

# The Effect of Product Quality and Distinctiveness on Consumer Loyalty Mediated by Consumer Satisfaction

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## Abstract

This research aims to analyze the effect of product quality, distinctiveness, and consumer satisfaction on consumer loyalty; examine the effect of product quality and distinctiveness on consumer loyalty mediated by consumer satisfaction. This research employed quantitative approach by using 190 customer of Sambel Pecel Karangsari Blitar as the sample. The sampling technique used in this research is accidental sampling in collecting the respondents and purposive sampling in choosing respondents with the criteria matched to the research objectives. Ordinary Least Square (OLS) and Path analysis are the method used to conduct the research analysis. The results showed product quality had significant positive influence on consumer loyalty; distinctiveness had significant positive influence on consumer loyalty; consumer satisfaction had significant positive influence on consumer loyalty; product quality had direct influence on consumer loyalty; distinctiveness had direct influence on consumer loyalty; there are direct and indirect influence of product quality on consumer loyalty through consumer satisfaction since the direct influence is greater than the indirect influence based on path analysis result; there is also a similar result of direct and indirect influence of distinctiveness on consumer loyalty through consumer satisfaction since the direct influence is greater than the indirect influence based on path analysis result. Sobel test proved that consumer satisfaction successfully acted as partial mediating variable.

**Keywords:** *Product Quality, Distinctiveness, Consumer Satisfaction, Consumer Loyalty.*



## A. INTRODUCTION

The ability of business owners to maintain the existence of business continuity in the long term is certainly not easy to do without the support of consumers as parties who will enjoy the products of the business. The ability to survive a line of business can be seen from a growing market share, and an increase in customers, which will be accompanied by an increase in profits (Shapiro, 1989). To achieve this condition, of course, it must be supported by products that are liked by consumers on an ongoing basis. The resulting product can convince and encourage consumers to buy, which is the key to building long-term relationships (Goluchowski et al., 2021). So, it is true that business sustainability must be built based on relationships, where consumer loyalty is the basis for building a business that can survive in the long term (Soldatova et al., 2021).

If customers are the loyal consumers who purchases repeatedly on an ongoing basis while consumers only buy with limited intensity (Mahsyar & Surapati, 2020). Consumer loyalty can be formed when consumers feel satisfied after enjoying the product purchased, feel the benefits of the product, and wish to make a repeat

purchase in the future, this has been proven in various studies conducted (Ernest Grace et al., 2021; Naini et al., 2022; Vencataya et al., 2019; Arianto et al., 2018). In the theory of consumer behavior, it is explained that end consumers have very diverse characteristics (Sumarwan, 2018). So it is important to understand consumer behavior in providing satisfying products to consumers. The Howard-Sheth model will explain consumer behavior in buying products, consumers generally tend to buy the brands they like the most, the products they like is when consumers having a satisfying experience with the product (Sivakumar, 2021).

Perceived product quality is not measured from the producer's point of view but seen from the consumer's perspective, namely the expected product quality and perceived product quality so that producers cannot make unilateral claims on product quality. A good product will certainly meet consumer expectations (Razak et al., 2016). Product quality that consumers have trusted not only meets consumer expectations after tasting the product, the quality of Sambel Pecel products that have been tested for a long time and has the same consistent quality over time will encourage consumers to be loyal to the product for long period time (Vencataya et al., 2019).

Distinctiveness in consumer behavior theory is one of the stimuli that encourage consumers to purchase products (Kotler, P. & Keller, 2012). The more quality characteristics a product has, the more links in consumer memory, and the easier it is for consumers to identify brands (Romaniuk et al., 2007). On the producer side, building a quality brand that has uniqueness will be very profitable, so that the product is easily recognized and remembered (Drotar, 2005). Unique motifs are an necessary means of constructing the identity of a product (Vignoles, 2009). The perception of taste according to consumer tastes which is the specialty of a consumption product will provide satisfaction for consumers.

