

## THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE EFFECT OF PRODUCT QUALITY ON CUSTOMER LOYALTY TOWARD LETA HANDMADE ACCESSORIES

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### ABSTRACT

The development of technology and information has influenced expectancy disconfirmation theory, particularly through e-commerce, which has become one of the primary platforms for business activities. Leta, a handmade bead-based accessories business in Denpasar targeting Generation Z and millennials, faces increasingly intense competition, making it essential to maintain product quality and customer satisfaction to build customer loyalty. This study aims to explain the role of customer satisfaction in mediating the relationship between product quality and customer loyalty. Using a quantitative approach and purposive sampling technique, respondents were selected based on specific criteria, namely residing in Denpasar, having completed at least senior high school/vocational high school or an equivalent level of education, and having previously purchased Leta products. Data were collected through questionnaires and statistically analyzed. The results indicate that product quality has a positive and significant effect on customer satisfaction and customer loyalty, customer satisfaction has a positive and significant effect on customer loyalty, and customer satisfaction partially mediates the relationship between product quality and customer loyalty. These findings confirm that improving product quality enhances customer satisfaction, which ultimately strengthens customer loyalty toward Leta handmade accessories.

**Keywords:** product quality (X), customer satisfaction (M), customer loyalty (Y)

### INTRODUCTION

The development of technology and information has become an inseparable part of the Industry 4.0 revolution. Various innovations have encouraged the creation of technologies that are fast, complex, yet practical, requiring all segments of society to be able to adopt these innovations because they facilitate and simplify various daily activities (Habibah & Irwansyah, 2021). Society has begun shifting toward digital systems in line with the rapid advancement of technology. The development of information and communication technology has had an impact on various sectors, including the economy, society, culture, as well as changes in lifestyles and consumption patterns (Yacub & Mustajab, 2020). E-commerce is one of the products arising from the development of information technology that can be utilized to create competitiveness, particularly in promoting and selling products/services across regions or even across countries (Pratama & Diana, 2021).

One type of business that has become increasingly popular and highly demanded is the handicraft sector, particularly accessory production. This trend has emerged alongside the development of modern and fashionable lifestyles, which has created a desire among individuals to enhance their appearance (Putri & Rohandi, 2023). One type

of accessory that has gained increasing popularity is beaded accessories, which are favored because of their trendy patterns and colors. Innovation and creativity in producing these accessories are in line with the continued development of modern and fashionable lifestyles, making this sector an increasingly promising business opportunity within society (Fadhilah et al., 2024). Leta is a handmade accessories business established in 2020, with a primary focus on creative and modern beaded products.

At the beginning of its establishment, the business operated without employees and later recruited up to three employees. Currently, it has two active employees. Leta's primary target market consists of Generation Z and millennial women aged 18–35 years who are active on social media and follow fashion trends. The growth of similar accessory businesses has created new challenges for Leta in facing increasingly intense competition. The accessories market has become more competitive, and without innovation, the risk of losing market share becomes higher, particularly after the pandemic, when demand for mask straps declined by approximately 20–30%. To remain competitive, Leta continues to innovate by launching new products such as bed chem, bag straps, and keychains. In the era of global business competition, one of the greatest challenges is creating and maintaining satisfied and loyal customers. It is extremely difficult for a company to survive in the long term without the trust of customers, who serve as the primary partners of marketers (Oktavia et al., 2022). Such customer trust will ultimately encourage the emergence of customer loyalty (Gultom et al., 2020).

Loyalty refers to a customer's deep commitment to consistently repurchase a preferred product or service in the future (Dewi et al., 2022). Customer loyalty is one of the most important factors for companies in maintaining business continuity (Putri et al., 2021). Loyalty arises from customers' sense of trust after using a product (Gustina et al., 2023). In creating customer loyalty toward a product, companies must pay attention to the quality of the products offered to customers because when customers are satisfied, they are more likely to repurchase the product and become loyal customers of the company (Alfareza & Sukaatmadja, 2024).

