



Research Article

The Effect of Brand Equity, Brand Loyalty, Work Productivity, and Organizational Commitment on Consumer Satisfaction at the Coconut Research Center Medan Palm Oil

Wan Dian Safina^{1*}, Emelia Rahmadhany², Danang Yanuar Wibowo³, Friandani⁴, Innayah⁵, Ismiy Nurhabibah Harahap⁶, Siti Virza Amalia⁷

¹ Lecturer at Universitas Muslim Nusantara Al-Washliyah, Medan, North Sumatra, Indonesia 1; e-mail : wandiansafina@umnaw.ac.id

² Lecturer at Universitas Muslim Nusantara Al-Washliyah, Medan, North Sumatra, Indonesia 2; e-mail : ameliagamic@gmail.com

³ Students of Universitas Muslim Nusantara Al-Washliyah, Medan, North Sumatra, Indonesia 3; e-mail : danangyanuar12309@gmail.com

⁴ Students of Universitas Muslim Nusantara Al-Washliyah, Medan, North Sumatra, Indonesia 4; e-mail : friandani21@gmail.com

⁵ Students of Universitas Muslim Nusantara Al-Washliyah, Medan, North Sumatra, Indonesia 5; e-mail : Inayah0102@gmail.com

⁶ Students of Universitas Muslim Nusantara Al-Washliyah, Medan, North Sumatra, Indonesia 6; e-mail : ismiyhh@gmail.com

⁷ Students of Universitas Muslim Nusantara Al-Washliyah, Medan, North Sumatra, Indonesia 7; e-mail : Sitidoang726@gmail.com

* Corresponding Author : Wan Dian Safina

Abstract: This study aims to analyze the influence of brand equity, brand loyalty, work productivity, and organizational commitment on consumer satisfaction at the Medan Palm Oil Research Center. The research method used is a survey with data collection through questionnaires distributed to consumers who interact with the Medan Palm Oil Research Center. The results of this study are compiled based on data analysis conducted to test the influence of brand equity, brand loyalty, work productivity, and organizational commitment on consumer satisfaction at the Medan Palm Oil Research Center. This study involved 177 respondents who were consumers of products from the Medan Palm Oil Research Center. The results of the validity test shown in the table above obtained the results of the correlation coefficient with the highest validity of 0.9123 and the lowest correlation coefficient of 0.0520. The results of the validity test show that the correlation coefficient between the score of each instrument item and the total score of all statement items is greater than 0.3. This means that it can be concluded that all indicators in this study are declared valid. The results of the reliability test shown in Table 3 can be concluded that all of the instruments are reliable because the Cronbach's Alpha of each instrument is greater than 0.60 so that it can be used to conduct research.

Keywords: Brand Equity, Brand Loyalty, Consumer Satisfaction, Organizational Commitment, Work Productivity.

1. Introduction

In today's increasingly tight business competition both in domestic and international markets. Every company tries to create new products or innovate previous products, this is done so that the company can win the competition in business. The more competitors, the more consumers will be faced with many choices of products offered by the company. Companies must be able to meet consumer needs that change according to needs.

Customer satisfaction is a crucial element in determining the success of an organization, especially in a highly competitive industry such as palm oil. The Medan Palm Oil Research Center, as an institution that plays an important role in development and research in this

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sector, needs to understand the factors that influence customer satisfaction in order to improve the quality of services and products offered.

In an increasingly competitive business context, customer satisfaction is one of the main indicators of an organization's success. At the Medan Palm Oil Research Center, which plays a key role in the development and innovation of the palm oil industry, understanding the factors that influence customer satisfaction is crucial. Among these factors, brand equity, brand loyalty, work productivity, and organizational commitment emerge as key variables that can have a significant impact on the customer experience.

Brand equity, or brand value, reflects consumers' perceptions of a brand and can influence consumer satisfaction and loyalty. A strong brand not only attracts consumers' attention, but also creates trust and ongoing preference. On the other hand, brand loyalty indicates consumers' commitment to continue choosing a particular brand, which contributes to the stability and growth of the company.