Loyalty formed by consumers of SSambel Pecel apart from being predicted through product quality and uniqueness that has been empirically proven is also predicted through consumer satisfaction which in the model is used as a mediating variable. The selection of consumer satisfaction as a mediating variable considers several things; first, consumer satisfaction has often succeeded in becoming a mediating variable in previous studies in relating consumer loyalty to predictor variables that have been proven theoretically and empirically in various study objects with different consumer characteristics. This is strong evidence that consumer satisfaction deserves to be used as a research mediating variable. Second, consumer satisfaction is an explanation for the theory of consumer behavior which describes the process of consumers making repeat purchases starting from the input stimulus display which in this study determined product quality and peculiarities as display stimulus, perceptual constructs, learning constructs, and output.

The challenge of maintaining consumer loyalty is also experienced by the Sambel Pecel business that carries the Blitar City "Karangsari" brand which has been around for a long time and is now being managed by the second generation. Karangasari Village itself is a center for packaged Sambel Pecel production. There are nine Sambel Pecel businesses with various trademarks, but many do not use the brand

on the packaging. What's interesting is that Sambel Pecel, which carries the brand "Karangsari" refers to the name of the place, is only used by one production business and the trademark has been registered, a strategy that has never been carried out by other Sambel Pecel home-scale businesses. This step is one of the strategies to maintain the distinctive characteristics of the Sambel Pecel product so that it is easy for consumers to remember, making consumers loyal in the long term. Building loyalty with consumers in the long term is very difficult without a link that distinguishes "Karangsari's" packaged Sambel Pecel products compared to similar products which are very numerous on the market. With this assumption, it will be very interesting to examine the loyalty recipe that was built by the "Karangsari" chili sauce brand so that it is still going intense today.

The large number of business actors producing Sambel Pecel on a home industry scale, to a large number of Sambel Pecel food sellers makes it very relevant if Blitar City is selected for this research location. The selection of Karangsari samel pecel as an object of research by considering; first, not many MSME business actors can transform into a more modern one by changing the status of a legal entity to a company called PT Karangsari Food Industri which was just legalized in 2019, and this can be done with the "Karangsari" Sambel Pecel in the second generation which is generally difficult to maintain and develop the family business because it is trapped in the status quo. Second, Karangsari Sambel Pecel is the only Sambel Pecel in the Blitar region that is capable of exporting by cooperating with third parties for distribution. So that the distribution system is carried out directly through stores or online sales and resellers, as well as sales through distributors on a large scale both domestically and abroad.

Based on this description, the researcher is interested in conducting a loyalty test on consumers of Karangsari Sambel Pecel in Blitar City. This is intended to see consumer loyalty to consumer products with low market value and the many similar competitors with similar products. Of course, the segment and market for Sambel Pecel products are very competitive, especially since this product has a low price. Of course, it will be very difficult to maintain loyal customers in the long term if the product does not have good quality and consistency in its characteristics as a competitive advantage.

## **B. LITERATURE REVIEW**

### **1. Consumer Behavior Theory**

Consumer behavior is the study of how individuals, groups, and organizations select, use, and provide goods, services, ideas, or experiences to satisfy consumer needs and wants (Kotler, 2012). The main objective of the study of consumer behavior is to provide marketers with the necessary knowledge and skills to carry out detailed consumer analysis that can be used to understand the market and develop marketing strategies (Dr. Nugroho J. Setiadi, S.E., 2021). The consumer behavior model adopted in this study uses the Howard-Sheth Model, Howard-Sheth's model can be used to

assist in explaining and understanding consumer behavior although it cannot predict precisely.

## **2. Consumer Loyalty**

The sustainability of a business will be determined in a simple way from the sales of the products it owns, the more in demand the products sold are a sign that the product is liked by consumers. Consumers who like the product will certainly buy on an ongoing basis which is a sign of consumer loyalty. Consumers are loyal to the product and are not willing to switch to competing products (Utami, 2010). Customer loyalty can be seen through the criteria that become a reference for consumer behavior that has loyalty to the product. According to (Pinem et al., 2019) customer characteristics include: (1) making continuous purchases, (2) willing to buy outside the line, (3) rejecting other products offered, (4) not affected by competitors' products, (5) willing recommend products to others. This opinion is in line with the description (Tjiptono & Chandra, 2012) which explains indicators of consumer loyalty including making regular repeat purchases, being willing to recommend to others, and showing immunity to the pull of competing products.

