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# From Satisfaction To Loyalty: Unraveling The Impact Of Service And Product Quality On Consumer Loyalty

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## Abstract

*This article presents a research study on the impact of product quality and customer service on consumer loyalty, with consumer satisfaction serving as an intervening variable. Employing Structural Equation Modeling (SEM) methodology, this study aims to understand the extent to which product quality and customer service influence consumer loyalty, as well as the role of consumer satisfaction in mediating this relationship. The results indicate that both product quality and customer service have a significant positive impact on consumer satisfaction. Furthermore, consumer satisfaction has been found to mediate the relationship between product quality, customer service, and consumer loyalty. These findings offer insights for business practitioners to enhance their product quality and service, emphasizing the importance of ensuring consumer satisfaction to achieve sustained loyalty. As a recommendation, companies are advised to continually improve their product quality and services while ensuring consumer satisfaction to enhance their customer loyalty.*

***Keywords:*** *Product Quality, Customer Service, Consumer Satisfaction, Consumer Loyalty, Structural Equation Modeling (SEM).*

## INTRODUCTION

In the era of globalization and intensifying business competition, companies across various industry sectors are challenged not only to maintain their customer base but also to expand it (Almaraz-López et al., 2023). Amid fluctuating market conditions and continually changing consumer preferences, one aspect remains constant: the consumer's desire for high-quality products and satisfying services (Ali & Naushad, 2021; Šugrová et al., 2017). Therefore, understanding the factors that influence consumer loyalty is essential for any company aiming to survive and thrive (Baena-Arroyo et al., 2020; Wahyuni & Ghozali, 2019).

Amid fierce competition, companies must be more innovative and responsive to consumer needs and expectations (Šugrová et al., 2017). It is no longer sufficient to merely provide products or services that meet minimum standards; today's customers seek a cohesive and satisfying e[1]xperience that goes beyond basic transactions (Kim & Yi, 2023). They are more likely to remain loyal to brands that not only deliver superior value through their products or services but also demonstrate an understanding and attentiveness to their individual needs. In this context, personalization and customer engagement become crucial aspects.

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Furthermore, in today's data-driven business environment, companies have greater opportunities to gather deep insights into consumer behavior (Kim & Yi, 2023). By leveraging big data and analytics, businesses can tailor their strategies to create more personalized and relevant experiences for customers. This not only enhances consumer satisfaction but also instills a deep sense of loyalty towards the brand (Goutam et al., 2021). However, the challenge does not stop there. With the emergence of social media and digital platforms, consumers now have more power than ever to influence brand reputation. Online reviews, social media recommendations, and online community discussions can significantly influence the perceptions and purchasing decisions of others (Wahyuni & Ghozali, 2019). Therefore, it is crucial for companies to actively manage their online presence and interact with customers in a transparent and authentic manner.

Building and maintaining consumer loyalty in this era requires a holistic and multifaceted approach (Vu et al., 2021; Wahyuni & Ghozali, 2019). It involves a combination of offering quality products and services, providing exceptional customer experiences, leveraging technology for personalization, and nurturing positive and ongoing relationships with customers through all communication channels. Through this approach, companies can not only retain their customer base amidst tight competition but also lay a strong foundation for future growth and expansion. Consumer loyalty, defined as a strong commitment of customers to repurchase the same product or service in the future, offers numerous benefits for companies (Razzaq et al., 2017; Sheu & Chang, 2022). Besides providing a consistent revenue stream, loyal customers tend to become brand ambassadors, recommending products or services to others. This results in a highly effective word-of-mouth marketing strategy and reduces the cost of acquiring new customers.

Although its importance is recognized, creating and maintaining consumer loyalty is not an easy task. Previous research has shown that both product quality and customer service play a significant role in enhancing consumer satisfaction and loyalty (Ali & Naushad, 2021; Šugrová et al., 2017; Wahyuni & Ghozali, 2019). Product quality is often considered the basis of every transaction, while superior customer service can create a deep connection with customers. However, how these two factors, individually and in combination, affect consumer satisfaction and ultimately loyalty remains a subject of debate and research. Furthermore, consumer satisfaction is often regarded as a key variable mediating the relationship between product quality and service with consumer loyalty. Yet, the complex interplay among these three variables, including how they influence each other in various market conditions and contexts, is not fully understood.

In this context, the present article emerges. Utilizing the Structural Equation Modeling (SEM) approach, this study attempts to unravel and understand the relationship between product quality, customer service, consumer satisfaction, and consumer loyalty more deeply. Through detailed and comprehensive analysis, this research is expected to provide valuable insights for business and marketing practitioners on the most effective strategies to enhance consumer loyalty in an increasingly competitive and dynamic business environment.

