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## The Influence of Product Quality and Brand Image on Customer Loyalty through Customer Satisfaction on *Preloved* Products

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### Abstract

*This study aims to determine partially or simultaneously the effect of product quality and brand image on customer loyalty with customer satisfaction as an intervening variable on preloved bag products at the online store Fafacordelia store. The population in this study were all customers of the online shop Fafacordelia store with a sample of 100 respondents. The sampling technique is through a sampling technique with the criteria of customers who have purchased the product more than 2 times by distributing questionnaires through the google form. The results of this study indicate that product quality and brand image have a positive effect on customer loyalty, as well as customer satisfaction as an intervening variable on customer loyalty of preloved bags at Fafacordelia store partially or simultaneously. Based on this research, it can be concluded that product quality and brand image have a positive and significant effect on customer loyalty of preloved bags with customer satisfaction as the intervening variable.*

**Keywords:** *Product quality, Brand image, Customer loyalty, Customer satisfaction.*

### Abstrak

Penelitian ini bertujuan untuk mengetahui secara parsial atau simultan pengaruh kualitas produk dan citra merek terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening pada produk tas preloved di toko online toko Fafacordelia. Populasi dalam penelitian ini adalah seluruh pelanggan toko online toko Fafacordelia dengan sampel sebanyak 100 responden. Teknik pengambilan sampel melalui teknik sampling dengan kriteria pelanggan yang telah membeli produk lebih dari 2 kali dengan menyebarkan kuesioner melalui google form. Hasil penelitian ini menunjukkan bahwa kualitas produk dan citra merek berpengaruh positif terhadap loyalitas pelanggan, serta kepuasan pelanggan sebagai variabel intervening terhadap loyalitas pelanggan tas preloved pada toko Fafacordelia secara parsial maupun simultan. Berdasarkan penelitian ini dapat disimpulkan bahwa kualitas produk dan citra merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan tas preloved dengan kepuasan pelanggan sebagai variabel interevening.

Kata Kunci: Kualitas Produk, Citra Merek, Loyalitas Pelanggan, Kepuasan Pelanggan

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## INTRODUCTION

The phenomenon of *fashionable* style in Indonesia is growing rapidly. This is due to the advancement of technology and the flow of information that makes Indonesian people more open to global developments. It is undeniable that fashion *trends* in Indonesia are heavily influenced by western

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fashion styles. Many women want to look fashionable with items that have a good image and look like the people or *public figures* they often see and like. This fashion *trend* itself is a value in itself for women, where they always want to follow the flow of fashion that is in high demand or used by others, such as having a good and famous brand. The desire to have quality fashion with well-known brands makes most Indonesians interested in buying fashion at a more affordable price.

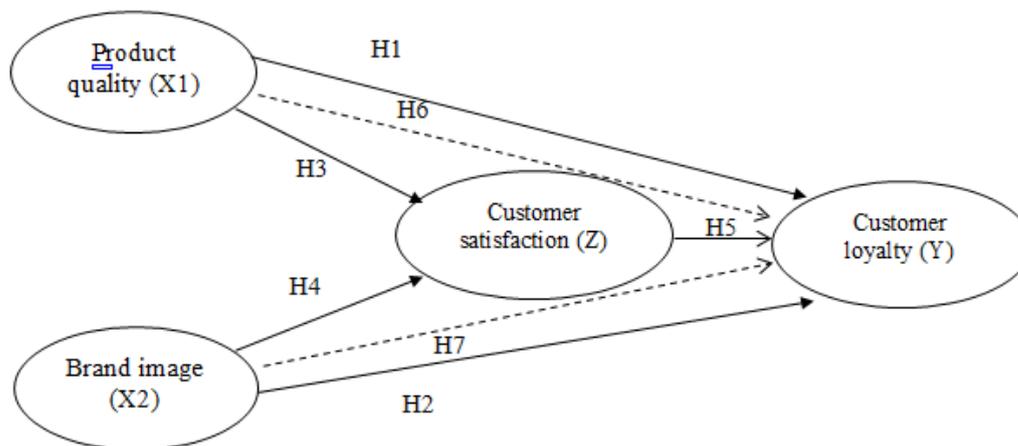
Customer loyalty can be said as a person's willingness to continue to buy products or services from a company in the long term have a feeling of always wanting to buy, future intentions, and the desire to recommend products to others. Or simply someone is said to be loyal to a product when consumers make repeated purchases of the product, not only because of the demands of needs but also because of a great desire. Ali Hasan (2008) states that customer loyalty is defined as people who buy, especially those who buy regularly and repeatedly. A customer is someone who has made a purchase more than once and has done it continuously for a product to satisfy his or her wants. Creating a loyal attitude to customers is very important because it involves the future of the company in the future. For this reason, the company must be able to strengthen its products to continue to attract customers both in terms of product quality and the image of the product itself. Consumer perceptions of product quality will shape preferences and attitudes which will later influence the decision to buy or not a product. This is by the opinion of Kotler and Keller (2016), stating that product quality is the ability of an item to provide results or performance that are even more than what the customer wants. Meanwhile, according to Mowen (2012), product quality is an overall evaluation process to customers for improving the performance of a product. A person's desire to actualize himself through the use of branded goods seems to have become a lifestyle of the person himself. The reason consumers buy well-known brands is that purchasing branded products can increase their social status (Santoso, 2011). Besides that, there are several things about this, consumers buy a product and not only to get the benefits of the function of the item but also as a symbolic signal. Kotler (2006) states that brand image is a vision and belief that is hidden in the minds of consumers, as a reflection of associations that are retained in consumers' memories. Consumers' choice of buying decisions is not only influenced by their personality but also their self-concept and brand associations with their personality and interests.