## **3. Consumer Satisfaction**

Consumer satisfaction is the level of one's feelings after comparing the perceived performance or results as expected (G Kotler and Armstrong, 2012). Satisfaction or dissatisfaction is the consumer's response to the perceived suitability or discrepancy between previous perceptions and perceived performance. The consumer satisfaction dimension has six concepts including overall customer satisfaction, confirmation of expectations, repurchase intention, willingness to recommend, customer dissatisfaction, and dimensions of customer satisfaction (Tjiptono & Chandra, 2016).

## **4. Product Quality**

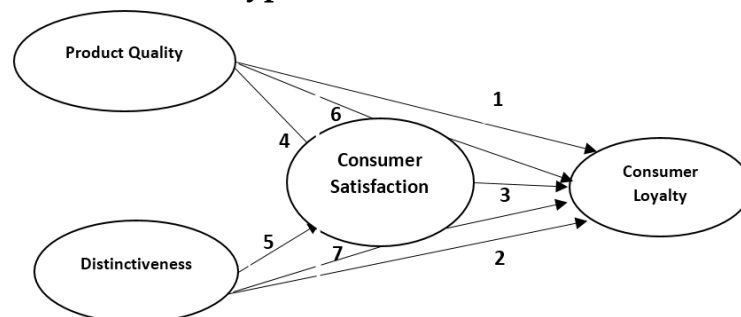
Product quality is the overall characteristic of the nature of goods and services that affect the ability to meet consumer needs and desires. Product quality can be seen from the external characteristics of the product and the core product itself (G Kotler and Armstrong, 2012). As for product quality in the field of food and beverage, it cites the opinion of Johns and Howard (1998) which outlines that there are four dimensions of quality of food products including freshness, presentation, well-cooked, and variety of food (Kivela et al., 1999). This research adopts product quality in the theory of consumer behavior used by John and Howard (Pinem et al., 2019).

## **5. Distinctiveness**

The distinctive taste of a food product can be known from the taste, aroma, and texture of the food. (Drummond & Brefere, 2007) determines the taste of the aroma, taste, and texture of the product. Whereas in the study (Sianturi et al., 2021) the emphasis was on smell (aroma), which was considered to determine delicacy. As for

taste, it is identified through salty, sour, bitter, sweet, spicy, and umami. Reports (Wuntu, 2013) mention that taste is influenced by smell, taste, and mouth stimulation. According to (Winarno, 2004) taste consists of the appearance and taste of food. The Appearance of food includes color, consistency, shape, portion size, and serving method. The Appearance of food is one of the main factors assessed for choosing food, while food taste includes aroma, texture, and level of maturity of food. The taste indicators: aroma, taste, and degree of maturity. The contribution of the distinctive taste of consumer products to consumer satisfaction has a significant influence (Mayang, Christina; Yuliando, 2016), (Ilda & Murwatiningsih, 2016).

## 6. Conceptual Model and Hypothesis



**Figure 1. Research Conceptual Model**

The hypothesis in this research are:

- H1 : Product Quality has a significant positive influence on consumer loyalty
- H2 : Distinctiveness has a significant positive influence on consumer loyalty
- H3 : Consumer satisfaction has a significant positive influence on consumer loyalty
- H4 : Product quality has a significant positive influence on consumer satisfaction
- H5 : Distinctiveness has a significant positive influence on consumer satisfaction
- H6 : There is an indirect influence of product quality on consumer loyalty through consumer satisfaction
- H7 : There is an indirect influence of distinctiveness on consumer loyalty through consumer satisfaction.

## C. METHOD

This type of research was explanatory research. This research is done in the production place of Sambel Pecel Karang Sari as the object of this research namely The Center of Typical Blitar Souvenirs Sambel Pecel Karang Sari located at Cemara Street Number 153 Sukorejo District, Blitar City. The population did not have a certain number so the researcher used non-probability sampling, accidental sampling, and purposive sampling techniques. The use of purposive sampling technique was employed with the assistance of criteria such as the consumer of Sambel Pecel Karang Sari who purchased and consumed the product in the last 6 months. The number of samples in this research was 190 consumers. Determining the number of samples in this research was calculated using the formula according to (Hair Jr. et al., 2014), the number of indicators was multiplied by 5 to 10 times as the minimum

number of sample members. Based on this formula, in this study the maximum number of samples could be calculated: 19 indicators x 10 = 190 research respondents. Based on these calculations, the research sample was 190 consumers of Sambel Pecel "Karangsari". The indicators employed in this research sourced from (John dan Howard, (1998), in (Kivela et al., 1999); (Drummond & Brefere, 2007), (Winarno, 2004); (Kotler dan Keller, 2017); (Pinem et al., 2019), (Tjiptono & Chandra, 2012). To collect the data in this research, researcher used questionnaire with 5 likert scale. The data analysis that is used to conduct the hypothesis test is Ordinary Least Square (OLS) and Path analysis.