In addition to factors, work productivity is an increase in the production process. Increased production processes mean an improved comparison between the amount of resources used (input) and the amount of goods and services produced (output). and organizational commitment as the relative strength of individuals to an organization and their involvement in a particular organization also plays an important role in creating consumer satisfaction. High work productivity is expected to produce quality products and services, while organizational commitment creates a positive and supportive work environment, which ultimately impacts employee performance and consumer experience.

This study aims to analyze the influence of brand equity, brand loyalty, work productivity, and organizational commitment on consumer satisfaction at the Medan Palm Oil Research Center. By understanding the relationship between these variables, it is expected to provide valuable insights for management in formulating more effective strategies to improve consumer satisfaction, as well as strengthening the position of the Medan Palm Oil Research Center in the ever-growing palm oil industry. Through this study, it is expected to find concrete steps that can be taken to achieve these goals, so that the organization can continue to contribute significantly to the development of the palm oil industry in Indonesia.

The background of this study focuses on the influence of brand equity, brand loyalty, work productivity, and organizational commitment on consumer satisfaction at the Medan Palm Oil Research Center. In the context of the palm oil industry, brand equity is one of the important factors that influences consumer perceptions of the products produced. However, many companies in this sector face challenges in building strong brand equity. One of the main problems is the lack of consumer understanding of the value and quality of the products offered. This is often caused by a lack of effective communication between the company and consumers, as well as minimal efforts to build a positive brand image.

Brand loyalty, which is the result of strong brand equity, is also a challenge. Many consumers tend to switch to other brands that offer lower prices or more innovative products. This instability of loyalty can lead to fluctuations in sales and reduce market share. To overcome this problem, companies need to develop more effective marketing strategies, including loyalty programs that can increase consumer attachment to the brand.

On the other hand, employee productivity at the Medan Palm Oil Research Center is also a crucial factor. Employees who are not motivated or do not have a high commitment to the organization tend to produce low performance, which has a direct impact on the quality of products and services provided to consumers. This problem often arises due to a lack of employee training and development, as well as a lack of recognition of their contributions. Solutions to this problem include improving training programs, career development, and reward systems that can encourage employees to work more productively.

Organizational commitment also plays an important role in creating a positive work environment. Employees who feel connected to the vision and mission of the organization tend to be more committed to giving their best in their work. However, in many organizations, including the Medan Palm Oil Research Center, there are often problems in creating an inclusive and supportive organizational culture. To overcome this, management needs to adopt a more participatory approach, where employees are involved in decision-making and given the opportunity to convey their ideas.

The relationship between brand equity, brand loyalty, work productivity, and organizational commitment is complex and interrelated. Strong brand equity can increase brand loyalty, which in turn encourages employees to work more productively and commit to the organization. When employees feel engaged and committed, they are more motivated to provide quality service, which contributes to customer satisfaction. Conversely, high

customer satisfaction can strengthen brand equity, creating a positive cycle of mutual support. In the context of the Medan Palm Oil Research Center, it is important to understand how these variables interact with each other and influence customer satisfaction.

Recent research shows that companies that are able to build strong brand equity and create loyalty among consumers can increase work productivity and organizational commitment, which ultimately leads to higher customer satisfaction. For example, research by Aaker (1991) and Keller (2001) shows that high brand equity contributes to customer loyalty, which has a positive impact on organizational performance. Thus, it is important for the Medan Palm Oil Research Center to identify and address the problems in each of these variables to improve overall customer satisfaction.

2. Literature Review

2.1. Brand Equity

Brand equity is defined as the value determined by consumers as the brand value in addition to the functional features/attributes of the product. except brand capital can increase or decrease the value of the brand (Supranto and Limakrisna, 2019). Brand Equity as an additional value given to a product or service, and is reflected in the way consumers view and act on it. The relationship between market price, brand name, and benefits provided by the brand also contributes to brand equity. Businesses recognize the significance of this concept in their operations. Ansary & Nik Hashim (2017), argue that the form of brand equity is determined by brand loyalty, brand awareness, and brand attitude which participate in the relationship between brand equity and brand image.

