



DOI: <https://doi.org/10.38035/sijse>.
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The Influence of Product Quality on Customer Satisfaction Through Loyalty

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Abstract: This study aims to analyze the effect of product quality on customer satisfaction and loyalty in the context of marketing management. Customer loyalty is a valuable asset for a company, where customer satisfaction plays an important role in creating loyalty. Good product quality can increase customer satisfaction, which in turn will encourage repeat purchases and recommendations to other potential customers. This study uses a qualitative method through a literature study that examines various sources related to marketing management, customer satisfaction, and loyalty. The results of the study indicate that there is a positive influence between product quality and customer satisfaction on customer loyalty. Thus, product quality not only affects satisfaction but also plays an important role in building sustainable customer loyalty. These findings underline the importance of companies to continue to improve product quality to ensure customer satisfaction and loyalty .

Keyword: Product Quality, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

The role of marketing management today is no longer aimed at designing strategies to attract customers, but also to keep those customers loyal to the company. With loyal customers, companies can attract new customers, because one of the characteristics of loyal customers is their tendency to recommend the company to others (Fahmi and Soumi 2022) . Customers who become loyal are very valuable assets for the company. Customer satisfaction is a major factor in creating loyalty, because satisfied customers tend to be more loyal (Aryani and Rosinta 2010). Product quality, namely the company's ability to meet customer expectations through the products they offer, is also very important (Kotler 2005) . In general, loyalty means loyalty that arises naturally without coercion, but rather on the basis of past awareness. The company's efforts to create satisfaction more often influence customer attitudes, while loyalty explains their behavior more. Consumers who continue to buy the same product, even though the product is rare in the market, show a strong commitment, even willing to give recommendations to friends, to

If consumers are satisfied with the products they buy, this will encourage them to remain loyal, thus potentially making repeat purchases in the future. states that loyalty occurs when customers have a positive attitude towards a brand, are committed to the brand, and intend to continue their purchases in the future (Mashuri 2020) . Good product quality is one effective way to increase customer loyalty, where the hope is that customers will return to make transactions

Therefore, this study will examine the effect of Product quality on customer satisfaction. This article discusses the effect of Product quality on Customer Satisfaction, a study of Marketing Management literature. The purpose of containing article questions that must be explained in the discussion and answered in the conclusion.

METHOD

The method of writing this research article is with a qualitative method and literature study or Library Research. Reviewing literature books in accordance with the theories discussed especially in the scope of Marketing Management. All cited scientific articles are sourced from Mendeley and Google Scholar. One of the main reasons for conducting qualitative research is that the research is exploratory in nature (Limakrisna and Ali 2016)

RESULTS AND DISCUSSION

Review relevant articles as a basis for formulating research hypotheses by explaining the results of previous research, based on relevant research as proposed in table 1 below.

Table 1 Previous Research Results

No	Title	Method	Results	Hypothesis
1	The Influence of Service Quality and Product Quality on Consumer Loyalty with Customer Satisfaction as an Intervening Variable (Study on Consumers of Yenita Konveksi in Gubug District) (Wulansari and Widowati 2022)	Path Analysis Method	The total influence of the Product Quality variable through the Customer Satisfaction variable on Consumer Loyalty is $0.185 + 0.243 = 0.428$.	H1, H2, H3
2	The Influence of Service Quality and Product Quality On Customer Satisfaction And Consumer Loyalty Happy Garden Restaurant Surabaya (Wulansari and Widowati 2022)	path analysis	Product quality at Happy Garden restaurant has a positive and significant influence on Happy Garden restaurant customer satisfaction. This means If product quality is improved then consumer satisfaction will increase Happy Garden restaurant will also increase.	H1,H2,H3
3	The Influence of Product Quality and Price on Consumer Loyalty with Consumer Satisfaction as an Intervening Variable (Bali 2022)	path analysis	The results obtained show that the influence of product quality and price based on the first structural equation on consumer satisfaction both combined and partially and the influence of product	H1,H3