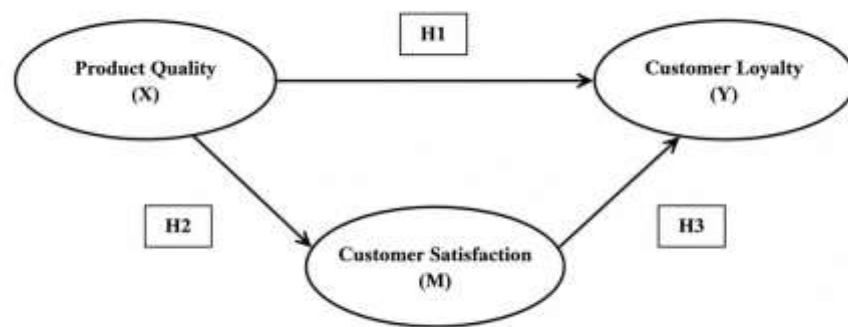
Product quality is one of the determining factors in purchasing decisions because good product quality can create, maintain, and foster customer loyalty (Fatmaningrum et al., 2020). Excellent quality builds customer trust and therefore supports customer loyalty toward a product (Akbar et al., 2021). Customer satisfaction is important for companies because satisfied customers will ultimately become loyal customers and may promote their experiences to other prospective customers. If a company is able to create maximum customer satisfaction, it will be able to develop loyal customers (Rofiah & Wahyuni, 2017).

Expectation–Disconfirmation Theory (EDT) explains that customer satisfaction is formed through a comparison between pre-purchase expectations and the actual performance of the product received (Nursafitri & Udayana, 2023). In the context of research on LETA handmade accessories, product quality serves as a form of performance perceived by customers. When the quality of the products offered, such as the attractiveness of the design, neatness of workmanship, and durability of materials, is able to meet or even exceed customer expectations, positive disconfirmation occurs, resulting in satisfaction.

Product quality is one of the main factors influencing the level of customer satisfaction. High-quality products tend to be more capable of meeting customer expectations and needs, thereby increasing customer satisfaction with the product. Customer satisfaction has a positive effect on customer loyalty, whereby customers who

are satisfied with the products or services they receive tend to continue using the same products in the future. When customers perceive that the services they receive meet or even exceed their expectations, they will be more satisfied with the experience provided by the company. Satisfaction arising from high-quality service subsequently encourages customers to remain loyal to the products or services offered.

The conceptual framework of this analysis can be explained based on the literature review presented previously.



**Figure 2. Conceptual Framework**

Research by Sukawati et al. (2021) states that product quality refers to the ability of a product or service to demonstrate its performance, involving overall aspects of durability, reliability, accuracy, ease of use and repair, as well as other attributes possessed by the product. The following analytical hypothesis is proposed based on this study:

H1: Product quality has a positive and significant effect on customer loyalty

Pemayun & Seminari (2020), Mahsyar & Surapati (2020), and Diputra & Yasa (2021) stated that product quality has a positive and significant effect on customer satisfaction. This indicates that the better the quality of a product, the higher the level of customer satisfaction with that product. Studies by Putra (2021), Budiarno et al. (2022), and Rachmawati & Santika (2022) also found that product quality has a positive and significant effect on customer satisfaction. This analytical hypothesis is based on the following studies.

H2: Product quality has a positive and significant effect on customer satisfaction

Studies by Harzaviona & Syah (2020), Kusumawati & Rahayu (2020), and Nguyen et al. (2020) stated that customer satisfaction has a positive and significant effect on customer loyalty. This indicates that the more satisfied customers are with a product, the higher their loyalty toward that product. Another study by Royan & Setyawan (2023) also stated that customer satisfaction has a positive and significant effect on customer loyalty.

H3: Customer satisfaction has a positive and significant effect on customer loyalty

Pemayun & Seminari (2020) found that customer satisfaction can positively mediate the effect of product quality on customer loyalty. This indicates that creating and providing good product quality to customers will generate customer satisfaction, and ultimately, satisfied customers will become loyal to products that have fulfilled their wants and needs. Another study by Hongdiyanto & Liemena (2021) also found that product quality mediated by customer satisfaction had a significant effect on Fuzee Sushi customer loyalty. Rachmawati & Santika (2022) also stated that customer satisfaction is a variable

that mediates the effect of product quality on customer loyalty. This means that when customers obtain optimal satisfaction from the quality of products offered by a company, their loyalty tends to increase.