In general, satisfaction is an expression of one's feelings or emotions towards something tone found. In terms of marketing, satisfaction is a person's feeling of pleasure or disappointment with the products or services they buy in the form of use-values and functions provided by these products. which is good for repeat purchases and the formation of customer loyalty and form *word of mouth recommendations*. Which is profitable for the company (Tjiptono, 2008). This means that when someone buys a product, consumers will have expectations for the product. The development of the *preloved shopping* business can be seen from the number of *preloved fashion online* stores such as *e-commerce sites* on Shopee live and on other social media. The fashion items that are sold are *branded fashion* which is much sought after by the city community. Even *offline preloved shopping stores* are also convenient to visit. Already stay away with the perception of people towards shopping for *second* in antiquity was carried out at the flea market with an uncomfortable atmosphere (Fatima, 2016).

This study took a study on the *Fafacordelia Store online store* which is located in Malang city. The store is a store that sells *preloved* branded bags such as Gucci, Chanel, Prada, Louis Vuitton, and various other world bag *brands* through the *E-commerce* Shopee live media. Empirical evidence to start this research is by looking at the results of previous research conducted by Damayanti and Wahyono (2015) with the results of the study showing that each variable has a positive and significant influence on other interdependent variables.

## LITERATURE REVIEW

Product quality is the physical condition, nature, and use-value or function of a product based on the level of quality provided by a product to consumers. Which includes performance, features, reliability, suitability, durability, aesthetics, and accuracy of product quality (Kotler and Keller, 2009). Brand image is a perception that arises in the minds of consumers of a product or service, whether it is a good or bad perception which includes product attributes, *benefits*, and *brand attitude*. (Kotler and Keller, 2016). Customer satisfaction is the emotional feeling felt by the customer after purchasing a product. The indicators include feeling satisfied, recommending products to others, and meeting customer expectations after buying (Irawan, 2008). Customer loyalty is the attitude of consumers after consuming a product or service with the benchmark that consumers make repeat purchases at the same company (Tjiptono, 2007). In this study, the researcher uses quantitative data, namely, data that can be interpreted as research data based on *positivism* used to examine certain populations and samples, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative statistics to be able to test the hypothesis that the researcher has set (Sugiyono, 2009). In this study, the data taken were sourced from primary data, namely data that was first recorded and collected by researchers (Sanusi, 2011).



**Figure 1.** Hypothesis Formulation

Based on the theoretical study above and supported by previous research, it can be used as a reference in compiling this research with exposure to the formulation of the problem can be formulated as follows:

- H1:** Product quality has a positive and significant effect on customer loyalty
- H2:** Brand image has a positive and significant effect on customer loyalty
- H3:** Product quality has a positive and significant effect on customer satisfaction
- H4:** Brand image has a positive effect on customer satisfaction
- H5:** Customer satisfaction mediates significantly on customer loyalty
- H6:** Product quality indirectly has a positive effect on customer loyalty through customer satisfaction
- H7:** Brand image has a positive and significant indirect effect on customer loyalty through customer satisfaction.

