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Customer Satisfaction: In Relationship With Product Quality To Customer Loyality

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Abstrak

Objective - The purpose of this study was to identify the factors that influence customer loyalty at the Afashion Store Wonosobo. The formulation of the problem in this study is that customer loyalty at the Afashion Store is still quite volatile and there are also differences in research results. The existence of these different research results, the researcher offers a concept by providing a mediating variable, namely customer satisfaction.

Methodology - This research was conducted at the Afashion Store Wonosobo. The type of research used is a research model with a quantitative approach. The sample used as many as 108 respondents with a sampling technique that is non-probability sampling. This research was conducted using SEM (Structural Equation Modeling) which is operated through the AMOS program.

Results - The results of this study are that product quality affects customer satisfaction, product quality affects customer loyalty, customer satisfaction affects customer loyalty, and product quality affects customer loyalty mediated by customer satisfaction.

Implication - This research is used as input for policy makers (Marketing Managers) as material for determining marketing strategies related to building customer loyalty through product quality by measuring consumer satisfaction.

Keywords: *Produk Quality, Customer Satisfaction, Customer Loyality.*

Introduction

The business development of the fashion industry is currently quite fast in following the flow of modernization. This condition leads to people who are increasingly aware of the lifestyle in clothing. The fashion business competition is very tight, especially in the clothing sector, every seller who is engaged in a similar industry is competing to always maintain and improve the quality of their products so that the life cycle of the industry can continue to run and grow and achieve its goals. The Afashion Industry must be able to analyze the needs and desires of consumers in order to create satisfaction and build customer loyalty to the products offered by the Afashion Store. With a good and appropriate marketing strategy, Afashion Store already has quite a lot of customers, but with the proliferation of the fashion business in Wonosobo, Afashion Store's customers have fluctuated and even had a downward trend. With a sharp decline, the Afashion Store must quickly improve so that its customers don't get left

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behind. The following is the data on the number of visitors to the Afashion Store in 2020.

Tabel 1
Afashion Store Visitor 2020

No	Month	Number of visitors	Number of Visitors Decrease And Increase
1	January	632	-
2	February	617	-15
3	March	425	-192
4	April	397	-28
5	May	315	-15
6	June	434	-82
7	July	137	-297
8	August	351	214
9	September	282	-69
10	October	321	38
11	November	370	50
12	December	359	-11

Source: Afashion Store management report

Based on the table above, it can be seen that the number of Afashion Store visitors during 2020 fluctuated. A significant decrease occurred in July, visitors decreased by 297 people. The decrease in the number of visitors makes Afashion Store must be able to create its own attraction so that it remains in demand by the target market or potential consumers. To maintain loyal customers, Afashion Store must consistently improve product quality in order to obtain customer satisfaction so that it can maintain customer loyalty in the future.

Theoritical Review

2.1. Customer loyalty

Customer loyalty is a customer's commitment to a brand, store, or supplier based on a very positive nature in long-term purchases (Tjiptono, 2004). According to Ujang Sumarwan (2011: 391) customer loyalty is a consumer's positive attitude towards a brand, consumers have a strong desire to repurchase the same product now and in the future. The opinion of Tjiptono (2005) in Sangadji, Etta and Sopiah (2013: 115) suggests 6 markers that can be used to measure customer loyalty, namely:

1. Repurchase
2. Routine brand consumption
3. Great liking for the brand
4. Determination on the brand
5. Trust that certain brands are the best brands
6. Brand recommendation to others.

The fashion business is required to implement product quality which can be used as a means to win the competition between fashion businesses. Improving product quality will affect customer loyalty and have a long-term impact on the fashion business.

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Fashion business competition requires marketers to carry out strategies in the field of marketing and also improve product quality.

2.2. Product quality

Product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes (Kotler and Armstrong, 2012). According to Tjiptono (2008:25-26), product quality has several dimensions, including (1) Performance (performance), (2) Durability, (3) Conformance to specifications, (4) Features, (5) Reliability, (6) Aesthetics (aesthetics), (7) Perceived quality (impression of quality), (8) Serviceability.

Quality is the most basic of customer satisfaction and success in competing. Consumers will be satisfied if the product used is a quality product. However, if the quality of the product is not good, it can lead to dissatisfaction with consumers and cause consumers to shift to other products. If the quality of the product is improved, it can lead to consumer satisfaction and satisfied consumers can recommend what they feel to others and this can result in an increase in business profits.