H4: Customer satisfaction is able to mediate the effect of product quality on customer loyalty pelanggan

## RESEARCH METHOD

The purpose of this quantitative associative study is to examine the relationship between two or more variables and their effects on other variables. The variables in this study consist of three variables, namely customer loyalty (dependent variable), product quality (independent variable), and customer satisfaction (mediating variable). This study was conducted in Denpasar City. The object of this study is customer loyalty toward Leta products. The population in this study consists of Leta customers, the exact number of whom is unknown. The recommended ideal sample size for multivariate analysis is 5–10 times the number of indicators. Based on 13 indicators, the required sample size ranges from  $(5 \times 13) = 65$  to  $(10 \times 13) = 130$ . Based on these considerations, the maximum sample size of 130 respondents was determined for this study.

The sampling method used in this study employed a non-probability sampling technique, consisting of Denpasar City residents who had purchased Leta products for at least 3 months and met the minimum educational requirement of a senior high school/vocational high school diploma or equivalent. The data collection process involved the use of a Google Forms questionnaire distributed online through social media platforms such as Facebook, WhatsApp, and Instagram. The questionnaire data were subsequently analyzed in detail using various techniques, including validity and reliability tests, descriptive statistics, inferential statistics (including path analysis), classical assumption tests, and the Sobel test.

## RESULTS AND DISCUSSION

The validity test was conducted by measuring the correlation between the scores of individual instrument items within a factor and the total score of all statement items, with a correlation coefficient greater than 0.30. The results indicate that all research instruments met the validity test requirements, as the Pearson correlation value of each instrument was above 0.30. Therefore, the instruments were considered appropriate for measuring the respective variables.

**Table 3. Validity Test Results**

| No | Variable                  | Instrument     | Pearson Correlation | Description |
|----|---------------------------|----------------|---------------------|-------------|
| 1. | Product Quality (X)       | X <sub>1</sub> | 0,711               | Valid       |
|    |                           | X <sub>2</sub> | 0,508               | Valid       |
|    |                           | X <sub>3</sub> | 0,696               | Valid       |
|    |                           | X <sub>4</sub> | 0,425               | Valid       |
|    |                           | X <sub>5</sub> | 0,773               | Valid       |
|    |                           | X <sub>6</sub> | 0,744               | Valid       |
| 2. | Customer Satisfaction (M) | M <sub>1</sub> | 0,978               | Valid       |
|    |                           | M <sub>2</sub> | 0,978               | Valid       |
|    |                           | M <sub>3</sub> | 0,894               | Valid       |
| 3. | Customer                  | Y <sub>1</sub> | 0,820               | Valid       |

|             |                |       |       |
|-------------|----------------|-------|-------|
| Loyalty (Y) | Y <sub>2</sub> | 0,919 | Valid |
|             | Y <sub>3</sub> | 0,939 | Valid |
|             | Y <sub>4</sub> | 0,458 | Valid |

Source: Appendix 4, Primary data, processed in 2025

These results indicate that all research instruments met the validity test requirements, as the Pearson correlation value of each instrument was above 0.30. Therefore, the instruments were considered appropriate for measuring the respective variables, as presented in Table 3.

The reliability test aims to ensure that the measurement instruments are sufficiently consistent to produce similar results when used repeatedly. According to Sugiyono (2019:203), a reliable instrument is one with a Cronbach's Alpha coefficient of 0.60 or higher. The results of the instrument reliability test are presented in Table 4.

**Table 4. Reliability Test Results**

| No | Variable              | Cronbach's Alpha | Description |
|----|-----------------------|------------------|-------------|
| 1. | Product Quality       | 0,715            | Reliable    |
| 2. | Costumer Satisfaction | 0,947            | Reliable    |
| 3. | Costumer Loyalty      | 0,808            | Reliable    |

Source: Appendix 5, Primary data, processed in 2025

As shown in Table 4, the Cronbach's Alpha values for customer loyalty, product quality, and customer satisfaction were 0.808, 0.715, and 0.947, respectively. Since all values were above 0.60, all instruments met the reliability requirements.

Table 5 presents the characteristics of respondents who are users of Leta handmade accessories in Denpasar City. The respondents' characteristics include gender, age, educational attainment, occupation, and monthly income, as presented below.