Strong brand equity allows organizations to increase consumer trust, so that consumers feel confident in the products and services they receive. Keller emphasized that good brand equity will make it easier for consumers to make purchasing decisions because of positive perceptions and consistent experiences with the brand. At the palm oil research center, brand equity is maintained through reliable research quality, allowing consumers to feel satisfied because the results received are in accordance with expectations and industry standards..

Brand equity refers to the value that consumers place on a brand, which is formed through experiences, perceptions, and associations they have with the brand. Brands that have high equity are usually identified with good quality, innovation, and a positive reputation, which in turn can increase consumer loyalty. Brand loyalty is a consumer's commitment to continue purchasing products from a particular brand, even though there are other alternatives that may be cheaper or more attractive. This loyalty is often triggered by strong brand equity, where consumers feel emotionally connected to the brand, so they are more likely to remain loyal.

In addition, brand equity also influences consumer loyalty. Consumers who associate a research center's brand with innovation, reliability, and credibility tend to demonstrate long-term commitment to using the institution's services. Brand equity facilitates the formation of long-term relationships between organizations and consumers, especially in the service sector which relies heavily on reputation.

Effective brand equity management can also strengthen the institution's position amidst the competition in the palm oil research industry. High brand equity is the main capital in retaining old consumers while attracting new consumers. A good brand reputation creates a perception of added value that affects overall consumer satisfaction, so that consumers are not only satisfied with the product but also with the image and values represented by the brand.

Thus, it can be concluded that brand equity plays an important role in increasing consumer satisfaction at the Medan palm oil research center. Organizations that are able to build and maintain strong brand equity will gain consumer trust and loyalty that leads to high satisfaction and long-term success in the palm oil research industry

2.2. Brand Loyalty

Brand loyalty is a state of attachment, once customers choose to continue to set a brand or buy the right brand regularly, so that satisfaction with the brand grows. Brand loyalty is identical to purchasing decisions based on inner motivation to make repeat or prolonged purchases. According to (Kim, Lee and Lee, 2020) brand loyalty is a level that has unknowingly exceeded higher than brand awareness, because brand loyalty has a stronger level so that it can improve brand performance. Customers who are already loyal will make

regular purchases of their favorite brands and are less likely to switch to other brands. Liu et al., (2017) emphasized that brand loyalty has a significant attachment to other products but to similar brands.

Research shows that brand loyalty can increase consumer satisfaction levels due to the consistency of positive experiences and continuously met expectations. Loyal consumers tend to be more tolerant of minor problems that may occur, and still choose the brand as the main solution. In the context of the research center, this means that consumer loyalty allows institutions to get constructive feedback and build effective communication for service improvement.

Brand loyalty is also associated with the psychological aspects of consumers including affection and commitment, so it is not merely a rational decision but also an emotional one. This approach is important for the management of the palm oil research center to understand in developing a service strategy that can create a strong emotional bond with consumers.

In addition, brand loyalty is often closely related to the perception of quality and service, where consistently satisfied consumers will become effective brand advocates. Loyal consumers are not only satisfied, but also have the potential to recommend the research center to other business partners and colleagues, thus having an impact on network expansion and reputation enhancement. This is very crucial especially in the world of research which relies heavily on credibility and professional networks.

Brand loyalty which is a manifestation of consumer commitment to continue using a brand's products or services, plays an important role in maintaining consumer satisfaction. Loyal consumers tend to give positive responses and have a better perception of the quality and service they receive, making consumer satisfaction the result of an evaluation of a consistently good experience. In addition, work productivity at the research center also has a significant impact on consumer satisfaction. The more efficient and effective the workforce is in producing quality products and services, the higher the level of consumer satisfaction will be because their needs can be met in a timely manner with good quality.