There are several studies that prove that product quality has a positive and significant effect on customer loyalty, but there are also research results that prove that product quality has no effect on customer loyalty. In a study conducted by Alfian Sigit Permana in 2016 proved that product quality has a positive effect on customer loyalty (Permana, A.S, 2016). The results of research conducted by Riska Asnawi Nyonyie, J.A.F. Kalangi, and Lucky F. Tamengkel in 2019 proved that product quality has a considerable influence on customer loyalty (Nyonyie, R.A. et.al 2019). Meanwhile, research conducted by Ika Kusumasasti, Andarwati, Djumilah Hadiwidjojo in 2017 proved that product quality has no effect on customer loyalty (Kusumasasti, Ika. et.al 2017).

2.3. Customer satisfaction

Satisfaction is a feeling of joy or disappointment felt by someone after equating the performance or results of a product with their expectations (Kotler & Keller 2009). According to Philip Kotler and Kevin Lane Keller, customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (results) of the product thought to the expected performance (results). Consumer satisfaction is determined on the perceptions and expectations of consumers themselves. Each individual has a different perspective and assessment, so the level of satisfaction of each person is also different from one another. According to Kotler's theory in the journal Suwardi (2011), states that the key to retaining customers is customer satisfaction. Indicators of customer satisfaction can be seen from:

1. Re-purchase: buy back, where the customer will return to the company to look for goods / services.
2. Creating word-of-mouth: in this case, customers will say good things about the company to other people
3. Creating a brand image: customers will pay less attention to brands and advertisements of competing products
4. Make a purchase decision in the same company: buy another product from the same company.

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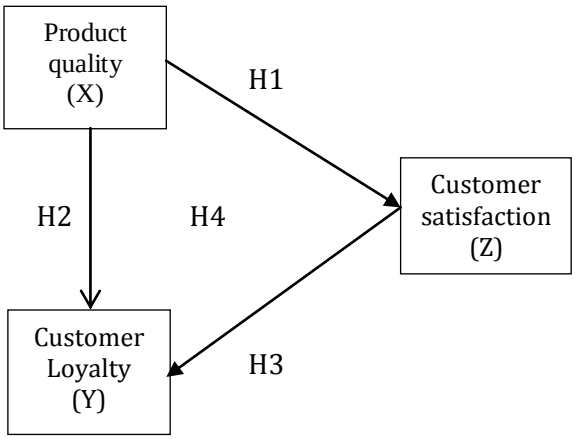
In a study conducted by Putra Bayu Pratama in 2015 there were results that proved that there was a positive and significant effect of customer satisfaction on customer loyalty. So, whether or not a customer is loyal is determined by the magnitude or the low level of customer satisfaction. Increasing consumer satisfaction is a top priority where product quality and product satisfaction must be considered in order to achieve increased operating profits and high consumer loyalty (Pratama. PB, 2015).

This research is a solution to the differences in the results of research conducted by Alfian Sigit Permana in 2016 with the title The Effect of Product Quality on Customer Loyalty at Counter Andris Reload Cellular Madiun with research conducted by Ika Kusumasasti, Andarwati and Djumilah Hadiwidjojo in 2019 with the title Effect of Quality Products and Services for Coffee Shop Customer Loyalty. However, researchers only focus on product quality variables so that research is more detailed and not widespread, while other variables can be used as research material for further researchers.

The existence of these different research results, the researcher offers a concept by providing a mediating variable, namely customer satisfaction. The reason for adding the customer satisfaction mediating variable is in accordance with the research conducted by Kiki Amelia Nurmala Dewi in 2019 with the title The Effect of Service Quality on Customer Loyalty through Customer Satisfaction as an Intervening Variable and research conducted by Darwin Lie, Marisi Butarbutar, and Andy Wijaya in 2018 with the title The Effect of Service Quality and Price on Customer Loyalty with Customer Satisfaction as an Intervening Variable that the variable mediates the independent variable to the dependent variable.

Theoretical Thinking Framework



Source: The concept developed in this study

Research hypothesis:
H1 : Product quality has a positive influence on customer satisfaction
H2 : Product quality has a positive influence on customer loyalty
H3 : Customer satisfaction has an influence on customer loyalty
H4 : Product quality has an influence on customer loyalty through customer satisfaction.

