

# The Role Of Customer Satisfaction In Mediating The Influence Of Product Quality And Sales Promotion On Customer Loyalty

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## Abstract:

**Background** The purpose of this research is to determine and analyze the relationship between product quality and sales promotions on customer loyalty and the role of customer satisfaction as a mediator. This research was conducted on CV. Gunung Tirta Mulia. whose address is in Bekasi, West Java, Indonesia

**Materials and Methods:** The entire research population was sampled, namely 64 customers. The data collection process uses a questionnaire. Data were analyzed with the Smart-PLS program.

**Results & Conclusion:** The research results show that product quality and sales promotions have a positive and significant effect on customer satisfaction. Customer satisfaction shows a positive and significant influence on customer loyalty. Product quality shows a positive and significant influence on customer loyalty. Sales promotions show an insignificant positive effect on customer loyalty. Customer satisfaction does not mediate the influence of product quality on customer loyalty, but customer satisfaction successfully mediates the influence of sales promotions on customer loyalty.

**Key Word:** Customer Satisfaction, Product Quality, Sales Promotion, Customer Loyalty

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## I. Introduction

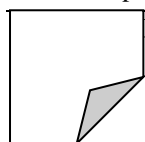
Increasing competition in the business world makes competition increasingly fierce and it becomes difficult to retain consumers. Understanding consumers is important in implementing marketing strategies in the future (Simarmata et al, 2021). With so many choices in the food industry today, consumers are free to choose products that suit consumer needs and desires. That way, every company competes to create loyalty. Customer loyalty to a product and how consumers consciously make repeat purchases is defined as loyalty (Tjiptono, 2014). The company of course hopes to retain its customers for a long time. The company's success in creating and maintaining customer loyalty has become an asset owned by the company.

The factors for creating customer loyalty stated by Doyo in (Siregar N.A., 2019) include price, product quality, brand image, comfort and ease of using the product and service quality. According to Swastha and Handoko in (Regita & Kusnanto, 2021) customer loyalty is influenced by business location, promotions, displays and store atmosphere.

Product quality can increase customer loyalty, as stated by (Cardia et al, 2019). Several assessments and studies prove that product quality makes a significant positive contribution to increasing customer loyalty in restaurants in Kendal (Widayatama & Lestari 2018). Other research conducted by (Manurung, 2019), (Gultom & Ngatno, 2020) also obtained results that product quality has a positive and significant influence on customer loyalty. However, research conducted by (Wantara & Tambrin, 2019) found that product quality has no effect on customer loyalty. Such as research conducted by (Budiono, 2021), (Nasution & Firmayasa, 2022) and research by (Hardiyanti & Nefianto, 2023) also obtained results that product quality does not affect customer loyalty.

Apart from product quality, sales promotions are something that supports increasing customer loyalty as stated by Mei in (Cardia et al, 2019). This argument is based on research conducted by (Manurung, 2019), (Sugiyanto & Aprioman, 2021), (Sari & Lestariningsih, 2021) which suggests that sales promotions can increase customer loyalty. However, research with different results was obtained (Candra et al., 2022), (Lawrance et al., 2022) and also (Pratama et al., 2023) which said that sales promotions have no influence on customer loyalty.

Given the discordant research results, the researcher believes in adding an intermediary variable which is expected to help explain the relationship between product quality variables and sales promotions on customer loyalty. Researchers chose customer satisfaction as a mediating variable because it is one of the factors in creating customer loyalty according to Doyo in (Siregar N.A., 2019). Apart from that, customer satisfaction has a close relationship with customer loyalty according to Murali et al in (Abror et al, 2019).



## **II. Theoretical Review And Hypothesis**

### **Customer Loyalty**

Loyalty is said to be a consumer's commitment to repurchase a product or even subscribe, even though in the future there is influence from other parties that has the potential to change consumer choices (Kotler & Keller, 2021). Commitment in choosing a product and making long-term purchases is a form of consumer loyalty, as stated by Tjiptono (Santoso, 2019).