**Tabel 5. Karakteristik Responden**

| Characteristic       | Classification                                       | Number     | Percentage (%) |
|----------------------|------------------------------------------------------|------------|----------------|
| Gender               | Female                                               | 130        | 100.0          |
| <b>Total</b>         |                                                      | <b>130</b> | <b>100</b>     |
| Age                  | 18–22 Years                                          | 36         | 27.7           |
|                      | 23–27 Years                                          | 74         | 56.9           |
|                      | 28–32 Years                                          | 13         | 10.0           |
|                      | >32 Years                                            | 7          | 5.4            |
| <b>Total</b>         |                                                      | <b>130</b> | <b>100</b>     |
| Education Attainment | Senior High School/Vocational High School/Equivalent | 66         | 50.8           |
|                      | Diploma                                              | 18         | 13.8           |
|                      | Bachelor's Degree (S1)                               | 42         | 32.3           |
|                      | Master's Degree (S2)                                 | 4          | 3.1            |
| <b>Total</b>         |                                                      | <b>130</b> | <b>100</b>     |
| Occupation           | Student/University Student                           | 50         | 38.5           |
|                      | Entrepreneur                                         | 11         | 8.5            |

| Characteristic | Classification            | Number     | Percentage (%) |
|----------------|---------------------------|------------|----------------|
|                | Civil Servant             | 9          | 6.9            |
|                | Private-Sector Employee   | 60         | 46.2           |
| <b>Total</b>   |                           | <b>130</b> | <b>100</b>     |
| Monthly Income | < Rp 1,000,000            | 26         | 20.0           |
|                | Rp 1,000,000–Rp 3,000,000 | 63         | 48.5           |
|                | Rp 3,000,001–Rp 5,000,000 | 15         | 11.5           |
|                | > Rp 5,000,000            | 26         | 20.0           |
| <b>Total</b>   |                           | <b>130</b> | <b>100</b>     |

Source: Processed data, 2025

Table 5 shows that all respondents in this study were female. In terms of age, respondents were predominantly in the 23–27-year age group, followed by those aged 18–22 years. Most respondents were employed as private-sector employees. In terms of educational attainment, the majority had completed senior high school/vocational high school or equivalent education. Furthermore, most respondents had a monthly income ranging from IDR 1,000,000 to IDR 3,000,000.

Product quality refers to the ability of Leta handmade accessory products to demonstrate their performance, encompassing overall durability, reliability, accuracy, ease of use and repair, as well as other attributes possessed by the products. Based on respondents' responses regarding the product quality variable, the distribution of responses can be determined.

**Table 6. Description of Product Quality**

| No          | Statement                                                                                  | Respondents' Responses (people) |    |    |    |    | Mean        | Category         |
|-------------|--------------------------------------------------------------------------------------------|---------------------------------|----|----|----|----|-------------|------------------|
|             |                                                                                            | 1                               | 2  | 3  | 4  | 5  |             |                  |
| 1           | I feel comfortable when using Leta handmade accessories.                                   | 0                               | 0  | 12 | 56 | 62 | 4,38        | Very Good        |
| 2           | The designs of Leta handmade accessories always follow the latest trends.                  | 0                               | 0  | 12 | 58 | 60 | 4,37        | Very Good        |
| 3           | I rarely experience problems with Leta handmade accessories during use.                    | 0                               | 0  | 19 | 60 | 51 | 4,25        | Very Good        |
| 4           | Leta handmade accessories remain in good condition despite frequent use.                   | 0                               | 0  | 30 | 59 | 41 | 4,08        | Good             |
| 5           | Leta handmade accessories conform to the specifications stated in the product description. | 0                               | 10 | 13 | 46 | 61 | 4,22        | Very Good        |
| 6           | I like the color combinations and artistic details of Leta handmade accessories.           | 0                               | 2  | 40 | 46 | 42 | 3,98        | Good             |
| <b>Mean</b> |                                                                                            |                                 |    |    |    |    | <b>4,21</b> | <b>Very Good</b> |

Source: Processed data, 2025

Respondents' assessment of the product quality variable yielded an overall mean

score of 4.21, placing this variable in the very good category. This indicates that respondents had a very positive assessment of the quality of Leta handmade accessories in Denpasar City.