## D. RESULT AND DISCUSSION

### 1. Respondent Data

Respondent data in this study are presented in the following table:

**Table 1. Respondent Data**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Male	81	42.6
Female	109	57.4
Total	190	100
<b>Education</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Elementary	9	4.7
Middle	80	42.1
Higher Education	101	53.2
Total	190	100
<b>Work</b>	<b>Frequency</b>	<b>Percentage (%)</b>
State Civil Apparatus/Army/Police	20	10.5
Private sector employee	77	40.5
Self-employed	79	41.6
Student	14	7.4
Total	190	100
<b>Domicile</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Blitar (City/ Regency)	118	62.1
Outside Blitar	72	37.9
Total	190	100

Source: processed primary data, 2023

Based on the table it can be seen that most of the respondents were female with a total of 109 respondents and a percentage of 57.4%. Most of the respondents were highly educated, namely 101 respondents with a percentage of 53.2%. Most of the respondent jobs were listed as entrepreneurs with a total of 79 respondents and had a percentage of 41.6%. The domicile of the selected respondents is mostly in Blitar, both in Blitar City and Blitar Regency.

## 2. Validity and Realibility Test

The results of testing the validity and reliability tests in this study are presented in the following table:

**Table 2. Validity and Realibility Test**

Test	Variable	r -count	r -table	Statement
<b>Validity Test</b>	KP1	0.376	0.142	Valid
	KP2	0.704	0.142	Valid
	KP3	0.752	0.142	Valid
	KP4	0.597	0.142	Valid
	KP5	0.712	0.142	Valid
	KP6	0.475	0.142	Valid
	KH1	0.756	0.142	Valid
	KH2	0.860	0.142	Valid
	KH3	0.833	0.142	Valid
	KH4	0.744	0.142	Valid
	KK1	0.769	0.142	Valid
	KK2	0.824	0.142	Valid
	KK3	0.752	0.142	Valid
	KK4	0.861	0.142	Valid
	KK5	0.487	0.142	Valid
	L1	0.821	0.142	Valid
	L2	0.756	0.142	Valid
L3	0.845	0.142	Valid	
L4	0.594	0.142	Valid	
<b>Realibility Test</b>	<b>Variable</b>	<b>Cronbach Alpha</b>	<b>Standard alpha</b>	<b>Statement</b>
	KP	0.654	0.6	Reliable
	KH	0.811	0.6	Reliable
	KK	0.795	0.6	Reliable
	L	0.741	0.6	Reliable

*Source: processed primary data, 2023.*

Based on the results of the validity test, it can be described that all question items on the variable product quality (KP), distinctiveness (KH), consumer satisfaction (KK), and consumer loyalty (L) produce a greater r-count than r-table which is 0.142, so it can be concluded that the instrument on the variable product quality (KP), product distinctiveness (KH), consumer satisfaction (KK), and consumer loyalty (L) is valid to use.

The instrument can be said to be reliable if the Cronbach Alpha value is greater than 0.60. Based on the results of the reliability test, it can be described that the Cronbach alpha value is greater than 0.6 as determined by alpha. With these results, the research questionnaire fulfills the reliability assumptions for use in this research.