In increasing customer loyalty, the most influential factors said by Swastha and Handoko in (Regita & Kusnanto, 2021) include price, product quality, service quality, location, promotions, displays, store atmosphere. This statement was reinforced by Doyo in Siregar N.A., (2019) who said that loyalty is created by looking at the price and quality of the product, brand image, comfort, and ease of using the product, customer satisfaction, service quality and product guarantee. In assessing customer loyalty, there are several indicators stated by Kotler and Keller in (Regita & Kusnanto, 2021), including (1) Fulfilled expectations, (2) Repeat Purchase, (3) Word of Mouth, (4) Can convince consumers to buying, (5) Feeling responsible for the company's continued success. According to Sangadji and Sopiah in (Putra, 2021) there are six indicators that can be used to measure customer loyalty in this research, including: (1) Repeat purchases, (2) Habits of consuming a brand. (3) High liking for a brand, (4) Sticking with a brand, (5) belief that a particular brand is the best brand, (6) Recommending the brand to other consumers.

### **Customer satisfaction**

According to Kotler and Keller in (Indrasari, 2019) satisfaction is a feeling of happiness or even disappointment from a customer that arises after comparing the expected product with what is obtained. As said by Tjiptono in (Ritonga et al, 2020), satisfaction is a customer response to a product, on the basis that the product can meet customer needs.

Factors that can influence customer satisfaction as stated by Handi in (Adhari, 2021) include (1) Product quality, (2) Service quality, (3) Emotional, (4) Price, (5) Distribution channels. This statement was echoed by Lupiyoadi in (Adhari, 2021) regarding the factors of customer satisfaction, including, (1) product, (2) Location, (3) Promotion, (4) People, (5) Process, (6) Service consumer. Cronin and Taylor said in (Rifai, 2019) that customer satisfaction and loyalty can influence each other because satisfaction is an emotional and subjective assessment. According to Mittal in (Rifai, 2019) the factor that can influence loyalty is customer satisfaction. Lau and Lee's statement in (Rifai, 2019) also strengthens and explains that satisfaction has a direct and indirect impact on customer loyalty. In assessing customer satisfaction, there are several indicators stated by Nauman and Giel in (Sulistyo, (1998) and Setyawati in (Wirawan et al, 2019) including (1) Service, (2) Price, (3) Overall satisfaction, (4) Expectations.

H1 : Customer Satisfaction Has a Positive and Significant Influence on Customer Loyalty.

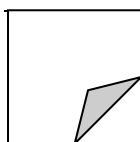
### **Product quality**

According to (Budiono, 2021) product quality is defined as an item offered to consumers with the aim of meeting consumer needs and desires. Product quality is said by Kotler in (Gultom & Ngatno, 2020) that the ability of a product to be used according to its function in the aspects of durability, reliability and convenience is the definition of product quality. In assessing product quality, there are several indicators mentioned by Sudarman in (Putra, 2021), including, (1) Various product variations, (2) Product durability, (3) Conformity of quality with specifications provided by the manufacturer, (4) Packaging appearance on products, (5) Better quality than competing products. Product quality is something that is seen to create customer satisfaction, this is supported by the statement of Puspitasari and Ferdinand in (Ibrahim & Thawil, 2019) who say that when customers feel satisfied or not after using the product offered by the manufacturer, this is based on the quality obtained, therefore the quality of a product has a close relationship to customer satisfaction, as well as customer loyalty. Product quality has a relationship with customer loyalty. As stated by (Lengkong et al, 2021), customer loyalty will increase when the level of quality offered by the manufacturer is high.

H2: Product Quality has a Positive and Significant Influence on Customer Satisfaction.

H3: Product quality has a positive and significant influence on customer loyalty.

Because there is previous research that is not in harmony regarding the relationship between product quality and customer loyalty. Like research conducted by (Rosyihuddin, 2020) who said that product quality has an influence on customer loyalty, however, on the contrary, the results explained by (Hardiyanti & Nefiato, 2023) said that product quality has no influence on customer loyalty. In this way, researchers place customer satisfaction as a mediating variable and hope to be able to explain the complex relationship related to product quality and customer loyalty. Based on these arguments, the research hypothesis is built as follows.



H4: Product quality has a significant influence on customer loyalty through customer satisfaction as a mediating variable.

