
The Effect of Brand Image and Product Quality on Consumer Loyalty of Ventela Shoe Products Through Consumer Satisfaction Variables

Fakhira Azzahra¹, Putu Nina Madiawati²

Abstract:

Fashion has become an important element in everyday life, especially for millennials who often showcase their style on social media. The styles of clothing and accessories on display often become trends. As a result, fashion companies continue to innovate to meet the growing needs of consumers. In Indonesia, there are many local brands, including shoe brands. One of them is Ventela shoes, which are local shoes from Bandung. The purpose of this study is to determine how much influence brand image and product quality have on consumer loyalty for Ventela shoe products through the variable of customer satisfaction. This study uses a quantitative approach, with the number of respondents in this study being 96 people. Analysis using non-probability sampling method with purposive sampling technique. Data collection using a questionnaire distributed via Google Form. The data analysis technique uses SEM PLS with the help of SmartPLS 3.2.9 software. Based on the results of this study, the brand image variable has a significant effect on customer satisfaction, product quality has a significant effect on customer satisfaction, brand image has a significant effect on customer loyalty, product quality has a significant effect on customer loyalty, customer satisfaction has no significant effect on customer loyalty, brand image has a significant effect on customer loyalty through customer satisfaction, and product quality has no significant effect on customer loyalty through customer satisfaction.

Keywords: Brand image, Product Quality, Customer Satisfaction, Customer Loyalty

Submitted: 29 May 2024, Accepted: 30 June 2024, Published: 13 September 2024

1. Introduction

The fashion world is rapidly evolving and significantly influencing people's lifestyles. Originally a marker of social status and cultural identity, fashion has now become a tool for self-expression, thanks to globalization and technological advancements (Chen & Popovich, 2022). Innovations in design, materials, and production processes allow consumers to select styles based on personal preferences. Constantly emerging new trends influence

¹Universitas Telkom, Indonesia, fakhiraazh@student.telkomuniversity.ac.id

²Universitas Telkom, Indonesia, pninamad@telkomuniversity.ac.id

consumer behavior in choosing fashion products, driven by creative designers and trend-savvy consumers (Kumar & Shah, 2023).

Footwear is a crucial component of fashion and daily life, offering protection for the feet while supporting personal style and expression (Wang & Yu, 2022). Various types of shoes, such as sports, formal, and casual footwear, use materials like leather, canvas, and synthetics to provide comfort, durability, and aesthetics (Madhavaram & Laverie, 2022). Continuous innovations in shoe design and production technology are essential to meet consumer demands for functional, stylish, and environmentally friendly products (Yin & Wang, 2022).

The footwear industry in Indonesia is expanding rapidly, creating new business opportunities. Different types of footwear, including flats, boots, sneakers, and heels, serve various functions. According to data from the Indonesian Ministry of Industry, Indonesia is one of the four largest footwear producers in the world, following China, India, and Vietnam. In 2018, Indonesia produced 1.41 billion pairs of shoes, accounting for about 4.6% of global production. The industry is prioritized by the government due to its labor-intensive nature and substantial export potential, contributing significantly to the national economy. The growth of the footwear industry in Indonesia increased from 2.22% in 2017 to 9.42% in 2018 (Nguyen & Simkin, 2021).

In Indonesia, numerous local brands offer compelling collections, including notable shoe brands. Increased consumer awareness of local products has led to growing appreciation for locally made footwear. This trend must be developed further to enable local products to compete with foreign counterparts, especially in the footwear sector (Hsu & Huang, 2021). Sneakers, a popular type of shoe, exemplify this consumption trend. They are favored not only for their comfort but also as symbols of modern lifestyle and unique self-expression (Zhou & Wang, 2021). The younger generation, in particular, considers sneakers an essential part of their daily look. This development presents a significant opportunity for local shoe manufacturers to innovate in sneaker design and production technology (Beck & Lang, 2006).

However, data from Google Trends (2023) shows that Indonesian consumers tend to prefer foreign brand shoes over local ones. Factors contributing to this preference include the perception that foreign brands offer superior quality and reputation, coming from countries with established fashion industries like

the US, Europe, or Japan (Pappu & Quester, 2022). Foreign brands are seen as more exclusive and trendy, with modern and innovative designs. Despite the availability of quality local brands at affordable prices, building consumer awareness and trust in local products remains a challenge (Sweeney & Soutar, 2021).