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Results and Discussion

3.1. Data Quality Test

Before data processing is carried out, the data that has been obtained from the questionnaire needs to be tested for correctness and reliability. The data quality test was carried out with validity and reliability tests.

Validity Test

Table 2. Validity test results

Variable	Correlation	Significant	Information
Product quality	0,614** - 0,773**	0,000	Valid
Customer satisfaction	0,688** - 0,820**	0,000	Valid
Customer Loyalty	0,642** - 0,742**	0,000	Valid

Source: Processed primary data, 2021

The product quality variable has a correlation range between 0.614 to 0.773 and is significant at the 0.000 level. The customer satisfaction variable has a correlation range between 0.688 to 0.820 and is significant at the 0.000 level. The customer loyalty variable has a correlation range between 0.642 to 0.742 and is significant at the 0.000 level. Haloini shows that statements about product quality, customer satisfaction and customer loyalty can be declared valid.

Reliability Test

Table 3. Reliability test results

Variable	*Cronbach Alpha Based On Standarized Items (α)*	*Range Alpha (α)*	Information
Product quality	0,862	0.7	Reliabel
Customer satisfaction	0,774	0.7	Reliabel
Customer Loyalty	0,793	0.7	Reliabel

Source: Processed primary data, 2021

Overall, the reliability tests conducted in this study have shown good results. This can be seen from the cronbach alpha value which is greater than the upper limit value of cronbach alpha 0.7. So that all statements related to the variables of product quality, customer satisfaction and customer loyalty are reliable.

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3.1. Process and Results of Data Analysis

In this study, the analytical technique used is Structural Equation Modeling (SEM) with the following steps:

Theory-Based Model Development

The first step in SEM development is the search or development of a model that has a strong theoretical justification. A researcher must conduct a series of intensive literature reviews to obtain justification for the theoretical model developed. The indicator variables will be presented in the following table:

Table 4
Variables and Indicators

Variable	Indicators	Code
Product quality (X)	Performance	X1
	Additional features or privileges	X2
	Conformance to specifications	X3
	Reliability	X4
	Durability	X5
	Aesthetics	X6
	Perceived quality	X7
	Dimensions of ease of repair	X8
Customer satisfaction (Y)	Repurchase	Z1
	Creating word-of-mouth	Z2
	Creating a brand image	Z3
	Making purchasing decisions in the same company	Z4
Customer Loyalty (Z)	Repurchase	Y1
	Brand consumption habits	Y2
	Big love for the brand	Y3
	Determination on the brand	Y4
	Belief that a certain brand is the best brand	Y5
	Recommend the brand to others	Y6

Source: 2021 data processing

Development Flowchart (Path)

Path diagrams will make it easier for researchers to see causality relationships being tested. Researchers usually work with constructs or factors, namely concepts that have sufficient theoretical footing to explain various forms of relationships. The constructs built in the flowchart can be divided into 2 groups, namely endogenous constructs and exogenous constructs. Exogenous constructs are known as "source variables" which are influenced by other variables in the model. Endogenous constructs are the factors predicted by one or more other endogenous constructs, but exogenous constructs can only be causally related to endogenous constructs.

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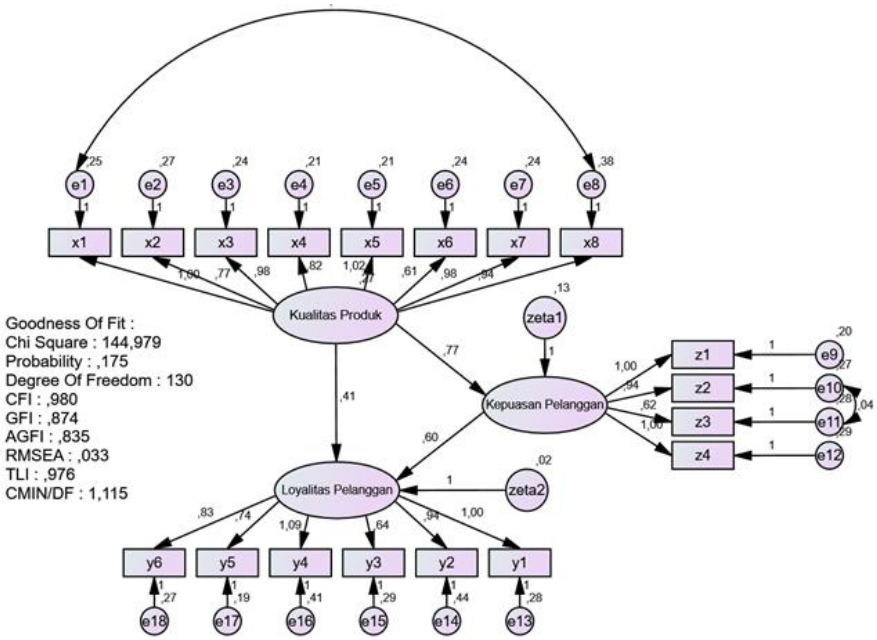
3.1. Structural Equation Moelling (SEM) Analysis



