Shamah et al. (2018), who suggest loyalty progresses from cognitive to affective to connective stages. Customer satisfaction plays a significant role in fostering loyalty (Permatasari & Jaelani, 2021), as loyalty is built through repeated positive experiences associated with service quality and brand image. In the media sector, listener loyalty is often cultivated through consistent broadcast quality and a strong brand image (Chen, 2018). Consumer loyalty is vital for business success, as loyal customers not only make regular purchases but also promote the brand or product to others (Azhari, Reynilda, & Maryadi, 2023).

Product Quality Theory

Kotler et al. (2015) define product quality as the attributes and features of a good or service that influence its capability to fulfill both stated and implied customer needs. For producers, quality is a crucial aspect that must be maintained to ensure the product can compete in the market. This is important because consumers today are increasingly discerning in choosing products that can provide the satisfaction they seek. High quality also implies consistency in maintaining a high level of quality (Kumbara, 2021). Products that meet buyer expectations are key to success in the market. Products created based on consumer interests and preferences will perform better. Kartajaya et al. (2019) describe product quality as the comprehensive attributes that influence a product's ability to satisfy both explicit and implicit needs.

Brand Image Theory

The concept of brand image has been fundamental in marketing and consumer behavior research since the 1950s. It enables consumers to recognize and distinguish a company's products from its competitors (Iglesias et al., 2020). Brand image is essential in fostering brand loyalty, with successful companies often crafting a unique brand personality (Choi et al., 2022)

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and sustaining a strong, long-lasting reputation through advertising and strategic brand development. A solid brand image not only aids in launching new products but also boosts the sales of existing ones (Sasmita & Mohd Suki, 2015). A robust brand image strengthens the commitments and promises associated with the brand (Balmer et al., 2020). Retailers, in particular, have consistently focused on developing a strong brand image and reputation among their customers (Soegoto, 2018). Additionally, the idea of "brand as an individual," or user image, is closely associated with the broader concept of brand image.

This research aims to investigate the effects of broadcast quality, brand image, and listener satisfaction on listener loyalty at B'Due Radio. Based on established theories of customer satisfaction and loyalty, the study proposes several hypotheses for empirical analysis. These hypotheses examine the direct influence of broadcast quality and brand image on listener satisfaction, as well as the mediating role of listener satisfaction in the relationship between broadcast quality, brand image, and listener loyalty. Hence, we propose our hypothesis as:

H_1: Broadcast quality has a direct effect on listener satisfaction.
H_2: Brand image has a direct effect on listener satisfaction.
H_3: Listener satisfaction has a direct effect on listener loyalty.
H_4: Listener satisfaction mediates the relationship between broadcast quality and listener loyalty.
H_5: Listener satisfaction mediates the relationship between brand image and listener loyalty.

3. Research Methods

This quantitative study aims to assess the influence of broadcast quality and brand image on listener loyalty, with listener satisfaction serving as a mediating variable. Primary data were collected through a survey using a questionnaire distributed via Google Forms from June 15 to June 30, 2024. The research employed a non-probability sampling technique, specifically purposive sampling. Respondents were selected based on specific criteria, including being active listeners of B'Due Radio and having tuned in between January 1 and June 30, 2024. A total of 90 respondents participated by completing the questionnaire.

The survey questionnaire is divided into 5 sections with a total of 24 statement items, namely: respondent characteristics (gender, age, last education, and occupation), broadcast quality variable (6 statement items), brand image variable (6 statement items), listener satisfaction variable (6 statement items), and listener loyalty variable (6 statement items). To assess the broadcast quality variable, the researcher employed 6 indicators from Kotler & Keller (2009). For the brand image variable, 3 indicators from Keller & Swaminathan (2020) were used. The listener satisfaction variable was measured using 3 indicators from Tjiptono (2009), while the listener loyalty variable was evaluated with 6 indicators from Kotler & Keller (2009). Table 1 displays the indicators utilized in this study.