The industry faces considerable competition, with many local brands such as Ventela, Compass, Aerostreet, Brodo, Nah Project, Patrobas, and Sepatu Johnson emerging prominently (Luo & Homburg, 2022). Google Trends data (2023) indicates that Ventela has the highest average search volume, followed by Compass, Aerostreet, Patrobas, and Brodo. Ventela stands out with consistent popularity and notable peaks, likely due to effective marketing campaigns or new product launches (Tuzunkan & Karaman, 2022). Ventela, a Bandung-based brand, has captured Indonesian consumers' attention with stylish designs and high-quality materials, making it popular among millennials. Offering a range of shoes from sneakers to casual footwear for various occasions, Ventela competes effectively in the market by maintaining competitive prices and quality on par with imported products. This success is also attributed to effective marketing strategies, including the use of social media to expand market reach and build a strong brand image (Ranjbarian & Mathews, 2023).

According to Google Trends (2023), Ventela is the leading shoe brand in West Java, outperforming Aerostreet, Compass, Patrobas, and Brodo. Ventela's success in the Indonesian shoe market can be attributed to its strong brand image and quality products. To continue growing, it is crucial to focus on brand image, product quality, customer satisfaction, and loyalty. Brand image attracts consumers, while product quality and responsiveness to consumer needs maintain competitiveness and customer loyalty. Enhancing customer satisfaction is key, as loyal customers are more likely to make repeat purchases and recommend products (Anderson & Gerbing, 1988; Zeithaml, 1988).

Consumer loyalty refers to a consumer's commitment to repeatedly purchase products or services and recommend them to others. It is a desired outcome for companies, as a successful marketing strategy is often reflected in consumer loyalty. Consumer loyalty signifies an ongoing preference for existing or new products (Oliver, 1999). Consumer satisfaction, on the other hand, is the post-purchase evaluation made by consumers after using products or services from a company. The term "satisfaction" derives from the Latin words "satis" (sufficient) and "facio" (to make), indicating an effort to fulfill

or meet expectations (Oliver, 1999). Brand image is the public perception of a company or its products, encompassing all factors related to the brand in the minds of consumers (Aaker, 1991; Beck & Lang, 2006). Product quality refers to the overall characteristics of a product or service that satisfy stated or implied needs (Kotler & Keller, 2016). High product quality is a critical factor influencing customer decisions and is closely linked to consumer benefits and satisfaction (Parasuraman, Zeithaml, & Berry, 1988; Sweeney & Soutar, 2021).

2. Theoretical Background

Marketing

Marketing is a process aimed at fulfilling consumer needs by creating, offering, and exchanging products that hold value for consumers (Kotler & Keller, 2016). It encompasses all activities related to moving products from producers to consumers. Effective marketing requires strong interdepartmental relationships to synchronize marketing activities and achieve strategic goals (Chen & Popovich, 2022).

Brand Image

Brand image refers to the impression or perception of a brand that exists in the consumer's memory (Aaker, 1991). It helps consumers identify and differentiate between similar products and is seen as a reflection of a product's reputation and credibility. Brand image comprises three key components: Corporate Image, User Image, and Product Image (Beck & Lang, 2006). Corporate Image reflects the overall perception of the company, User Image represents the consumer's view of the brand based on user experiences, and Product Image pertains to the brand's representation related to the specific product attributes.

Product Quality

Product quality encompasses all aspects that make a product noticeable, usable, purchasable, and consumable by consumers (Kotler & Keller, 2016). It includes characteristics that affect the product's ability to satisfy consumer needs and preferences. Higher product quality generally leads to increased consumer interest and satisfaction (Parasuraman, Zeithaml, & Berry, 1988). High-quality products often prompt the development of new variants to maintain consumer interest and meet evolving needs (Yin & Wang, 2022).

Consumer Satisfaction

Consumer satisfaction is the feeling of pleasure or disappointment resulting from comparing a product or service's performance to expectations (Oliver, 1999). When performance meets or exceeds expectations, satisfaction occurs; otherwise, dissatisfaction results. Satisfaction is considered a response to the fulfillment of consumer needs and can be either positive or negative, depending on whether the product or service meets or falls short of expectations (Zeithaml, 1988). This

concept reflects how well a product or service aligns with consumer expectations and desires (Sweeney & Soutar, 2021).

Consumer Loyalty

Consumer loyalty is characterized by customers who repeatedly purchase from the same company, advocate for the company, and resist competing offers (Oliver, 1999). Loyalty is traditionally associated with devotion and allegiance but in a business context, it refers to a consumer's commitment to continue engaging with a company over the long term (Setiawan, 2023). Loyal customers are typically more inclined to make repeat purchases and recommend the brand to others, reflecting a strong, positive brand relationship (Anderson & Gerbing, 1988).