### 3. Hypothesis Testing

The results of hypothesis testing in this study are presented in the following table:

**Table 3. Hypothesis Testing**

<b>F Test Model I</b> (Dependent Variable: KK Predictors: (Constant), KH, KP)	<b>F</b>		<b>Sig.</b>	
	243,474		0,000	
<b>F Test Model II</b> (Dependent Variable: L Predictors: (Constant), KK, KH, KP)	467,075		0,000	
<b>T Test</b>	<b>The Result of Model I (Dependent Variable: KK)</b>		<b>The Result of Model II (Dependent Variable: L)</b>	
(Constant)	t	Sig.	t	Sig.
	3,824	0,000	1,867	0,063
KP	8,447	0,000	6,236	0,000
KH	4,378	0,000	7,223	0,000
KK			6,986	0,000
<b>Determination Coefficients Test (R square)</b>	<b>The Result of Model I (Predictors: (Constant), KH, KP Dependent Variable: KK)</b>		<b>The Result of Model I (Predictors: (Constant), KK, KH, KP Dependent Variable: L)</b>	
Adjusted R Square	0,720		0,881	
<b>Sobel Test</b>	<b>Sobel Test (KP→KK→L)</b>		<b>Sobel Test (KH→KK→L)</b>	
t-count	6,43		3,75	
t-table	1.98		1.98	

*Source: processed primary data, 2023.*

Based on the ANOVA table above, shows in the Model I the value of Sig. 0.000 is smaller than 0.05 and the calculated F value is 243.474 greater than 3.98. Therefore, it can be concluded that the variables of product quality and product characteristics have a simultaneous effect on consumer satisfaction. In the Model II the value of Sig. 0.000 is smaller than 0.05 and the calculated F value is 467,075 greater than 3.98. Therefore, it can be concluded that the variables of product quality, distinctiveness and consumer satisfaction have a simultaneous effect on consumer loyalty.

Based on the result model I, it is known as follows:

- The product quality variable has a Sig value. Amounting to 0.000 which is smaller than alpha 0.05 and the value of t count 8.447 is greater than t table 1.973. Therefore, product quality variables individually have a positive effect on consumer satisfaction variables.
- The distinctiveness variable has a Sig value. Amounting to 0.000 which is smaller than alpha 0.05 and the value of t count 4.378 is greater than t table

1.973. Therefore, the individual distinctiveness variables have a positive effect on consumer satisfaction variables.

Based on the result model II, it is known as follows:

- a. The product quality variable has a Sig value. Amounting to 0.000 which is smaller than alpha 0.05 and the value of t count 6.236 is greater than t table 1.973. Therefore, product quality variables individually have a positive effect on consumer loyalty variables.
- b. The distinctiveness variable has a Sig value. Amounting to 0.000 which is smaller than alpha 0.05 and the value of t count 7.223 is greater than t table 1.973. Therefore, the individual distinctiveness variables have a positive effect on consumer loyalty variables.
- c. The variable of consumer satisfaction has a Sig value. Amounting to 0.000 which is smaller than alpha 0.05 and the value of t count 6.986 is greater than t table 1.973. Therefore, the individual consumer satisfaction variable has a positive effect on the consumer loyalty variable.

Based on Model I result stated that the magnitude of the effect of the predictor variable on the response variable is shown by the value in the Adjusted R Square column of 0.720 which explains that 72% of the consumer satisfaction variable is influenced by product quality and product characteristics, while 28% is explained by other factors not included in the model. In the Model II result stated that the value in the Adjusted R Square column of 0.881 which explains that 88.1% of the consumer loyalty variable is influenced by the variable product quality, distinctiveness, and customer satisfaction while 11.9% is explained by other factors that not included in the model.

It can be seen from the Effect of product quality on consumer loyalty through customer satisfaction. To determine the significance of the indirect effect of product quality on loyalty through customer satisfaction, the t-count value is 6.43. The result will be consulted on the t-table at a significance level of 0.05 which is 1.98, and the result of t-count is greater than t-table  $6.43 > 1.98$ . Based on these results, it can be concluded that consumer satisfaction has succeeded in becoming an intervening variable between product quality and consumer loyalty for Karang Sari Sambel Pecel. Then, it can be seen from the Effect of distinctiveness on consumer loyalty through customer satisfaction to determine the significance of the indirect effect of distinctiveness on consumer loyalty through customer satisfaction, the t-count value of is 3.75. The result will be consulted on the t-table at a significance level of 0.05 which is 1.98, and the result of t count is greater than t table  $3.75 > 1.98$ . Based on these results, it can be concluded that consumer satisfaction has succeeded in becoming an intervening variable between distinctiveness and consumer loyalty for Karang Sari Sambel Pecel.