### **Sales promotion**

According to Tjiptono in (Pratama A., 2019), promotion is essentially a marketing communication activity to influence and persuade consumers, so that consumers can buy and be loyal to the products offered. Sales promotion as stated by Kotler & Armstrong in (Pratama A., 2019) is an incentive given by producers to consumers so as to create an increase in the buying and selling process of a product. In assessing sales promotions, there are several indicators stated by Kotler and Keller in (Darmawan et al, 2019), including (1) Frequency of promotions, (2) Quality of the promotion itself, (3) Quantity of promotions, (4) Timing of promotions, (5) Determination of promotional targets.

Promotion aims to increase sales, one of them. Sales promotions are interconnected with customer satisfaction and loyalty, this is explained by Kotler & Keller in (Aminudin et al, 2022) who say that sales promotions can be influenced by satisfaction. According to Ramanathan et al in (Permatasari & Santosa, 2021) customer satisfaction can be increased by carrying out sales promotions in the form of providing incentives that can attract customer satisfaction. Likewise, the relationship with customer loyalty is considered to have a strong attachment. Mei's statement in (Cardia et al, 2019) states that loyalty can be influenced by marketing in the form of advertising or sales promotions.

H5: Sales Promotions Have a Positive and Significant Influence on Customer Satisfaction.

H6: Sales Promotions Have a Positive and Significant Influence on Customer Loyalty.

Because there is previous research that is not in harmony regarding the relationship between sales promotions and customer loyalty. Like research conducted by (Sugiyanto & Aprioman, 2021) who said that promotions have an effect on customer loyalty, but in contrast to the results explained by (Pratama et al., 2023) who said that sales promotions have no effect on customer loyalty. In this way, researchers place customer satisfaction as mediating variable and is expected to explain the complex relationship related to sales promotions on customer loyalty. Based on these arguments the research hypothesis is built as follows.

H7: Sales promotions have a significant effect on customer loyalty through customer satisfaction as a mediating variable.

### **III. Research Methodology**

Research was conducted on CV customers. Gunung Tirta Mulia with 64 customers. CV. Gunung Tirta Mulia is a company that operates in the kitchen spice manufacturing industry. The resulting products are tomato sauce, chili sauce and also Worcestershire sauce which are channeled directly to restaurants in the Java region of Indonesia. This research is quantitative, namely correlating between product quality variables (independent variable), sales promotion (independent variable), customer satisfaction (mediating variable) and customer loyalty (dependent variable). Product quality consists of 5 indicators, sales promotion consists of 5 indicators, customer satisfaction consists of 4 indicators and customer loyalty consists of 6 indicators.

Data collection was carried out by observation, documentation and interviews with respondents based on a previously prepared questionnaire. The data that has been collected is then tabulated and then processed using the SPSS application program for descriptive analysis and using the SmartPLS program for inferential analysis.

### **IV. Result and Discussion**

In this research, to test the validity and reliability of the construct using a measurement model (outer model) it can be done through convergent validity, average variance extracted (AVE) and discriminant validity values, while measuring reliability by looking at the composite reliability and Cronbach alpha values as follows.

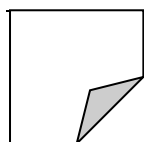
#### **1. Convergent Validity**

The expected factor loading value is  $>0.7$  (Indrawati, 2018). However, a factor loading value of 0.5-0.6 is still considered sufficient (Umairos & Gozali, 2011). All indicators used in this research have factor loading values ranging from 0.625 (X1.5) – 0.920 (Y1.3), which means that all indicators are said to be valid based on the criteria explained previously.

#### **2. Average Variance Extracted (AVE)**

As stated by Sholihin & Ratmono in (Indrawati, 2018) a construct can be said to be valid if it obtains an AVE value  $> 0.5$ . In this research, the AVE value obtained ranged from 0.620 (Y2) – 0.789 (X2), which means that all variables are said to be valid.

#### **3. Discriminant Validity**



Testing is carried out by comparing the cross loading value of the construct which must be greater than that of other constructs (Indrawati, 2018). Based on the criteria mentioned, each indicator index shows greater than the value of other indicator indices contained in one block, so all indicators are said to be valid.