Framework of Thought

The framework for this research is presented in Figure 1 based on the explanation of the theory and previous research that has been described:

Figure 1 Thought Framework
Source: Author Processed Data, 2024

Hypothesis

Based on the framework that has been described, the hypothesis in the study can be drawn as follows:

- H1:** Brand image has a significant effect on customer satisfaction
- H2:** Product quality has a significant effect on customer satisfaction
- H3:** Brand Image has a significant effect on consumer loyalty
- H4:** Product quality has a significant effect on customer loyalty
- H5:** Customer satisfaction has a significant effect on customer loyalty
- H6:** Brand image has a significant effect on customer loyalty through customer satisfaction
- H7:** Product quality has a significant effect on customer loyalty through customer satisfaction

3. Methodology

The type of research used in this study is quantitative method. According to Sugiyono (2022) quantitative methods can be interpreted as research methods based on the philosophy of positivism, which are used to research on certain populations or samples, data collection using research instruments, data analysis in the form of quantitative or statistical, with the aim of describing and testing predetermined hypotheses. The purpose of using quantitative methods in this study is to test the hypothesis that has been formulated previously. The quantitative approach is used because this research relies on numerical data with statistical analysis to test the hypothesis that has been made.

The population in this study consisted of 96 samples with respondent criteria, namely users of Ventela shoe products who live in the city of Bandung and are aged 17-50 years who were selected using nonprobability sampling using purposive sampling technique. Data were collected through questionnaire distribution using the Google Form platform with this research data collection technique using a Likert scale (Sekaran and Bougie, 2016). The data analysis technique used is Structural Equation Modeling (SEM) - Partial Least Squares (PLS) using SmartPLS 3.0 software. According to Harahap (2020), the Structural Equation Model (SEM) is a data analysis technique that allows testing of a relatively complex network of relationships simultaneously or directly. In this approach, PLS uses two models, namely the outer model and the inner model. The outer model, often referred to as the measurement model, illustrates the correlation between the variable being investigated and its indicators. Meanwhile, the inner model, often referred to as the structural model, has the function of evaluating the correlation between potential structures.

4. Empirical Findings/Result

Respondent Description

The researcher will explain the information obtained from the answers of respondents who fill out the questionnaire through Google Forms. The respondents of this study were users of Ventela shoe products aged 17-50 years, who were invited to participate in a survey shared by the researchers. This study used 96 samples. The survey is distributed online through Google Forms and collected using social media platforms such as WhatsApp and Line. Based on Table 1 below, the gender and age of the respondents were used to understand their characteristics. Based on the table below, it shows that as many as 93 (62.4%) of the 150 respondents are women and 57 (37.6) of the 150 respondents are men. For the most significant percentage of age, 69 (46.7%) are 26-35 years old, followed by 42 (28.6%) are 17-25 years old, and for the lowest percentage age is 18 (10.5%) 46-50 years old.

Table 1 Characteristics of Respondents

No	Age	Gender
1.	17-25 = 22 (22.9%)	Woman = 46 (47.9%)
2.	26-35 = 47 (49%)	Male = 50 (52.1%)
3.	36-45 = 17 (17.7%)	
4.	46-50 = 10 (10.4%)	

Table source: Author Processed Data, 2024

Based on Table 1 below, the age and gender of the respondents were used to understand their characteristics. Based on the table below, it shows that as many as 46 (47.9%) of the 96 respondents are women and 50 (52.1%) of the 96 respondents are men. For the most significant percentage of age, 47 (49%) are 26-35 years old, followed by 22 (22.9%) are 17-25 years old, 17 (17.7%) are 36-45 years old and for the lowest percentage age is 10 (10.4%) 46-50 years old.

SEM-PLS Analysis

Outer Model

a. Convergent Validity

Convergent validity is an attempt to measure the degree of alignment between the strength of an indicator and the construct or latent variable it is measured, thus reflecting a strong correlation (Hair et al., 2021). The criteria for convergent validity can be measured by an outer loading value of > 0.7 and an Average Variance Extracted (AVE) value of > 0.5 (Hair et al., 2021)

Figure 2 Outer Model
Source: Author Processed Data, 2024

Based on figure 2, it shows that consumer loyalty (Z) is influenced by brand image (X1) with a value of 2.117, product quality (X2) with a value of 3.192, and consumer satisfaction (Y) with a value of 1.643. Consumer satisfaction (Y) was influenced by brand image (X1) with a value of 2.926 and product quality (X2) with a value of 4.178. According to Hair et al., (2017), indicators with an outer loading

between 0.40 to 0.70 should be considered for deletion. Therefore, there are several indicators that have been deleted because the value of the indicator is less than 0.7, namely consisting of indicators X2.4 with a value of 0.684, X2.11 with a value of 0.683, X2.12 with a value of 0.659, X2.13 with a value of 0.657, X2.14 with a value of 0.640, X2.15 with a value of 0.656, X2.16 with a value of 0.604, Y.7 with a value of 0.699, Y.10 with a value of 0.623 and Z.4 with a value of 0.699. Thus, the research can be said to be valid and worthy of further research.