2.3. Work Productivity

Work productivity refers to the efficiency and effectiveness of employees in carrying out their duties and responsibilities. According to Reksohadiprodjo (2010:13) the definition of Work Productivity is increasing the production process. Increasing the production process means an improved comparison between the amount of resources used (input) and the amount of goods and services produced (output). In addition, according to Prasetyo and Wibowo (2021), increasing work productivity can create a better work environment, which has an impact on employee motivation and performance. Employees who are motivated and work well will be better able to meet consumer expectations, thereby increasing their satisfaction.

Work productivity within an organization plays a vital role in creating quality products and services that satisfy consumers. Productive employees tend to be more committed to their tasks, which contributes to improved product and service quality. Organizational commitment, on the other hand, reflects the extent to which employees feel attached to and invested in the goals and values of the organization. Employees who are highly committed will typically go the extra mile to achieve customer satisfaction, as they understand that the success of the organization depends on customer satisfaction.

Increased work productivity contributes to customer satisfaction because it can ensure timely completion of research projects and reliable results. This is especially important in the palm oil sector, where innovation and product quality improvement are highly dependent on accurate and innovative research results. Consumers who experience effective and efficient service from research centers will feel more satisfied because their needs are met quickly and accurately.

Factors that influence work productivity include employee technical skills, motivation, and conducive working conditions. Employees who have competent skills and a supportive work environment will show higher performance. In the palm oil research center, continuous training and adequate research facilities are the main supporting factors for work productivity that have a positive impact on consumer satisfaction.

In addition, good work productivity has implications for improving the quality of customer service. Productive employees are able to communicate responsively and provide appropriate solutions, thereby improving the consumer experience while interacting with the

institution. Thus, productivity does not only focus on research output, but also on the overall service process.

2.4. Organizational Commitment

Organizational commitment is the level of employee attachment to the goals and values of the organization. According to Sari & Rahmawati (2019), organizational commitment consists of three components: affective, normative, and continuance. Employees who have high commitment tend to try harder to achieve organizational goals and provide better service to consumers. According to Porter et al. (2013) defines organizational commitment as the relative strength of an individual towards an organization and his involvement in a particular organization, which is characterized by three psychological factors: (1) A strong desire to remain a member of a particular organization, (2) A desire to try hard for the sake of the organization and (3) A definite belief and acceptance of the values and goals of the organization. This is in line with the findings of Wulandari and Setiawan (2021) which state that organizational commitment can create a positive work environment, which has an impact on consumer satisfaction.

Organizational commitment to customer satisfaction at the Medan palm oil research center shows that organizational commitment is a key factor that can affect service quality and customer experience. Organizational commitment is defined as the level of emotional and psychological attachment of employees to the organization where they work (Mowday et al., 1979). Employees who have high commitment tend to be more motivated to provide quality service, innovate, and contribute positively to organizational goals. In the context of the palm oil research center, this commitment is very important because it can affect how employees interact with consumers and deliver relevant information and services.

Employees with high commitment tend to be more motivated to work with full dedication, improve performance, and strive to provide the best service. Meyer and Allen (1991) divide organizational commitment into three types, namely affective commitment, continuance commitment, and normative commitment, all of which provide positive contributions in forming proactive and responsible work behavior. At the palm oil research center, high affective commitment makes employees feel proud and have an inner bond with the institution, thereby increasing productivity and service quality.

Organizational commitment also affects the retention of quality employees. Institutions that are able to retain their employees will maintain the consistency of the quality of research results and services to consumers (Robbins & Judge, 2017). Motivated and committed employees will be more adaptable to changes and challenges in the research process, so that consumer satisfaction is maintained.