Source: Processed primary data, 2021

The summary results of structural equation modeling after these modifications can be summarized in the following table:

Table 5
Goodness Of Fit Sturctural Equation Modelling

Goodness of Fit Indeks	Cut-off Value	Analysis Results	Model Evaluation
Chi-Square	≤ 157,610	144,979	*Good fit*
Probability	≥ 0,05	0,175	*Good fit*
RMSEA	≤ 0,08	0,033	*Good fit*
GFI	≥ 0.90	0,874	*Marginal*
AGFI	≥ 0,90	0,835	*Marginal*
CMIN/DF	≤ 2,00	1,115	*Good fit*
TLI	≥ 0.95	0,976	*Good fit*
CFI	≥ 0,95	0,980	*Good fit*

Source: Processed primary data, 2021

It can be seen that the existing test has met the specified requirements or is close to the recommended value, in this case it is GFI and AGFI if 0.08 / 0.90 is included in the marginal category. Thus, it is stated that the model has been declared fit for analysis (Wijanto, 2008).

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3.1. SEM Assumption Test

Data Normality

Testing the normality of the data is by observing the skewness value of the data used, if the CR value on the skewness of the data is in the range between ±2.58 or is at a significance level of 0.01.

Based on the data, it is analyzed to see whether the assumption of normality of the data is met or not so that it can be processed further in SEM modeling. The distribution of SEM data is analyzed first. The data distribution is said to be normal at a significance level of 0.05 if the critical ratio (CR) skewness or CR curtois (slope) is not more than ± 2.58 (Santoso, 2011, p. 78). Based on the results of the normality test of the data, it can be seen that there is no univariate value that is outside the value range of ± 2.58, therefore the data is said to be normally distributed.

3.1. Outliers Test

Univriate Outliers

Testing for the presence or absence of univariate outliers is carried out by analyzing the standardizes value (Z-score) of the research data used. Hair et al (1995) in (Ferdinand 2002:98) suggested that for large samples (above 80 observations), the evaluation guideline is that the z-score threshold value is in the range of 3-4, therefore observations that have a z-score 4 ,0 will be categorized as outliers. The results of data processing for testing the presence or absence of outliers are in the following table:

Table 6
Univariate Outliers . Test Results

Descriptive Statistics

	N	Minimum	Maximum
Zscore(x1)	108	-3,01699	1,14261
Zscore(x2)	108	-3,13062	1,41790
Zscore(x3)	108	-1,75074	1,07135
Zscore(x4)	108	-2,75986	2,04764
Zscore(x5)	108	-3,04946	1,24630
Zscore(x6)	108	-3,16849	1,93893
Zscore(x7)	108	-2,96198	1,26569
Zscore(x8)	108	-2,56416	1,22939
Zscore(z1)	108	-1,79363	1,05508
Zscore(z2)	108	-1,59526	1,16135
Zscore(z3)	108	-2,14173	1,02686
Zscore(z4)	108	-2,55082	1,36608
Zscore(y1)	108	-2,60388	1,41354
Zscore(y2)	108	-2,26888	1,35239
Zscore(y3)	108	-2,90006	1,79804
Zscore(y4)	108	-2,16710	1,32614
Zscore(y5)	108	-3,07391	2,03351
Zscore(y6)	108	-2,87300	1,58084
Valid N (listwise)	108		

Source: Processed primary data, 2021

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Based on the output above, it shows that none of the dimensions has outliers. Thus it can be concluded that there are no extreme data.