Table 2. Outer Loading

Indicators	Brand Image (X1)	Product Quality (X2)	Consumer Satisfaction (Y)	Consumer Loyalty (Z)	Conclusion
X1.1	0.908				VALID
X1.2	0.907				VALID
X1.3	0.849				VALID
X1.4	0.855				VALID
X1.5	0.875				VALID
X1.6	0.885				VALID
X2.1		0.789			VALID
X2.10		0.841			VALID
X2.2		0.815			VALID
X2.3		0.775			VALID
X2.5		0.773			VALID
X2.6		0.863			VALID
X2.7		0.874			VALID
X2.8		0.841			VALID
X2.9		0, 838			VALID
Y.1			0, 758		VALID
Y.2			0, 775		VALID
Y.3			0, 704		VALID
Y.4			0, 720		VALID
Y.5			0, 729		VALID
Y.6			0, 739		VALID
Y.8			0,734		VALID
Y.9			0,769		VALID
Z.1				0, 785	VALID
Z.2				0, 783	VALID
Z.3				0, 730	VALID
z.5				0.728	VALID
z.6				0.811	VALID
z.7				0.754	VALID
z.8				0.734	VALID

Source: Author Processed Data, 2024

Based on table 2, the outer loading value is greater than 0.7, indicating that the indicator in this study meets the criteria of convergent validity. Therefore, this indicator is worthy of use in research and requires further analysis (Chin, 1998).

Table 3 Average Variance Extracted

Variable	AVE	Conclusion
Brand Image (X1)	0, 775	VALID
Product Quality (X2)	0, 679	VALID
Consumer Satisfaction (Y)	0, 550	VALID
Consumer Loyalty (Z)	0, 580	VALID

Source: Author Processed Data, 2024

Based on table 3, it can be seen that all variables have an AVE value of more than 0.5. This shows that the variables in the study, namely e-service quality, sales promotion, customer satisfaction, and repurchase intention are valid and meet the criteria of the convergent validity assessment (Hair et al., 2019)

b. Discriminant Validity

Discriminant validity is an attempt to measure the extent to which different instruments in a construct do not show a significant correlation (Hair et al., 2021). Discriminant validity can be assessed by examining the cross loading factor of each indicator, which is in accordance with the Fornell-Larcker criterion which confirms that the Average Variance Extracted (AVE) square root value of each construct must be greater than 0.5 (Hair et al., 2021).

Table 4 Cross Loading

Indicators	Brand Image (X1)	Product Quality (X2)	Consumer Satisfaction (Y)	Consumer Loyalty (Z)
X1.1	0.908	0.678	0.624	0.559
X1.2	0.907	0.647	0.631	0.535
X1.3	0.849	0.598	0.424	0.510
X1.4	0.855	0.593	0.483	0.559
X1.5	0.875	0.661	0.622	0.607
X1.6	0.885	0.553	0.615	0.534
X2.1	0.634	0.789	0.448	0.555
X2.10	0.567	0.841	0.522	0.613
X2.2	0.590	0.815	0.568	0.609
X2.3	0.588	0.775	0.497	0.439
X2.5	0.524	0.773	0.505	0.481
X2.6	0.569	0.863	0.649	0.580
X2.7	0.624	0.874	0.694	0.555
X2.8	0.611	0.841	0.571	0.470
X2.9	0.547	0, 838	0.474	0.574
Y.1	0.433	0.370	0, 758	0.197
Y.2	0.433	0.410	0, 775	0.297
Y.3	0.286	0.300	0, 704	0.171

Y.4	0.357	0.290	0,720	0.275
Y.5	0.271	0.301	0,729	0.195
Y.6	0.345	0.317	0,739	0.235
Y.8	0.654	0.743	0,734	0.730
Y.9	0.639	0.669	0,769	0.663
Z.1	0.585	0.733	0.550	0,785
Z.2	0.529	0.557	0.500	0,783
Z.3	0.474	0.439	0.421	0,730
Z.5	0.361	0.355	0.340	0,728
Z.6	0.507	0.501	0.476	0,811
Z.7	0.422	0.436	0.469	0,754
Z.8	0.360	0.325	0.262	0,734

Sumber: Data Olahan Penulis, 2024

Based on table 4, the square of the AVE of each indicator is greater than the correlation value between variables, according to the results of the cross-loading estimate. If the loading value of each indicator is greater than the loading value of other variables, then the discriminant validity is considered valid (Hair et al., 2021). Therefore, the variables in this study have good discriminant validity and meet these criteria, because the loading value on each indicator is higher than the loading value on other variables.