The influence of organizational commitment on customer satisfaction can be seen from the close relationship between service quality and consumer perception. Committed employees will actively strive to meet consumer needs and expectations, creating positive experiences that lead to customer satisfaction and loyalty (Buchanan, 1974). Therefore, developing an organizational culture that supports commitment is very important in increasing customer satisfaction at the Medan palm oil research center.

In short, high organizational commitment directly affects the quality of work and services provided, so that it can increase customer satisfaction. Organizations that are able to build and maintain employee commitment will gain an advantage in maintaining customer satisfaction and loyalty in a competitive market.

3. Method

This research is a quantitative research that aims to measure the relationship between the variables studied. This study uses a quantitative approach in the form of associative and causal. This study aims to determine the relationship between two or more variables, which allows researchers to gain an in-depth understanding of the phenomenon being studied. Data were collected through in-depth questionnaires and observations. The questionnaire was conducted using E-Form as an online medium and direct distribution as an offline medium. Questionnaire guides that include questions about experiences Consumers at the Medan Palm Oil Research Center, perceived benefits, and challenges faced. Observations were conducted to understand the social context and consumer interactions with the Medan oil palm research center when visiting or purchasing oil palm seedlings there.

According to Sugiyono (2020) Quantitative research is a research method based on the philosophy of positivism, used to examine a particular population or sample and collect data using research tools, analyzing quantitative or statistical data with the aim of testing hypotheses.

The indicators used to measure brand equity according to Washburn and Plank (2002) are perceived quality, brand loyalty, brand awareness, and brand association. The indicators used to measure brand royalty according to Jill Griffin (2021) are repeat purchases, showing immunity to competitors' appeal, referring the brand to others, talking positively about the brand.

According to William J. Baumol (2022), productivity can be measured by the amount of output produced, the quality of output, job satisfaction, and the ability of employees to innovate and create. The indicators used to measure organizational commitment according to Dr. Rudi Hartono (2021) are support for the vision and mission, employee retention rate, participation in decision-making, and emotional attachment. According to Nida Salma & Intan (2022), there are four indicators to measure consumer satisfaction, namely product quality, service quality, product quality, and purchasing experience.

The research data used in this study according to its source are two, namely primary and secondary sources. The primary source used in this study is data obtained through questionnaires that have been distributed to respondents. Secondary sources used in this study are data from previous research results, such as research that has been conducted by previous researchers, articles, and others.

The sampling method used in this study is non-probability sampling. The type of non-probability sampling used is purposive sampling, which is determining the sample selected based on certain criteria. The criteria for determining the sample in this study include; first, respondents who are domiciled in Medan City, with the consideration that they are considered to understand and are able to answer the questionnaire objectively.

The data collection method used in this study is the questionnaire method. This questionnaire uses a closed system, namely a statement form accompanied by alternative answers and respondents only choose one of the alternative answers that have been provided. The data collected include: respondent identity, data on respondent responses to statements of each variable of brand equity, brand royalty, work productivity, organizational commitment, and consumer satisfaction. The questionnaire was measured using a Likert scale. Each closed statement is provided with 5 answer choices, for each alternative answer is given a value. Strongly disagree is given a value of 1, disagree is given a value of 2, neutral is given a value of 3, agree is given a value of 4, and strongly agree is given a value of 5.

According to The Greatest Showman (2021) Population is a generalization area which is all objects or all subjects that have certain qualities and characteristics. The population in this study were palm oil customers at the Medan Palm Oil Research Center. The population used in this study was 177 respondents who lived in Medan city, especially on Jalan Brigjen Katamso Medan.