Multivariate Outliers

Evaluation of multivariate ouliers needs to be done because although the analyzed data shows no outliers at the univariate level, these observations can become outliers when combined. The mahalanobis distance for each observation can be calculated and will show the distance of an observation from the average of all variables in a multidimensional space. The following are the results of processing multivariate outliers data:

Table 7
Data Multivariate Outliers

Observation number	Mahalanobis d-squared	p1	p2
107	34,175	,012	,728
92	32,660	,018	,591
94	32,100	,021	,408
99	30,164	,036	,545
101	29,286	,045	,538
87	29,268	,045	,363
104	29,241	,046	,222

Source: Processed primary data, 2021

To calculate the mahalanobis distance based on the chi-square value at 18 degrees of freedom (indicator) at a significance level of 0.01, the mahalanobis value = 34,805 (based on the distribution table 2). Based on the output results above, it can be seen that the maximum mahalanobis distance is 34.175 which is still below the maximum limit for multivariate outliers, so that there are no outliers in the data and can be carried out to the next stage.

3.1. Multicollinearity Evaluation

The next test of data is to see if there is multicollinearity and singularity in a combination of variables. The multicollinearity test was used to determine whether there was a correlation between one dependent variable and another. The results of the multicollinearity test can be seen from the magnitude of the Tolerance Value Inflation Factor (VIF). The results of the multicollinearity test can be seen in the following table:

Table 8
Multicollinearity Test Results

Variabel	*Tolerance*	VIF	Keterangan
Product quality	0,615	1,627	Does not Multicollinearity
Customer satisfaction	0,615	1,627	Does not Multicollinearity

Source: Processed primary data, 2021

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The calculation results show that all independent variables have a tolerance of more than 0.1 (> 0.1) and all independent variables have a VIF value of less than 10 (< 10). So it can be concluded that there is no symptom of multicollinearity in the regression model.

3.1. Hypothesis Testing and Discussion

After all the assumptions can be met, then the hypothesis testing will be carried out as proposed in the previous chapter. Hypothesis testing in this study was carried out based on the Critical Ratio (CR) value of a causal relationship from the results of SEM processing as shown in the following figure:

Tabel 9. Regression Weight Structural Equation Models

			S.E.	C.R.	P
Customer satisfaction	<-	Product quality	,131	5,869	***
Customer Loyalty	<-	Product quality	,142	2,858	,004
Customer Loyalty	<-	Customer satisfaction	,158	3,801	***

Source: Processed primary data, 2021

The hypothesis testing of product quality on customer loyalty through customer satisfaction as an intervening variable can be seen in the table below:

Table 10. Standardized Direct Effects

	Product quality	Customer satisfaction	Customer Loyalty
Customer satisfaction	,735	,000	,000
Customer Loyalty	,404	,623	,000

Source: Processed primary data, 2021

Table 11. Standardized Indirect Effects

	Product quality	Customer satisfaction	Customer Loyalty
Customer satisfaction	,000	,000	,000
Customer Loyalty	,458	,000	,000

Source: Processed primary data, 2021

Table 12. Standardized Total Effects

	Product quality	Customer satisfaction	Customer Loyalty
Customer satisfaction	,735	,000	,000
Customer Loyalty	,862	,623	,000

Source: Processed primary data, 2021

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The table above is used to see whether the variable customer satisfaction can mediate the product quality variable on customer loyalty by comparing the values of the standardized direct effect and the standardized indirect effect. According to Haryono Siswoyo (2016), if the standardized direct effect is <standardized indirect effect, it can be said that the mediating variable is proven to have an indirect influence on the relationship between the two variables (dependent and independent).

H1: Product quality affects customer satisfaction

The estimated parameter for testing the effect of product quality on customer satisfaction shows a CR value of 5.869 and with a probability of *** which means significant. Both values meet the requirements for H1 acceptance, namely the CR value of 5.869, which is greater than 1.96 and the probability is less than 0.05. Thus it can be concluded that product quality has an effect on customer satisfaction. This is because the better the quality of the product it will increase the satisfaction of a customer.

This is the same as research conducted by Caesar Andreas and Tri Yuniati (2016) and research conducted by Dian Laksmi Rachma Ananti and Sri Rahayu Tri Astuti (2018) which suggests that product quality has a positive effect on customer satisfaction.

H2: Product quality affects customer loyalty

The parameter estimation for testing the effect of product quality on customer loyalty shows a CR value of 2.858 and a probability of 0.004. Both of these values meet the requirements for H2 acceptance, namely the CR value of 2.858 which is greater than 1.96 and the probability that is smaller than 0.05. Thus, it can be concluded that product quality affects customer loyalty. This is because the better the quality of the product it will increase customer loyalty.