Table 5 Fornell-Larcker Criterion

Source: Author Processed Data, 2024

Variable	Cronbach's Alpha	rho A	Composite Reliability	AVE	Conclusion
X1	0.942	0.946	0.954	0.775	RELIABEL
X2	0.941	0.944	0.950	0.679	RELIABEL
Y	0.899	0.950	0.907	0.550	RELIABEL
Z	0.881	0.897	0.906	0.580	RELIABEL

From the data listed in table 5, it shows that the indicator values of one construct show a low correlation with other constructs, but show a high correlation with the construct itself (Sekaran & Bougie, 2016). To avoid problems, the optimal value of the Fornell-Larcker criterion should be higher than the correlation coefficient between variables and have a value above 0.7. Therefore, with values exceeding 0.7, this study is considered valid and has met good discriminant validity standards (Nursyabani, 2023).

c. Composite Reliability

According to Ghazali (2018), reliability test refers to an instrument used to measure questionnaires by considering indicators of a variable or construct. Measuring the reliability test of a construct can be done through composite reliability and Cronbach's alpha contained in each variable.

Table 6 Composite Reliability

Construct	(X1)	(X2)	(Y)	(Z)
Brand Image (X1)	0.880			
Product Quality (X2)	0.708	0.824		
Consumer Satisfaction (Y)	0.651	0.670	0.741	
Consumer Loyalty (Z)	0.627	0.661	0.588	0.761

Source: Author Processed Data, 2024

In table 6, it can be seen that all the variables tested in this study have met the reliability criteria. This is shown by Cronbach's alpha value which is greater than 0.7 and the composite reliability value which also exceeds 0.7. In addition, if the value of Average Variance Extracted (AVE) is greater than 0.5, then it can be concluded that all the variables used in this study are reliable and can be considered reliable (Chin, 1998).

Inner Model

Figure 3 Results of the Inner Model

Source: SmartPLS3 Processed Data

a. R-Square

The R-Square test, or determination coefficient, is used to measure the extent to which independent latent variables affect dependent latent variables (Ghozali, 2021). Therefore, in this study, R-Square was used to assess the influence of consumer loyalty (Z) and consumer satisfaction (Y) variables. According to Hair et al. (2021), the R-Square assessment criteria are that a value of 0.67 indicates an exogenous influence on strong endogenes, 0.33 indicates an exogenous influence on moderate endogenes, and 0.19 indicates an exogenous influence on weak endogenes.

Table 7. R-Square

Konstruk	Citra Merek (X1)	Harga (X2)	Kepuasan Konsumen (Y)	Loyalitas Konsumen (Z)
X1			0.128	0.058
X2			0.181	0.110
Y				0.032
Z				

Source: Author Processed Data, 2024

Based on table 7, it shows that the R-square value in the consumer satisfaction variable (Y) is 0.512, which has a moderate influence of 51.2%. This indicates that the brand image variable (X1) and product quality variable (X2) have an influence on customer satisfaction. The remaining 48.8% was influenced by other variables that were not discussed in this study. Meanwhile, the R-Square value on the consumer loyalty variable (Z) is 0.503, which has a moderate influence of 50.3%. This indicates that the brand image variable (X1) and the product quality variable (X2) have an influence on consumer loyalty (Z). The remaining 49.7% was influenced by other variables that were not discussed in this study.

b. F-Square

F-Square (f^2) is used to measure the degree of significance of the partial influence of each predictor construct on endogenous constructs. According to Cohen (1988), there is an f^2 scoring criterion in the study, where a value of 0.02 indicates that the predictor construct has a small influence on endogenous constructs, a value of 0.15 indicates a moderate influence, and a value of 0.35 indicates a large influence.

Table 8. F-Square

Source: Author Processed Data, 2024

c. Q-Square

Predictive relevance (Q^2) is a useful evaluation tool in assessing PLS models. Assessment of structural models can also be done by considering the Q^2 Predictive Relevance value, which helps in evaluating the quality of predictions generated by the model. According to Ghazali (2018), there are Q^2 assessment criteria, where a value of 0.02 indicates a weak prediction, 0.15 indicates a moderate prediction, and 0.35 indicates a strong prediction.

$$Q^2 = 1 - (1 - R^2) \dots (1 - R^2)$$

$$Q^2 = 1 - (1 - 0,512^2) (1 - 0,503^2)$$

$$Q^2 = 0,448$$

Based on the results of the calculations that have been carried out, it produces a predictive relevance value of 0.448. This shows that the results of predictive relevance > 0 , so it can be concluded that this assessment has a relevant predictive value.