**Problem Statement:**

1. Is there a significant influence of Product Quality (X1) on Consumer Satisfaction (Z)?
2. Is there a significant influence of Customer Service (X2) on Consumer Satisfaction (Z)?
3. Is there a significant influence of Product Quality (X1) on Consumer Loyalty (Y)?
4. Is there a significant influence of Customer Service (X2) on Consumer Loyalty (Y)?
5. Is there a significant influence of Consumer Satisfaction (Z) on Consumer Loyalty (Y)?

6. Is there a significant indirect influence of Product Quality (X1) on Consumer Loyalty (Y) through the variable Consumer Satisfaction (Z)?
7. Is there a significant indirect influence of Customer Service (X2) on Consumer Loyalty (Y) through the variable Consumer Satisfaction (Z)?

## METHOD

In this study, we employed a quantitative approach with a causal orientation to investigate the influence of product quality and customer service on consumer loyalty, considering consumer satisfaction as an intervening variable. The target population for this research was consumers of Batik Jogja, and the sample was selected using a simple random sampling technique, amounting to 105 respondents. Data collection was conducted using a structured questionnaire with a 5-point Likert scale, which had been previously tested to ensure its validity and reliability. The questionnaire was designed to measure four research variables: Product Quality (X1) and Customer Service (X2) as exogenous variables; Consumer Satisfaction (Z) as an intervening variable; and Consumer Loyalty (Y) as an endogenous variable.

Data analysis was performed using Structural Equation Modeling (SEM), with the assistance of statistical software such as Smart PLS (Hair et al., 2021). This process involved evaluating the measurement model to confirm the validity and reliability of the constructs used, as well as evaluating the structural model to test the relationships between variables. Furthermore, hypothesis testing was conducted to identify and measure the significant influence among these variables.

The data collection process took place from August 2023 to October 2023. Respondents were asked to fill out the questionnaire after they had interacted with products or services from Batik Jogja. To increase participation, we provided incentives such as discount vouchers or other promotional items to respondents who completed the questionnaire. In terms of research ethics, we ensured that all respondents were provided with complete information about the purpose of the research and their consent was obtained before participation. The confidentiality of respondents' identities and responses was strictly maintained and used exclusively for the purposes of this research. Through this method, the study aimed to provide objective and reliable findings regarding the dynamics between product quality, customer service, consumer satisfaction, and consumer loyalty.

## ANALYSIS RESULTS

### Outer Model / Measurement Model (Measurement Model Testing)

In the analysis stages of Structural Equation Modeling (SEM), two main models need to be verified: the outer model (measurement model) and the inner model (structural model). Below is a description of the table related to the measurement model testing:

Table 1. Results of the Measurement Model Analysis Testing

| **Types of Testing** | **Test Stages** | **Criterion** | **Analysis Results** |
|---|---|---|---|
| Convergent Validity Test | Loading factor | above 0.5 or 0.6 | Fulfilled |
| | AVE | above 0.5 | Fulfilled |
| Discriminant Validity Test | Cross loading | The indicator value of each variable must be higher in itself (the variable described) than in column2 of | Fulfilled |

| | | | |
|---|---|---|---|
| | | the other variables | |
| | Fornell-Larcker | The top value is the highest value of the column value below | Fulfilled |
| | HTMT value | HTMT value below 0.9 | Fulfilled |
| Reliability test | Composite Reliability | Above 0.7 | Fulfilled |
| | Cronbach Alpha | Above 0.7/0.6 | Fulfilled |

Convergent Validity Test

In the process of research instrument validation, the Convergent Validity Test plays a pivotal role, particularly in assessing the quality of the constructs used. Convergent validity indicates the extent to which indicators associated with a specific latent variable measure the same construct (Harahap & Pd, 2020; Santoso & Indrajaya, 2023). Two key aspects in testing convergent validity are Factor Loading and Average Variance Extracted (AVE). Firstly, Factor Loading serves as a crucial measure in assessing the strength of the relationship between each indicator and its relevant latent variable. High factor loading values indicate that indicators accurately reflect the latent variable. In this study, we established the criterion that factor loading values must be above 0.5 or 0.6 to be considered adequate. The analysis results meet this criterion, indicating that the indicators used in this study are valid convergently and effectively represent the associated latent variables.