Table 1. Research Instrument

Variables	Indicator	Statement Item	Sources
Broadcast Quality	1) *Performance* 2) *Conformance* 3) *Reliability* 4) *Style* 5) *Design* 6) *Durability*	X1.1 X1.2 X1.3 X1.4 X1.5 X1.6	Kotler & keller (2009)
Brand Image	1) *Strength* 2) *Favorability* 3) *Uniqueness*	X2.1, X2.2 X2.3, X2.4 X2.5, X2.6	Keller & Swaminathan (2020)
Listener Satisfaction	1) *Expectation Alignment* 2) *Re-listening Interest* 3) *Willingness to Recommend*	Z.1, Z.2 Z.3, Z.4 Z.5, Z.6	Tjiptono (2009)
Listener Loyalty	1) *Re-listening* 2) *Gaining Listener Trust* 3) *Not Switching to Other Options* 4) *Liking the Image and Reputation* 5) *Giving Positive Feedback to the Brand* 6) *Recommending to Others*	Y.1 Y.2 Y.3 Y.4 Y.5 Y.6	Kotler & Keller (2009)

Source: Kotler & keller (2009), Tjiptono (2009), Keller & Swaminathan (2020)

The data processing in this study was conducted using IBM SPSS Statistics 25 to analyze respondent characteristics and Smart PLS 3 for data analysis. Structural Equation Modeling (SEM) was employed with Smart PLS-3 as the analytical tool. The statistical tests included evaluating the research instruments through convergent validity, discriminant validity, and reliability assessments. Additionally, the analysis involved determining the coefficient of determination (R-squared), calculating effect size (f-squared), and testing the hypotheses using the bootstrapping method.

Drawing from theories on variable relationships and a review of prior studies, the researcher hypothesizes that broadcast quality and brand image directly impact listener satisfaction, which in turn affects listener loyalty. Additionally, the researcher proposes that listener satisfaction mediates the relationship between broadcast quality, brand image, and listener loyalty.

4. Results

This study seeks to examine the influence of broadcast quality and brand image on listener loyalty, with listener satisfaction acting as a mediating factor. To achieve this, the research focused on B'Due Radio listeners who tuned in between January 1 and June 30, 2024, as the target population. A total of 90 respondents were collected through data collection efforts and served as the research sample. The demographic profile of these respondents is detailed in Table 2.

Table 2. Characteristics of Research Respondents

Description	Characteristics	Frequency	Percentage
Gender	*Male*	35	38.9%
	Female	55	61.1%
Age	*<18 Years*	9	10.0%
	18-35 Years	34	37.8%
	>35 Years	47	52.2%
Last Education	*Elementary/Junior/Senior High School*	20	22.2%
	Diploma III	9	10.0%
	Bachelor (S1)	52	57.8%
	Master (S2)	9	10.0%
Occupation	*Housewife*	15	16.7%
	Student	14	15.6%
	Private Employee	17	18.9%
	Civil Servant	42	46.7%
	Entrepreneur	2	2.2%

Source: Primary data processed by the researcher (2024)

Based on Table 2 The study respondents were predominantly female (61.1%) compared to male (38.9%), and the majority were aged over 35 years (52.2%), followed by the 18-35 age group (37.8%), and the under 18 age group (10%). Based on the highest level of education, 57.8% of B'Due radio listeners who participated in the study were graduates of DIV/S1, 22.2% had completed primary/middle/high school, and 10% each had a DIII or S2 degree. In terms of occupation, 46.7% of respondents were Civil Servants, 18.9% were private sector employees, 16.7% were homemakers, 15.6% were students, and 2.2% were entrepreneurs.

This study employed Structural Equation Modeling (SEM) using the Smart PLS-3 application to analyze the research data. Before performing bootstrapping, the researcher conducted tests for convergent validity, discriminant validity, and reliability, with the results provided in Table 3 and Table 4.