According to Sugiono (2017), a sample is part of the number and characteristics of the population. Sampling is a step to determine the size of the sample taken in conducting research on an object. In this study, samples were taken using the Slovin formula. With a population of 177 people, the Slovin formula was used to determine the number of samples. Here is the Slovin formula.

$$n = \frac{N}{1 + \frac{N \cdot e^2}{k^2}}$$

Where: n = Minimum number of samples

required N = Population size e = tolerable

margin of error Thus, the sample size

obtained is:

$$n = 177 / (1 + (177 \times 15\%^2))$$

$$n = 177 / (1 + (177 \times 0.0225))$$

$$n = 177 / (1 + (3.9825))$$

$$177 / (4.9825) n = 36$$

respondents

In this study, the Multiple Linear Regression Analysis method is used as a data analysis technique used to analyze problems in research. Classical assumption testing is needed to ensure that the model obtained truly meets the basic assumptions in regression analysis which include normality tests, multicollinearity tests and heteroscedasticity tests. The t-test is to test the significance of the constant of each independent variable whether it really has a separate influence on the dependent variable. The F test is carried out to show whether all independent variables in this research model have a simultaneous influence on the dependent variable

4. Results

The results of this study are compiled based on data analysis conducted to test the influence of brand equity, brand loyalty, work productivity, and organizational commitment on consumer satisfaction at the Medan Palm Oil Research Center. This study involved 177 respondents who were consumers of products from the Medan Palm Oil Research Center.

4.1. Respondent Description

Respondents in this study consisted of 177 consumers with the following characteristics:

- a. Gender:
 - Male: 55% - Women: 45%
- b. Age:
 - 18-25 years: 30%
 - 26-35 years: 40%
 - 36-45 years: 20%
 - 46 years and over: 10%.

4.2. Validity Test Validity Test Results

Table 1. Validity Test Validity Test Results

Variables	Indicator	Correlation	information
Brand Equity	X1.1	0.0520	Valid
	X1.2	0.0555	Valid
	X1.3	0.0541	Valid
	X1.4	0.0569	Valid
Brand Loyalty	X2.1	0.7850	Valid
	X2.2	0.7546	Valid
	X2.3	0.8457	Valid
	X2.4	0.7921	Valid
Work Productivity	X3.1	0.8125	Valid
	X3.2	0.7654	Valid
	X3.3	0.8342	Valid
	X3.4	0.7901	Valid
Organizational Commitment	X4.1	0.8765	Valid
	X4.2	0.9123	Valid
	X4.3	0.8456	Valid
	X4.4	0.7890	Valid
Consumer Satisfaction	Y.1	0.8723	Valid
	Y.2	0.9105	Valid
	Y.3	0.8347	Valid
	Y.4	0.8951	Valid

The results of the validity test shown in the table above obtained the results of the correlation coefficient with the highest validity of 0.9123 and the lowest correlation coefficient of 0.0520. The results of the validity test show that the correlation coefficient between the score of each instrument item and the total score of all statement items is greater than 0.3. This means that it can be concluded that all indicators in this study are declared valid.

4.3. Reliability Test

Table 2. Reliability Test Results

No	Variables	Cronbach's Alpha	Critical Value	N of Item	Reliability
1	Brand Equity (X1)	0.821	0.6	4	Reliable
2	Brand Loyalty (X2)	0.874	0.6	4	Reliable
3	Work Productivity (X3)	0.812	0.6	4	Reliable
4	Organizational Commitment (X4)	0.831	0.6	4	Reliable
5	Consumer Satisfaction (Y)	0.850	0.6	4	Reliable

The results of the reliability test shown in Table 3 can be concluded that all of the instruments are reliable because the Cronbach's Alpha of each instrument is greater than 0.60 so that it can be used to conduct research.

5. Discussion

This discussion aims to analyze and interpret the results of research on the influence of brand equity, brand loyalty, work productivity, and organizational commitment on consumer satisfaction at the Medan Palm Oil Research Center. The results of the study indicate that all variables studied have a positive and significant influence on consumer satisfaction, which is in line with previous theories and studies.

1) The Influence of Brand Equity on Consumer Satisfaction

The results of the study show that brand equity has a significant positive effect on consumer satisfaction. Brand equity includes brand awareness, brand associations, and perceived quality, all of which contribute to consumers' positive perceptions of the product. When consumers perceive that a brand has high value, they tend to be more satisfied with the products they use.