Results of data analysis in this study are presented in the following table:  
Results of data analysis in this study are presented in the following table:

**Table 4. Data Analysis Result**

	Sig.	t-count	P values / standardized coefficients	Result
<b>Product Quality → Consumer Loyalty</b>	0.000	6.236	0.329	significant
<b>Distinctiveness → Consumer Loyalty</b>	0.000	7.223	0.341	significant
<b>Consumer Satisfaction → Consumer Loyalty</b>	0.000	6.986	0.333	significant
<b>Product Quality → Consumer Satisfaction</b>	0.000	8.447	0.583	significant
<b>Distinctiveness → consumer Satisfaction</b>	0.000	4.378	0.302	significant
<b>Product Quality → Consumer Satisfaction → Consumer Loyalty</b>	0.000	-	0.529	Direct, Indirect and significant
<b>Distinctiveness → Consumer Satisfaction → Consumer Loyalty</b>	0.000	-	0.345	Direct, Indirect and significant

*Source: processed primary data, 2023*

The results of hypothesis test can be seen as below:

- a. Hypothesis 1 (Product Quality Has a Significant Positive Influence on Consumer Loyalty)

To know whether the relationship of both variables was significant or not significant, it can be seen from regression coefficient with the significant value  $0,000 < 0,005$  (alpha 5%). The t-count value was 6,236 which greater than t-table 1.973. It showed H1 was accepted that Product Quality has a significant positive influence on consumer loyalty. The contribution of the Beta value to the standardized coefficients or the p-value is 0.329 (32.9 percent) in influencing consumer loyalty, meaning that assuming distinctiveness and consumer satisfaction are fixed (unchanging), then every increase in product quality by 1 unit will increase consumer loyalty of 0.329 units. The positive results on the regression coefficient show a unidirectional relationship, which means that the higher the quality of the product owned by Sambal Pecel product, the greater the consumer loyalty to the Karangsari Sambel Pecel product. In line with research of (Vencataya et al., 2019) that the quality of Sambel Pecel products that have been tested for a long time and has consistently the same quality over time will encourage consumers to be loyal to this product for a long time.

- b. Hypothesis 2 (Distinctiveness Has a Significant Positive Influence on Consumer Loyalty)

To know whether the relationship of Distinctiveness variable and consumer loyalty was significant or not significant, it can be seen from regression coefficient with the significant value  $0,000 < 0,005$  (alpha 5%). The t-count value was 7,223 which greater than t-table 1.973. It concluded H2 was accepted that distinctiveness has a significant positive influence on consumer loyalty. The contribution of the Beta value to the standardized coefficients or the p-value is 0.341 (34,1 percent) in influencing consumer loyalty, meaning that assuming product quality and consumer satisfaction

are fixed (unchanging), then every increase in distinctiveness by 1 unit will increase consumer loyalty of 0.341 units.

The positive results on the regression coefficient show a unidirectional relationship, which means that the higher the distinctiveness owned by Sambal Pecel product, the greater the consumer loyalty to the Karang Sari Sambal Pecel product. In line with research of (Rahmadiansyah, 2015), (Mayang, Christina; Yuliando, 2016) (Ilda & Murwatiningsih, 2016) the distinctive taste will be an incentive for consumers to make repeat purchases in the future on an ongoing basis to form loyalty

c. Hypothesis 3 (Consumer Satisfaction Has a Significant Positive Influence on Consumer Loyalty)

To know whether the relationship of consumer satisfaction and consumer loyalty was significant or not significant, it can be seen from regression coefficient with the significant value  $0,000 < 0,005$  (alpha 5%). The t-count value was 6,986 which greater than t-table 1.973. It concluded H3 was accepted that distinctiveness has a significant positive influence on consumer loyalty. The contribution of the Beta value to the standardized coefficients or the p-value is 0.333 (33,3 percent) in influencing consumer loyalty, meaning that assuming product quality and distinctiveness are fixed (unchanging), then every increase in consumer satisfaction by 1 unit will increase consumer loyalty of 0.333 units.