4. Composite Reliability and Cronbach Alpha

The expected value is > 0.7 for composite reliability and Cronbach's alpha according to the criteria of Sholihin and Ratmono in (Indrawati, 2018). The test results show that the value ranges from 0.842 – 0.949, which is greater than 0.7, which means that all variables are said to be reliable.

In this research, to predict the relationship between latent variables using a structural model, it can be measured through four steps by testing R-Square (R2), Q-Square (Q2), multicollinearity and Goodness of Fit (GoF) as follows.

1. R-Square

The test results obtained R2 customer satisfaction (Y1) of 0.459 based on Chin's criteria in (Suhardi, 2021) including the moderate category, so that variations in product quality (X1) and sales promotions were able to explain variations in customer satisfaction (Y1) of 45.9%. For customer loyalty (Y2), the R2 value is 0.466, which means it has moderate criteria, so that variations in product quality (X1), sales promotions (X2) and customer satisfaction (Y1) are able to explain the customer loyalty variable (Y2) by 46.6%.

2. Q-Square

Meanwhile, the Q2 value is 0.711, which means the model has predictive relevance according to Anderson in (Latan & Ghozali, 2017).

3. Multicollinearity

The results of the multicollinearity test show that the inner VIF < 5 value ranges from 1.619 – 1.984, which means that the level of multicollinearity between variables is said to be low according to the criteria of Hair et al in (Hartadijaya & Lego, 2023).

4. Goodness of Fit (GoF)

The goodness of fit value obtained after calculation was 0.568 in the large category based on the Tenenhaus criteria in (Mardjuki et al, 2023).

In more detail, the values contained in the Smart-PLS program results are shown in Figure 1. As follows

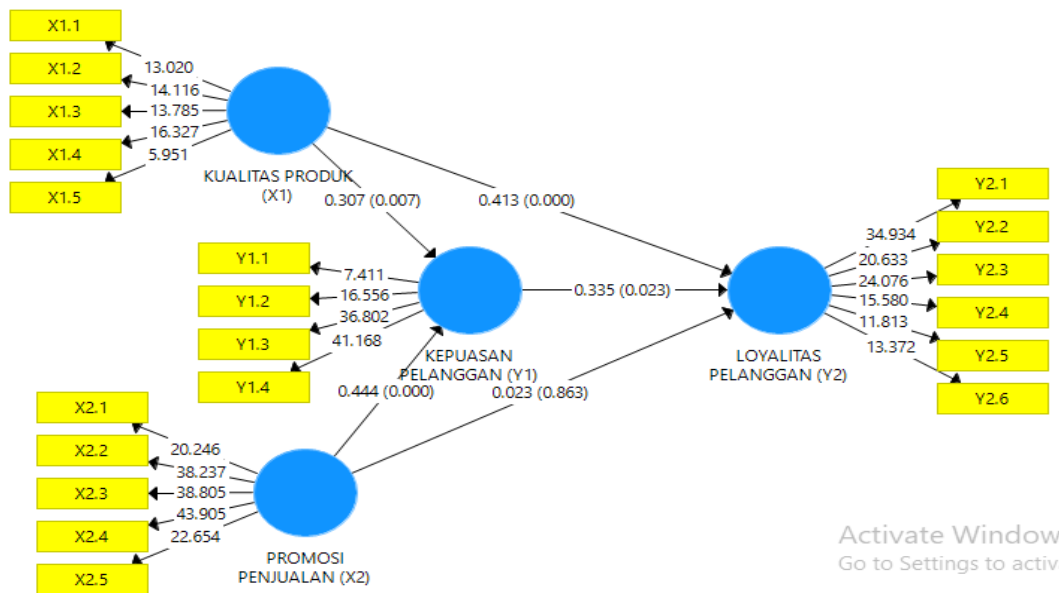


Figure 1. PLS results

Table 1. Path Coefficient

Independent	Variables		Path Coefficient	P-Value	Note
	Mediation	Dependen			
-	Customer Satisfaction (Y1)	Customer Loyalty (Y2)	0,335	0,023	Significant
Product Quality (X1)	Customer Satisfaction (Y1)	-	0,307	0,007	Significant
Product Quality (X1)	-	Customer Loyalty (Y2)	0,413	0,000	Significant