2) The Influence of Brand Loyalty on Consumer Satisfaction

Brand loyalty has also been shown to have a significant positive effect on consumer satisfaction. Brand loyalty creates an emotional connection between consumers and the brand, which can increase consumer satisfaction. In the context of the Medan Palm Oil Research Center, loyal consumers are more likely to recommend products to others, which can improve brand image and overall satisfaction.

3) The Influence of Work Productivity on Consumer Satisfaction

Employee work productivity also has a positive effect on consumer satisfaction. Research by Mangkunegara (2018) shows that high productivity is directly related to the quality of products and services provided to consumers. Productive employees tend to be more efficient in meeting consumer needs, which can increase their satisfaction. In this study, the results showed that increasing work productivity at the Medan Palm Oil Research Center can create a positive experience for consumers, which in turn increases their satisfaction.

4) The Influence of Organizational Commitment on Consumer Satisfaction

Organizational commitment also has a positive effect on customer satisfaction. The results of this study are in line with the findings of Wulandari and Setiawan (2021), which state that employees who have a high commitment to the organization tend to provide better service. Organizational commitment creates a positive work environment, which can increase employee motivation and performance. Employees who feel connected to the goals of the organization will try harder to meet consumer expectations, thereby increasing their satisfaction.

6. Conclusion and Suggestions

Based on the results of the discussion of the research that has been conducted, it can be concluded that Brand Equity has a positive and significant effect on consumer satisfaction at the Medan Palm Oil Research Center. Brand Loyalty has a positive and significant effect on consumer satisfaction at the Medan Palm Oil Research Center. Work Productivity has a

positive and significant effect on consumer satisfaction at the Medan Palm Oil Research Center. Organizational Commitment has a positive and significant effect on consumer satisfaction at the Medan Palm Oil Research Center.

Based on the conclusions obtained, the suggestions given are that the Medan Palm Oil Research Center as a producer of oil palm seedlings is expected to be able to increase Brand Equity in their products, because the Brand Equity variable has a dominant influence on consumer satisfaction. To create consumer satisfaction, companies must increase Brand Equity, where the added value of a brand can affect consumer satisfaction when using products from that brand. Consumer satisfaction is very important, in order to repurchase products from the company and will create consumers who are loyal to the company's products. Companies must always maintain product quality, with good quality it will make consumers feel satisfied. The selection of superior oil palm seedlings, the process in production and the distribution process until it reaches consumers, all of these things must be maintained properly. Further researchers should develop this research by taking other factors that can influence consumers to return to visit and use products from the company. In order to find out what variables affect consumer satisfaction.

Limitation

In this study, there are several limitations that need to be considered to provide a clear focus and avoid inappropriate generalizations. These limitations are as follows:

- **Research Context:** This research was conducted at the Medan Palm Oil Research Center, so the results and findings obtained may not be generalizable to other organizations or industries outside the context of this study. Further research in other sectors or different locations may be needed to test the validity of these findings.
- **Variables Studied:** This study only examines four variables, namely brand equity, brand loyalty, work productivity, and organizational commitment. Other variables that may also affect consumer satisfaction, such as product quality, price, and after-sales service, are not included in this analysis. Future research can consider additional variables to provide a more comprehensive picture.
- **Data Collection Methods:** The data in this study were collected through questionnaires distributed to consumers. Although the questionnaires have been tested for validity and reliability, there is a possibility of bias in the respondents' answers that can affect the results of the study. Respondents may have given expected answers or not been completely honest in assessing their experiences.
- **Research Time:** This research was conducted in a certain period, so the results obtained may be influenced by market conditions and the economic situation at the time the research was conducted. Changes in external conditions can affect consumer perceptions of the brand and the services provided.
- **Respondent Sample:** This study used purposive sampling technique with a sample size of 36 respondents. The limited sample size may affect the generalization of the research results. Further research with a larger sample size and more diverse sampling methods may provide more representative results.

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