Customer satisfaction refers to the feeling of pleasure or disappointment experienced by customers when comparing their perceptions of the performance of Leta handmade accessories with their expectations.

**Table 7. Description of Customer Satisfaction**

| No          | Statement                                                                             | Respondents' Responses (people) |   |    |    |    | Mean        | Category         |
|-------------|---------------------------------------------------------------------------------------|---------------------------------|---|----|----|----|-------------|------------------|
|             |                                                                                       | 1                               | 2 | 3  | 4  | 5  |             |                  |
| 1           | I feel that Leta products meet my expectations in terms of quality and functionality. | 0                               | 0 | 16 | 68 | 46 | 4,23        | Very Satisfied   |
| 2           | I intend to purchase Leta products again in the future.                               | 0                               | 0 | 10 | 79 | 41 | 4,24        | Very Satisfied   |
| 3           | I am happy to recommend Leta products to friends or family.                           | 0                               | 0 | 18 | 77 | 35 | 4,13        | Satisfied        |
| <b>Mean</b> |                                                                                       |                                 |   |    |    |    | <b>4,20</b> | <b>Satisfied</b> |

Source: Processed data, 2025

Respondents' assessment of the customer satisfaction variable yielded an overall mean score of 4.20, which falls within the satisfied category. This indicates that respondents expressed a high level of satisfaction with Leta handmade accessories in Denpasar City.

Customer loyalty refers to a customer's deep commitment to continue purchasing or consistently repurchasing Leta products in the future.

**Table 8. Description of Customer Loyalty**

| No          | Statement                                                                            | Respondents' Responses (people) |   |    |    |    | Mean        | Category     |
|-------------|--------------------------------------------------------------------------------------|---------------------------------|---|----|----|----|-------------|--------------|
|             |                                                                                      | 1                               | 2 | 3  | 4  | 5  |             |              |
| 1           | I tend to purchase Leta products whenever I need them.                               | 0                               | 0 | 1  | 69 | 60 | 4,45        | Very Loyal   |
| 2           | I am interested in trying other Leta products besides those I usually purchase.      | 0                               | 0 | 7  | 79 | 44 | 4,28        | Very Loyal   |
| 3           | I am not easily influenced by offers of competing products similar to Leta products. | 0                               | 0 | 40 | 44 | 46 | 4,05        | Loyal        |
| 4           | I am happy to recommend Leta products to friends or family.                          | 0                               | 0 | 39 | 46 | 45 | 4,05        | Loyal        |
| <b>Mean</b> |                                                                                      |                                 |   |    |    |    | <b>4,20</b> | <b>Loyal</b> |

Source: Processed data, 2025

Respondents' perceptions of the customer loyalty variable yielded an overall mean score of 4.20, which falls within the loyal category. This indicates that respondents

demonstrated a high level of customer loyalty toward Leta handmade accessories in Denpasar City.

The variables analyzed in this study were Product Quality (X), Customer Satisfaction (M), and Customer Loyalty (Y). Path analysis can only be applied when certain underlying assumptions have been satisfied. Using SPSS 25.0 for Windows, the effect of Product Quality (X) on Customer Satisfaction (M) was examined. Table 9 presents the results of the first structural model.

**Table 9. Path Analysis Results for Structure 1**

| Model           | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-----------------|-----------------------------|------------|---------------------------|-------|-------|
|                 | B                           | Std. Error | Beta                      |       |       |
| (Constant)      | 2.432                       | 0.300      |                           | 8.115 | 0.000 |
| Product Quality | 0.420                       | 0.071      | 0.465                     | 5.949 | 0.000 |
| R <sup>2</sup>  | : 0,217                     |            |                           |       |       |

Source: Processed data, 2025

Table 9 presents the results of the path analysis, from which the first structural equation can be formulated as follows:

$$M = \beta_2 X + e_1$$

$$M = 0,465 X + e_1$$

The effects of Product Quality (X), Customer Satisfaction (M), and Customer Loyalty (Y) were subsequently analyzed using SPSS 25.0 for Windows. The results of the second structural model are presented in Table 10.