This is in line with the results of research according to Alfian Sigit Permana (2016), Riska Asnawi Nyonyie, J.A.F. Kalangi, Lucky F. Tamengkel (2019) in their research that product quality affects customer loyalty.

H3 : Customer satisfaction affects customer loyalty

The parameter estimation for testing the effect of customer satisfaction on customer loyalty shows a CR value of 3.801 and with a probability of *** which means it is significant. Both values meet the requirements for H3 acceptance, namely the CR value of 3.801 which is greater than 1.96 and the probability that is less than 0.05. Thus it can be concluded that customer satisfaction has an effect on customer loyalty. This is because the higher customer satisfaction it will increase customer loyalty.

This is the same as the results of research conducted by Dian Laksmi Rachma Ananti, Sri Rahayu Tri Astuti (2018) and research by Putra Bayu Pratama (2015) which suggests that customer satisfaction has a positive effect on customer loyalty.

H4 : Product quality affects customer loyalty through customer satisfaction

From the standardized direct effect table and the standardized indirect effect table, it can be seen that the standardized direct effect value for product quality and customer loyalty is 0.404, while the standardized indirect effect value for product quality and customer loyalty is 0.458. Thus it can be said that customer satisfaction mediates product quality on customer loyalty.

This is in line with research conducted by Caesar Andreas and Tri Yuniati (2016) which suggests that customer satisfaction mediates product quality on customer loyalty. The results of another study conducted by Dian Laksmi Rachma Ananti and Sri Rahayu

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Tri Astuti (2018) also suggested that customer satisfaction mediates product quality on customer loyalty.

3.1. Coefficient of Determination Test

According to Ghozali (2013) the coefficient of determination (R^2) is used to measure how far the model's ability to explain the variation of the independent variable to the dependent variable. Thus, the higher the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. The results of the coefficient of determination in this study will be shown in the image below:

Table 13. *Squared Multiple Correlation*

	Estimate
Customer satisfaction	0,540
Customer Loyalty	0,923

Source: Processed primary data, 2021

From the table above, the value of r square of the customer satisfaction variable is 54%, which means that the influence of the product quality variable on customer satisfaction is 54% and the r square of the customer loyalty variable is 92.3%, which means that the influence of the variable customer satisfaction and customer satisfaction is large. to customer loyalty by 92.3%.

Conclusion

1. Product quality variable has a positive effect on customer satisfaction. This is because the CR value is greater than 1.96, namely 5.860 and also the probability is smaller than 0.05, namely 0.000. That is, the greater the level of quality of a product, the greater the sense of customer satisfaction.
2. Product quality variable has a positive effect on customer loyalty. This is because the CR value is greater than 1.96, which is 2.785 and with a probability smaller than 0.05, which is 0.005. That is, the higher the quality of a product, the greater the customer loyalty.
3. The variable of customer satisfaction has a positive effect on customer loyalty. This is because the CR value is greater than 1.96, which is 3.577 and also with a probability that is smaller than 0.05, which is 0.000. That is, the greater the satisfaction of a customer, the greater the customer loyalty.
4. The variable of customer satisfaction mediates the variable of product quality on customer loyalty. This is because the value of the standardized indirect effect is greater than the value of the standardized direct effect, namely the value of the standardized indirect effect of product quality and customer loyalty is 0.458, while the standardized direct effect value of product quality and customer loyalty is 0.404. The conclusion presents a summary of the description of the results and discussion, referring to the research objectives. Based on these two things, new ideas are developed which are the essence of the research findings.

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Suggestion

1. Based on the discussion and conclusions of this study, it is known that product quality and customer satisfaction have a positive influence on customer loyalty and customer satisfaction variables are able to mediate product quality variables on customer loyalty variables, the researchers suggest to the Afashion Wonosobo store to improve product quality so that customer satisfaction and customer loyalty can be maintained in order to provide benefits in the long term suggestions are prepared based on the research findings that have been discussed.
2. Afashion stores also need to make observations about customer loyalty so that the company can always meet customer wants and needs and can more easily achieve a company goal.
3. Further researchers can develop a more complex X variable because apart from product quality, there are many other factors that can affect customer loyalty.
4. For further researchers, it can be tried with other intervening variables that can have a greater mediating effect.

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