Path Coefficient Estimation

Table 8. Path Coefficient Estimation

The hypothesis test in this study was carried out using path coefficients using the bootstrapping method through SmartPLS 3.0 software. The use of T-value and P-value values is used in hypothesis analysis to assess the statistical significance of an influence (Hair et al., 2021). The determination of acceptance or rejection of the hypothesis is based on the significance value of T-value > 1.96 and/or P-value < 0.05 at a significance level of 5% (α 5%), H_a is accepted and H_o is rejected. Conversely, if the significance value of the T-value < 1.96 and/or the significance value of the P-value > 0.05 at a significance level of 5% (α 5%), H_a is rejected and H_o is accepted.

Table 9. Path Coefficients

Variable	Original Sample	Standard Deviation (STDEV)	T-Value	P-Value	Conclusion
X1 -> Y	0.354	0.121	2.926	0.002	Accepted
X2 -> Y	0.420	0.101	4.178	0.000	Accepted
X1 -> Z	0.255	0.120	2.117	0.017	Accepted
X2 -> Z	0.359	0.112	3.192	0.001	Accepted
Y -> Z	0.181	0.110	1.643	0.051	Rejected

Source: Author Processed Data, 2024

1) **H1: Brand Image (X1) has an effect on Customer Satisfaction (Y)**

The path coefficient value is 0.354, the T-value is 2.926 and the P-value is 0.002. The results are considered statistically significant because the T-value is greater than 1.96 and the P-value is less than 0.05, it can be concluded that H_1 is accepted and H_o is rejected. This shows that, hypothesis 1 with the brand image variable (X1) has a significant effect on customer satisfaction (Y) is accepted. Based on the results that have been carried out in this study, which

Variabel	Original Sample	STDEV	T-Value	P-Value
Y	0.512	0.061	8.421	0,000
Z	0.503	0.097	5.192	0,000

show that brand image variables with the dimensions of Product Attribute, Consumer Benefit, and Brand Personality can provide satisfaction to consumers.

2) **H2: Product Quality (X2) affects Customer Satisfaction (Y)**

The path coefficient value is 0.420, the T-value is 4.178 and the P-value is 0.000. The results are considered statistically significant because the T-value is greater than 1.96 and the P-value is less than 0.05, it can be concluded that H_1 is accepted and H_o is rejected. This shows that, hypothesis 2 with the variable product quality (X2) has a significant effect on customer satisfaction (Y) is accepted. Based on the results that have been carried out in this study, which show that product quality variables with the dimensions of Performance,

Durability, Conformance to Specifications, Features, Reliability, Aesthetics, Perceived Quality and Serviceability can provide satisfaction to consumers.

- 3) **H3: Brand Image (X1) affects Consumer Loyalty (Z)** The path coefficient value is 0.255, the T-value is 2.117 and the P-value is 0.017. The results are considered statistically significant because the T-value is greater than 1.96 and the P-value is less than 0.05, it can be concluded that H1 is accepted and Ho is rejected. This shows that, hypothesis 3 with the brand image variable (X1) has a significant effect on consumer loyalty (Z) is accepted. Based on the results that have been carried out in this study, which show that brand image variables with the dimensions of Product Attribute, Consumer Benefit, and Brand Personality can encourage consumers to be loyal to products.
- 4) **H4: Product Quality (X2) affects Consumer Loyalty (Z)** The path coefficient value is 0.359, the T-value is 3.192 and the P-value is 0.001. The results are considered statistically significant because the T-value is greater than 1.96 and the P-value is less than 0.05, it can be concluded that H1 is accepted and Ho is rejected. This shows that, hypothesis 4 with the variable product quality (X2) has a significant effect on consumer loyalty (Z) is accepted. Based on the results that have been carried out in this study which show that the product quality variable with the dimensions of Performance, Durability, Conformance to Specifications, Features, Reliability, Aesthetics, Perceived Quality and Serviceability can encourage consumers to be loyal to the product.
- 5) **H5: Consumer Satisfaction (Y) affects Consumer Loyalty (Z)** The path coefficient value is 0.181, the T-value is 1.643 and the P-value is 0.051. The results are considered statistically insignificant because the T-value is less than 1.96 and the P-value is greater than 0.05. This shows that, hypothesis 5 with the variable customer satisfaction (Y) has a significant effect on customer loyalty (Z) is rejected. Based on the results that have been carried out in this study, which show that the variable customer satisfaction with the dimensions of Overall Customer satisfaction, Repurchase Intent, Confirmation of Expectation, Willingness to Recommend, and Costumer Dissansfaction does not encourage consumers to be loyal to the product.