Secondly, Average Variance Extracted (AVE) is another important measure in determining convergent validity. AVE calculates the proportion of variance explained by the latent variable in relation to the total variance attributed to measurement error. Higher AVE values suggest that the latent variable better explains the variance in its indicators. In the context of this study, the obtained AVE values exceed the threshold of 0.5, indicating that the latent variables possess adequate convergent validity. This confirms that the indicators used effectively measure the latent variables and significantly contribute to explaining the variance in the related indicators. The results obtained from the Factor Loading and AVE tests in this study meet the established criteria, indicating that the instruments used have high convergent validity. This affirms the reliability of the constructs in this study and provides a solid foundation for further analysis.

Discriminant Validity Test

Ensuring measurement integrity in quantitative research, the Discriminant Validity Test plays a crucial role. It assesses how far each latent variable in the model differs from others. Discriminant validity is essential to ensure that the measured constructs are not only conceptually different but also statistically distinct. This research employs three methods to assess discriminant validity: Cross Loading, Fornell-Larcker Criterion, and HTMT (Heterotrait-Monotrait Ratio) (Harahap & Pd, 2020; Santoso & Indrajaya, 2023). Firstly, the Cross Loading analysis compares the factor loadings of each indicator against the latent variable they measure with other latent variables in the model. The adopted standard is that an indicator's factor loading on its measured latent variable must be higher than its factor

loadings on other latent variables. In this study, the analysis results show that all indicators meet this criterion, indicating that each indicator is more closely related to the latent variable it measures than to other latent variables.

Secondly, the Fornell-Larcker Criterion is used to further strengthen the findings of discriminant validity. According to this criterion, the diagonal value (representing the square root of AVE) for each latent variable should be greater than its correlations with other latent variables in the model. This study's results show compliance with this criterion, affirming that each latent variable is indeed different and discriminative against others. Thirdly, the HTMT values in this model fall below the threshold of 0.9. This suggests that the constructs possess adequate discriminant validity, as the relationships between pairs of latent variables are weaker compared to the relationships between indicators within the same latent variable. Overall, the results from Cross Loading, Fornell-Larcker Criterion, and HTMT collectively demonstrate that this research has high discriminant validity. This affirms that the latent variables in the model significantly differ from one another, strengthening the credibility of the constructs and the reliability of the research findings.

Reliability Test

Reliability is a critical component in quantitative research, ensuring that the measurements used are consistent and reliable. In this study, reliability is measured through two main methods: Composite Reliability and Cronbach Alpha. Together, these methods provide a comprehensive overview of the reliability of the constructs used in the research model. Firstly, Composite Reliability is used to assess the internal consistency of indicators in measuring a latent variable. The ideal Composite Reliability value is above the threshold of 0.7, indicating that the indicators within a latent variable have high internal consistency. In this study, all Composite Reliability values for each construct exceed this threshold, indicating that the indicators consistently measure the intended latent variable.

Secondly, Cronbach Alpha, a classic method in testing reliability, is also applied. Cronbach Alpha measures how consistently the indicators within a construct measure the same phenomenon. Generally accepted values are above 0.7 or 0.6. The results of this study meet this criterion, indicating that the indicators have good consistency in measuring the related construct. Based on the evaluation using both methods, it can be concluded that the measurement model in this study meets all validity and reliability criteria. This indicates that the constructs used in this study are valid and reliable, providing a strong basis for further analysis and affirming the reliability of the research findings. Thus, this research makes a significant contribution to the literature by ensuring that the measurement instruments used can generate consistent and reliable data.

**Inner Model / Structural Model (Structural Model Testing)**

In the analysis of Structural Equation Modeling (SEM), the Inner Model or Structural Model Test is a key component that examines the causal relationships between the hypothesized latent variables. This differs from the Outer Model or Measurement Model, which focuses on the relationship between latent variables and their indicators. The Inner Model directs attention to the core of SEM research, i.e., how one latent variable (independent variable) influences another latent variable (dependent variable).

Table 2. Results of the Structural Model Testing

| **Types of Testing** | **Criterion** |
|---|---|
| Uji R-squared | Below 0.25 = Weak relationships<br>0,26-0,74 = Medium relationship<br>above 0.75 = Strong relationships |

| | |
|---|---|
| Predictive Relevance (Q square) | Below 0 = Variables and data cannot predict the model well<br>Above 0 = Variables and data can predict the model well |
| Path Coefficient Test (Path Analysis) | • Significant value below 0.5 or t value above 1.96 = Influence between significant variables<br>• Significant value above 0.5 or t value below 1.96 = The influence between variables is not significant |