## RESEARCH METHOD

This research is located at the Fafacordelia *Store* online *preloved* bag *store*, precisely at Akordian Tunggulwulung Malang City. The type of research used in this research is quantitative research, namely research methods based on the philosophy of positivism. The population of this study is people or consumers who have bought *preloved* bag products at the Fafacordelia *store* through shop live and have bought the product more than twice. The minimum number of samples for descriptive research is 100 respondents (Widayat, 2004). The sampling technique in this research is using purposive sampling which is part of non-probability sampling. The primary data collection technique is in the form of a questionnaire (questionnaire distribution). Research data will be distributed in the form of questionnaires to 100 respondents *online* via a google form. The data scaling technique used in this research is using a Likert scale. According to Sanusi (2011), the Likert scale is a scale based on the sum of the attitudes of respondents in responding to statements related to the indicators or variables being measured. The alternative answers of respondents in this study can be measured by the category of scoring with the category of strongly agree (SS) which is given a value of 5, agree (S) is given a value of 4, neutral (N) is given a value of 3, disagree (TS) is given a value of 2 and strongly disagree (STS) is given a score of 1. Classic assumption test is a test conducted by researchers before performing the test path analysis (*Path Analysis*).

## RESULTS AND DISCUSSIONS

All instrument variables of product quality, brand image, customer loyalty, and customer satisfaction have a correlation coefficient greater than the r-table so that it can be said to be valid.

**Table 1.** Reliability Test Results

No	Variable	Alpha Coefficient	Information
1	Product Quality	0.929	Reliable
2	Brand Image	0.995	Reliable
3	Customer Loyalty	0.983	Reliable
4	Customer Satisfaction	0.81	Reliable

Source: Data Processing, 2021

Based on table 1, it can be seen that the reliability of the research questionnaire for the variables of Product Quality, Brand Image, Customer Loyalty, and Customer Satisfaction is good because the Alpha coefficient is more than 0.8, it is because *Cronbach's Alpha* coefficient is above 0.6.

**Table 2.** Normality test

Information	Unstandardized Residual
N	100
Normal parameters	
mean	0.0000000
Std. deviation	1.63323746
Most extreme differences	
Absolute	0.081
Positive	0.077
negative	-0.081
Test Statistics	0.081
asympt. Sig. (2-tailed)	0.103

The table above means that based on the results of the normality test, it is known that the significance value is 0.103 which indicates if  $> 0.05$ , it can be concluded that the residual value is normally distributed.

**Table 3.** Multicollinearity Test

Variable	Tolerance	VIF	Information
Product quality	0.452	2,214	There is no multi-community
Brand Image	0.839	1,192	There is no multi-community
Customer satisfaction	0.504	1,984	There is no multi-community

Source: SPSS 25

Based on the table above, the tolerance value of product quality is 0.452, brand image is 0.839 and customer satisfaction is 0.504 and all independent variables are more than 0.1 then it means that there is no multi-community. Based on the value of VIF, Product Quality is 2.214, Brand Image is 1.192, and Customer Satisfaction is 1.984, which means less than 10, it is concluded that there is no multi-community, both seen from the tolerance value and VIF.

**Table 4.** Heteroscedasticity Test

Variable	Sig.	Information
Product quality	0.455	There is no heteroscedasticity
Brand Image	0.501	There is no heteroscedasticity
Customer satisfaction	0.702	There is no heteroscedasticity

The table above shows the results of Product Quality, Brand Image, and Customer Satisfaction are 0.455, 0.501, and 0.702. This means that the result is more than 0.05 then there is no heteroscedasticity in the model.

**Table 5.** Autocorrelation Test

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate	Durbin-Watson
1	,711 <sup>a</sup>	,505	,490	1,659	1,989

The value of  $n$  is 100, the value of  $d$  is 1.989, the value of  $dl$  is 1.6131, the value of  $du$  is 1.7364,  $4-dl=4-1.6131=2.3869$  and  $4-du=4-1.7364=2.2636$  so that it is found that  $du < d < 4-du$  is  $1.7364 < 1.989 < 2.2636$ , which means that there is no autocorrelation.