**Table 10. Path Analysis Results for Structure 2**

| Model                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-----------------------|-----------------------------|------------|---------------------------|-------|-------|
|                       | B                           | Std. Error | Beta                      |       |       |
| (Constant)            | 0.853                       | 0.312      |                           | 2.733 | 0.007 |
| Product Quality       | 0.476                       | 0.067      | 0.504                     | 7.062 | 0.000 |
| Customer Satisfaction | 0.321                       | 0.075      | 0.307                     | 4.291 | 0.000 |
| R <sup>2</sup>        | : 0,508                     |            |                           |       |       |

Source: Processed data, 2025

The following structural equation 2 can be derived from the path analysis data presented in Table 10.

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0,504X + 0,307M + e_2$$

Without a mediating variable, the effect of one variable on another is referred to as a direct effect. Product Quality (X) has an effect of 0.504 on Customer Loyalty (Y). The value of 0.465 indicates that Product Quality (X) affects Customer Satisfaction (M). Customer Satisfaction (M) has an effect of 0.307 on Customer Loyalty (Y). When another variable acts as a mediator between two variables, the relationship is referred to as an indirect effect.

The indirect effect through the mediating variable (M) is 0.143, obtained from  $0.465 \times 0.307$ . The direct effect of Product Quality (X) on Customer Loyalty (Y) is 0.504. The total

effect is obtained by summing the direct and indirect effects. With the indirect effect through M amounting to 0.143, the total effect is  $0.504 + 0.143 = 0.647$ .

To construct the final path diagram model, this analysis examines the value of each error term in each structural model and the coefficient of determination for substructures 1 and 2. The calculation of the error term for each structure is presented below.

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = \sqrt{1 - R1^2} = \sqrt{1 - 0,217} = 0,884$$

$$e_2 = \sqrt{1 - R2^2} = \sqrt{1 - 0,492} = 0,712$$

Based on the calculation of the error effects (e), the error term for substructure 1 has a value of 0.884, while the error term for substructure 2 has a value of 0.712.

The overall coefficient of determination can be calculated as follows:

$$R^2_m = 1 - (e_1)^2 (e_2)^2$$

$$= 1 - (0,884)^2 (0,712)^2$$

$$= 1 - (0,783)(0,508)$$

$$= 1 - 0,398 = 0,602$$

The coefficient of determination of 0.602 or 60.2 percent indicates that 60.2 percent of the variation in Customer Loyalty can be explained by variations in Product Quality and Customer Satisfaction. The remaining 39.8 percent is explained by variations in other variables not included in this research model.

The analysis results presented in Table 10 show that Product Quality has a Beta value of 0.504 and a Sig. value of 0.000. Therefore,  $H_0$  is rejected and  $H_a$  is accepted because the Sig. value of  $0.000 \leq 0.05$ . Thus, it can be concluded that Product Quality has a positive and significant effect on Customer Loyalty. This indicates that the better the Product Quality, the higher the Customer Loyalty.

Based on Table 9, Product Quality has a Beta value of 0.465 and a Sig. value of 0.000. Therefore,  $H_0$  is rejected and  $H_a$  is accepted because the Sig. value of  $0.000 \leq 0.05$ . Thus, it can be concluded that Product Quality has a positive and significant effect on Customer Satisfaction. This indicates that the better the Product Quality, the higher the Customer Satisfaction.

Based on Table 10, Customer Satisfaction has a Beta value of 0.307 and a Sig. value of 0.000. Therefore,  $H_0$  is rejected and  $H_a$  is accepted because the Sig. value of  $0.000 \leq 0.05$ . Thus, it can be concluded that Customer Satisfaction has a positive and significant effect on Customer Loyalty. This indicates that the higher the Customer Satisfaction, the higher the Customer Loyalty.

The normality test in this study was conducted using the One-Sample Kolmogorov-Smirnov analysis by comparing the calculated Kolmogorov-Smirnov value with the Kolmogorov-Smirnov table value. Table 11 presents the findings of the One-Sample KS test.

**Table 11. Normality Test Results**

| Equation     | Asymp. Sig. (2-tailed)<br>Kolmogorov-Smirnov |
|--------------|----------------------------------------------|
| Structural 1 | 0.051                                        |
| Structural 2 | 0.200                                        |

Source: Processed data, 2025

Based on Table 11, the Asymp. Sig. (2-tailed) Kolmogorov-Smirnov values are 0.051 and 0.200. These Asymp. Sig. (2-tailed) Kolmogorov-Smirnov values are greater than the alpha value of 0.05, indicating that the data used in this study are normally distributed.