In this study, the evaluation of the structural model involved the use of various testing criteria to assess the strength and predictive relevance of the proposed model (Goutam et al., 2021; Mangolele & Zulu, 2022; Sheu & Chang, 2022). These include the R-squared ($R^2$) Test, Predictive Relevance ($Q^2$), and Path Coefficient Test (Path Analysis), each providing valuable insights into the model. From the table presented, we can understand the results of the analysis for the Inner Model or Structural Model in this study. Here is a description of these results:

R-squared ($R^2$) Test:

In this research, the effectiveness of the structural model was evaluated using the R-squared ($R^2$) Test to measure the extent to which variability in the dependent variable can be explained by its independent variables. $R^2$, as a coefficient of determination, provides critical insights into the strength of the relationships within the model. In the context of this study, the obtained $R^2$ values are 0.602 for variable Y and 0.532 for variable Z.

These $R^2$ values, according to the established criteria, indicate a moderate relationship between the independent and dependent variables. This suggests that while the independent variables significantly contribute to the dependent variable, other factors also play a role in explaining the variability of the variable. This means that although the model is capable of explaining most of the variability of the dependent variable, there is still room for additional explanation that may come from other variables or external factors not included in the current model.

This understanding is important for interpreting the results and highlights the importance of considering other factors or additional variables in future research. The $R^2$ values obtained not only affirm the validity of the model but also provide direction for further research, indicating areas where the model could be expanded or refined to enhance understanding of the dynamics affecting the dependent variable. Thus, the R-squared Test results contribute significantly to understanding how effectively the current model explains the relationships between variables in the context being studied.

Predictive Relevance ($Q^2$):

In this study, the predictive capability of the model was evaluated through the measurement of Predictive Relevance ($Q^2$), a key indicator in assessing how effectively the model predicts the dependent variable. $Q^2$, as a measure of predictive relevance, offers crucial insights into the model's ability to forecast unseen data and is a vital aspect in quantitative research using Structural Equation Modeling (SEM).

In the context of this research, the obtained $Q^2$ values are 0.250 for variable Y and 0.243 for variable Z. Both of these values significantly exceed the threshold of 0, indicating that the model has adequate predictive capability. This means that the variables within the

model are not only capable of explaining the existing data but also possess sufficient predictive power to forecast outcomes in samples or conditions not yet observed.

The positive $Q^2$ values achieved affirm that the proposed model in this study has substantial predictive relevance. This indicates that the variables within the model can be effectively used to predict the dependent variable, providing valuable insights for researchers and practitioners in the context being studied. Consequently, these results not only strengthen the validity of the model but also increase confidence in the model's ability to provide accurate and reliable predictions in practical settings.

Path Coefficient Test (Path Analysis)

In this study, the Path Coefficient Test (Path Analysis) played an essential role in measuring the strength and direction of the relationships between independent and dependent variables. Path coefficients, as the core of path analysis in Structural Equation Modeling (SEM), provide valuable insights into the magnitude of influence exerted by independent variables on dependent variables. Generally, path coefficient values significant below 0.5 or t-values above 1.96 indicate significant influence between variables. Conversely, significant values higher than 0.5 or t-values below 1.96 suggest a nonsignificant influence.

However, in this study, the table presented does not provide specific numerical data for the path coefficients, thus limiting the ability to draw more specific conclusions about the strength or significance of the relationships between the variables studied. Nonetheless, based on the existing results, this research shows that the structural model has adequate predictive capability, with independent variables contributing moderately to the variability of the dependent variable. This conclusion affirms the usefulness of the model in explaining existing relationships but also highlights the need for additional data that would strengthen the understanding of specific relationships between variables in the model. Therefore, further research with more specific data on path coefficients would be invaluable in affirming and deepening these findings, opening pathways for deeper insights and stronger practical applications.

Table 3. Hypothesis Testing Results Based on Path Analysis

| **Hypothesis** | **Test Results** | **Conclusion** |
|---|---|---|
| H1: there is a significant effect X1 has on Y | 0,009 | Significant |
| H2: there is a significant effect of X2 on Y | 0,037 | Significant |
| H3: there is a significant effect X1 has on Z | 0,025 | Significant |
| H4: there is a significant effect of X2 on Z | 0,000 | Significant |
| H5: there is a significant effect of Z on Y | 0,000 | Significant |
| H6: there is a significant indirect influence of X1 on Y through the variable Z | 0,488 | No Significant |
| H7: there is a significant indirect influence of X2 on Y through the variable Z | 0,002 | Signifikan |

In this study, the hypothesis testing conducted through path analysis provided significant insights into the relationships among the variables under investigation. Based on the test results, the extent to which the hypotheses proposed in this study are confirmed can be identified. The first hypothesis (H1) suggesting a significant influence of variable X1 on Y is supported with a test value of 0.009, indicating a significant relationship between these two variables. Similarly, the second hypothesis (H2), stating a significant influence of X2 on Y, also shows significant results with a test value of 0.037. This indicates that both independent variables (X1 and X2) have a significant influence on Y. Furthermore, the third (H3) and fourth hypotheses (H4), each testing the influence of X1 and X2 on Z, also show significant results with test values of 0.025 and 0.000, respectively. This indicates that both independent variables have a strong influence on variable Z.