**Table 6.** Testing the Coefficient of Path Analysis Model III

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Beta		
1 (Constant)	-1.909		-,791	,431
Product quality	,246	,393	3,677	,000
Brand Image	,162	,208	2,647	,009
Customer satisfaction	,604	,264	2,610	0,01

a. Dependent Variable: Customer Loyalty

From tables 6 it can be concluded that the output of the regression model III can be seen the significance value of the three variables, namely product quality (X1) = 0.000 less than 0.05, brand image (X2) = 0.009 smaller than 0.05, and Customer satisfaction (Z) = 0.011 is smaller than 0.05. These results conclude that regression model III, namely the Product Quality variable (X1) has an effect on Customer Loyalty (Y) Brand image (X2) has an effect on customer loyalty (Y) and Customer Satisfaction (Z) has an effect on customer loyalty (Y). Analysis of the influence (X1) on customer loyalty (Y) through customer satisfaction (Z) of 0.393. While the indirect effect of X1 through Z on Y is the multiplication between the beta value of X1 to Z with the beta value of Z to Y, namely:  $0.393 \times 0.264 = 0.104$ . Then the total effect given by X1 to Y is the direct effect plus the indirect effect, namely:  $0.393 + 0.104 = 0.497$ . Based on the calculation results above, it is known that the direct influence value is 0.393 and the indirect effect is 0.104, which means that the indirect effect is greater than the direct influence value, this result indicates that X1 through Z indirectly has a significant effect on Y.

Analysis of the influence of brand image (X2) on customer loyalty (Y) through customer satisfaction (Z) of 0.208. While the indirect effect of X2 through Z on Y is the multiplication between the beta value of X2 to Z with the beta value of Z to Y, namely:  $0.208 \times 0.264 = 0.055$ . Then the total effect given by X2 to Y is the direct effect plus the indirect effect, namely:  $0.208 + 0.055 = 0.263$ . Based on the results of the above calculations, it is known that the direct influence value is 0.208 and the indirect effect is 0.263, which means that the indirect effect is greater than the direct influence value, these results indicate that X2 through Z indirectly has a significant effect on Y. The value of R Square contained in the table above is 0.505, this shows that the contribution of Product Quality (X1), Brand Image (X2), and Customer Satisfaction (Z) to Customer Loyalty (Y) is 50.5%, while the remaining 49.5% is a contribution from other variables not included in the study.

**Table 7.** T-test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,814	1,642		1,714	0,090
	Product quality	,364	0,050	,583	7,229	,000
	Brand Image	,154	,063	,197	2,446	0,016

a. Dependent Variable: Customer Loyalty

In conducting the t-test, the researcher paid attention to the significance value of each variable from the regression results in table 7. it is known that the product quality variable is 0.000, and brand image is 0.016,  $<0.05$ , and  $t \text{ count } 7.229, 2.446 > t \text{ table } 1.66023$ . Therefore, it can be concluded that H1, H2 are accepted, which means that there is an influence on Y, namely customer loyalty.

**Table 8.** T-test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.909	2,412		-,791	,431
	Product quality	,246	,067	,393	3,677	,000
	Brand Image	,162	,061	,208	2,647	,009
	Customer satisfaction	,604	,232	,264	2,610	0,011

a. Dependent Variable: Customer Loyalty

Source: SPSS 25

In conducting the t-test, the researcher paid attention to the significance value of each variable from the regression results in table 8. It is known that the product quality variable is 0.000, brand image is 0.009 and customer satisfaction is 0.011,  $<0.05$  and t count is 3.677, 2.647, 2.610  $>$  t-table 1.66023. So it can be concluded that H3, H4, H5, are accepted, which means that there is an influence on Y, namely customer loyalty.