The positive results on the regression coefficient show a unidirectional relationship, which means that the higher the consumer satisfaction owned by Sambal Pecel product, the greater the consumer loyalty to the Karang Sari Sambal Pecel product. In line with research of (Kaur et al., 2018), (Yoo & Park, 2016), (Ahrholdt et al., 2019), (Cahyani et al., 2021), (Samir et al., 2021), (Cahyani et al., 2021), (Naini et al., 2022), (Rahmawati & Sentana, 2021), (Rua et al., 2020) proves that there is a significant positive effect of consumer satisfaction on loyalty so that the higher satisfaction with the product that can be provided by the manufacturer will increase consumer loyalty in the long term.

d. Hypothesis 4 (Product Quality Has a Significant Positive Influence on Consumer Satisfaction)

To know whether the relationship of product quality and consumer satisfaction was significant or not significant, it can be seen from regression coefficient with the significant value  $0,000 < 0,005$  (alpha 5%). The t-count value was 8,447 which greater than t-table 1.973. It concluded H4 was accepted that product quality has a significant positive and direct influence on consumer satisfaction. The contribution of the Beta value to the standardized coefficients or the p-value was 0,583 (58,3 percent) in influencing consumer satisfaction, meaning that assuming distinctiveness was fixed (unchanging), then every increase in product quality by 1 unit will increase consumer satisfaction of 0.583 units.

The positive result on the regression coefficient showed a unidirectional relationship, which means that the higher the product quality owned by Sambal Pecel product, the greater the consumer satisfaction to the Karang Sari Sambal Pecel product. In line with research of (Kadir, Abd; Jayen, 2022), (Cahya, 2022), (Mahsyar & Surapati,

2020), (Madiistriyatno & Nurzaman, 2020), (Janah et al., 2021), (Kencana, 2018), (Anggraeni et al. al., 2016) rationally, consumers will choose products with good quality, so that consumers carry out searches with stimulus considerations, one of which is product quality. So that it can be understood if product quality is an important component that is considered by consumers to determine products that can provide satisfaction.

e. Hypothesis 5 (Distinctiveness Has a Significant Positive Influence on Consumer Satisfaction)

To know whether the relationship of distinctiveness and consumer satisfaction was significant or not significant, it can be seen from regression coefficient with the significant value  $0,000 < 0,005$  (alpha 5%). The t-count value was 4,378 which greater than t-table 1.973. It concluded H5 was accepted that distinctiveness has a significant positive and direct influence on consumer satisfaction. The contribution of the Beta value to the standardized coefficients or the p-value was 0,302 (30,2 percent) in influencing consumer satisfaction, meaning that assuming product quality was fixed (unchanging), then every increase in distinctiveness by 1 unit will increase consumer satisfaction of 0.302 units.

The positive result on the regression coefficient showed a unidirectional relationship, which means that the higher the distinctiveness owned by Sambal Pecel product, the greater the consumer satisfaction to the Karangsari Sambal Pecel product. In line with research in food products, the uniqueness of the product is a stimulus described in the theory of consumer behavior as one of the elements that determine product purchases. The specialties of Sambal Pecel will be known by consumers from the taste buds (Habibah, 2020). The distinctive taste of products that match consumer tastes will provide satisfaction to consumers who have consumed these products.

f. Hypothesis 6 (There is an Indirect Influence of Product Quality on Consumer Loyalty through Consumer Satisfaction)

The results of the research that has been presented show that product quality has a significant positive effect on consumer loyalty through customer satisfaction. This is evidenced by the regression output which gives a significance value to product quality of  $0.000 < 0.05$  meaning that product quality has a significant effect on consumer loyalty with a regression coefficient of 0.329 as a direct influence. Then the indirect effect of product quality on consumer loyalty through customer satisfaction is 0.194 and the total effect of product quality on loyalty is 0.523. The direct effect which is greater than the indirect effect is proof that there is a direct effect between product quality and consumer loyalty. So it can be concluded that H6 is rejected. While the calculations on the Sobel test are used to see the significance of the effect of mediation with a t count of  $6.43 > 1.98$  from the t-table at a significance level of 0.05. With this evidence, it is proven that consumer satisfaction can mediate between product quality and consumer loyalty with Sambal Pecel Karangsari. These findings, it is proof that quality Sambal Pecel products can encourage consumer satisfaction which in turn encourages consumer loyalty.