Product Quality (X1)	Customer Satisfaction (Y1)	Customer Loyalty (Y2)	0,103	0,110	Not Significant
Sales Promotion (X2)	Customer Satisfaction (Y1)	-	0,444	0,000	Significant
Sales Promotion (X2)	-	Customer Loyalty (Y2)	0,023	0,863	Not Significant
Sales Promotion (X2)	Customer Satisfaction (Y1)	Customer Loyalty (Y2)	0,149	0,039	Significant

Source : Analysis Data 2024

Based on the results of data processing as in Figure 1, and displayed in tabular form in Table 1. Customer satisfaction (Y1) has a positive and significant influence on customer loyalty (Y2). These results are shown by the relationship value between customer satisfaction and customer loyalty of 0.335 with a p-value of  $0.023 < 0.05$ . Product quality (X1) has a positive and significant influence on customer satisfaction (Y2). These results are shown by the path value of the relationship between product quality and customer satisfaction of 0.307 with a p-value of  $0.007 < 0.05$ . Product quality (X1) has a positive and significant influence on customer loyalty (Y2). These results are shown by the path value of the relationship between product quality and customer loyalty of 0.413 with a p-value of  $0.000 < 0.05$ . The results of testing the indirect influence of product quality (X1) on customer loyalty (Y2) through customer satisfaction (Y1) have a positive but not significant influence. These results have a relationship path value of 0.103 with a p-value of  $0.110 < 0.05$ . Sales promotion (Y2) has a positive and significant influence on customer satisfaction (Y2). These results are shown by the path value of the relationship between sales promotion and customer satisfaction of 0.444 with a p-value of  $0.000 < 0.05$ . Sales promotions (X2) have a positive but not significant influence on customer loyalty (Y2). These results are shown by the relationship value of sales promotions to customer loyalty of 0.023 with a p-value of  $0.863 < 0.05$ . The results of testing the indirect influence of sales promotions (X2) on customer loyalty (Y2) through customer satisfaction (Y1) have a positive but significant influence. These results have a relationship path value of 0.149 with a p-value of  $0.039 < 0.05$ . In this way, hypotheses 1, 2, 3, 5 and 7 are accepted while hypotheses 4 and 6 are rejected.

### V. Conclusion & Suggestion

The first hypothesis is accepted, namely that customer satisfaction has a positive and significant influence on customer loyalty at CV.Gunung Tirta Mulia. This means that when customers are satisfied with what they get, customer loyalty to CV will increase. Gunung Tirta Mulia increased significantly. The results of this research are in line with previous research such as those conducted by (Leninkumar, 2017), (Indiani et al, 2016), (Mahendrayana et al, 2018), (Widayatama & Lestar, 2018), (Choiriah & Liana, 2019) and (Wantara & Tambrin, 2019) who said that satisfaction has a positive and significant influence on customer loyalty.

The second hypothesis is accepted, namely that product quality has a positive and significant influence on customer satisfaction at CV.Gunung Tirta Mulia. This means that the better the product quality, the more customer satisfaction will increase significantly. The results of this research are in line with research conducted by (Yu Wu et al, 2005), (Indiani et al, 2016), (Mahandreyana et al, 2018), (Widayatama & Lestari, 2018), (Wirawan et al, 2019) and (Choiriah & Liana, 2019) which says that product quality has a positive and significant influence on customer satisfaction.

The third hypothesis is accepted, namely that product quality has a positive and significant influence on customer loyalty at CV.Gunung Tirta Mulia. This means that the better the quality of the product provided, the more loyal customers will be to CV. Gunung Tirta Mulia increased significantly. The results of this research are in line with research conducted by (Ishaq et al, 2024), (Indiani et al, 2016), (Widayatama & Lestari, 2018), (Choiriah & Liana, 2019), (Gultom & Ngatno, 2020) and (Albari & Kartikasari, 2019) which obtained results that product quality has a positive and significant influence on customer loyalty.