The fifth hypothesis (H5), focusing on the influence of Z on Y, also receives strong validation with a test value of 0.000, affirming the critical role of Z in influencing Y. However, the results differ for the sixth hypothesis (H6), which explores the indirect influence of X1 on Y through Z. With a test value of 0.488, this hypothesis does not receive support and is considered insignificant. Conversely, the seventh hypothesis (H7), assessing the indirect influence of X2 on Y through Z, shows significant results with a test value of 0.002, affirming a significant indirect influence. Overall, the results of this hypothesis testing provide strong evidence of the various dynamic relationships among the variables studied. With the majority of hypotheses confirmed, this research contributes valuable insights into the relationships between product quality, customer service, consumer satisfaction, and consumer loyalty. However, findings regarding certain indirect influences indicate the complexity of these relationships and emphasize the need for a deeper understanding of the underlying dynamics.

## DISCUSSION

The data analysis results in this study offer significant insights into the influence of product quality and customer service on consumer satisfaction and loyalty. The hypothesis significance testing reveals interesting outcomes, mostly consistent with previous theories and research but also presenting some unique findings. Firstly, the results show a significant influence of product quality (X1) on consumer satisfaction (Z) and consumer loyalty (Y). These findings align with the research by Sheu & Chang (2022), which emphasizes the importance of quality in determining customer satisfaction. This consistency indicates that product quality remains a critical factor in influencing consumer satisfaction. Secondly, the results also confirm a significant influence of customer service (X2) on satisfaction (Z) and consumer loyalty (Y), in line with the research by Wahyuni & Ghozali (2019) findings underscore the role of quality customer service not only in creating satisfaction but also in fostering customer loyalty.

Thirdly, the results show that consumer satisfaction (Z) has a significant influence on consumer loyalty (Y). Vu et al., (2021) theory which states satisfaction as a prerequisite for loyalty. These findings confirm the importance of consumer satisfaction as a primary pillar in building and maintaining customer loyalty. However, this research reveals different findings regarding indirect influence. While the indirect influence of X2 (customer service) on Y (consumer loyalty) through Z (consumer satisfaction) is significant. This finding is intriguing as it implies that while product quality directly influences satisfaction and loyalty, its indirect path through consumer satisfaction is not as strong as expected. This may suggest that factors other than satisfaction may play a more significant role in linking product quality with consumer loyalty. Overall, these findings add new insights to the existing literature and demonstrate the complexity of the relationships between product quality, customer service, satisfaction, and loyalty. While most findings are consistent with existing literature, certain aspects, particularly regarding the indirect influence of product quality, offer areas for further exploration in future research.

## CONCLUSION

Based on the data analysis conducted, this study successfully answers the proposed hypotheses and achieves its goal of exploring the influence of product quality and customer service on consumer satisfaction and loyalty. The research findings confirm that product quality and customer service have a significant influence both directly and indirectly on consumer satisfaction and loyalty. However, the study also finds that the indirect influence of product quality through consumer satisfaction on consumer loyalty is not significant, offering a new perspective in the existing literature. In terms of implications, these findings provide valuable insights for business and marketing practitioners. Companies should prioritize improving product quality and customer service as key strategies to enhance consumer satisfaction and loyalty. Furthermore, these findings suggest that marketing

strategies should focus more on elements that can directly enhance consumer satisfaction to build sustainable loyalty.

However, this study is not without limitations. One such limitation is the sample being restricted to specific consumers, which may not fully represent a broader population. Additionally, the study only measures consumer perceptions at a single point in time, necessitating longitudinal studies to understand the dynamics of changing consumer satisfaction and loyalty over time. Based on these findings and limitations, the recommendation for future research is to delve deeper into other factors that may influence consumer loyalty. Further research could also be conducted with a more diverse sample and through a longitudinal approach to gain a more comprehensive understanding of the influence of product quality and customer service on consumer satisfaction and loyalty across various contexts and time periods.

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