These results are in line with research from (Ishtiaq Ishaq et al., 2014) that consumer satisfaction can mediate partially (the indirect effect is smaller than the direct effect) between product quality and consumer loyalty to FMCG companies in Pakistan. According to Cadotte, Woodruff, and Jenkins (1987) in (Ishtiaq Ishaq et al., 2014) argues that the current consumer satisfaction model consists of disconfirmation-of-expectations archetypes which do not fully address the role of loyalty, corporate image, and product quality as antecedents but companies with earnestly pursue better quality with the help of major changes within the organization itself such as downsizing, reengineering, and restructuring.

g. Hypothesis 7 (There is an Indirect Influence of Distinctiveness on Consumer Loyalty through Consumer Satisfaction)

The results of the research that has been presented show that distinctiveness has a significant positive effect on consumer loyalty through customer satisfaction. This is evidenced by the regression output which gives a significance value to distinctiveness of  $0.000 < 0.05$  meaning that distinctiveness has a significant effect on consumer loyalty with a regression coefficient of 0.341 as a direct influence. Then the indirect effect of distinctiveness on consumer loyalty through customer satisfaction is 0,101 and the total effect of distinctiveness on consumer loyalty is 0.0,442. The direct effect which is greater than the indirect effect is proof that there is a direct effect between distinctiveness and consumer loyalty.

So it can be concluded that H7 is rejected. While the calculations on the Sobel test are used to see the significance of the effect of mediation with a t count of  $3,75 > 1.98$  from the t-table at a significance level of 0.05. With this evidence, it is proven that consumer satisfaction can mediate between distinctiveness and consumer loyalty with Sambel Pecel Karangsari. These findings, it is proof that distinctiveness sambel pecel Krangsari can encourage consumer satisfaction which in turn encourages consumer loyalty.

## E. CONCLUSION

Based on the research results, the following conclusions can be drawn: Product quality has a positive and significant effect on consumer loyalty. By offering the best quality products than competitors, manufacturers will be able to attract and keep customers to keep repurchasing the products offered. Distinctiveness has a positive and significant effect on consumer loyalty. Distinctiveness indicates that a product has a uniqueness that can attract consumers to buy, products that are unique and have a different identity from competitors can keep customers from liking their products. Consumer satisfaction has a positive and significant effect on consumer loyalty. In theory, consumer behavior makes repeated purchases of products, indicating that consumers feel satisfied with the same product. This is one of the characteristics of consumers having loyalty to the product. Consumer loyalty can be formed when consumers feel satisfied with the product they have purchased, feel the benefits of the product, and wish to make a repeat purchase in the future.

There is a direct influence of product quality on consumer satisfaction. Rationally, consumers will choose products with good quality, so that consumers carry out searches with stimulus considerations, one of which is product quality. So that it can be understood if product quality is an important component that is considered by consumers to determine products that can provide satisfaction. There is a direct influence of distinctiveness on consumer satisfaction. In food products, the distinctive taste of food is what consumers identify as a differentiator and a unique value for consumers that will shape consumer satisfaction.

There is an indirect effect of product quality on consumer loyalty through customer satisfaction. Consumer satisfaction can be bridged by forming a sense of satisfaction after consumers feel the best product quality to form consumer loyalty. This study found a greater direct effect of product quality on consumer loyalty than the indirect effect through satisfaction, this is due to market conditions that already believe in the quality of Sambel Pecel Karangasari products which are of the best quality so they will always be loyal with satisfaction or dissatisfaction. Other factors such as nostalgia and hereditary purchases from previous generations and products that are already on top of the minds of customers may be the reason why satisfaction does not fully mediate product quality and consumer loyalty.

There is an indirect influence of distinctiveness on consumer loyalty through customer satisfaction. Consumer satisfaction can be bridged by forming a sense of satisfaction after consumers taste products that have different tastes that make products different from competitors so that they can form consumer loyalty. In this study, it was found that the direct effect of distinctiveness on consumer loyalty is greater than the indirect effect through satisfaction. This is because the market recognizes the taste that is already attached to the product which makes this taste a product identity from both the consumer and producer sides. The variable of consumer satisfaction is only able to provide partial mediation, indicating that the identity that is formed keeps customers loyal to the product and does not hesitate in choosing the product with or without mediation from the satisfaction they feel.

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