Specific Indirect Effects

Indirect hypothesis testing aims to confirm whether there are mediating variables that affect the relationship between the independent variable and the dependent variable. This analysis involves examining the relationship between certain variables and other endogenous and exogenous variables (Haryono, 2016).

Table 10. Specific Indirect Effects

Variabel	<i>Original Sample</i>	STDEV	T-Value	P-Value	Kesimpulan
X1 > Y > Z	0.064	0.036	1.773	0.038	Diterima
X2 > Y > Z	0.076	0.060	1.262	0.104	Ditolak

Source: Author Processed Data, 2024

Based on table 10, the indirect hypothesis test is to determine whether there are mediating variables that affect the relationship between independent variables and dependent variables. Simply put, the purpose of this study is to determine whether the addition of other factors to the model affects the relationship between independent variables and dependent variables. In this study, consumer satisfaction as a mediating variable.

5. Discussion

Effect of Brand Image on Consumer Satisfaction

The positive and significant effect of brand image on consumer satisfaction, as evidenced by a T-Value of 2.926 and a P-Value of 0.002, supports the assertion that a strong brand image enhances consumer satisfaction. This result aligns with the work of Aaker (1991) and Pappu and Quester (2022), who found that a well-established brand image can significantly influence consumer perceptions and satisfaction. Aaker's brand equity model highlights that a positive brand image fosters a favorable consumer experience, which is reflected in higher satisfaction levels.

Effect of Product Quality on Consumer Satisfaction

The significant positive impact of product quality on consumer satisfaction, with a T-Value of 4.178 and a P-Value of 0.000, underscores the importance of delivering high-quality products. This finding corroborates the research by Parasuraman, Zeithaml, and Berry (1988) and Wang and Yu (2022), who emphasize that high product quality directly contributes to enhanced consumer satisfaction. Quality products meet or exceed consumer expectations, which drives satisfaction and loyalty.

Effect of Brand Image on Consumer Loyalty

The positive and significant effect of brand image on consumer loyalty, indicated by a T-Value of 2.117 and a P-Value of 0.017, reinforces the idea that a strong brand image not only boosts satisfaction but also fosters loyalty. This finding is consistent with Setiawan (2023), who found that a positive brand image can enhance customer retention and loyalty. A favorable brand image cultivates trust and emotional attachment, leading to increased loyalty.

Effect of Product Quality on Consumer Loyalty

The positive and significant effect of product quality on consumer loyalty, with a T-Value of 3.192 and a P-Value of 0.001, supports the notion that high product quality drives loyalty. This is in line with research by Pappu and Quester (2022) and Sweeney and Soutar (2021), who argue that product quality is a critical determinant of consumer loyalty. High-quality products lead to repeat purchases and brand advocacy.

Effect of Customer Satisfaction on Consumer Loyalty

The lack of a significant effect of customer satisfaction on consumer loyalty, with a T-Value of 1.643 and a P-Value of 0.051, suggests that satisfaction alone may not always translate into loyalty. This result contrasts with the findings of Anderson and Gerbing (1988) and Zeithaml (1988), who argue that satisfaction typically leads to loyalty. This discrepancy might indicate that while satisfaction is important, other factors, such as brand image and product quality, might play a more substantial role in influencing loyalty.

Effect of Brand Image on Consumer Loyalty Through Customer Satisfaction

The positive but insignificant effect of brand image on consumer loyalty through customer satisfaction, with a T-Value of 1.773 and a P-Value of 0.038, suggests that customer satisfaction does not fully mediate the relationship between brand image and loyalty. This finding is consistent with the work of Beck and Lang (2006), who noted that while brand image affects loyalty, the mediation effect through satisfaction might not be as strong as expected.

Effect of Product Quality on Consumer Loyalty Through Customer Satisfaction

The insignificant effect of product quality on consumer loyalty through customer satisfaction, with a T-Value of 1.262 and a P-Value of 0.104, indicates that customer satisfaction does not significantly mediate the relationship between product quality and loyalty. This finding aligns with the observations of Zhou and Wang (2021), who found that the direct effect of product quality on loyalty might be more substantial than its indirect effect through satisfaction.

6. Conclusions

The study confirms that both brand image and product quality significantly influence consumer satisfaction and loyalty. A strong brand image enhances consumer satisfaction and loyalty by fostering positive perceptions and emotional connections. Similarly, high product quality contributes to both satisfaction and loyalty, as consumers appreciate and repeatedly choose products that meet or exceed their expectations.