The multicollinearity test was conducted by analyzing the tolerance and VIF values. The tolerance and VIF values are used to measure the variability of independent variables or the relationships among independent variables. A tolerance value below 0.10 or a VIF value above 10 indicates the presence of multicollinearity. The tolerance and VIF values are presented in Table 12

**Table 12. Multicollinearity Test Results**

| Model        |                       | Collinearity statistics<br>tolerance | VIF   |
|--------------|-----------------------|--------------------------------------|-------|
| Structural 2 | Product Quality       | 0.783                                | 1.277 |
|              | Costumer Satisfaction | 0.783                                | 1.277 |

Source: Processed data, 2025

As shown in Table 12, none of the independent variables has a tolerance value below 0.10 or a VIF value above 10. Therefore, the regression model is free from multicollinearity.

The heteroscedasticity test was conducted using the Glejser method. The Glejser method involves estimating the regression model to obtain the residual values, transforming the residuals into absolute values, and subsequently regressing these absolute residuals on all independent variables. Table 13 presents the statistical results obtained using the Glejser test.

**Table 13. Heteroscedasticity Test Results**

| Equation     | Model                 | t      | Sig.  |
|--------------|-----------------------|--------|-------|
| Structural 1 | Product Quality       | -0.944 | 0.347 |
| Structural 2 | Product Quality       | -1.746 | 0.083 |
|              | Costumer Satisfaction | -0.526 | 0.600 |

Source: Processed data, 2025

Significance values above 0.05 were obtained for each model (Table 13). This indicates that the independent variables used in this study do not have a significant effect on the absolute residuals; therefore, the study is free from heteroscedasticity.

Following the calculations presented above, Table 14 provides a summary of the direct, indirect, and total effects for each structural equation.

**Table 14. Direct Effect and Indirect Effect of Promotion through Social Media (X) on Brand Awareness (M) and Purchase Intention (Y).**

| Effect of Variable | Direct Effect | Indirect Effect through M | Total Effect | Std. Error | Sig.  | Result      |
|--------------------|---------------|---------------------------|--------------|------------|-------|-------------|
| X→Y                | 0,504         | 0,143                     | 0,647        | 0,067      | 0,000 | Significant |
| X→M                | 0,465         |                           | 0,465        | 0,071      | 0,000 | Significant |

|     |       |       |      |       |             |
|-----|-------|-------|------|-------|-------------|
| M→Y | 0,307 | 0,307 | 0,07 | 0,000 | Significant |
|-----|-------|-------|------|-------|-------------|

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Source: Processed data, 2025

Table 14 presents a summary of the direct and indirect effect paths of all variables, together with the error values for each functional equation developed using the path analysis method. The interpretation of the values presented in Table 14 is explained as follows.

Based on the results of the study, the effect of Product Quality on Customer Loyalty shows a direct effect of 0.504 with a significance value of 0.000. The effect of Product Quality shows a direct effect of 0.465 with a significance value of 0.000. The effect of Customer Satisfaction on Customer Loyalty shows a direct effect of 0.307 with a significance value of 0.000. The role of Customer Satisfaction in mediating the effect of Product Quality on Customer Loyalty shows a result of 0.647.

The following equation forms the basis of the Sobel test, which can be calculated using Excel. At a confidence level of 95 percent, the mediating variable is considered to significantly mediate the relationship between the dependent and independent variables if the estimated Z-value is greater than 1.96.

$$Z = \frac{ab}{\sqrt{b^2S_a^2 + a^2S_b^2}}$$

$$Z = \frac{0,465 \cdot 0,307}{\sqrt{(0,307^2 0,071^2) + (0,465^2 0,075^2) + (0,071^2 0,075^2)}}$$

$$Z = \frac{0,142}{0,040}$$

$$Z = 3,44$$

In accordance with the criterion that the coefficient (Z) of  $3.44 > 1.96$ ,  $H_0$  is rejected and  $H_a$  is accepted. This means that Customer Satisfaction is a mediating variable in the effect of Customer Quality on Customer Loyalty toward Leta handmade accessories in Denpasar City.