Table 3. Results of Convergent Validity and Reliability Tests

Variable	Indicator	Outer Loadings	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability
Broadcast Quality	X1.1	0.826	0.613	0.873	0.905
	X1.2	0.744			
	X1.3	0.747			
	X1.4	0.743			
	X1.5	0.782			
	X1.6	0.851			
Brand Image	X2.1	0.870	0.712	0.865	0.908
	X2.2	0.855			
	X2.3	0.814			
	X2.4	0.835			
Listener Satisfaction	Z.1	0.827	0.686	0.873	0.929
	Z.2	0.824			
	Z.3	0.866			
	Z.4	0.832			
	Z.5	0.813			
	Z.6	0.806			
Listener Loyalty	Y.1	0.772	0.613	0.892	0.918
	Y.2	0.797			
	Y.3	0.758			
	Y.4	0.842			
	Y.5	0.824			
	Y.6	0.842			

Source: Primary data processed by the researcher (2024)

From all the research indicators, indicators X2.4 and X2.6 were excluded from data processing due to their low correlation with the main construct, which could compromise the overall validity and reliability of the data analysis. Based on Table 3, it can be observed that all remaining research indicators have outer loading values >0.7, and all variables have Average Variance Extracted (AVE) values >0.5. These results indicate that all indicators and variables meet the criteria for convergent validity and are therefore considered valid.

Table 4. Discriminant Validity Test Results – Fornell-Larcker Criterion

Variable	Brand Image	Listener Satisfaction	Broadcast Quality	Listener Loyalty
Brand Image	0.844			
Listener Satisfaction	0.806	0.828		
Broadcast Quality	0.769	0.783	0.783	
Listener Loyalty	0.784	0.826	0.718	0.806

Source: Primary data processed by the researcher (2024)

Based on the discriminant validity test using the Fornell-Larcker criterion, the brand image variable shows the highest value at 0.844, surpassing listener satisfaction (0.806), broadcast quality (0.769), and listener loyalty (0.784). The Fornell-Larcker value for listener satisfaction is 0.828, which is higher than that of broadcast quality (0.783) and listener loyalty (0.826). Additionally, the Fornell-Larcker value for broadcast quality (0.783) is greater than that for

listener satisfaction (0.718). The listener loyalty variable also has a higher value than the other variables below it. These results demonstrate that the square root of the AVE values for each variable exceeds the corresponding values of the other variables, indicating no issues with discriminant validity. Furthermore, the reliability of the research variables was validated, as all variables exhibited a Cronbach's alpha value greater than 0.60 and a composite reliability value exceeding 0.70, confirming their reliability and acceptability.

Table 5. Results of F-Square & R-Square Tests

Variable	F-Square	R-Square	R-Square Adjusted
Broadcast Quality	0,229		
Brand Image	0,356		
Listener Satisfaction	2,154	0,715	0,708
Listener Loyalty		0,683	0,679

Source: Primary data processed by the researcher (2024)