**Table 9.** Mediation Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	-	2,412		-,791	,431
	1,909				
Product quality	,246	,067	,393	3,677	,000
Brand Image	,162	,061	,208	2,647	,009
Customer satisfaction	,604	,232	,264	2,610	0,011

a. Dependent Variable: Customer Loyalty

Source: SPSS 25

From table 9, it is proven that this study uses the Sobel test which shows the results of the mediation effect. It is found that the count value from the test results is higher than the t table test, namely 3.677, 2.647, 2.610  $>$  1.66023, which means the results have a significant effect. The results obtained by researchers on the effect of product quality on customer loyalty that there is a positive and significant influence. Where the cause of the positive and significant influence between product quality and customer loyalty is because respondents feel that the quality of the bags sold by the Fafacordelia store is very good even though it is a *preloved* bag, so customers are very loyal to buy bags at the Fafacordelia store. The results obtained by the researchers indicate that their image has a positive and significant effect on customer loyalty, which means the better the brand image sold, the more loyal customers will be to the product and will repurchase at the Fafacordelia store that sells *branded* but *preloved* goods. A good brand image is one of the factors that cause customers to be loyal to *preloved* bag products at fafacordelia. The results of research conducted by researchers indicate that quality has a positive and significant effect on consumer satisfaction, which means it can be concluded that the good quality of a product will meet and even exceed customer expectations to create customer satisfaction. *Preloved* bag customers at fafacordelia realize that the quality of the bags sold is so good that it triggers them to buy and feel satisfied.

The results of the test explained that there is an influence of brand image quality on customer satisfaction. This is because the brand image variable has a direct influence on customer satisfaction. So that customers buy goods at the Fafacordelia store and they know that *online* it is a *preloved* bag. In addition to the quality possessed by *preloved* bags at the fafacordelia store, the products offered are also balanced with the brand image of the product itself. So that customers are attracted to products that have a well-known brand image even though the product is used. The results showed that the positive influence of customer satisfaction on customer loyalty, it can be said if the customer is dissatisfied with a product, it will be positive loyalty, increasing customer perceived satisfaction Fafacordelia store it will increase customer loyalty. This shows that customer expectations for the products and services provided have been fulfilled by the Fafacordelia store so that customers feel satisfied. The results of the analysis show that product quality affects customer loyalty through customer satisfaction. The better the quality of the product, the direct effect on customer loyalty through customer

satisfaction. Consumers will not refuse and protest with the satisfaction they get if the quality of the products produced is good. Consumers will buy products at the Fafacordelia *store* based on the quality of their products, usually, they will have high loyalty compared to customers who buy with price orientation. The results of research conducted by researchers indicate that satisfaction mediates the effect of brand image on consumer loyalty, which means that brand image can have a direct or indirect effect on customer loyalty. The better the brand image in the Fafacordelia *store*, the customers will feel satisfied buying at the Fafacordelia store so that customer loyalty will increase. Fafacordelia customers consider the brand image of the product being sold. So that these products have good value for fafacordelia *store* customers.

## CONCLUSIONS

Based on the results of the analysis and discussion that has been carried out in the previous chapter, it can be concluded that product quality has a positive influence on customer loyalty at the Online Shop for Preloved Bags. This means that the better the product quality, the better the level of customer loyalty. Brand image has a positive influence on customer loyalty at the Online Shop for Preloved Bags. Product quality has a positive effect on customer satisfaction at the Online Shop for Preloved Bags at the Fafacordelia Store. This means that the better the quality of the product, the higher the level of customer satisfaction. Brand image has a positive influence on customer satisfaction at the Online Shop for Preloved Bag. Customer satisfaction has a positive influence on customer loyalty at the Online Shop for Preloved Bags at the Fafacordelia Store. This means that the more satisfied the customer, the more loyal the customer will be. There is a positive and significant indirect effect on product quality on customer loyalty through customer satisfaction at the Online Shop for Preloved Bags at the Fafacordelia Store. This can be interpreted that the better the quality of the product through customer satisfaction, it will indirectly cause the customer to be loyal. There is a positive and significant indirect influence on the brand image on customer loyalty through customer satisfaction at the Online Shop for Preloved Bag Products at the Fafacordelia Store. This can be interpreted that the better the brand image through customer satisfaction, it will indirectly lead to loyal customers. Based on the conclusions and limitations of the study, the researcher provides suggestions for improvement of further research by considering the following It is hoped that future researchers will add other variables that can affect customer loyalty. For further research, it is expected that observation items should be added. Further research should try other types of companies other than preloved.

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