The testing of the first hypothesis in this study indicates that Product Quality has a positive and significant effect on Customer Loyalty. This means that the better the Product Quality provided by Leta handmade accessories, the higher the Customer Loyalty of Leta handmade accessory customers in Denpasar City.

The testing of the second hypothesis in this study indicates that Product Quality has a positive and significant effect on Customer Satisfaction. This means that the more attractive the Product Quality provided by Leta handmade accessories, the higher the Customer Satisfaction with Leta handmade accessories in Denpasar City.

The testing of the third hypothesis in this study indicates that Customer Satisfaction has a positive and significant effect on Customer Loyalty. This means that when Customer Satisfaction with Leta handmade accessories increases, the level of Customer Loyalty among Leta handmade accessory customers in Denpasar City will also increase.

The testing of the fourth hypothesis in this study indicates that Product Quality affects Customer Loyalty toward Leta handmade accessories in Denpasar City through the mediation of Customer Satisfaction. This means that the better the Product Quality of Leta handmade accessories in Denpasar City, the higher the Customer Satisfaction, and a high level of Customer Satisfaction will subsequently result in a high level of Customer Loyalty toward Leta handmade accessories in Denpasar City.

## CONCLUSION AND RECOMMENDATIONS

Based on the findings of this study, several conclusions can be drawn as follows. Product Quality has a positive and significant effect on Customer Loyalty toward Leta handmade accessories in Denpasar City. This finding indicates that the better the Product Quality of Leta handmade accessories, the higher the Customer Loyalty toward the products offered by Leta. Product Quality also has a positive and significant effect on Customer Satisfaction with Leta handmade accessories in Denpasar City. This finding indicates that the better the Product Quality of Leta handmade accessories, the higher the level of Customer Satisfaction. Customer Satisfaction has a positive and significant effect on Customer Loyalty toward Leta handmade accessories in Denpasar City. This finding indicates that higher Customer Satisfaction with Leta handmade accessories in Denpasar City will increase Customer Loyalty toward the products offered by Leta. Customer Satisfaction partially mediates the effect of Product Quality on Customer Loyalty toward Leta handmade accessories in Denpasar City. This finding indicates that improving Product Quality will increase Customer Satisfaction, and higher Customer Satisfaction will subsequently increase Customer Loyalty toward Leta handmade accessories in Denpasar City.

Based on the conclusions of this study, several recommendations can be proposed. For Leta handmade accessories, Customer Loyalty can be enhanced by paying greater attention to Product Quality and Customer Satisfaction. The following considerations may be taken into account.

Based on the descriptive analysis of the Product Quality variable, the statements that have not yet reached the very good category are “I like the color combinations and artistic details of Leta handmade accessories” and “Leta handmade accessories remain in good condition despite frequent use.” Therefore, Leta handmade accessories in Denpasar City are expected to pay greater attention to Product Quality by enhancing creativity in color selection, strengthening artistic details, and adapting product designs to evolving consumer preferences. Leta is also expected to maintain and improve the durability of its accessory products so that they can remain in good condition over a longer period of use. These efforts are important to ensure that the products not only provide good functional quality but also offer aesthetic value and long-term durability, thereby increasing attractiveness, Customer Satisfaction, and Customer Loyalty toward the Leta brand.

Based on the descriptive analysis of the Customer Satisfaction variable, the indicator that has not yet reached the very satisfied category is “I am happy to recommend Leta products to friends or family.” Therefore, Leta handmade accessories in Denpasar City are expected to pay greater attention to factors that can enhance Customer Satisfaction, such as providing a more enjoyable purchasing experience, maintaining consistent Product Quality, improving customer service, and offering more innovative and trend-oriented designs. These efforts are important so that customers not only feel satisfied after making a purchase but are also encouraged to recommend the products to others, which may ultimately expand the market and strengthen Customer Loyalty toward the Leta brand.

For future research, subsequent studies are expected to incorporate additional variables that may influence Customer Loyalty and to broaden the scope of the research beyond Leta handmade accessories in Denpasar City by examining other handmade accessory businesses in Denpasar City. Future studies may also be conducted in different research locations rather than focusing on a single area, thereby providing broader

insights and enabling the findings to be more generally applicable.

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