The fourth hypothesis was rejected, namely that customer satisfaction was unable to mediate the relationship between product quality and customer loyalty at CV.Gunung Tirta Mulia. This means that good quality is enough to make CV customers. Gunung Tirta Mulia became loyal. This research is not in line with research conducted by (Widayatama & Lestari, 2018) and (Wirawan et al, 2019) but this research is in line with research conducted by (Budiono, 2021) which states that customer satisfaction does not mediate the influence of product quality on customer loyalty.

The fifth hypothesis is accepted, namely that sales promotions have a positive and significant influence on customer satisfaction at CV. Gunung Tirta Mulia. This means that the better the sales promotions carried out, the customer satisfaction at CV.Gunung Tirta Mulia increases significantly. The results of this research are in line with research conducted by (Zhang & Tang, 2010), (Sugiyanto & Aprioman, 2021) (Sari & Lestariningsih, 2021), (Hardian & Kayadoe, 2022) which states that sales promotions have a positive and significant influence on customer satisfaction.

The sixth hypothesis is rejected, namely that sales promotions have a positive but not significant influence on customer loyalty at CV.Gunung Tirta Mulia. This means that the better the sales promotions carried out, the customer loyalty to CV.Gunung Tirta Mulia increases but not significantly. The results of this research are in line with research conducted by (Manurung, 2019), (Taris & Purwanto, 2022), (Lawrance et al, 2022) which said that sales promotions have a positive but not significant effect on customer loyalty.

The seventh hypothesis is accepted, namely that customer satisfaction is able to mediate the influence of sales promotions on customer loyalty at CV.Gunung Tirta Mulia. This means that when sales promotion activities are carried out well so that customers feel satisfied, this can make CV.Gunung Tirta Mulia customers more loyal. The results of this research are in line with research conducted by (Sugiyanto & Aprioman, 2021), (Taris & Purwanto, 2022), (Surahman et al, 2022) which states that customer satisfaction is able to mediate the influence of sales promotions on customer loyalty

Customer assessment of the overall quality of CV.Gunung Tirta Mulia products is considered good. Based on respondents' answers in assessing product quality, which relates to "better quality than competitors", it is rated the lowest among other indicators in measuring product quality. This means that customers assess CV.Gunung Tirta Mulia's competing products as still better. It is hoped that CV. Gunung Tirta Mulia to improve the quality of the products offered so that they can continue to compete and outperform competitors' products.

Overall customer assessment of the sales promotion carried out by CV.Gunung Tirta Mulia went well. However, customers of CV.Gunung Tirta Mulia consider that the sales promotion activities that are carried out are sometimes quite rare to carry out, then customers consider how the delivery of promotions is not clear so that the information provided is not conveyed well and the timing of promotions is considered to be inappropriate. This is what CV.Gunung Tirta Mulia needs to improve in increasing sales promotion activities

Overall customer assessment of satisfaction with CV.Gunung Tirta Mulia is considered to have gone very well. In assessing satisfaction, service indicators are the main thing in creating satisfaction for CV customers. Gunung Tirta Mulia. How do customers assess that the service provided by CV.Gunung Tirta Mulia is very good and this is what CV.Gunung Tirta Mulia needs to maintain so that customer satisfaction can continue to be maintained.

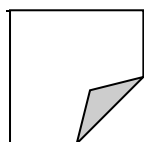
Overall customer assessment of customer loyalty at CV.Gunung Tirta Mulia is considered good. Based on respondents' answers regarding one of the indicators in assessing loyalty, namely "confidence in a brand and not wanting to switch to another product" was rated the lowest by CV.Gunung Tirta Mulia customers. This means that CV.gunung Tirta Mulia customers still do not fully believe in what the company provides and have the potential to move to competing products. This is something that needs to be corrected by the company. Companies must be able to assess more deeply the needs and desires of customers, so that when customer needs and desires are met, customers will trust and remain loyal to the company.

## **VI. Limitations & Future Research**

This research was limited to CV. Gunung Tirta Mulia so the scope of the research was not broad enough, making the research results unable to be generalized to explain different characteristics. The researcher's suggestions for further research are expected to expand the scope of the research object by using sub-industries in the same category and adding several variables that are thought to influence customer loyalty such as price, distribution channels and service quality. With this diversity, it is hoped that it can expand the scope of research results in the future.

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