The R-Square and F-Square metrics are utilized to evaluate how effectively the independent variables account for the variation in the dependent variable and to assess the influence of each independent variable on the dependent variable. As shown in Table 1, the R-Square value for Path Model I is 0.715, indicating that broadcast quality (X1) and brand image (X2) account for 71.5% of the variance in listener satisfaction (Z). For Path Model II, the R-Square value is 0.683, meaning that listener satisfaction (Z) explains 68.3% of the variance in listener loyalty (Y). The F-Square values are 0.229 for broadcast quality (X1), 0.356 for brand image (X2), and 2.154 for listener satisfaction (Z). These results demonstrate that both broadcast quality (X1) and brand image (X2) have a significant impact on listener satisfaction (Z), and listener satisfaction (Z) plays a substantial role in influencing listener loyalty (Y).
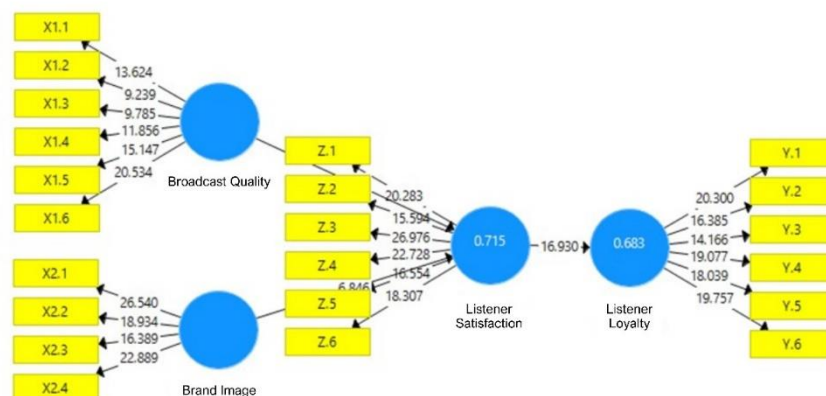
Source: Primary data processed by the researcher (2024)
Figure 1: *Bootstrapping Results*

To test the hypotheses, the researcher employed the bootstrapping method to determine the direct and indirect effects of the variables in this study, as illustrated in the figure above.

Table 6. Path Coefficients & Specific Indirect Effects

Relationship	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
X1 -> Z	0.400	0.398	0.087	4.586	0.000
X2 -> Z	0.498	0.502	0.073	6.846	0.000
Z -> Y	0.826	0.827	0.049	16.930	0.000
X1 -> Z -> Y	0.331	0.330	0.077	4.288	0.000
X2 -> Z -> Y	0.412	0.415	0.065	6.301	0.000

Source: Processed primary data by the researcher (2024)

The path coefficient analysis reveals that broadcast quality and brand image have β values of 0.400 and 0.498, respectively, for their influence on listener satisfaction. Listener satisfaction has a β value of 0.826 for its effect on listener loyalty, all reflecting positive impacts. The p-value for the impact of broadcast quality and brand image on listener satisfaction is 0.000, indicating that both factors significantly and positively affect listener satisfaction (supporting Ha1 and Ha2). Similarly, the p-value for the influence of listener satisfaction on listener loyalty is 0.000, showing a direct, positive, and significant effect (supporting Ha3). The analysis of indirect effects reveals positive β values for the influence of broadcast quality and brand image on listener loyalty through listener satisfaction, with p-values of 0.000 for both, confirming that listener satisfaction mediates the relationship between broadcast quality, brand image, and listener loyalty (confirming Ha4 and Ha5).

The Impact of Broadcast Quality on Listener Satisfaction at B'Due Radio

The path coefficient analysis reveals that broadcast quality positively affects listener satisfaction, with a β value of 0.400. The F-Square value of 0.229 further supports the significant impact of broadcast quality on listener satisfaction. With a t-statistic of 4.586 and a p-value of 0.000 (below 0.05), it can be concluded that broadcast quality has a direct, positive, and statistically significant influence on listener satisfaction.

Improving the broadcast quality of B'Due Radio significantly enhances listener satisfaction through several key indicators. High-quality content that delivers valuable information and engaging entertainment (performance) will meet listeners' expectations for the quality of information and entertainment provided (Fajrie, 2016). Timely broadcasts according to the schedule (timeliness/appropriateness) and reliability in delivering programs without technical disruptions will provide a more consistent and dependable listening experience. A unique and engaging presentation style, along with well-designed programs that align with listeners' preferences, will increase the appeal and satisfaction of B'Due Radio's audience. Consistency in delivering quality programs (resilience) will also build listener trust and ensure that they have a satisfying experience each time they tune in. Listener satisfaction indicators such as meeting expectations, interest in listening again, and willingness to recommend will be

positively influenced by improvements in broadcast quality. If B'Due Radio consistently meets listeners' expectations regarding information quality and sound clarity, they will feel satisfied and be more inclined to listen again soon. Additionally, a satisfying experience will encourage listeners to tune in more frequently over a longer period. High satisfaction will also increase listeners' willingness to recommend B'Due Radio to friends and family, which in turn can boost the number of new listeners and strengthen the loyalty of existing ones. These facts demonstrate that improving broadcast quality can directly enhance listener satisfaction and reinforce B'Due Radio's listener base.