			quality, price and consumer satisfaction on the second structural equation significantly influences consumer loyalty both combined and partially.	
4	The Influence of Product Quality on Customer Satisfaction (Afnina and Hastuti 2018)	Simple Linear Regression Analysis	product quality have a significant influence on customer satisfaction.	H2
5	The Influence of Product Quality and Service Quality Towards Customer Satisfaction (Ibrahim and others)	Multiple regression	the coefficient value is positive between the quality products with consumer satisfaction, the higher the level of quality of service provided then consumer satisfaction will be higher.	H2
6	The Influence of Product Quality, Price, and Promotion Towards Customer Loyalty (Cardia, Santika, and Respati 2019)	Linear regression double	product quality has a positive effect on customer loyalty	H1
7	The Influence of Customer Satisfaction on Customer Loyalty at the Dumilah Water Park Madiun Tourist Attraction (Husodho 2015)	Simple Linear Regression Analysis	The results that obtained from the regression line $Y = 29.981 + 0.505X$, which means that if when satisfaction If the number of customers increases by 1% then customer loyalty will increase by 0.505%	H3
8	Service Quality and Customer Satisfaction Towards Loyalty to Bank BJB (Atmaja 2018)	regression analysis	customer satisfaction has very strong correlation with loyalty known from the value of r of 0.928.	H3

Based on the problem statement, relevant discussions and research, the conceptual framework of this article was obtained as shown in Figure 1 below.

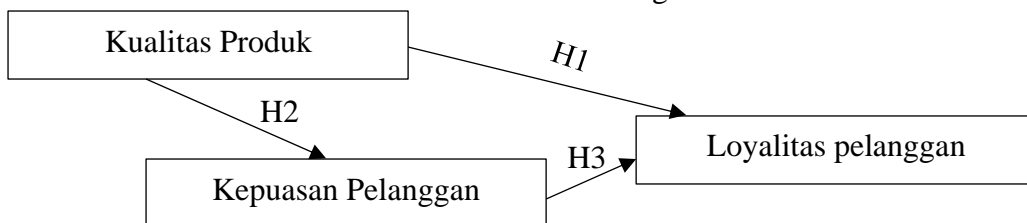


Figure 1 Framework of Thought

DISCUSSION

Quality is an effort made by a company to ensure that the product has standards that meet customer needs. According to Kotler and Keller (2016), product quality includes all features and characteristics that determine the product's ability to meet the needs desired or expected by customers, (Hernikasari, Ali, and Hadita 2022) both explicitly and implicitly. Mowen and Minor (Kurriwati 2015) define product quality as the customer's overall assessment of how good the goods or services are received. (Setyo 2016) added that product quality is the ability of a product to meet customer desires or exceed customer expectations. Likewise, according to (Qibtiyana and Ali 2023) that consumers need encouragement that will help high sales in promoting the products being sold.

Based on these opinions, it can be concluded that product quality involves various aspects of appearance and characteristics that provide important value in fulfilling customer desires. Good quality not only meets customer needs but also creates trust and closer relationships between customers and producers. Such as research conducted by (Wulansari and Widowati 2022) which states that there is a positive influence between the Influence of Product Quality through Customer Satisfaction variables on customer loyalty.

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is thought of against the expected performance (Kotler and Keller 2009). Customers who feel happy are expected to use the product from time to time. Customer satisfaction is seen as a multidimensional concept that involves products, costs, ease of facilities, technical aspects (services) and interpersonal and final results (Kotler and Keller 2009) . Such as research that has been conducted by (Atmaja 2018) which states that there is a positive influence of customer satisfaction through product quality variables on customer loyalty .

Customer loyalty requires customers who are truly loyal to the products and services provided by the company. The lack of companies in maintaining customer loyalty can be seen in the number of companies that only increase profits without considering the quality and service that should be provided to customers. In forming these customers, there is an influence from product quality and service quality. Product quality should have performance, reliability, additional features, and quality that is perceived by customers (Familiar and Maftukhah 2015) . Such as research that has been conducted by (Wulansari and Widowati 2022) which states that there is a positive influence between the influence of customer loyalty through product quality variables through customer satisfaction.

CONCLUSION

This study confirms that customer satisfaction is an intervening variable that plays an important role in linking product quality to customer loyalty. Satisfaction resulting from positive experiences with products encourages customers to make repeat purchases and remain loyal to the brand. Therefore, companies must continue to improve product quality to create high satisfaction, which in turn will build customer loyalty and help companies attract new customers through recommendations.

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