While satisfaction plays a role in fostering loyalty, it is not the sole determinant. The direct impacts of brand image and product quality on loyalty suggest that these factors are crucial for building and maintaining a loyal customer base. Despite the lack of significant mediation effects through satisfaction, the direct effects of brand image and product quality highlight their importance in influencing consumer loyalty.

Overall, enhancing brand image and ensuring high product quality are key strategies for businesses aiming to improve consumer satisfaction and loyalty, ultimately leading to stronger market positioning and sustained success.

References:

- Chinomona, R., & Dubihlela, J. (2021). The impact of brand image and product quality on customer loyalty: The mediating role of customer satisfaction. *Journal of Retailing and Consumer Services*, 63, 102651. <https://doi.org/10.1016/j.jretconser.2021.102651>
- Chen, Y., & Popovich, K. (2022). Understanding the influence of brand image and product quality on customer satisfaction and loyalty: A meta-analysis. *Journal of Business Research*, 143, 439-450. <https://doi.org/10.1016/j.jbusres.2022.01.018>
- Hsu, L. C., & Huang, C. H. (2021). The role of brand image and product quality on customer loyalty: An empirical study in the retail sector. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 53-74. <https://doi.org/10.1108/APJML-04-2020-0313>
- Khan, M. A., & Nawaz, M. M. (2021). The effects of brand image and product quality on customer loyalty in the smartphone industry: A study of consumer behavior. *Journal of Consumer Behaviour*, 20(2), 385-396. <https://doi.org/10.1002/cb.1871>
- Kumar, V., & Shah, D. (2023). Exploring the relationships between brand image, product quality, and customer satisfaction: Evidence from the online retail market. *Journal of Strategic Marketing*, 31(4), 452-468. <https://doi.org/10.1080/0965254X.2022.2076418>
- Luo, X., & Homburg, C. (2022). Customer satisfaction and loyalty in the context of brand image and product quality: A comprehensive framework. *Journal of Marketing*, 86(5), 18-34. <https://doi.org/10.1177/00222429221102468>
- Madhavaram, S. R., & Laverie, D. A. (2022). The impact of brand image and product quality on customer loyalty: Evidence from the fashion industry. *European Journal of Marketing*, 56(9), 1923-1941. <https://doi.org/10.1108/EJM-04-2021-0326>
- Nguyen, T. H., & Simkin, L. (2021). The effect of brand image and product quality on customer satisfaction and loyalty: Insights from the automotive industry. *Journal of Marketing Management*, 37(5-6), 459-477. <https://doi.org/10.1080/0267257X.2021.1902034>
- Pappu, R., & Quester, P. G. (2022). The influence of brand image and product quality on consumer loyalty: A longitudinal study. *Journal of Business Research*, 137, 208-216. <https://doi.org/10.1016/j.jbusres.2021.08.025>
- Ranjbarian, B., & Mathews, J. (2023). Brand image, product quality, and customer loyalty: An empirical examination in the online shopping sector. *International Journal of Retail & Distribution Management*, 51(2), 180-198. <https://doi.org/10.1108/IJRDM-07-2022-0263>
- Sweeney, J. C., & Soutar, G. N. (2021). The impact of brand image and product quality on customer satisfaction and loyalty: A study in the luxury goods sector. *Journal of Product & Brand Management*, 30(7), 1091-1104. <https://doi.org/10.1108/JPBM-12-2020-3288>

- Tuzunkan, D., & Karaman, S. (2022). Examining the effects of brand image and product quality on customer loyalty: The role of customer satisfaction in the context of e-commerce. *Journal of Retailing and Consumer Services*, 65, 102870. <https://doi.org/10.1016/j.jretconser.2021.102870>
- Wang, X., & Yu, C. (2022). Effects of brand image and product quality on customer loyalty: Evidence from the Chinese retail industry. *Journal of Retailing*, 98(2), 224-239. <https://doi.org/10.1016/j.jretai.2021.11.003>
- Yin, X., & Wang, C. L. (2022). The interplay between brand image, product quality, and customer loyalty: Insights from the electronics sector. *Marketing Intelligence & Planning*, 40(6), 759-773. <https://doi.org/10.1108/MIP-02-2022-0057>
- Zhou, L., & Wang, L. (2021). The impact of brand image and product quality on customer satisfaction and loyalty in the context of online reviews. *Journal of Interactive Marketing*, 54, 65-78. <https://doi.org/10.1016/j.intmar.2020.11.002>