The Impact of Brand Image on Listener Satisfaction at B'Due Radio
The path coefficient analysis indicates that brand image positively affects listener satisfaction, with a β value of 0.498. The F-Square value of 0.356 further highlights the significant impact of brand image on listener satisfaction. With a t-statistic of 6.846 and a p-value of 0.000 (less than 0.05), it is concluded that brand image has a direct, positive, and statistically significant influence on listener satisfaction.

A strong brand image can significantly enhance listener satisfaction at B'Due Radio. When listeners associate B'Due Radio with strength, alignment, and uniqueness, they tend to have higher expectations of the broadcast quality provided. The strength of the brand image is evident in the broad recognition and strong influence of B'Due Radio within its listener community. Alignment creates a positive impression and a strong preference for B'Due Radio over other radio stations. The uniqueness of B'Due Radio's programs and broadcasting style adds value that cannot be found elsewhere. When listeners' expectations are met through highquality broadcasts that align with their expectations, their interest in tuning in again increases, as does their willingness to recommend B'Due Radio to others. Thus, a positive and strong brand image not only fosters listener loyalty but also enhances their overall satisfaction.

The Impact of Listener Satisfaction on Listener Loyalty at B'Due Radio
The path coefficient analysis reveals that listener satisfaction has a β value of 0.826 in relation to listener loyalty, suggesting a positive impact. The F-Square value of 0.769 further confirms the significant influence of listener satisfaction on listener loyalty. With a t-statistic of 16.930 and a p-value of 0.000 (below 0.05), it is concluded that listener satisfaction has a direct, positive, and statistically significant effect on listener loyalty.

An increase in listener satisfaction directly influences listener loyalty to B'Due Radio. When listeners feel that the radio broadcasts meet their expectations in terms of information quality and sound clarity, they tend to have a positive and satisfying experience. This satisfaction increases their interest in tuning in again and even recommending the radio station to others. This sense of satisfaction creates a strong emotional attachment, making listeners more likely to return to B'Due Radio regularly. Thus, meeting listener expectations and satisfaction with

the quality of the programs broadcast strengthens their intention to remain loyal to this radio station. Additionally, high satisfaction contributes to the development of trust and a positive image of B'Due Radio. Satisfied listeners are more likely to believe that the information broadcast by the radio station is accurate and trustworthy, reducing the likelihood of them switching to another station. Satisfaction also encourages listeners to give positive feedback on the programs and broadcasts, as well as to recommend them to friends and family. This willingness to provide positive feedback and recommendations not only strengthens their personal loyalty but also helps attract new listeners, thereby forming a loyal and growing listener base for B'Due Radio.

The Impact of Broadcast Quality on Listener Loyalty through Listener Satisfaction at B'Due Radio

The bootstrapping results indicate that listener satisfaction acts as a mediator in the relationship between broadcast quality and listener loyalty, with a β coefficient of 0.331, showing a positive impact. The analysis further reveals a t-statistic of 4.288 and a p-value of 0.001, which is below the 0.05 significance threshold, confirming the statistical significance of the effect. Therefore, it can be concluded that listener satisfaction plays a key mediating role in the influence of broadcast quality on listener loyalty at B'Due Radio.

Listener satisfaction plays a crucial mediating role in the influence of broadcast quality on listener loyalty at B'Due Radio. When B'Due Radio meets or exceeds listener expectations with its broadcast quality, it significantly boosts their satisfaction with the content. Key aspects of broadcast quality—such as performance, accuracy, reliability, style, design, and durability—are essential in delivering a gratifying listening experience. High listener satisfaction from consistently excellent broadcasts leads to a greater likelihood of listeners tuning in again and recommending B'Due Radio to others. Thus, listener satisfaction bridges the gap between broadcast quality and listener loyalty, as greater satisfaction fosters deeper engagement and commitment to the station.

Moreover, strong listener satisfaction enhances the link between broadcast quality and loyalty by encouraging behaviors such as regular listening, trust in the broadcast information, and reluctance to switch to other stations. Satisfied listeners often develop an emotional bond with B'Due Radio, valuing its image and reputation and providing positive feedback on its programming. They are also more inclined to recommend the station to others, which not only strengthens the current listener base but also attracts new listeners. Consequently, listener satisfaction is a vital element that amplifies the positive effects of broadcast quality on listener loyalty, making it a key factor in B'Due Radio's strategy for improving customer loyalty.

The Impact of Brand Image on Listener Loyalty through Listener Satisfaction at B'Due Radio

The bootstrapping analysis indicates that listener satisfaction mediates the effect of brand image on listener loyalty, with a β coefficient of 0.412, suggesting a positive influence. The t-statistic value of 6.301 and a p-value of 0.001, which is below the 0.05 significance threshold, confirm the statistical significance of this effect. Hence, it can be concluded that listener satisfaction plays a crucial mediating role in the relationship between brand image and listener loyalty at B'Due Radio.

This study demonstrates that listener satisfaction plays a crucial mediating role in the link between brand image and listener loyalty at B'Due Radio. A strong and positive brand image boosts listener satisfaction by fulfilling their expectations related to broadcast quality, sound clarity, and program content. When listeners are satisfied with their experience listening to B'Due Radio, it tends to increase their loyalty. This satisfaction is reflected in their desire to continue listening, trust in the information broadcast, and reluctance to switch to other radio stations. In other words, a positive brand image boosts listener satisfaction, which in turn strengthens their loyalty to B'Due Radio.

Moreover, listener satisfaction also facilitates other positive behaviors that reflect loyalty. Satisfied listeners are not only likely to listen regularly but are also more inclined to give positive recommendations to friends and family. They are also more inclined to offer positive feedback on the programs and broadcasts and to remain loyal by avoiding other radio stations. This satisfaction acts as a bridge, connecting a strong brand image with loyal listener behavior. It highlights that improving listener satisfaction can enhance the beneficial effects of a good brand image on listener loyalty to B'Due Radio.

5. Conclusion and Suggestion

This study investigates the effect of broadcast quality and brand image on listener loyalty at B'Due Radio, with listener satisfaction acting as a mediator. The findings indicate that both broadcast quality and brand image directly and significantly enhance listener satisfaction, which subsequently leads to greater listener loyalty. Factors such as information quality, sound clarity, accuracy of broadcasts, reliability of programs, delivery style, and program design play crucial roles in enhancing listener satisfaction, encouraging continued listening and recommendations. Additionally, a strong brand image, widespread recognition, community influence, and positive perceptions contribute to higher listener satisfaction. Listener satisfaction mediates the effect of broadcast quality and brand image on listener loyalty, enhancing emotional attachment, trust, and the inclination to listen again and recommend the station. To boost listener loyalty, B'Due Radio should focus on improving broadcast quality and reinforcing its brand image to ensure high listener satisfaction.

The researcher notes several limitations of the study, including a sample size that may not fully represent the broader B'Due Radio listener base and potential response bias from more engaged or highly positive listeners. The study's reliance on quantitative methods also means it does not explore qualitative aspects of listener experiences. Future research should consider expanding the sample to better represent various listener segments and incorporating mixed methods, such as interviews or focus groups, to gain deeper insights into factors affecting listener satisfaction and loyalty. Additionally, examining variables like the quality of interactions between broadcasters and listeners or competitive advantages over other radio stations could offer a more comprehensive view.

6. Acknowledgements

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